



OVERVIEW

As part of the ASGC group, ASI has grown over the past decade into a noteworthy fit out contractor in the UAE marketplace. We have been fortunate to have worked on a range of projects across various sectors which have helped us to improve and expand our capabilities. We are constantly seeking new challenges and opportunities to expand our footprint and services further.

As our industry evolves with new technologies constantly introduced, we always try to differentiate ourselves from our competitors by endorsing technology wherever it can add value. We look for new ways in delivering our projects by offering innovative solutions to our clients. In a competitive market place such as the one we operate in, we believe that to succeed we have to always innovate and think ahead.

We believe that strong relationships are the key to a successful operation. This applies right across the value chain from our suppliers, to our people, to our clients. We take pride in the fact that the majority of our work is with repeat customers as this is testament to the fact that we deliver on our promise. Similarly, our strong ties with our supply chain help us to achieve our high standards which we base our reputation on. This is based on the fact that we honor our agreements with our suppliers and treat them as partners. Finally, our biggest asset is our team. Investing in their growth, job satisfaction and well being automatically delivers the right outcome without additional effort. Culture eats strategy for breakfast' in the words of Peter Drucker a management guru and we operate by this motto.



Dimitri Papakonstantinou
Managing Director

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GROUP OPERATIONS

With the establishment of ASGC Construction LLC in 1989, ASGC has grown to become a vertically integrated construction group that is best known for delivering turnkey special projects in the UAE. ASGC Group owns the majority of its supply chain from construction to manufacturing of building

materials, giving it a high degree of control over its projects' lifecycle. The Group's companies provide MEP services, fit-out solutions, facades and glazing, as well as manufacture structural steel, ready-mix concrete, blocks and concrete pre-cast elements. Over the last decade, ASGC further expanded,

entering the Egyptian market with the establishment of ASGC Egypt, and the Oilfield industry with ASGC Oil & Gas. ASGC also offers custom-fit project financing solutions and management services through ASGC UK. The Group has grown progressively with a clear vision for the future and a DNA-infiltrated motto.



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01 ASI

With 28 years of experience, ASI is a fit out and joinery solutions contractor. The company's primary objective is to provide sophisticated finishes and custom-made products for different project sectors.

02 ASSENT

ASSENT is one of the region's leading companies in the field of structural steel design, engineering, fabrication, painting and erection. With a fully-covered and insulated production area, using highly sophisticated technology, the company complies with all international standards for quality and accuracy of production.

03 ASU

Established in 2007, ASU is a key supplier of MEP services to a number of leading contractors in the region. ASU has a strong track record of execution of prestigious projects, The MEP expert has carved out niche for itself in the MEP Construction Industry.

04 EB

Emirates Beton was established with a view to perform actively in the niche high-performance concrete sector it specialises in the design, production and supply of ready-mix concrete using highly sophisticated, tried-and-tested processes. Emirates Beton has emphasised on high quality products, in compliance with international standards and employed the most advanced mixing technology in the ready-mix sector.

05 HBF

HBF is a leading manufacturing conglomerate in the UAE with the production capacity of 1 million m² a year. HBF manufactures all kinds of Masonry & Hourdi blocks, Paving blocks and Sholin blocks for the construction industry in the region. The company has invested in the most advanced in-house testing and quality control facility, and quality assurance technologies

06 HPBS

HPBS delivers "Total Precast Solutions" from design & value engineering to manufacture, logistics and installation of precast cement products. HPBS supplies pre-cast concrete products on a large scale, both to ASGC and to third parties. HPBS's manufacturing process is fully computerised from design to delivery.

07 JML

JML was established in 1990 in Newcastle Australia. Over the next 3 decades JML established itself as a leading architectural Façade and Glazing specialist undertaking iconic projects in Australia, United Kingdom, Hong Kong, Singapore and New Zealand. In 2006 JML UAE LLC established itself in the Middle East. JML is a vertically integrated outfit, which enables the provision of end to end solutions to our clients from design and engineering to manufacturing and site installation.

08 ASGC OIL & GAS

2010 ASGC expanded its services to the UAE's Oil and Gas industry capitalizing on its long successful presence in construction. and its biggest steel manufacturing facility in the region, offering integrated solutions that support the Midstream and Downstream sectors as an EPC player contributing to the national economy growth in the oilfield industry.

09 ASGC UK

ASGC UK oversees the relationships with UAE-based customers who are seeking UKEF-supported financing for their forthcoming projects, Construction management services and financing solutions. studies, project coordination services & management until delivery.

10 ASGC EGYPT

ASGC Egypt was founded in 2009. It was formed to extend the construction and infrastructure services based on the growing demand for mega construction projects in Egypt.

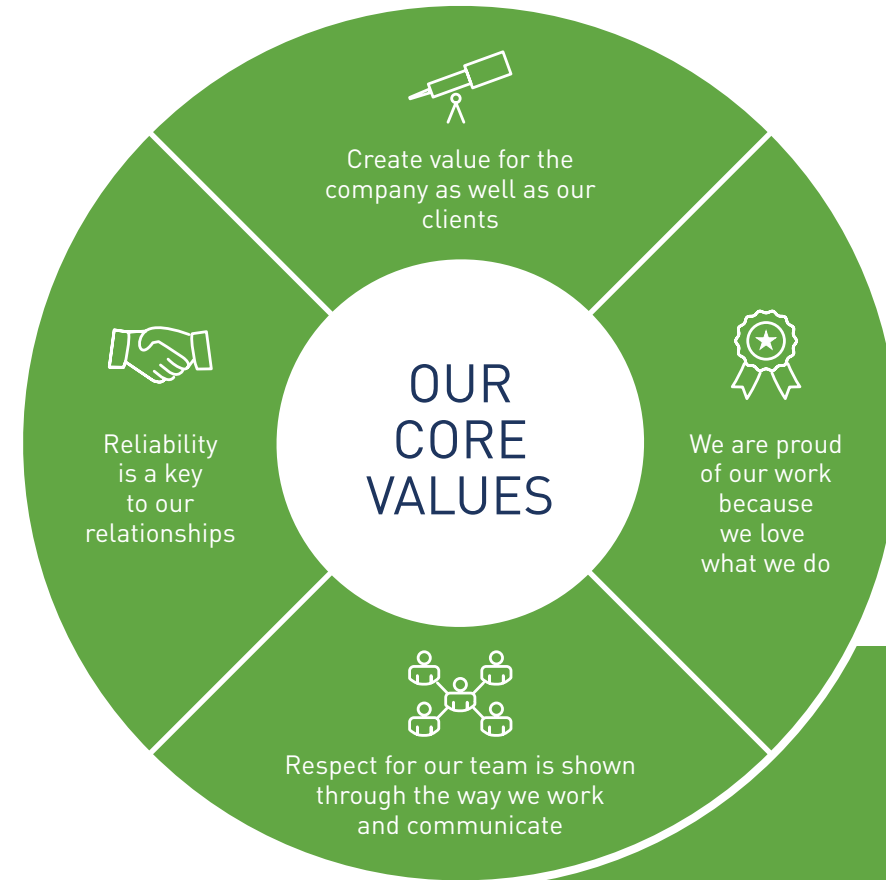


OUR STORY

ASI is the interior fit out subsidiary of ASGC established in 1997. Operating over the years as both the fit out partner of ASGC as well as other contractors and developers, ASI has gained a wealth of experience in many sectors of the construction industry.

ASI continuously strives to exceed our customer's needs and expectations by delivering quality interiors, within budget and on time. We believe that collaboration with our clients establishes a sense of trust and transparency which leads to the lasting relationships and repeat business which we have enjoyed over the years. We believe in earning trust through reliability in our promise, quality of our product and operating to the highest level of safety. Our ISO 9001, ISO 14001 and ISO 45001:2018 are testament to our working practices.

Having a state-of-the-art woodworking factory in DIP as well as in-house capability for the majority of the fit out trades, gives ASI an advantage in the market to differentiate ourselves from others. Our experienced management team continuously seek improvement to the efficiency and effectiveness of all our operations. Innovation is a fundamental principle for the entire ASGC group of companies and ASI is no different. We constantly search for new and innovative methods to deliver our projects.



With both a manufacturing facility as well as complete in-house project personnel, ASI is the partner of choice where performance and quality is guaranteed.



MISSION AND VISION

Mission

We are committed to delivering world class interior spaces utilising the latest technological and manufacturing methods that meet the unique needs and expectations of each client.

We aim to contribute significant value to our clients, our employees and our community through sustainable development, innovation and applying global best practice.

We are guided by our values of reliability, transparency, efficiency, excellence, as well as adaptability to the ever changing market in all that we do.



Vision

WORLD-CLASS INTERIORS
Through Innovation and Excellence.

