



Blueway

Company Profile

Blueway for Constructions, General Contracting & Security



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CONTENT

Welcome to Blueway.....	2
Overview - A Brief History About Us.....	3
Our Mission.....	4
Logistic and Warehousing (Storage) Solution.....	5
Our Strategy.....	6
Security.....	7
Security.....	8
Community Engagement.....	9
Camp Construction - Housing Solution.....	10
Civil Work - Road Airport, Runway and Bridge Construction	11
Construction Project Camp.....	12
Erbil High way Project.....	13
Integrated Operation Services.....	14
General Trading.....	15
General Goods Material and Equipment Supply.....	16
Our Partners.....	17
Our Product and Suppliers	18
Our Project Footprints.....	19
Our Team.....	20
Our clients.....	21
Company Registration & Certifications.....	22
Contact Us.....	23

Welcome to Blueway

Our Ethos

We align ourselves with enlightened management philosophy, regarding competent people and extensive network as our major assets and working always at maintaining the highest possible level of communication and interpersonal relations.

Our management team is caring and future oriented and our planning and programming soundly organised yet flexible. Our Company's commitment to its ethos guarantees our consistently giving of our best in every challenge we undertake. Our Company Profile aims to give you a brief insight into our business experience, key personnel and company culture. More detailed information is available upon request.

CEO

Sirwan Wali Ali, a local citizen from Bashtapa village in Erbil, Kurdistan region of Iraq, had a vision to make a difference in local community. To pursue his goal, he graduated with a Bachelor of Arts in Sociology from Salahuddin University in 2007. Ever since the boom in oil and gas industry in the region from 2008, he wanted to be a contributing part of the economic paradigm shift in the region while helping his community. Sirwan started his career working at Blueway as Accounting Manager in 2008.

Later while working, he completed his Master of Arts in Sociology from Salahuddin University in 2011.



About us

Blueway Ltd. is a general trading company that aims to provide its customers with the best solution practically available and economically feasible for their trade and industry in both Kurdistan region and federal Iraq. The company began its business operation as an investment company established in 2008 with Ministry of Commerce, Kurdistan Regional Government (KRG). We achieved mutual trusty and successful experience in Kurdistan region, particularly, in Erbil International Airport.

Since establishment in 2008, we have been a key player in the development and operation of Erbil International Airport. Building partnership is in our DNA, which led us to expand our business to beyond Airport to other local and international companies such operating in the region. The boom in oil industry in last decade opened up new business opportunities and our extensive networks helped us stay competitive in security sector. We achieved immense success in providing personal security to foreign business professionals visiting the region. Our continuous partnership to other local and international companies allows us to focus on a wide range of services including construction, security and supply of general goods, equipment, and energy products.

We are here to meet all your business needs and provide optimum solutions tailored to your specific circumstance. We assess your requirements and demands, based on which, we manage our businesses using our wide panel of services while committing to meeting time, distance, and speed of delivery of our solution to the fields of your organisation. Our well-trained and knowledgeable business management team with a consultative approach are ready to help you plan out a strategy that makes sense for your business. Keeping up with constantly changing global economy and resulting business needs, our teams are trained to keep up to date with information and provide quotes readily available to you in real time.

Blueway focuses exclusively on high quality and cost-effective solutions, development, and implementation of services. Currently, we are growing at a tremendous pace thanks to the involvement of high skilled workforce within our organisation and ever-expanding networks with both private and government entities. Our long-term goal is to establish ourselves as the best choice in construction and security provider in the region.



Our Mission

Since the inception in 2008, our main business objective has always been assisting our clients with various implementations of their development projects. We have confidence in our ability to generate the consensus and commitments necessary to succeed.

Our long-term goal is to achieve a reputation based on quality, service & reliability in across all the disciplines we operate on. To achieve that, we rely on our ability to solve problems quickly and effectively. Using the lesson learned from each undertaken project, our teams are constantly developing so that they are better prepared to understand, assess and manage different challenges as a business entity operating in the region.

