

# BIG PROJECT

MIDDLE EAST

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## Pride of Place

**BIG PROJECT ME** PROFILES **THE GRAND HYATT KUWAIT**,  
A LANDMARK HOSPITALITY PROJECT AND ARCHITECTURAL  
ICON FOR KUWAIT CITY

natural world, creating opportunities for the local communities and protecting and enhancing the destination for the future.

We've appointed some of the world's greatest consultants to imagine and design thousands of assets and we've engaged several hundred contractors, including many here in the Kingdom, to construct and deliver on the vision. We have achieved milestone after milestone despite a global pandemic, setting new environmental, health & safety and construction standards for Saudi Arabia and we are on track to deliver our first hotel assets early next year.

For me personally, it really is a culmination of my 40-year career in not only leading the delivery of this world-renowned project but contributing to the rebirth of a great nation.

With a vision to pave the way for an incredible transformation in Saudi Arabia and beyond, TRSDC has already proven to be a significant contributor to diversifying the Saudi economy. Through destinations like The Red Sea Project and AMAALA, we are embarking on an exciting journey to spotlight the Red Sea coast as a platform for the regeneration, revival, and resurgence of the Kingdom's rich natural and cultural heritage. We are developing the nation's luxury tourism sector, bringing opportunities to the people of Saudi Arabia, and opening an undiscovered destination for the world to experience a deeper understanding and appreciation of this country.

TRSDC has also been a catalyst for social development and diversified growth, investing in enabling knowledge transfer, enhancing professional development opportunities, and developing local talent.

And now, after years of planning and preparing, we are only a few months away from welcoming the first guests to our destination.

Developments like The Red Sea Project are primed to become global references for eco-tourism, development, conservation, and regenerative sustainability.

Today, that small team has become a large and mighty one, acting as agents of change to demonstrate to the world that creating world-class destinations can go hand-in-hand with protecting and enhancing the environment.

● Ian Williamson is Group chief projects delivery officer at The Red Sea Development Company.

## SHERIF NAGY THE FITOUT



# Benefits of an in-house manufacturing facility for interior designers and fit-out firms

**T**he interiors of a room are important features in any construction. Fascinating ceiling designs, excellent floor patterns, elegant furnishing, partitions etc, create an everlasting impression on customers. This is what the term 'Fit-out' refers to. Every building, outlet, store, and commercial space include in their strategy to build a state-of-the-art interior space of the highest industry standards.

With the rising demands and requirements of clients and evolving trends in the industry along with the UAE's culturally diverse environment, every client opts for a fresh and innovative design that could be delivered quickly within a

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time frame. This has led the fit-out companies to adopt several alternative methods to deliver projects on time. Professionals suggest that effective planning and prompt deliveries are the two most crucial components of a project's successful completion and client satisfaction.

One of the unique ways that fit-out companies opt for is possessing a manufacturing facility. It is absolutely advantageous and practical to have an in-house manufacturing plant, where firms can create and use their own products, if an efficient and timely completion of the project at a lower cost is the company's top goal.

The advancement of technology has led to the evolution of machinery that enable multi-run production of high-end quality finishes. Having an in-house manufacturing facility can help fit-out companies in minimizing the outsourcing expenses and save costs on damage management.

Furthermore, fit-out companies have observed an increase in client satisfaction when they create and provide the designs from their own facility, especially during the times when customers require an improvisation of any interiors during the course of the project. A built-in manufacturing facility can save time as firms can immediately turn to their designers for quick rework and production of the new set of interiors including walls, wardrobes, doors, and more. Thus, saving the effort taken and expenses of finding new products in the market. In addition, firms can use the same products and designs in a different way for a new project.

To guarantee that the quality of services is consistently upheld and delivered to the highest standard possible, fit-out firms are advised to employ professional craftsmen and use extensive quality control procedures.

One of the healthiest ways to navigate through the current competitive market is to adopt methods that can make tasks easier and yet deliver quality, by grasping the opportunities that modern technology provides. Modern technology has been driving business growth in all sectors and having a manufacturing facility is one of the added advantages.

With the development of a manufacturing plant, companies can enjoy the benefits of incorporating design both with a contemporary and traditional touch, while devoutly producing superior quality products. ■

● Sherif Nagy is the general manager of The FITOUT.