TURNKEY FIT OUT



Fit Out

- HOSPITALITY
- SOCIAL INFRASTRUCTURE
- COMMERCIAL
- HEALTHCARE
- RESIDENTIAL
- RETAIL



Joinery

- FF&E
- WARDROBES
- DOORS
- WALL CLADDING

140

projects have been completed by ASI



ASI FACTORY

Al Shafar Interiors believes in 'efficiency through sufficiency'. We maintain a state-of-the-art woodworking operates a 8,000m2 manufacturing facility and warehousing facilities of 15,000m2 in Dubai Investment Park (DIP)

With 28 years of experience, ASI is a fit out and joinery solutions contractor.

The company's primary objective is to provide sophisticated finishes and custom-made products for different project sectors. ASI's philosophy combines quality and aesthetics with years of experience to produce the highest levels of customer satisfaction. The company possesses extensive experience in all aspects of the planning design and construction process. Professional teamwork, expert decision making and effective communication are qualities ASI has long embraced in the delivery of each project.

ASI also maintains its own state of the art woodworking factory, manufacturing doors, frames, wardrobes, vanity and kitchen units. With both a manufacturing facility as well as complete in-house project personnel, ASI is the partner of choice where performance and quality is guaranteed.

CAPABILITY STATEMENT

ASI expertise has been applied to Hospitality, Social Infrastructure, Commercial, Healthcare, Residential and hospitality Fit Out projects over 28 years covering many disciplines:

- Turnkey Fit Out
- Joinery
- Refurbishment

ASI FACTORY

LATEST MANUFACTURING METHODS

ASI invests heavily in its plant and equipment that allows us to deliver exceptional projects at a much more competitive rate. We maintain a state-of-the-art woodworking facility in Dubai Investment Park (DIP) that operates on the latest CNC machines for making high volume doors, frames, architraves, wardrobes, joinery works, vanities and kitchens. Utilizing the latest technological and manufacturing methods, the factory's software provides its technical department the necessary expertise to produce designs for efficient and proper functioning of the factory along with supporting the company's interior designing section.



Automatic paint line



Lipping Machine



Solid Section



Machinery Section



CNC Machine



Veneer Section

ASI FACTORY

QC INSPECTION

ASI is committed to achieving the highest standards of quality in our projects. This is achieved with continuous checks and inspections throughout the manufacturing process. No product is permitted to be released from production without the necessary QC inspection. This eliminates the risk of reworks on site and delay to the project execution.



ELM

ASI initiated a pilot program ELM (Element Lifecycle Management) in their production facility which will assist us in capturing live data throughout the production cycle. This program involves barcoding and digitizing the ASI production process and will provide constant live feedback on the utilization of materials, labour and machinery.

The process starts from the instance that material is withdrawn from the stores and ends when the completed item is installed in its final location. A control room in our production facility will be providing live information on the status of the manufactured items will provide critical information such as:

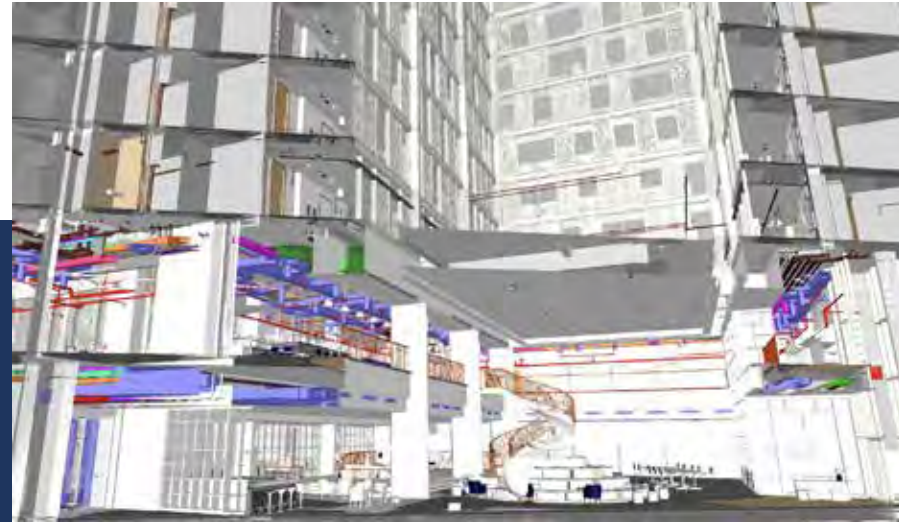
- Manpower Utilization reports
- Machines Utilization reports
- Manpower CPI
- Project overview
- Workers evaluation

The ELM is a 'purpose built' program for ASI.



BIM

CAPABILITY STATEMENT



BIM VISION STATEMENT

ASI have committed to making BIM integral to all new and future project processes.

We believe the full benefits of BIM will only be achieved with close collaboration and we will harness the collaborative culture ethos which underpins a truly integrated project team”.

Building Information Modelling (BIM) is not simply about producing drawings from 3D Models, it much goes further than that. BIM goes beyond the planning and design phase of the project and extends throughout the building life cycle - from early concept through to demolition.

Today we utilize BIM processes to create intelligent data rich multidimensional models which can be used through the design, construction, operation

and demolition of building assets. Our BIM workflow allows us to have a truly interoperable system offering full integration, allowing inputs from other designers, subcontractors and specialists involved in every stage of the life-cycle to work together, without data or process conflict.

We believe that our teams and our collaborative working principles are the key to a successfully completed BIM project and this philosophy is embedded into our values

and working culture. A collaborative way of functioning allows us to offer enhanced quality and efficiency for all building processes, resulting in achieving cost effectiveness as well as client satisfaction, which is crucial to any project. In our own common data environment, our teams will produce information using standardized processes to agreed standards and methods. This ensures the same form and quality, enabling information to be used and reused without change or interpretation. (PAS 1192-2 2013 / ISO 19650-2)



RESPONSIBILITY

HSE POLICY

ASI's Managing Committee is committed to a policy of safe working conditions and practices for our employees, sub-contractors or persons affected by our activities in all business operations.

ASI's clear and honest HSE policy is ingrained in our core beliefs.

ASI maintains a highly experienced in-house health & safety department that recognises its responsibility to its stakeholders.



Our HSE policy ensures a safe place of work for all ASI employees.

SOME OF OUR HSE COMMITMENTS AND ACTIONS INCLUDE:

- Train and manage all subcontractors and suppliers activities in line with our HSE policy.
- Implement reliable and effective measures to eliminate any risk of injuries or property damage.
- Implement strategies to reduce pollution and hazardous waste.
- Customer commitment like (Meeting & exceeding customer satisfaction requirements) is missing.
- To develop and maintain a dedicated, motivated, capable, and proactive workforce.
- Correct use and maintenance of state of the art tools and machinery.
- Conduct regular weekly on site safety meetings.
- Adequate assignment of personnel based on the size and difficulty level of the task to be carried out.
- Establish policies that instruct and guide employees on resolving emergencies and crises.
- Regularly review, modify and improve system, controls, processes and technology in order to maintain HSE integrity and reliability.
- Communicate the policy via HSE Management System that aims to define and delegate HSE responsibilities throughout the organization.

Our conformity to strict HSE policies extends from the ASGC philosophy of maintaining the highest possible HSE standards, which are reflected by our accreditations.

QUALITY ASSURANCE

ASI is committed to adhering to the highest standards of quality in our project execution. Our joinery facility operates on a stringent quality control program in order to provide our clients with the best possible products and fit out services.



We are an ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certified organization.



THE PURPOSE OF OUR QUALITY MANUAL IS TO ENSURE WE ACHIEVE OUR OBJECTIVES BY:

- Designing and delivering projects that are defect free, on time and on budget.
- Maintaining personal contact with our Client and actively involving them throughout the duration of the project.
- Developing mutually beneficial relationships with clients, sub-contractors and suppliers.
- Monitoring and reviewing our performance to identify and implement continual improvements to our quality management system and related processes.
- Learning from experience, adapting risk base thinking to avoid any prior challenges in achieving objectives.
- Emphasized more on leadership commitment & competence of employees to support process operation to achieve conformity of operations & Services (output).
- Continual improving suitability, adequacy & effectiveness of QHSE practices & Policy with business strategy.



ASI PROJECTS

OUR RICH PORTFOLIO DEMONSTRATES OUR ABILITY AND EXPERTISE BEING ABLE TO EXECUTE A DIVERSE RANGE OF PROJECTS IN VARYING SECTORS.



EXPO 2020



HOSPITALITY



SOCIAL
INFRASTRUCTURE



COMMERCIAL



HEALTHCARE



RESIDENTIAL



RETAIL



EXPO 2020



ASI EXPO management team, together with ASGC construction expertise and the massive group resources within Dubai are tailor made for EXPO 2020 National Pavilion projects.