Our target is to achieve 100% customer satisfaction by providing them with the best solution for them based on their requirements. We place a lot of emphasis on delivering top quality products, tailored services at an affordable cost. We are confident that for our scope of improvisation, there is a huge potential for growth, and we are on our way to reach new heights. Blueway has experienced continuous growth since its creation, and we are striving to keep this current trend going.



Our Strategy



Innovation

Blueway shares the importance of being current and up to date by adapting to the trends and the market.

We are constantly on the lookout for innovative technology to provide the best solution to our clients in meeting their needs.



Transparency

We uphold professional integrity and honesty in our business transactions with partners, clients and internal and external stakeholders



Team Work

We firmly believe that mutual benefits can only be achieved if both parties' commitment is resolute.

Blueway is committed to come up with the best answer to your needs and requirements.



Strive For Excellence

Our strategy is to identify and anticipate the reality of the market so that we can work as fast as possible and in the most effective manner.



Trust and Confidence

We firmly believe that mutual benefits can only be achieved if both parties' commitment is resolute.

Blueway is committed to come up with the best answer to your needs and requirements.



OUR

CORE

VALUES

Our Services

Logistic and Warehousing (Storage) Solution

Logistics in combination with storage solution are vital to maintain high demand of a successful business operation. A good lesson we learned from recent COVID19 pandemic. Therefore, here in Blueway, we have a dedicated supply chain team to assess client's needs and demand and ensure they are met to its fullest. Our team has over 15 years of extensive experience for supply chain management in the region, keeping track of logistics and the company's inventory up to date.

Our logistic solution comes with multi-modal logistics capabilities, providing traceability and on- time delivery of material and goods. Our experts develops project-specific supply chain solutions through meticulous planning. We evaluate operational performance and resolve issues. We also work in partnership with vendors and suppliers to ensure all operations (e.g., shipping, delivery) meet quality and safety standards.

Our extensive network along with solid community engagement allows us to navigate through all logistical challenges in the region, including access to remote areas and volatile conditions in Iraq and surrounding areas. The synergy between security and supply chain division of Blueway ensures smooth on time delivery of products to our client's locations.



Security Services

Blueway security division always prepared to provide you with experienced, professional security operations to further your operational requirements in a safe and secure environment. Our approach will not only mitigate risk your staff and your company assets, but will sustain productions without operations.

Blueway's personnel familiarity and intimate understanding of the Kurdish Regional Government (KRG) and Iraqi Federal Government allows us to operate as part of the client's security team to ensure timely and efficient operations.

Blueway has extensive experience providing security related services within Iraq and can provide references to confirm its success. Blueway has earned the reputation as a leader in responding quickly and effectively to complex, dynamic and demanding contracts. In its history of supporting the Federal Government and private clients, Blueway has continually and consistently demonstrated its ability to successfully perform under extremely demanding deadlines, ever changing environments and the pressures of high-profile activities.

Blueway's success is due, in large part, to the establishment of and commitment to the highest standards of management, oversight, resource recruiting, security processing and fiscal practices essential to smooth performance of sensitive and complex contracts. Our focus has been and will remain on meeting our client's and employee's needs and expectations.



Security Services

Our focus has been and will remain on meeting our client's and employee's needs and expectations.

Blueway will provide the physical security based on a combination of expat management and trained Kurdish special operators from the KRG security forces comprised of seasoned and experienced professionals, who have decades of operational experience and a clear understanding of the complexity of international security operations. Blueway takes its reputation very seriously and prides itself on integrity, loyalty and professionalism. We understand that we are guests within the country and it is our privilege to be here. Our personnel are culturally sensitive and make every attempt to immerse themselves into the culture.

Our proven capability to safeguard our personnel and clients in hostile environments like Iraq is a demonstrated quality that has allowed us to form a trusted relationship with our clients, subcontractors and potential partners. The Blueway team has consistently operated within budget and on time while routinely exceeding contract requirements and client expectations.

