

Electrical products for the **MENA market**

Giorgio Mariani, recently appointed export manager at Imequadri Duestelle SpA, discusses the company's activities in the MENA region.



*Giorgio Mariani, export manager,
Imequadri Duestelle SpA*

Can you comment on Imequadri's presence in the MENA market and the attractions of the market for your company?

Imequadri has operated in the MENA region since 2000, in particular in the UAE. It is an interesting market; recent market studies report estimate that, thanks to the strong industrial development, the demand for electricity will increase by five to six per cent over the next five years, and we are also seeing the growth of renewable energy.

There are several projects in the UAE of interest to us, firstly the intense development and expansion programme of existing power plants and the strengthening of energy

distribution networks established by the Ministry of Energy; and other important industrial projects, such as the new plant for energy production and desalination planned by DEWA for the coming years.

What is Imequadri offering in this market?

The company is a qualified supplier for Saipem and Eni for oil and gas and for the most important bodies in the area, such as the ADNOC Group (ADCO, ADWEA, Al Hosn Gas, Borouge, Fertil, GASCO, TAKREER and ZADCO) in the UAE; Ennpi and Petrobel in Egypt; and EDL in Lebanon.

We've carried out important projects such as the Bu Hasa, Shah Gas and Habshan power plants, in the UAE; the Abu Qir PIII platform, Al Mansurya, Hassi Messaoud, Ain Djasser and Labreg plants in North Africa; and we've acquired orders for the Ansaldo power plants at Ibri and Sohar and the ORPIC Liwa plastic complex in Oman, just to name a few.

What does Imequadri supply in particular, and what are its strengths?

Since 1962, Imequadri has been working as a

technical and a commercial partner, being able both to provide technical support during the design phase, and produce quality products.

The company is located in Bergamo, near Milan, strategically connected to ports and airports, and has around 180 employees. The company handles design and production on-site. Products consist of a wide range of LV and MV switchboards, MT equipment, as well as busbars and prefabricated cabins in containers.

The most focused products for the MENA market are, in particular, the Normoclad series, MV protected electrical switchboards for primary distribution, and the LV Polimeta power centre and multicontrol motor control centres.

The strengths of the company include its flexibility and the ability to customise all types of products, giving excellent value for money. ■

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