Sustainability Pavilion Expo 2020

The Sustainability Pavilion is born of a tradition of remarkable architecture built for the world exposition stage.

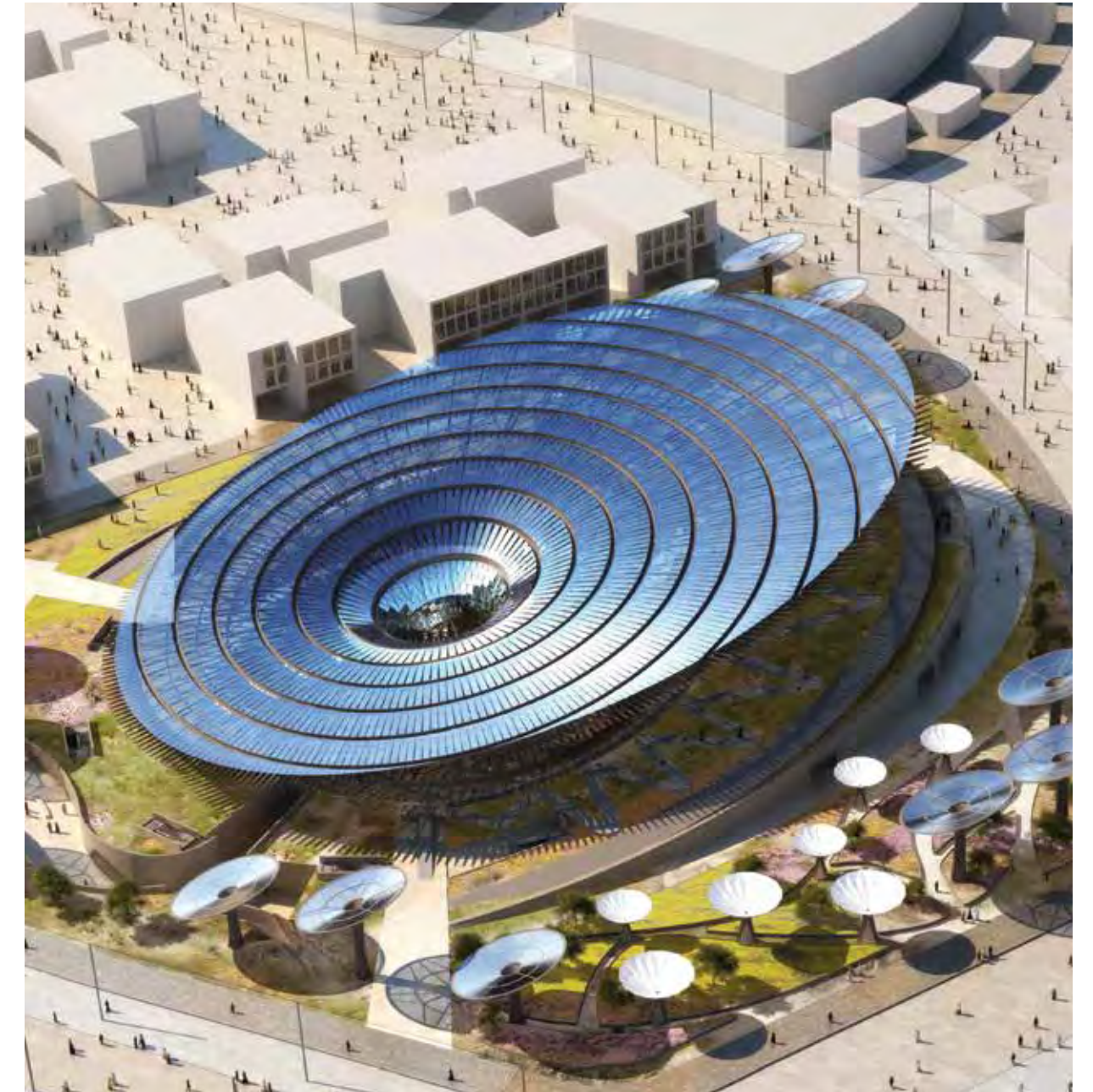
Once the Expo ends, the pavilion itself will be recycled as a centre for science and for children. While the pavilion will exceed Leadership in Energy and Environmental Design (LEED) Platinum standards and will be the centre piece for Expo's green theme.

Client
EXPO 2020

End Client
ASGC

Consultant
Grimshaw

Scope of work
ID Fit Out
Main Package Auditorium



Australian Pavilion EXPO 2020

Australian Pavilion It will occupy a 3,552 sq. m plot (C.32) of land located in the "Mobility" sub-theme district.

Client

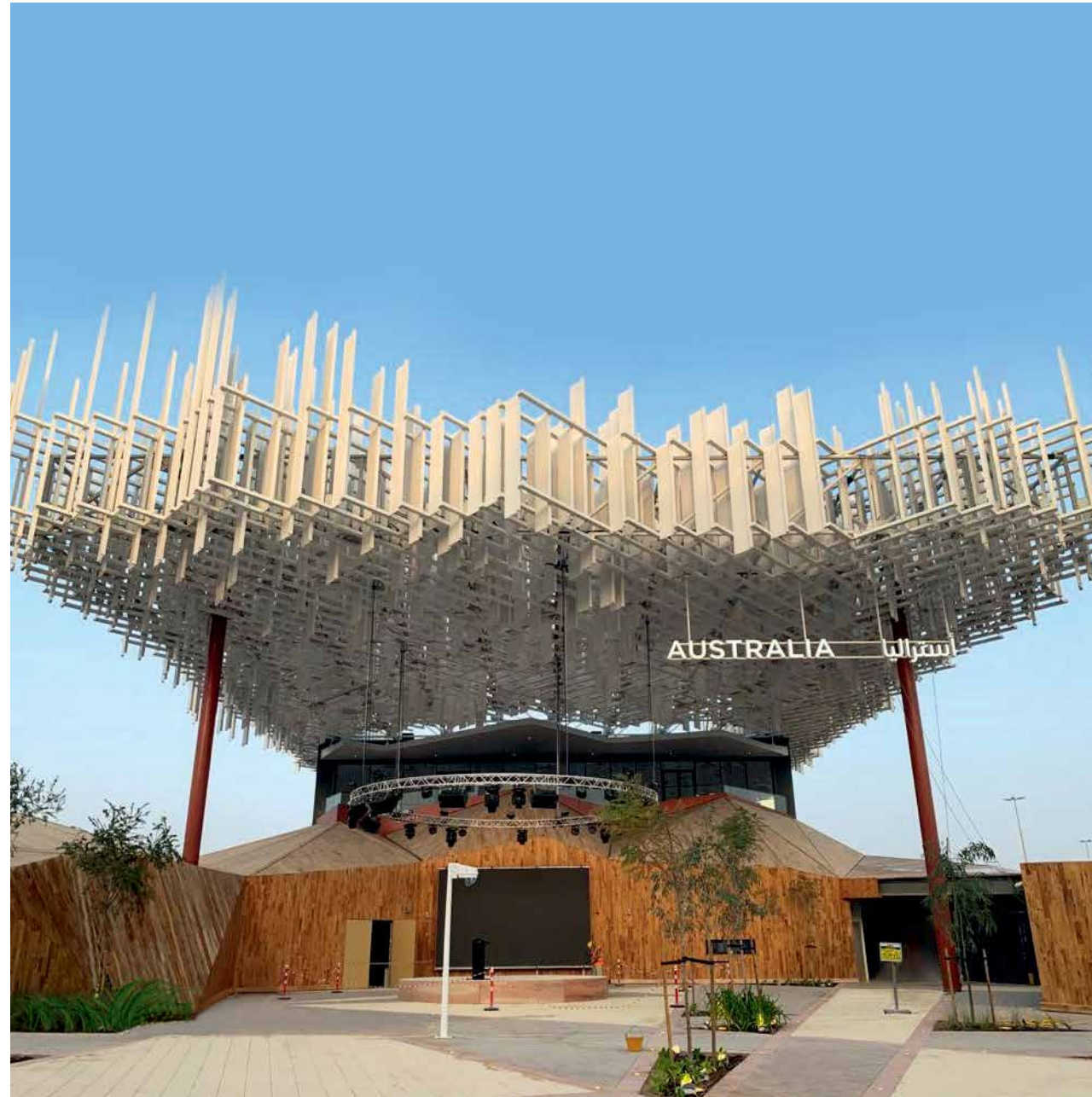
DFAT

Consultant

Turner & Townsend

Scope of work

Design and Build
Civil Construction
MEP Services
Hard and soft landscaping
Fit-Out Exhibition AV & Theming



Azerbaijan Pavilion EXPO 2020

The pavilion designed to offer a place where Expo visitors can reflect on major issues related to sustainable development.