We attribute this pattern to an in-depth understanding of the contract, well-designed strategic plans and effectively executed tasks. Our extensive 'resource pool' of seasoned force protection professionals is fully capable of rapid deployment to accommodate any surge requirements that your company may need.

The Blueway team is uniquely qualified and our current position in the KRG is a key strength combined with ample resources, expertise and a pre-existing relationship for optimum cooperation and communication. As a result, Blueway offers your company its lowest risk, "best value" solution.



Community Engagement

Our Blueway team actively involve community engagement activities, conduct charity work, and contribute strongly to the local economy. Blueway sponsored a football team consisting of orphans from martyred parents and children from poor families in Duhok.

Blueway also built a soccer stadium for the youth of Mosul. Blueway has received the respect of the local communities in which we've worked and continues to foster those relationships



Armoured Vechile



Transfer of goods and valuables



Escorting personnel



Security in commercial and resident housing



Competent security guards with valid weapon licence

Construction Camp - Housing Solution

Over the years, Blueway in partnership with other companies has undertaken many challenging projects and accumulated skills and built a proven track record in design and build solutions, project management services, building trades and related engineering works.

Today, we are able to take on the role of main contractor for small to medium size projects and performs project management services to coordinates specialist trades for industrial/commercial projects.

We also provide design inputs and engineering solutions to our clients.

Our objective is to provide our clients with the best solution tailored to their needs when we are chosen to execute their projects. Our emphasis on clear communication and follow through procedures ensures that client's objectives are top priority in the planning and execution of all our processes.

Our project management and execution philosophy are to

- create detail schedule and resources plan to meet client's project objective.
- communicate clearly with all project stakeholders.
- track project progress and correct deviations.
- supervise closely on quality of work done.
- complete and commission the project on time.





Civil Work – Road, Airport Runway and Bridge Construction

Blueway has established a strong partnership with REGA Asphalt Company, specialised in road, asphalt and aggregate applications, who has become one of the leader companies in the construction industry in Iraq. Our collaboration has successfully completed several undertakings such as highway and road constructions and asphalt paving works.

Our in-house asphalt production facility is equipped with latest technology asphalt plants and advanced machine park, aggregate production with 3 crusher facilities and ready mixed concrete. We share the common goal to provide the best solution to our clients. Some of our partnership works are highlighted in the Construction Project Map.

We take pride in our delivery; thus our clients can always be assured that only the most experienced and qualified people are serving them, all the time.

We offer engineering and construction solutions at clients' site or implementation of new technology whether it is temporary or permanent facilities as well as temporary camp options including tents, containerised housing units, and prefabricated constructions.

Blueway



Erbil Highway Project

- ✓ Binder course pavement 135.00m²
- ✓ Wearing course pavement 130.000 m²
- ✓ Supplying crushing
- ✓ Aggregate total 600.000 tons
- ✓ Filling work 150.000 m³
- ✓ Subbase work 125.000 m³
- ✓ Plentmix base course 100.000 m³
- ✓ Bitumons base asphalt 140.000 m³



Integrated Operation Services

To support operational activities at construction sites and permanent facilities, Blueway offers a full range of supporting services including building life support, energy storage, telecommunication networks etc. Blueway has the capacity to equip your facilities with the latest solutions to ensure operations are run smoothly.

Blueway covers the entire range of integrated services needed for your operation and comfort from building security, cleaning, landscaping, office decorating, catering and office moves as a part of facility management.

We take care of all supportive aspects of their facilities, allowing our clients to focus on their core responsibilities without headache. With our proven preventive maintenance programs, Blueway ensures that clients can minimise their downtime with the continuous availability of our services. Working with Blueway as a preferred partner to provide these services will also increase cost efficiency, thanks to the economies of scale we can offer.

