

Confident of the future in DIP

Proximity to the new airport, Jebel Ali port, easy road access to the other emirates and neighbouring countries make DIP a haven for businesses

BY LATHA KRISHNAN

Al Saeedi Automotive Trading Company of the Al Saeedi Group is one of the leading specialists in tyre distribution and service solutions in the UAE. It has been in the tyre business for over 25 years, serving its customers through seven locations in Dubai, including a headquarters for global operations in Jebel Ali Free Zone and a head office for the UAE operations in Dubai Investment Park (DIP).

“We have warehouses, offices and a service centre in DIP. Realising the potential of this place, we started our operations here in 2011. The new airport, proximity to Jebel Ali port, easy road access to the other emirates and neighbouring countries, as well as the excellent support from DIP authorities and our great location allows us to serve our customers better. All these factors have contributed to our success here. We have a world-class facility demonstrating our commitment to our customers and immense confidence that we will continue to grow here,” informs Anish Malattiri, Director of Al Saeedi Group, which has recently invested more in DIP through a staff accommodation facility, which is nearing completion.

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new companies is coming true quickly. We see many new companies coming in as well as older companies opening new offices here or relocating from other locations. I think the proximity of Emirates road and Sheikh Mohammed bin Zayed road as well as townships such as Dubai Sports City, Green Community, DIP, Logistics City and others, in addition to airports and seaports, will continue to bring in more organisations as well as more business

into DIP and us,” adds Malattiri.

Al Saeedi covers different segments of the tyre industry and the company holds exclusive regional distribution rights to a number of respected and high-demand brands in the industry including Camoplast Solideal, Nexen Tire, Triangle, Sayan, Sicam, Rader Vogel, and Schrader. Currently, a new Al Saeedi drive to promote Nexen Tire all over the UAE is progressing remarkably well. Also becoming the authorised service provider for Triangle, the tyres for earth moving vehicles of Caterpillar, has given a big boost to Al Saeedi business.

Al Saeedi is also further modernising with better technology. Its mobile tyre service consists of six mobile units. “All these activities show our total dedication to our customers everywhere include those in Abu Dhabi, whom we will soon serve more effectively from a new tyre centre,” says Malattiri.