Client

Simmetrico

Consultant

A2Z Architecture

Scope of work

ID Fit Out
Enabling Works
Concrete Works
Main Package
MEP



Ukraine Pavilion Expo 2020

The Ukraine pavilion located in the Opportunity District.

Client
State Enterprise Expo

Consultant
WWF

Scope of work
Design and Build
Civil Works
MEP
Fit Out Works



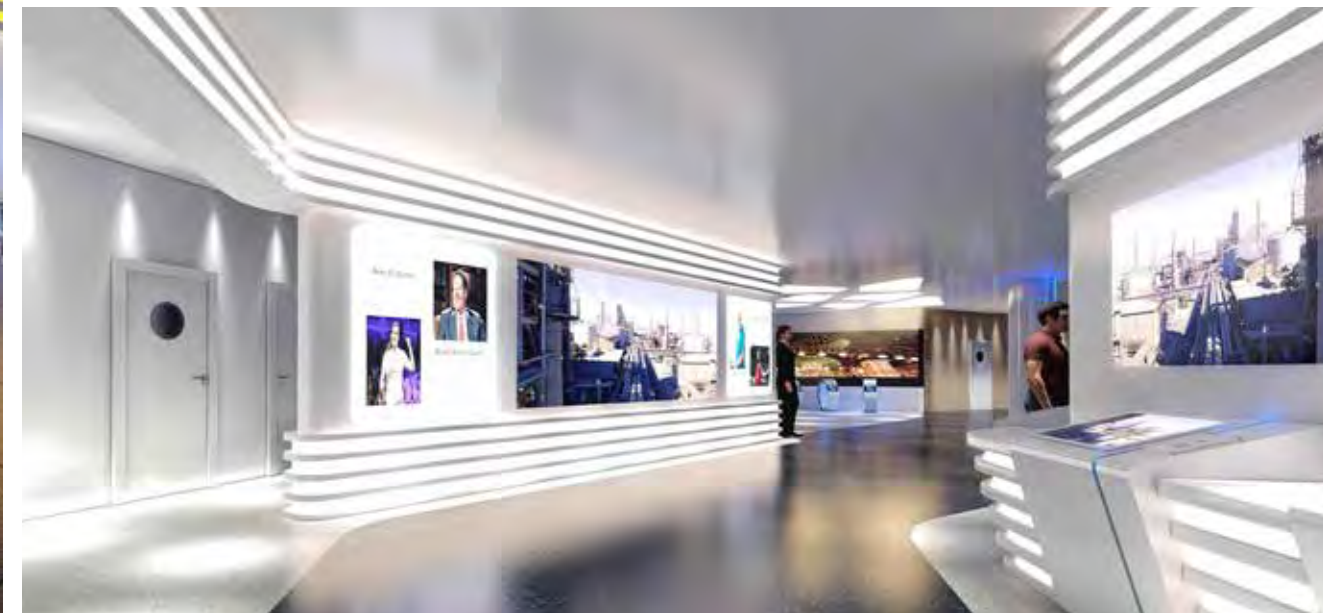
Egypt Pavilion Expo 2020

The Egypt Pavilion is built on 4 levels and a total height of 19m. It consists of a steel structure and a compound of GRC finished along with the Hieroglyphic letters in additional Glass facade and dynamic light to give the effect of the ancient Pharaoh civilization.

Client
EXPO 2020 / Creation House

Consultant
WWF

Scope of work
Design and Build.
Civil Construction.
MEP Services.
Fit Out Works.
Exhibition Works.
Demobilization and removal from Site.
Reinstalan in the UAE.



Palestine Pavilion Expo 2020

ASI has been contracted to deliver the inaugural Country Pavilion for Palestine in EXPO on a full turnkey basis. The visitor experience will be an immersive sensory exploration of the country and its people that aims to shift international perceptions and demonstrate a fresh and vibrant perspective.

Client
EXPO 2020

Consultant
WWF

Scope of work
Design and Build.
Civil Construction.
MEP Services.
Exhibition Works.
Demobilization and removal from Site.
Design and Execution of the Exhibition, Experience and the Content.



Colombia Pavilion Expo 2020

The Colombia Pavilion for Expo 2020 will be located in the Opportunity district in an unsurpassed position, next to the Opportunity Main Entrance. It will face the principal Opportunity Pavilion plaza.

Client
Procolombia

Consultant
WWF

Scope of work
Construction
Fit Out And Av
Maintenance and Decommissioning



Pakistan Pavilion Expo 2020

The Pavilion's main function is to house Pakistan's exhibits that will promote its unique and vibrant cultures, its outstanding development and stature in economy, energy, logistics, infrastructure, realty sector and human resource.



Client
EXPO 2020

End Client
ASGC

Consultant
Khatib & Alami

Scope of work
Fit out & Joinery works

Morocco Pavilion Expo 2020

The pavilion architecture combines modernity and tradition with a building that, while being at the forefront of construction techniques, is inspired by ancestral methods using earth, like in some Moroccan villages.

Through a continuous ramp that recalls the streets of the Moroccan medinas, and its "Wast Eddar" patio, the pavilion and its various exhibition areas will offer visitors a unique immersive experience.

Client
EXPO 2020

End Client
ASGC

Consultant
E-construct

Scope of work
Fit Out works



Majlis Expo 2020

The Majlis is the kit of parts where that can be assembled in a variety of configurations resulting in various typologies. Ranging from variations in quantities, colors, sizes, dimensions and structural requirements, all depending on the function.



Client
EXPO 2020

Consultant
Mace

Scope of work
Design
Construction
Delivery & Maintenance of the Al Majlis Structures,
Cultural plot enhancement work

Expo Hospitality Tower

Fit out works for the proposed lounges, offices, F&B units and other Areas within the Existing Building Emaar Hospitality Tower Hotel at Expo 2020 site.

Client
Emaar Hospitality

Consultant
ArchGroup

Scope of work
Fit Out Works including all Civil,
MEP Services, Kitchens,
General Finishes, Interiors Finishes,
Interior Fit Out finishes and MEP installation
at level 1



Ecos Hotel

ECOS Hotels, is a lifestyle property, smart and innovative design is coupled with state-of-the art infrastructure. Located in Dubai investment park.

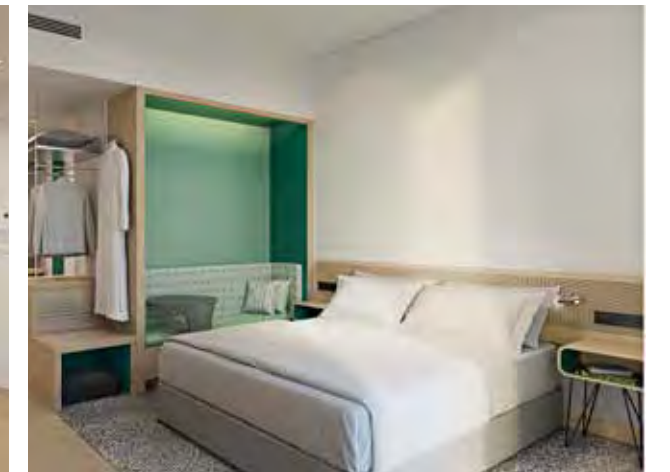


Client
Faisal Holding hotel & Investments

Consultant
Naga Architects

Location
Dubai Investment Park - Al Furjan

Scope of work
Fit out And Joinery works for the Guest Rooms and Corridors



Marsa Al Arab

Graded with 5+ stars and this ultra-lavish waterfront hotel is being designed and built by ASGC. Marsa Al Arab Hotel will be constructed on a 21,389 m² area and will boast around 500 hotel rooms and apartments as well as 9 signature villas.

Client

Dubai Holding

End Client

ASGC

Consultant

ATK consultant

Scope of work

False ceiling and dry walk partitions for the Hotel and Apartments.

Joinery works for the Apartments.

Joinery works for the Hotel Building front of house Area 3, 6, 9 and 12 floors.

Supply and installation of ID Fit Out Works for the Mock Up Hotel Rooms & Apartments.



Address Harbour Point

This exceptional waterfront hotel comprises of two gleaming towers of 65 and 53 stories that include 224 hotel guest rooms.

Client

Emaar Hospitality

End Client

ASGC

Consultant

KEO International

Scope of work

Fit Out works for the public area - guest rooms and corridors.

Joinery works for public Area.



25 hours Hotel- One Central

The Property will become the largest 25 hours Hotel in DWTC's One Central Development. The Phase comprises a development of 1 no. Hotel (H2B), ground floor F&B, retail and lobby space, first floor meeting room, administrative areas and bar/restaurant. The 6th floor includes a Spa, rooftop pool and restaurant with landscaped terraces. The remaining floors comprise 434 no's of hotel keys with a dedicated plant room on the 9th floor. The development also includes four basement levels of car parking and surrounding landscaping.

