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AGE INTRADE LLC

Experience leads to reliability

Since its inception 28 years ago, Age Intrade LLC has grown to become one of the leading suppliers of construction steel in the UAE.

With decades of experience, Age Intrade's adherence to quality and excellence in its product portfolio is unmatched. It constantly obtains a high standard of quality and reliability, reflected in its financial mite, resulting in the company acquiring a reputation for being the best in the steel business.

The first years

The company was originally a partnership firm founded by the brothers, Ghayoor and Misbah Siddiqui. After achieving a very high rate of success in Saudi Arabia through their company, Arabian Gulf Establishment (AGE), the brothers set up a sister company called Age Intrade in Dubai.

This was an important strategic move for the family-run business as Dubai presented the brothers opportunities to grow even further, so much so that the city is now a key strategic point for the company's business activities.

Says Asim Siddiqui, Managing Director of Age Intrade: "Our main

market is Dubai itself and if Dubai grows, then we grow.

"We are very happy to play a very crucial role in the development of Dubai and the development of the steel industry as a whole, in the UAE."

Company portfolio

Age Intrade provides structural steel for a wide range of constructions. This includes the building of bridges, oil rigs, commercial warehouses, ships and skyscrapers.

The company obtains the requisite structural steel from several countries around the world such as South Africa, Russia, Ukraine, India, Japan, South Korea and European countries.

The steel is then stocked locally (the company presently has a total storage area of 700,000 square feet) and distributed later after placement of orders in the local market. The steel is also exported to countries in the Gulf region such as Bahrain, Qatar and Saudi Arabia as well as several Asian countries.

Age Intrade employs more than 40 staff and has a turnover volume exceeding 100,000 tonnes per annum. Being a family business, Age

Intrade values its employees as much as it does its business and realises that its workforce is its biggest asset.

The company is governed by the rules stated in the International Business Practices (IBP) guide issued by the National Trade Data Bank of the USA, giving it a high level of conformity to rules and regulations of international trade.

Setting the bar

This also results in a happy and friendly work environment, resulting in a high rate of customer satisfaction. The IBP yardstick also ensures that the company maintains the highest standards for every project executed.

This gives Asim every reason to be proud of the company's relatively short but incredibly successful legacy. "With 28 years of service behind us, we have developed a customer base that has come to know and trust the name of Age Intrade.

Our loyal customers and the strength of our dedicated staff have made Age Intrade number one in its field," he says.

— Cindy Bailey