Our key supportive services include

- Electrical system supply and Installation (HVAC system, heating, lighting, generators, panels, circuits, fire safety etc.)
- Water and plumbing installation
- Supply and installation of potable water tanks, septic tanks, and fuel storage tanks
- Internet and telecommunication network installation
- Secured electrical and mechanical gates installation
- Facility management (building security, cleaning, landscaping, office decorating, catering etc.)



General Trading

- Personal and business vehicles (cars, SUV, van, buses, trucks, flatbed, ambulance, water truck, fuel truck, garbage truck etc.)
- Construction materials (cement, structural steel, reinforcement steel, bitumen, river sand, concrete, ready mix concrete, binding wires, fly ash, aggregate, bricks, blocks, timber, masonry etc.)
- Electrical (circuit breakers, magnetic starters, lighting, cable, panel Boards, transformers, generators, contractors, enclosures, relays, switches, conduit fittings etc.)
- Heavy duty construction equipment (crane, excavator, backhoe, forklift, bulldozers, graders, trenchers, loaders, pipe-layer etc.)
- IT and Telecommunication (analogue and digital switches, voice over IP switches, virtual reality, transmission lines, optical fiber, loops, base transceiver stations, multiplexers, communications satellites, customer office terminal, private switches, local area networks, modems, mobile phones, landline telephones, printers, fax machines, pagers, routers, wireless devices etc.)



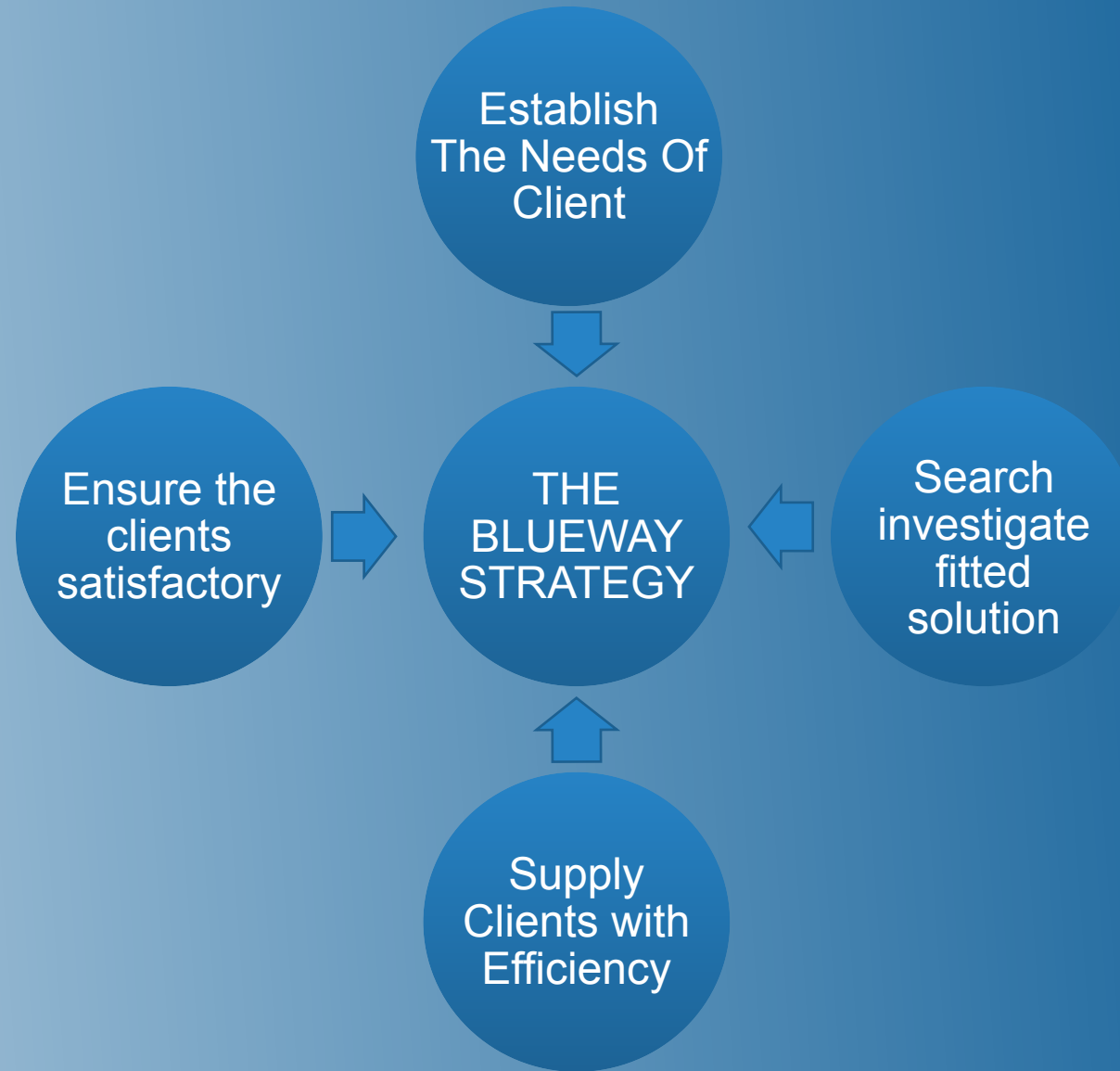
General Goods, Material and Equipment Supply