Client
DWTC

End Client
ASGC

Consultant
Woods Bagot

Scope of work
Fit Out Works Public areas and F&B units
Joinery Works for the Guestrooms



Hotel Lobby area



Monkey bar



Lobby lounge



Beidoun Room

Dorchester Hotel

An iconic project visible from its ultimately modern facade, crystalline chandelier in the driveway, and floor-to-ceiling windows for unobstructed views of the Dubai Skyline and the Marasi Marina.



Client
Omniyat Investment and Management LLC

End Client
Roberts Construction

Consultant
Brewer Smith

Scope of work
Fit out works for Residence level 7 and 8
(Lift lobby & Corridor)
Joinery Works and Timber doors - Hotel Guest rooms.

Dream Restaurant & Café

Dream is a sophisticated and provocative destination with curated dining, art and entertainment offering guests unforgettable moments of elation and delight. Born out of a true passion to provide transformative experiences in Address beach Hotel JBR.



Client
Sunset Hospitality

Consultant
Compass Project Consulting

Scope of work
Fit Out And MEP Works

Mott32

Mott 32 Chinese restaurant to the 73rd floor of the Address JBR hotel.



Client
Sunset Hospitality

Consultant
Compass Project Consulting

Scope of work
Fit Out And MEP Works

Aloft Hotel & Service Apartments

B+G+4+R
(X2 Hotels, 518 total rooms)
Managed by Starwood.

Client
Wasl Asset Management Group

End Client
ASGC

Consultant
Kling Consultant

Location
Al Raffa, Dubai

Scope of work
Fit Out Works



Aloft Hotel & Service Apartment

B+G+4+R
(X2 Hotels, 518 total rooms) Managed by Starwood.

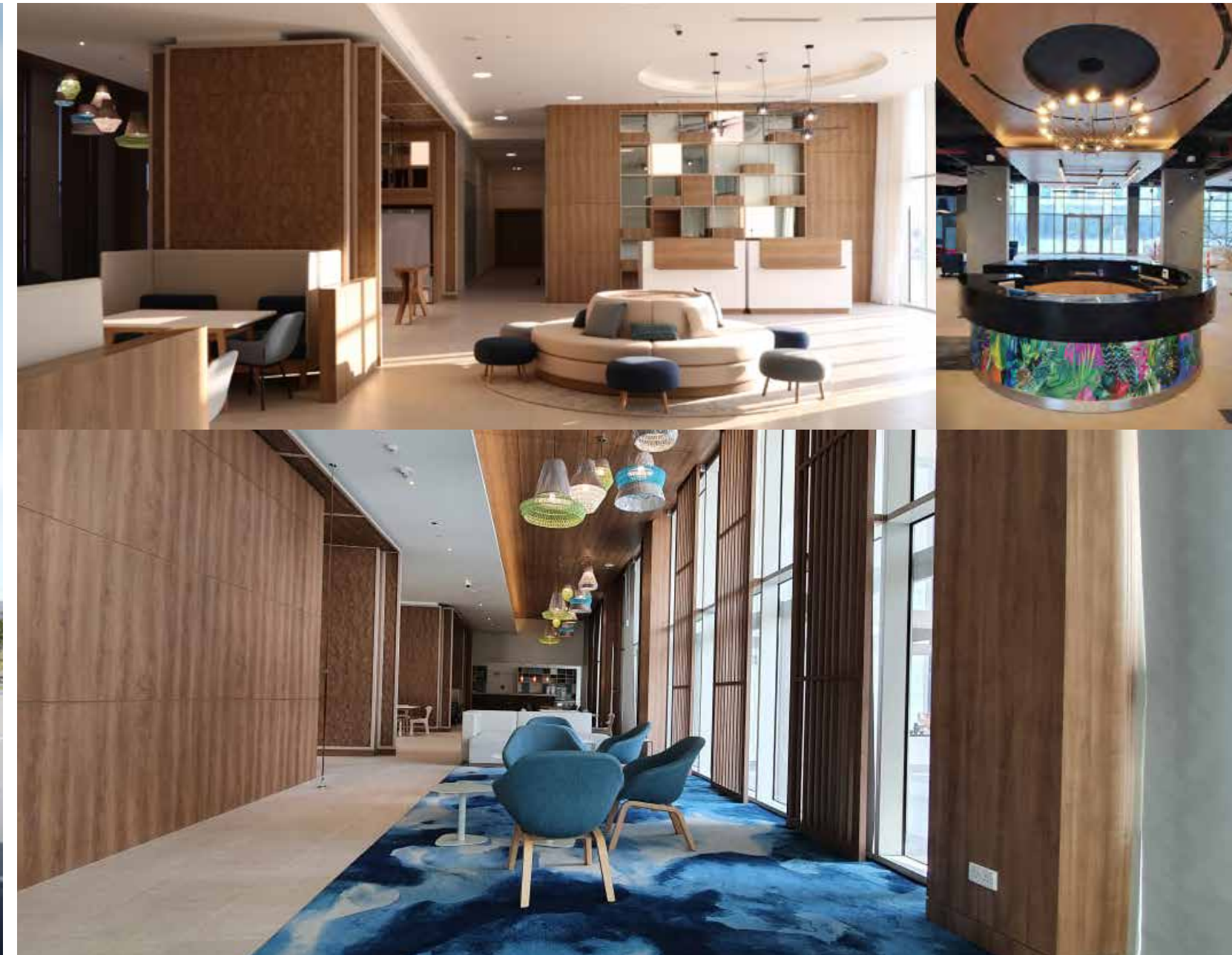
Client
Wasl Asset Management Group

End Client
ASGC

Consultant
Kling Consultant

Location
Al Garhoud, Dubai

Scope of work
Joinery Works



Rove at the Park- Sports Bar

Fit out works for the proposed BAR
within ROVE Hotel at The Park.



