

# SAS International to bring the big guns of interior fit-out to Dubai

Seminars begin today, starting with the Building for the Future discussion in Sheikh Rashid Hall

**Rashid Hall,  
Seminar Theatre 5**

Having operated in the Middle East for more than 30 years, SAS International has supplied many projects in the region, including the Aldar HQ, The Souk at Abu Dhabi's Central Market, the main building at the Science & Technology Park in Doha and the H3SIXTY Business Centre in Bahrain.

One aspect the company, which designs and manufactures metal ceilings, has noticed as a result of the current economic downturn is that the region's clients and developers are focusing on the whole-life-cycle costing of their buildings and developments.

It is with that in mind that the SAS International 'Building for the Future' seminar, to be held at the Big 5 Show today (see full schedule at the back of this newspaper), will look at the long term benefits of specifying material which provides value across the whole lifecycle of a building.

"The term 'whole lifecycle' relates to costs throughout the life of a product, facility or system," said Andrew Jackson, director of SAS International.

"As such, it includes the cost of design, procurement and construction; long-term operational and maintenance costs; and finally the cost of disposal.

"The same issues apply whether you refer to the through-life cost of an entire building or of a building component such as a metal ceiling system."

In March earlier this year, SAS International was named by Construction Week as one of the 25 most innovative companies in the GCC.

Also to be discussed by SAS International will be the letability of space within the region and how developers can work to attract new tenants and boost the attraction of their properties.

As well as the 'Building for the Future' seminar from 4.15pm to 4.45pm today, SAS International will hold



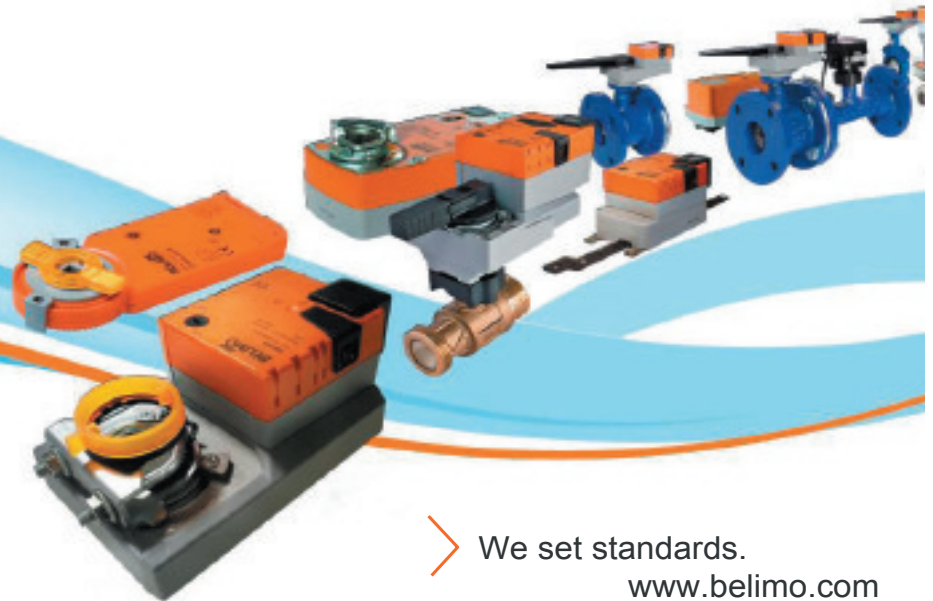
SAS's portfolio includes The Souk at Abu Dhabi's Central Market.

seminars the following day from 3.30pm to 4pm entitled 'Sound thinking - occupant comfort' and 5pm to 5.30pm called 'Meeting the challenges of modern commercial environments'.

On Wednesday, 23 November SAS will present a seminar on 'How interior architectural design can be realised with metal', from 3.30pm to 4pm, and then another talk from 5pm to 5.30pm, this time entitled 'Transport Infrastructure - balancing comfort, safety and security.

All of the SAS International seminars will be held in Seminar Theatre 5 of Sheikh Rashid Hall.

With ease  
to new  
horizons.



Hall 3 Stand B147

**BELIMO Automation FZE**

Dubai Airport Free Zone K-17, P.O. Box 293644, Dubai UAE  
Tel. +9714 299 8050, Fax. +9714 299 8051, info@belimo.ae

> We set standards.  
www.belimo.com

