

## KFA NEWS RELEASE

**Keith Fryer attends Big 5 DUBAI, the largest building & construction EXPO in the Middle East**



Big 5 Construction show opens November 23, 2015 at the Dubai World Trade Center. Photo: KFA Images CA®

**November 23, 2015** Dubai, United Arab Emirates: Keith Fryer President of Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** today attended the opening day of the BIG 5 International Building & Construction Show in Dubai.

The Big 5 Dubai is the ideal place to source 35,000+ of the latest and most innovative construction products and technologies from around the world with more than 2,800 exhibitors from 147 countries.

Statistics indicate that the UAE construction industry is estimated to grow by 9.3 percent from 5.5 percent last year and the upcoming World Expo 2020 has created positive waves for the construction sector.

KFA is working in close collaboration with Khodr I. Saab President of K. I. Saab & Associates the Los Angeles based environmental recycling consultancy is providing a wide range of consulting services to major client groups in the GCC region including Saudi Arabia, Kuwait, Oman and UAE.

The consulting work includes; providing marketing support services and product development work following the commissioning of a new scrap tire recycling facility, as well as evaluating a range of value-added down-stream products. The down-stream products made from scrap tires includes; sports surfacing for gyms and recreation facilities, sound underlayment similar to that used in high rise buildings like the Burj Khalifa Dubai and the new Kingdom Tower project presently under construction in Jeddah; where sound underlayment products made from recycled scrap tire material are specified. Other products include asphalt rubber – asphalt rubber is now being used extensively on new roads in Saudi Arabia, and in Qatar and the UAE.

**About KFA** – Keith Fryer has been associated with the tire recycling industry sector for many years and has been involved with market development work in the USA, 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 tire recycling systems, technologies and know-how in Europe, the Middle East and elsewhere around the world based on 20+ years scrap tire-recycling industry experience. [www.kfa-ca.com](http://www.kfa-ca.com)

**About KSA** - With almost 25 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. [www.kisaab.com](http://www.kisaab.com)

**For more general information contact –**

Keith J. Fryer / President  
**KFA Marketing Consulting**  
**San Juan Capistrano,**  
**Orange County, California, USA**  
**Tel: 949-413-9190**  
Email: [Kfryer@kfa-ca.com](mailto:Kfryer@kfa-ca.com)  
Web: [www.kfa-ca.com](http://www.kfa-ca.com)

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