Client
Rove Hospitality Group LLC

End Client
Emaar

Consultant
ArchGroup

Scope of work
Fit Out Works

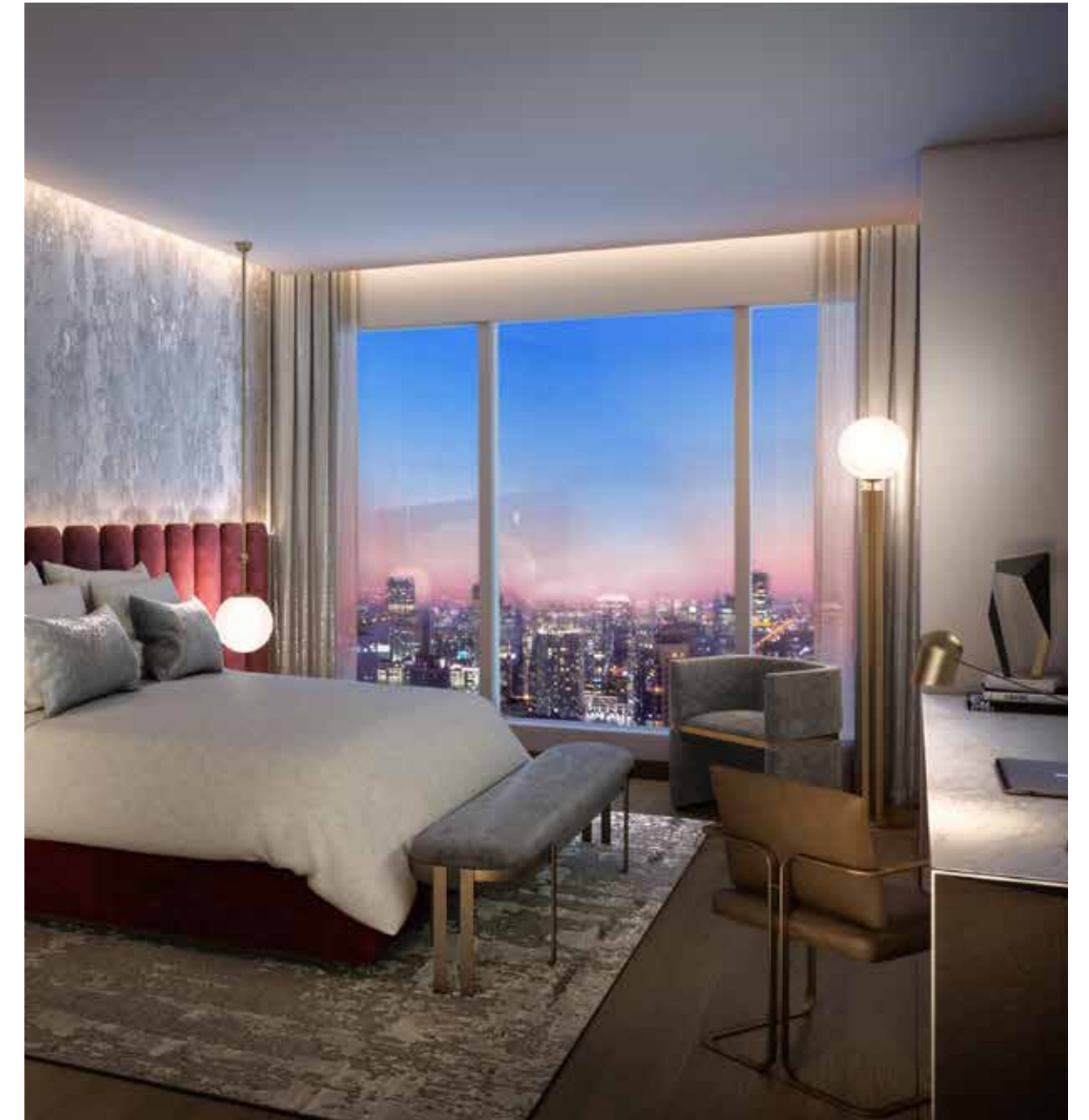
Show Suite Mock Up DMCC

Uptown Dubai's two super-tall towers the 78-storey building provides breath-taking views of Dubai's waterfront and iconic skyline. Uptown Tower replicates the brilliance of diamonds through its faceted glass façade that illuminates the interior spaces with natural light while filtering out harsh glare. The interiors of the luxury hotel, unique F&B outlets, and serene health spa depict the district's distinct and bold personality. Uptown Dubai's two super-tall towers and located within walking distance to DMCC's Jumeirah Lakes Towers District.

Client
DMCC

Consultant
Woods Bagot

Scope of work
Fit Out Works



TAJ Hotel

The first Taj hotel in the upscale Jumeirah Lake Towers. The scope of works includes a 44-storey building with a 280-room hotel, residential apartments, and other associated facilities.

Client
Signature Estates

End Client
ASGC

Consultant
Archgroup

Location
Jumeirah Lakes Towers, Dubai

Scope of work
Fit out works for the Taj Residence and the Public area



Waldorf Astoria

ASI was appointed by Emirates National Investment to execute the fit out of this prestigious and legendary New York hotel chain nestled on the crescent of the Palm Jumeirah. Scope of work included fit out works of all public areas. Khatib & Alami were the appointed engineering consultants and KCA International was the interior design consultant.

Client
Dubai National Investment Company

End Client
ASGC

Consultant
Khatib & Alami

Location
Palm Jumeirah, Dubai

Scope of work
Fit Out Works



Grand Hyatt Baniyas Ballroom Extension

It was an incredible honour to work on a hospitality project of this caliber. This highly prestigious project was awarded to ASI after an extremely competitive bidding process. As a result, ASI was selected as the successful fit-out contractor for the refurbishment and renovation of the Grand Hyatt Ballroom. Having delivered several projects for Wasl Group, ASI is proud to have worked for such an esteemed client again. The renovation and refurbishment of the ballroom was designed by HBA, a leading global hospitality design firm.

Client
Grand Hyatt

Consultant
Arkiteknik Consulting Engineering

Location
Dubai

Scope of work
Demolition & Fit Out Works



Al Fayrouz Lounge

ASI was engaged to complete the fit out works for the lobby lounge of Al Qasr Hotel. ASI was extremely delighted with the results of this refurbishment and in working with Jumeirah Projects Department. The indoor and outdoor lounge features contemporary Arabic furniture with intricate flooring and wall design. This is just another example of ASI's ability to deliver a hand-crafted and high-level finish.

Client

Jumeirah Group

Consultant

Jumeirah Group

Location

Dubai

Scope of work

Refurbishment, FF&E



Tamba

Shortlisted for the Commercial Interior Design Awards. Tamba is located in The Mall, Downtown Abu Dhabi. Tamba offers innovative, Indian inspired cuisine. The restaurant includes a bar, dining as well as a terrace area. Conceptualised by LW Design, ASI was appointed as the successful fit out contractor. The result is a sleek loft-style interior and is one of our finest achievements.

Client
Abu Dhabi Trade Centre

Consultant
LW Design

Location
Abu Dhabi, WTC Mall

Scope of work
Fit Out Works



The Hide

The Hide is a modern American meatery and bar located in Al Qasr, Madinat Jumeirah. Inspired by gastronomic cities such as New York and London, The Hide was voted as the Best Newcomer in Casual Dining by the Time Out Dubai Awards. This comes as no surprise considering how warm and inviting the restaurant feels. ASI delivered a space that's authentically modern yet rustic, combining wood, slate and vintage glass as well as stone.



Client
Jumeirah Group

Consultant
LW Design

Location
Al Qasr Hotel, Dubai

Scope of work
Fit Out Works

Der Keller

The Der Keller restaurant refurbishment was another successful project executed by ASI. Commissioned by Reaction for Jumeirah Beach Hotel, the cavernous restaurant is one of our finer achievements. Der Keller embodies traditional German gastronomy featuring pine and brick motif. With its striking décor, red brick arches and solid oak furniture, the restaurant is testament to ASI's mastery.



Client
Jumeirah Group

Consultant
Reaction

Location
Jumeirah Beach Hotel, Dubai

Scope of work
Refurbishment

Naya

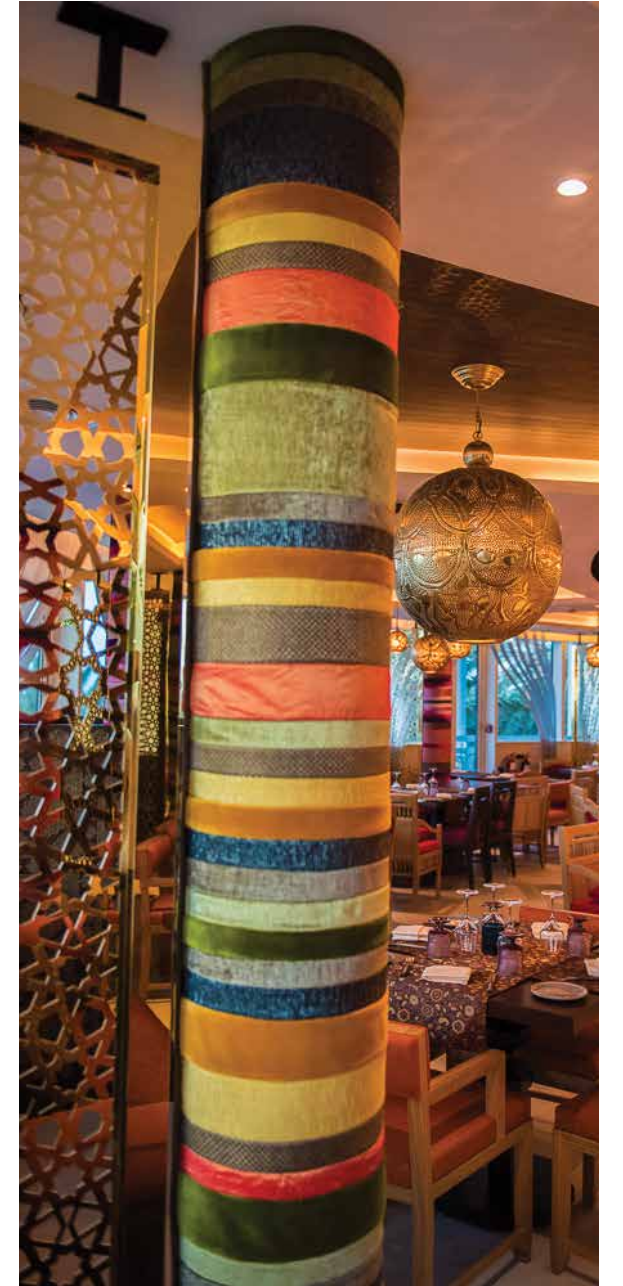
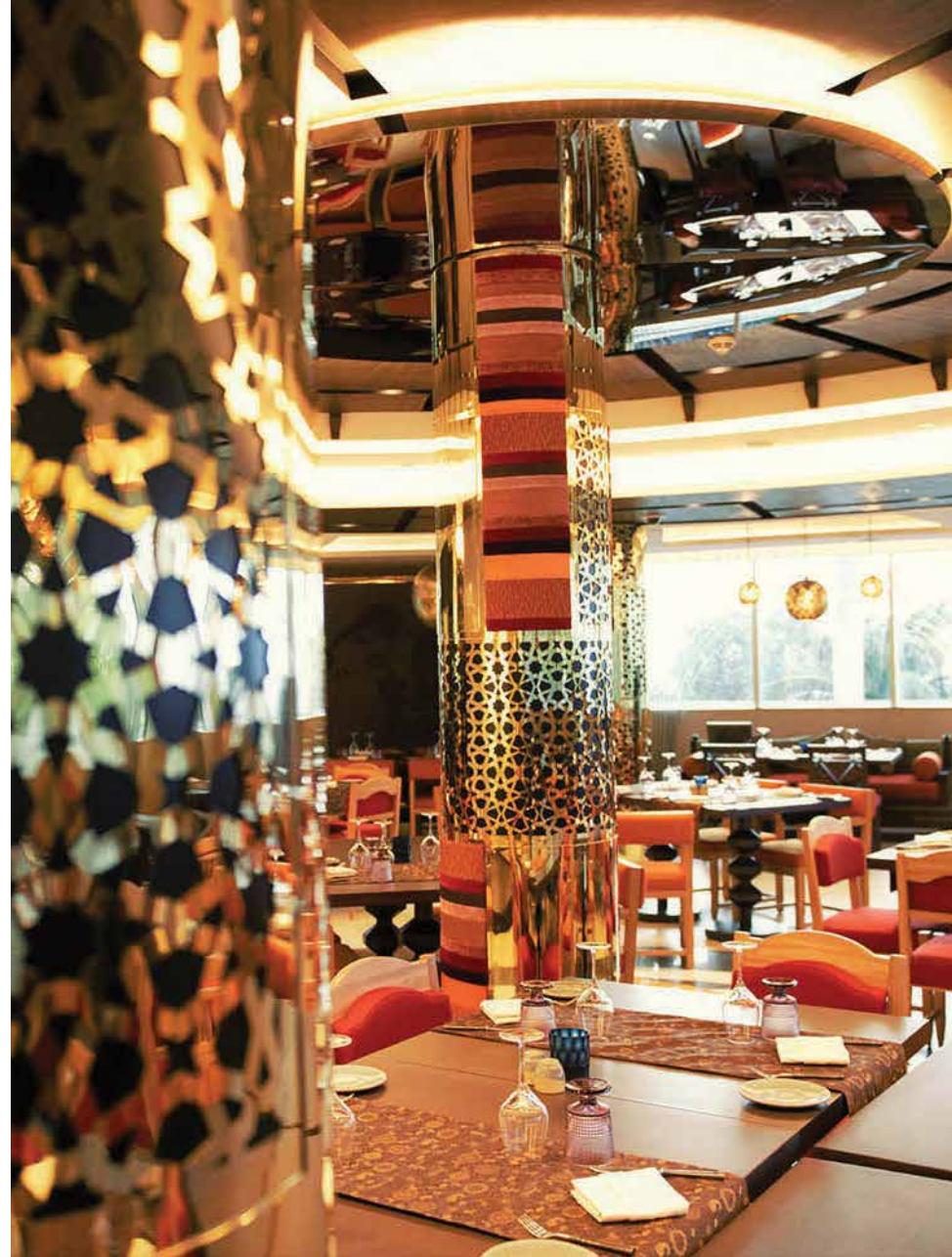
Naya is another example of a design and build project ASI executed for Madinat Jumeirah. This is a contemporary North Indian restaurant located in Jumeirah Beach Hotel. Working in synergy with Jumeirah Projects, ASI was able to showcase its' commitment to excellence and a passion for quality.