Blueway is among the leading distributors in the country as we are specialised in sourcing and marketing of various products and raw materials. We have established strong relationships with the big brands to supply electrical, mechanical and hardware products, water and energy products in the Kurdistan region and Iraq for almost 15 years.

We provide flexible and tailored service packages to our clients and facilitate business, thus making it flow smoothly between stakeholders.

We have been supporting a range of different products and services to numerous multi-national clients from all the major industries contributing to national economy. Productions include construction materials, electrical and mechanical equipment, different types of fuel and water. We import directly, thanks to our customer clearance division of the company, and sell to our clients.

Due to our extensive network, we are able to source products from multiple manufacturers internationally and distribute them in any location across the country. We ensure that all our products conform with ISO quality, health, safety, and environmental standards as well client's requirements and specifications.



Our Partners



TSD TRADING
www.tsd.one



REGA ASPHALT
www.regaasphalt.com/



AVRO
www.avrocompany.com





Our Product and Suppliers

Blueway



No.	Category	Project Descriptions	Client Name	Year	Contract Value in USD	Status
1	Security	Leased Armoured Vehicles	Australian Defence Force	2022	> 250K	On going
2	Security	Leased Armoured Vehicles	Belgium Defence Force	2022	> 200K	On going
3	Security	Leased Armoured Vehicles	Canadian Defence Force	2022	> 250K	On going
4	Security	Leased Armoured Vehicles	Italian Defence Force	2022	> 190K	On going
5	Vehicle Leasing	In partnership with TSD	Erbil International Airport	2021	> 210K	On going
6	Constructions	Run way Crack repair in partner with Rega Asphalt Company	Erbil International Airport	2020	> 500K	Completed
7	Constructions	Runway No. 36 Repair in partner with Rega Asphalt	Erbil International Airport	2019	> 1 million	Completed
8	Supply Materials	Hareer EIA Supply Transportation Materials	USA Army EIA Base	2019	> 60K	Completed
9	Security	CCTV Camera System Installations	USA Army - EIA Base	2019	> 550k	Completed
10	Customer Service	Custom Clearance	Turkish Airlines - EIA	2016	N/A	On going
11	Logistics	Contract Services Custom Clearance - Logistics	DHL Erbil EIA	2010	N/A	On going
12	Logistics	Contract Services Custom Clearance - Logistics	UPS Erbil EIA	2008	N/A	On going
13	Logistics	Contract Services Custom Clearance - Logistics	Mailland	2008	N/A	On going
14	Logistics	Contract Services Custom Clearance - Logistics	Silky Airlines	2008	N/A	On going
15	Transportation & Logistics	Contract Services Custom Clearance - Logistics	Erbil International Airport	2008	N/A	On going

OUR TEAM

Our team consists of a group of professionals with vivid experience and wide exposure in Information Technology. The People involved at Blueway consists mainly of qualified business graduates and qualified engineers from renowned universities across the globe. The resource personnel working in the company have been consistently providing reliable services support and consultancy to a wide variety of corporates either in the capacity of executive or as business partner or consultant. The goal of the company is building long-term business partnerships with its clients where interpersonal relationship, reliability, assured quality and target oriented modern technology are the major building blocks.

