



AGE INTRADE LLC

Building a solid foundation

WITH nearly 30 years of expertise, Age Intrade LLC has established itself as a name to reckon with in the UAE in the field of steel trading. "We provide materials for a variety of construction projects - from building bridges, oilrigs, commercial warehouses and ship building to skyscrapers," says Asim Siddiqui, Managing Director of Age Intrade. "We obtain structural steel from every corner of the world — South Africa, Russia, Ukraine, India, Japan, South Korea and Europe. The material is supplied to the local market as well as re-exported to countries such as Bahrain, Qatar, Saudi Arabia and other Gulf states as well as Asian countries."

With the real estate boom in Dubai and the UAE economy taking off on a sharp trajectory, the demand for steel has soared. As one of the top steel traders, Age Intrade not only anticipated the demand but also moved proactively to manage its supplies. With a recent acquisition of 400,000 sq. feet land in Jebel Ali Free Zone, the firm's total store yard capacity has touched a massive 700,000 sq. feet.

"Our stock is managed by a fleet of trailers, trucks and fork lifts to ensure smooth and efficient operations at all times. Inventory management and financial accounting are handled by a regularly updated software package run on Windows networked computer systems. Our staffs are assigned very specific roles to handle all customer enquiries and ensure a hassle-free business environment. The management collectively

has more than two decades of experience in steel trading. We are not only just committed to providing products at the best value but also to ensure a professional and efficient experience for all our customers," says the young and dynamic MD, who along with his brother, Raed and uncle, Misbah Siddiqui runs Age Intrade.

With such meticulous attention to customer care and quality, it's no wonder that Age Intrade has a list of prestigious projects such as the Dubai Metro, the Palm Jumeriah and Jebel Ali, Burj Dubai district and the expansion of Dubai International Airport in its portfolio.

Asked how it all began, Siddiqui says: "Our company was originally a partnership firm, founded by my father Ghayoor Siddiqui and my uncle Misbah Siddiqui in 1979 after achieving huge success in the same line of business in Saudi Arabia

through their company Arabian Gulf Establishment (AGE). They set up a sister concern called Age Intrade and it was an important strategic move in the family business." It has indeed been a progressively bigger march for the company ever since.

"More than 28 years of unmatched excellence in quality, reliability and financial standing have gained us a reputation of being second to none in the steel business," point out Siddiqui. "Age Intrade was felicitated in 2001 by the then Dubai Ports Authority for showing a substantial increase in importing steel for the year. Subsequently, we have also been awarded the ISO 9001 quality certification," he says.

The company's volume turnover of 100,000 tons per annum is not only a reflects its rapid growth but also an indicates its appetite for more, believes Siddiqui. "We stress on reliability, on delivering on time every time and assessing emerging market trends accurately. These have earned us a loyal and varied customer base," he says.

On future plans, Siddiqui says: "Our vision is to be a regional player and cater to the large GCC market. We have plans to setup in Qatar and Saudi Arabia by next year. Our main market is Dubai itself, and as Dubai grows, we also grow. We are very happy to play a crucial role in the phenomenal growth of Dubai and the development of the steel industry as a whole in the UAE."

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