Client
Jumeirah Group

Consultant
Highgate

Location
Jumeirah Beach Hotel, Dubai

Scope of work
Design & Build



Dubai Harbour Cruise Terminal

Two main cruise terminal buildings
& associated facilities.

Client
M/s Shamal Development

End Client
ASGC

Consultant
Dar Al Handasah

Scope of work
False Ceiling -Partitions & Joinery Works



Coca Cola Arena

Arena at City Walk is a new, state-of-the-art multipurpose arena spanning an area of half-a-million square feet with an approximate capacity of 17,000 people.

Coca-Cola Arena will be the only all-purpose indoor air-conditioned arena of its size in the entire region and will boast an advanced infrastructure allowing it to accommodate mega events. The project is under a design and build contract.

Client

Meraas

End Client

ASGC

Consultant

Dar Al Handasah

Location

City Walk, Dubai

Scope of work

Joinery Works



Mohammed Bin Rashid Library

ASI was awarded Joinery Works for Mohamed Bin Rashid Library. The 92,903 square meter development will include a 500-seat theatre and will be located in Al Jaddaf, and will overlook the Dubai Creek. It will house more than 4.5 million books, 1 million audio books and 2 million e-books. The library will include several areas for interaction, events, activities and educational and cultural festivals.

Client
Dubai Municipality

End Client
ASGC

Consultant
ACG

Location
Dubai

Scope of work
Joinery Works



Etihad Museum

ASI was successfully appointed to execute Fit-out Works for Etihad Museum Auditorium by the Road and Transport Authority (RTA) and ASGC construct the actual museum and associated facilities.

The building has eight different sections, each one corresponding to a specific historical period or theme

Etihad Museum is a 25,000 square meter landmark, located at the very place where the UAE was founded in 1971.

The various pavilions house experience-driven exhibitions, interactive programmes and education initiatives that explore the events leading to the unification of the Emirates.

Client
Road and Transport Authority RTA

End Client
ASGC

Consultant
Halcrow

Location
Dubai

Scope of work
Fit Out Works



ASGC Headquarter

For their new head office in Bay Square Al Shafar General Contracting (ASGC) appointed ASI as the interior fit out contractor and Bluehaus as design consultant. ASGC was established in 1989 and has maintained a track record of major developments in its portfolio positioning itself as a leading construction firm in the UAE. With ASI forming the interior fit out arm of this construction conglomerate, it was a pleasure working on our Head Office. The project was a large success mainly due to our continuous dedication to exceeding our client's expectations and delivering world class working environments.

Client
ASGC

Consultant
Bluehaus

Location
Dubai

Scope of work
Fit Out & Joinery Works



ASU Headquarter

For their new head office in Bay Square Al Shafar United for Electromechanical Engineering LLC (ASU) appointed ASI as the interior fit out contractor .

ASU was established in 2007 and dealing in wide range of MEP services with ASI forming the interior fit out arm of this construction conglomerate. The project was a large success mainly due to our continuous dedication to exceeding our client's expectations and delivering world class working environments.

Client
ASU

Consultant
Bluehaus

Location
Dubai

Scope of work
Fit Out Works



Bay Square

This large, mixed-use project is located in the heart of Dubai's Business Bay district. ASI was contracted to execute all joinery works for the commercial hub known as Bay Square. In addition to extensive office space, all buildings have 5 basement car parking levels and 10 to 14 additional floors incorporating studio apartments, one-bedroom apartments and loft apartments. The project comprises 13 residential and commercial buildings in total.

Client
Dubai Properties

End Client
ASGC

Consultant
Khatib & Alami

Location
Dubai

Scope of work
Joinery Works



Mall of The World Sales Centre

Located on Jumeirah Beach Road, Mall of the World is a project developed for Dubai Holding. Working alongside LACASA Architects, ASI was proud of its fit out accomplishments for a building that now stands as a landmark in the heart of Jumeirah.

Client
Dubai Holding

Consultant
La Casa Architects

Location
Dubai

Scope of work
Fit Out Works



Abu Dhabi Municipality Office

ASI was contracted to fit out the 3,000 sqft marketing and communication department of Abu Dhabi Municipality. The client wanted an office that reflected its vibrancy and innovation. The objective was to create a modern and efficient space with a strong branding presence. This was a fast track project that involved working in tandem with ADM's office hours. As a result, ASI was able to create and execute a concept that met and exceeded the clients' requirements through careful use of different textures and colours.

Client
Abu Dhabi Municipality

Consultant
Tandem

Location
Abu Dhabi

Scope of work
Design & Build



Tecom Management Office

Our project in Tecom is yet another example of our exceptional in-house capabilities. After a successful tender process, ASI were appointed as the fit out contractor for Tecom's management office located in Studio City. Fusing modernity with opulence, the superior commercial space was a huge success.

Client
ASGC

Consultant
Tecom

Location
Dubai

Scope of work
Design & Build



Dubai Chamber of Commerce & Industry (DCCI)

This is one of ASI's iconic projects for Dubai Government. The renovation and fit out contract works for Dubai Chamber of Commerce and Industry was completed in several phases, 1, 1.5, 2 and 3 and is also a certified LEED Project. The project consisted of the refurbishment of 10 floors of the prestigious Dubai Chamber of Commerce Building which was constructed next to the Creek in 1995 by renowned modern Japanese architect Nikken Sekkei. ASI worked extremely close with the client in order to refurbish the premises to the exact required environmental standards. The overall project extended to about 100,000 square feet.

Client
DCCI

Consultant
DCCI

Location
Dubai

Scope of work
Renovation & Fit Out Works



Al Hilal Bank

After a competitive bidding process, ASI was selected to deliver two branches for Al Hilal Bank, located in Dubai and Sharjah. The project duration was approximately 90 days and included complete fit out works. The resulting interiors supports both corporate culture and brand identity.

