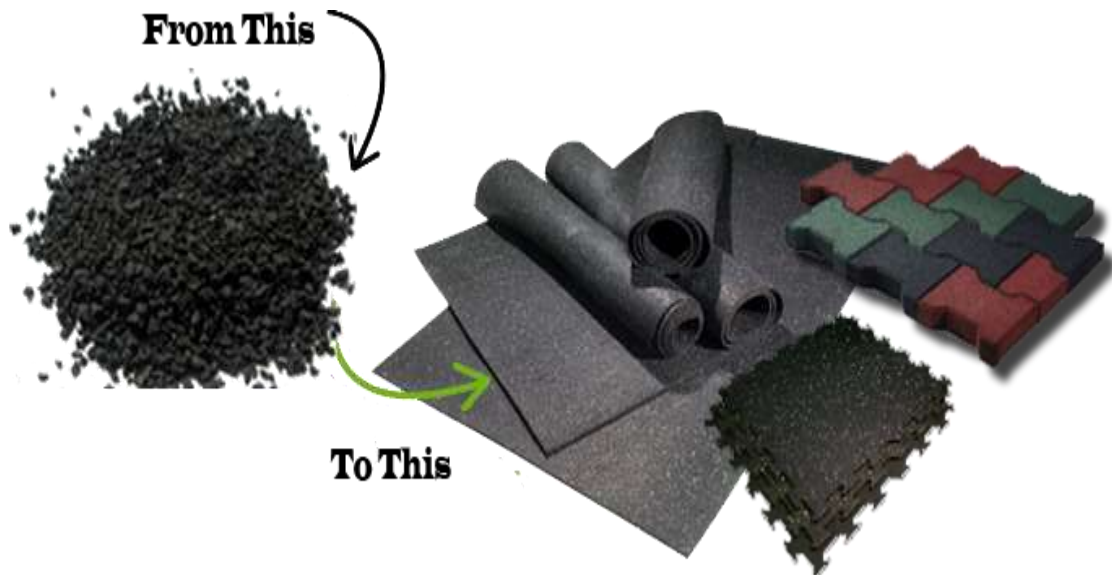


KFA NEWS RELEASE

KFA in collaboration with LA based K. I. Saab & Associates secures MOU's with mainland China vendors to provide a wide range of value added products made from scrap recycled tires and advanced tire recycling technology



July 30, 2020 San Juan Capistrano, Southern California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** provides clients in the USA, GCC Middle East countries and China with a wide range of marketing & project management consulting services; based on more than 25+ years of experience gained in these markets focused on recycling, construction materials and other industry related projects.

Keith Fryer President of KFA has signed new MOU's jointly with Khodr Saab President of K. I. Saab & Associates with several China based vendors to provide technology and a wide range of value added products made from recycled scrap tires including sports flooring, sound underlayment and a new household supermarket series of consumer products, as well as advanced shredding and granulation technology.

KFA working in close collaboration with K. I. Saab & Associates continues to expand its activities in mainland China providing a marketing and sales support bridge for local high quality materials and technologies manufactured in China destined for the USA and Middle East markets.

About KFA – Keith Fryer has been associated with the tire recycling & construction industry sector for many years and has been involved with market development work in Germany and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia.

Strategic alliances have been established and a new KFA focus is being developed in collaboration with K. I. Saab & Associates to introduce new technologies and know-how in Europe, the Middle East and elsewhere around the world based on 20+ years tire-recycling & construction industry project management experience. www.kfa-ca.com

About KSA - With almost 20-years of international experience (including building the first tire recycling plant in Dammam, Saudi Arabia) associated with the tire recycling sector, KSA is pleased to be closely affiliated with KFA and our group can collectively bring specialist knowledge and expertise to the table and advise clients in all areas of the tire recycling business; from initial feasibility studies, design and development, technology transfer programs, project management and other associated services covering all aspects of the tire recycling arena. With representative offices in Dubai, Jeddah and Shanghai KSA offers clients a worldwide activity footprint in the tire recycling business www.kisaab.com

For additional information contact –

Keith J. Fryer / President

KFA Marketing Consulting
Keith Fryer Associates, CA, Inc.
San Juan Capistrano,
Orange County, California, USA

Tel: 949-413-9190

Email: Kfryer@kfa-ca.com

Web: www.kfa-ca.com
