

Revolutionary Concorde flies higher



A Concorde Corodex reverse osmosis plant

23 years into the birth of the Concorde Corodex, the group is now larger than life, expanding into a series of companies across the region, each with an environmental target of its own. For juicy updates on the UAE-based group's maneuvers, AWW magazine had a tête à tête with Mr. Ahmad Al-Shuha, Technical Director Concorde-Corodex Group.

1. Give us a sketchy timeline of the 23 years of Concorde Corodex, with names and figures.

1974: Concorde Trading Co. was established by M. H. Al-Mana, the founder of Al-Mana Group of companies and Mahmoud Awad the Concorde-Corodex Group managing director in Abu Dhabi, the capital of UAE to serve the growing governmental and oil field market in the fields of water treatment, fire fighting, and safety equipment.

1976: Concorde Trading Co. Branch in Al-Ain was established, the second largest city of the Abu Dhabi Emirate.

1976: Concorde Trading Co. Branch in Sharjah Emirate was established.

1978: Corodex Trading Co. was established in Dubai Emirate, UAE to serve Dubai and other UAE emirates in the north of the country. Dubai was a growing and promising market.

1978: Gulf International Trading was established in Doha the capital of Qatar.

1979 – 1997: Focused on whole sales to supply the Middle East countries with various components for water and wastewater treatment components and systems. The ex-stock material in our central stores in Dubai; exceeds \$5 million by the year 1997 and currently it is over \$10 million from simple cartridge filters up-to membranes for Reverse Osmosis and sewage rec-

lamation.

1998: Corodex Industries, the assembly arm of the group to fabricate and assemble Reverse Osmosis Plants in Dubai, was founded.

1999: Corodex Agencies was established in Khartoum, Sudan to serve the growing oil field market.

2000: Accrued Eflo International of UK, the well known company in the field of packaged sewage treatment plant, and started the fabrication and assembly of these packages in Dubai under the following brand names: EfloCT and Eflo-Filandraw.

2001: Started the fabrication and assembly of river water treatment packages to serve Iraq and other countries needing such packages like Egypt, Syria. and Sudan.

2002: Started the assembly of industrial wastewater treatment packages to serve the growing wastewater reclamation market.

2003: Introduced new product for sewage treatment that saves on required footprint and energy consumption under the brand name of EfloSAF. The product was based on Submerged Aerated Biofilters technology.

2004: Started the investigation and research on the domestic sewage treatment and reclamation for re-use in growing

demand of non-potable applications in our region like air-conditioning and restricted/unrestricted irrigation focusing on membrane Bioreactor technology (MBR).

2005: Launched our latest product -- the EfloMBR -- and started commercial work on this product.

2006: **Gulf Sail for Water Technology** was established in the Jordanian capital Amman, targeting the growing business for Reverse Osmosis and membrane Bioreactor (MBR).

2006: **Integrated Engineering Services** was established in Muscat, the capital of Oman to serve the growing water and wastewater treatment business.

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2. Why did the founders go into water treatment?

Our region is a semi-arid region and at the time, natural water resources were suffering from depletion, as is the case still. The demand was increasing and desalination by distillation and RO was the possible solution to supplement the increasing water demand. Our founders' vision to this growing part of the world is to work in the water sector: They consider this sector as a crucial and very important market and sure it will help the company grow.

3. Where do you operate now? Why is the UEA your central focus?

The UAE market is a unique environment for business and in 1974, UAE economy was at its early stages; it was an ideal market to establish our group.

4. Are there any countries in the MENA, suffering water scarcity, where you want to establish presence?

Nearly all countries will have water problems by the year 2020 except for the UAE. We are considering setting up base in some countries, which we would announce in due time.

5. What services do you offer now other than water treatment? What new products have you launched on the market?

Concorde-Corodex Group focuses on water treatment and fire fighting systems. However, our owners are involved in other business sectors, such as real estate, industrial gases manufacturing, and industrial steel fabrication.

6. Where do you cast the UAE on the water shortage/facilities scale? What about the MENA at large, do you think it will suffer absolute water depletion by 2025?

In the UAE, planning with regards to the water sector is excel-



An EFLO sewage treatment plant

lent and despite all the recent developments, reports indicate that the UAE will not face any water supply problems. In fact, it is likely to be the only country in the region that does not have any problem as far as water supply is concerned.

7. What independent measures is Concorde Corodex taking to overcome the MENA's water-related problems?

We aim at keeping the market updated on the latest technologies in this field and recently, the management started a study for the establishment of a specialized institute in the region in the field of water purification and wastewater treatment and reclamation. Despite rapid growth, the region lacks experts in this crucial field. We look forward to helping in developing such skills locally and throughout the region. This is in addition to the company's focus on working on large size projects.

8. You have been nominated as "Small Desalination Company of the Year 2006". Brief AWW readers about this nod.

This came as a pleasant surprise to us last year, since it is a global award. Only two companies in the region were nominated, and we were one of them.

We competed against companies based in the United States and Australia. The category that we were nominated for was "Desalination Company of the Year - Small Plants (Less than 10,000 m³/day)". They were impressed with our capacity to engineer plants and execute projects in one of the most demanding markets in the world.

9. What does Concorde Corodex have in store for the Arabian water market?

Our mission for the future is to provide the Arab water market with cost effective as well as technologically advanced water and wastewater solutions. ■

أجرت مجلة عالم المياه العربي مقابلة خاصة مع السيد أحمد الشوفا المدير التقني لمجموعة Concorde Corodex. وتعتبر المجموعة التي تأسست عام 1974 من أوائل الشركات في دولة الإمارات العربية المتحدة التي تعمل في مجال خدمات تقنية ومعالجة المياه في المنطقة وقد قامت بتوسيع شبكتها لتغطي الأسواق الآسيوية والإفريقية. إن أعضاء مجموعة شركات Concorde Corodex هي Corodex للتجارة ومؤسسة وكالة Corodex و Corodex Elec للمعدات البحرية و Corodex Mecanics وهندسة معدات الإطفاء Eflo International. وأوضح السيد الشوفا الأسباب التي دفعت الشركة بالعمل في حقل معالجة المياه كما وتطرق إلى منتجات المجموعة الجديدة في مجال معالجة المياه بالإضافة إلى توقعات المجموعة للسوق وطموحاتها.