Client
Al Hilal Bank

Consultant
Al Hilal Bank

Location
Dubai

Scope of work
Fit Out Works



Agthia Group Head Office

Headquartered in Abu Dhabi, Agthia Group is a leading food & beverage company established in 2004. When expanding their operations, Agthia awarded ASI to design and build an office that moves beyond the mere design and aesthetics of commercial interiors. The completed solution is an activity based office design that promotes a stronger sense of collaboration among its employees.

Client
Abu Dhabi Government

Consultant
Agthia Group

Location
Abu Dhabi

Scope of work
Fit Out Works



Etisalat Chairman Office

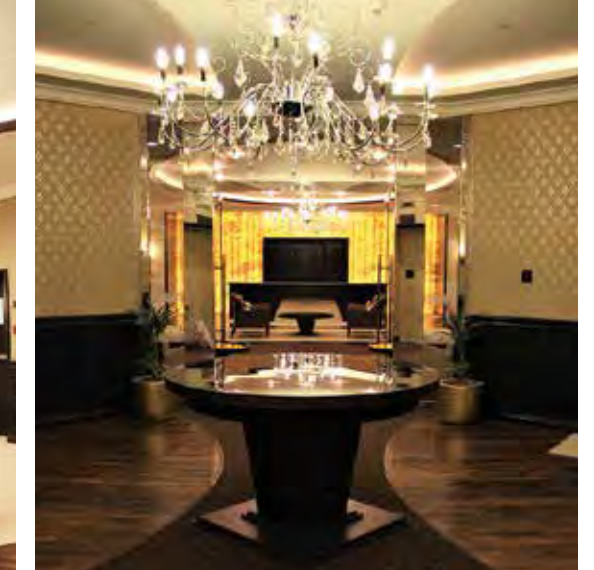
ASI was extremely honoured to add this client to their portfolio. ASI worked very closely with the Client at each stage of the project delivery to ensure we exceeded their very high expectations.

Client
Etisalat

Consultant
Etisalat

Location
Dubai

Scope of work
Design & Build



Emirates International School (EIS)

ASI specialises in all sectors including education and has been involved in many school fit out projects in the past. We were ecstatic to add Emirates International School's third campus to our educational portfolio. The premises were handed over in August 2016 and the consultant for this prestigious project was none other than Godwin Austen Johnson.

Client

Al Habtoor Group

Consultant

Godwin Austen Johnson

Location

Dubai

Scope of work

Fit Out & Joinery Works



Dubai English Speaking College (DESC)

ASI completed a series of different fit out works for this esteemed client. The project involved a complete turnkey solution, from approvals right till the handover of the school premises.

Client

RLB

Consultant

RLB

Location

Dubai

Scope of work

Fit Out Works



Valiant Clinic

ASI was successfully appointed to execute all custom made joinery works for this prestigious project by Meraas Holding. Valiant Clinic is strategically located within the City Walk development on Al Wasl Road. By employing creative and efficient use of materials and finishes the finished clinic is testament to ASI's quality and mastery in wooden wardrobes, cabinets, and wall cladding.

Client
Meraas Development

Consultant
Hyder

Location
Dubai

Scope of work
Joinery Works



Mediclinic Parkview Hospital

ASI was successfully appointed to execute joinery works for this prestigious project by Mediclinic Middle East. Mediclinic Parkview Hospital is a 10-storey, 500,000 square feet development with 188 beds and six operating theatres. The hospital is located on Umm Suqeim Road, between the junctions of Al Khail Road and Sheikh Mohammed Bin Zayed Road, Al Barsha.

Client
Mediclinic Middle East

End Client
ASGC

Consultant
Stantec

Location
Al Barsha, Dubai

Scope of work
Fit Out & Joinery Works



Ambulatory Hospital

Abu Dhabi Health Services Co. (SEHA) assigned ASI to provide joinery works for two health center buildings, comprising a ground and first floors. The Ambulatory Hospitals, is equipped with the latest medical equipment.

Client
Abu Dhabi Health Services (SEHA)

Consultant
HDP Consultant

Location
Abu Dhabi

Scope of work
Joinery Works



My City Centre Polyclinic

ASI was pleased to deliver yet another project for esteemed client Majid Al Futtaim. My City Centre Clinic belongs to a brand new healthcare chain developed by MAF and is located in Ibn Battuta Mall. This unique location allows patients access to premium healthcare while fulfilling all their retail needs. ASI worked alongside renowned design consultant Perkins + Will and managed to successfully handover the premises within the confines of a strict timeline.

Client
Majid Al Futtaim

Consultant
Perkins + Will

Location
Ibn Battuta Mall, Dubai

Scope of work
Fit Out Works



Motor City, Expansion Phase 2 & 3

ASI was awarded the joinery contract for the Green Community Expansion project. This is another large scale project developed for Union Properties. Phases 2 and 3 of this project will feature 227 units including 210 townhouses, and 16 duplex apartments.

Client

Union Properties

End Client

ASGC

Consultant

National Properties

Location

Green Community, Dubai

Scope of work

Joinery Works



Bluwaters Residential Development

ASI was awarded the joinery contract for all residential buildings on Meraas' iconic development – Bluewaters Island. The project comprises 10 high-end residential buildings, which sit alongside the world's tallest Ferris wheel, and a range of commercial and retail developments.

Client

Meraas Development

End Client

ASGC

Consultant

Mirage Leisure & Development

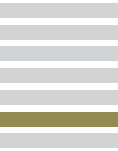
Location

Bluwaters Island, Dubai

Scope of work

Joinery Works





City Walk Phase 1 & 2

ASI received a mega award from Meraas Development to provide joinery for 36 residential blocks in the new prestigious City Walk development. The project consisted of Phases 1 and 2 and is located on Al Wasl Road. Some of our scope of work included supply and installation of wooden cabinets, wardrobes, wall cladding, as well as fire resistant doors.

Client

Meraas Development

End Client

ASGC

Consultant

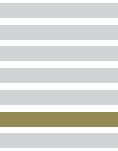
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Location

City Walk

Scope of work

Joinery Works



Oceana Penthouse 1 & 2

This iconic and exclusive residence is located in Oceana on Palm Jumeirah. This is one of our finest residential fit out achievements and stands testament to our ability to completely redefine interior spaces. The renowned London/Dubai Blanchard was the design consultant on this project. This residence is an outstanding addition to our residential portfolio.

Client
Phillip Gammett

Consultant
Blanchard

Location
Palm Jumeirah

Scope of work
Fit out works and FF&E



Private Villa

This exclusive residence is located on the Nad Al Sheba. ASI was fortunate enough to be selected as the fit out contractor and managed to handover the premises showcasing our exemplary works and finishes.

Client
Private

Consultant
Pure Logic

Location
Nad Al Sheba

Scope of work
Fit Out Works



Zabeel Saray Villa

Private Luxury villa located at Zabeel Saray Residences, The Palm Jumeirah, Dubai with a surface of 350 m².

Client
Compass Project Consulting

Consultant
Blush international LLC

Location
The Palm Jumeirah

Scope of work
Fit Out and MEP works



La Mer Open Beach Retail

ASI was proud to be awarded the contract to execute the turnkey fit out works for Meraas Holding's La Mer, Jumeirah Open Beach Retail. The development will spread across 9.5 million square feet of existing and reclaimed land. Comprising four distinct zones – the beach, a leisure and entertainment hub, North Island, and South Island – 'La Mer' will feature commercial, leisure, residential and hospitality components. We are excited about playing a vital role in the development of this unique beachfront concept as well as working alongside the main contractor, Al Futtaim Carillion.

Client

Meraas Holding

Consultant

Al Futtaim Carillion

Location

Jumeirah

Scope of work

Fit Out Works



Dubai Mall Village Expansion P1 & P3

Dubai Mall P1& P3:-This project will primarily focus on The Village Expansion -particularly, the entrance to The Village on the Ground Level of the mall.

Client
Emaar Hospitality

End Client
ASGC

Consultant
WSP

Location
Dubai Mall

Scope of work
ID Fit Out



Dubai Mall China Town Boulevard Expansion

The Dubai Mall Boulevard Expansion project includes conversion of multiple levels of the existing car park to a double-height retail mall.

Client
Emaar Hospitality

End Client
ASGC

Consultant
WSP

Location
Dubai Mall

Scope of work
ID Fit Out





Ralph & Russo

ASI was proud to be awarded the contract to execute the turnkey fit out works for Ralph & Russo for their first boutique in the Middle East. Situated in the heart of Fashion Avenue, Dubai Mall.

Client
Ralph & Russo

Consultant
Ralph & Russo

Location
Dubai Mall

Scope of work
Fit Out Works



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