



Age Steel at Jebel Ali Free Zone



The Age Intrade LLC office at Al Aweer

AGE INTRADE LLC

# Established credentials

Age Intrade LLC, established 25 years ago, is one of the largest stockists of structural steel products in the UAE today. Its main line of business is dealing in structural steel items in the UAE, neighbouring Gulf countries, Asia and Africa. The company, which has offices and warehousing facilities at Al Aweer and within the Jebel Ali Free Zone, has a proven sales record and has shown a three digit sales increase in the past few years.

"Age Intrade today has a strong base in the marketplace and among customers due to our consistent track record of reliable and efficient service," says Asim Siddiqui, Managing Director. "This is further bolstered by the strength and market knowledge of our loyal personnel and our significant financial strength obtained through the close partnerships and support we receive from several leading banks in the UAE."

**Extensive facilities**

Age Intrade's extensive warehousing facilities have provided the company with the advantage of using the economies of scale and carrying an expansive range of various grades and sizes of steel from producers from around the globe, including those in South Africa, Russia, Ukraine, South Korea and Europe.

The large inventory with at least three months worth of sales in stock, and the controlled overheads, also has helped the company to provide competitive rates to its customers.

Asphalted warehousing facilities and systematic storage facilities have ensured customers can rely on Age Intrade for their steel supplies. To ensure smooth and efficient operations at all times, a fleet of trailers, trucks and forklifts manages its stock.

Specific roles are assigned to the company's staff of about 50 people to better deal with customer enquiries and ensure a trouble-free business environment as well as increased efficiency and productivity.

Age Intrade has also understood and embraced the use of technology to better its business processes and improve the information systems within the company.

The inventory management and financial accounting procedures within the company are handled by a modern and regularly updated software package, which is run on high performance networked computer systems. Age Intrade also obtained the ISO 9001 certification recently.

"We are seeking to greatly diversify our portfolio in international markets, and our newly set up operations in the Jebel Ali Free Zone are conducive to en-

sure cost-effective re-export of our products.

"Age Intrade has further booked 20,000 square metres of space in the Building Materials Zone to further supplement our steel handling capabilities. We are bullish about steel prospects in the local market and this third branch of Age Intrade will further consolidate our position as a leading stockist of steel and will have a storage area in excess of 50,000 square metres by 2006," says Siddiqui.

**Maximised efficiency**

"Our clients remain our primary concern, and we have renovated our website to enable clients to monitor and track their accounts with us. This will maximise efficiency and keep our clients well informed.

"In the coming year, we will continue to improve our management and infrastructural systems to maximise efficiency and provide a pleasant experience to our customers. We are also planning to open representative offices in the neighbouring GCC countries in the coming years, and focusing on re-export prospects in the region. Age Intrade's prime objective will be to remain one of the most reliable steel stockists in the market today," says Siddiqui.

— Leena Mathew