At Blueway, professional from both technical and functional field team up with the objective of providing appropriate business solutions. We realise the importance of functional knowledge and its impact in developing business solutions. We constantly strive to be a leading technology firm with deep business and functional knowledge. The key to the company's success is the maintenance of a close working relationship with the clients through ensuring the best possible solutions to their needs; to establish and maintain a thorough knowledge and understanding of client's objective and help them maximise the benefits. As of 2022, Blueway employs more than 50 people between its HQ in Erbil and other offices.



Our Clients



Erbil International Airport



KRG



Danata



DHL



UPS (Move One Logistic)



Vectors US Contracting Company



Xenial



USA Department of Defence



Belgium defence forces



Australian defence forces



Canadian defence forces



Italian defence forces



Turkish Airlines



Silkway Westairline
(Azerbaijan Cargo)

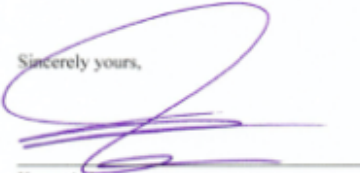
Company Registration & Certifications

Blueway General Trading is ISO 9001:2015, ISO 14001:2015 and OHSAS 18001:2007 certified and we are committed to achieve the highest standards in quality, health, safety and environmental ("QSHE") performance and intend to continue strengthening our position.

We prioritise our customer satisfaction, continual improvement and safety and health of workers. Our QSHSE concept include many key areas including:

- ✓ Risk assessment
- ✓ Inspections
- ✓ Frequent reporting
- ✓ Planning & development
- ✓ Management review
- ✓ Modernised equipment

Blueway general Trading is one of the leading companies in Iraq of its kind. The Company has an excellent reputation and cooperating with many manufacturers and suppliers worldwide. We are engaged in importing & distributing, and marketing of high quality of products and commodities. In addition to all these products, we can provide our big customers with private label for most products and work tightly with them to develop special products to meet their specifications

حكومة اقليم كردستان رئاسة مجلس الوزراء وزارة النقل و الاتصالات المديرية العامة لمطار أربيل الدولي مديرية الشؤون القانونية	 Erbil International Airport Kurdistan Regional Government Council of Ministers Ministry of Transportation and communication Erbil International Airport / Legal Affairs Directorate	حكومة تەهرێمی کوردستان سەرۆکایەتی ئەنجومەنی وەزیران وەزارەتی گواستنهوه و گەياندن ب.گ. فڕۆکەخانەى ئێودەولەتى ئەرێل بەڕێوهبەرایەتی کاروباری یاسایی
Date: 15/08/2022		IRef: 1373/LEG/08/22
Sirwan Wali General Director Blue Way Company Erbil International Airport - Cargo Area Erbil, Kurdistan, Iraq Sent via email to sirwan@bluewayco.net		
Re: Reference Letter		
We are writing to confirm Erbil International Airport (EIA) has a concession agreement with Blue Way Company for the cargo logistics services.		
Blue Way has always provided services to their clients with the best standards and has never been in breach of terms of the concession.		
Erbil International Airport has a long-standing relationship with Blue Way and we have always been satisfied with their services, their professionalism and commitment to supporting their clients.		
We remain available for any further information.		
Sincerely yours,  Kawa Aziz EIA Acting Director General Erbil International Airport		
		
Erbil International Airport Tel: +964 66211 3300 Email: gd.office@eia.krd Web: erbilairport.com Address: 100m Road Erbil		

OUR CONTACT DETAILS



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