



شركة مركز المعدات الإنشائية (ذ.م.م)  
Construction Machinery Center Co (L.L.C)

*Committed to Excellence*  
*Delivered with* **PRIDE**

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## About CMC

Established in 1973, CMC occupies a leading position in the U.A.E. supplying and servicing equipment to a diverse range of industries and commercial undertakings covering the construction civil engineering, industrial manufacturing, roads, oil & gas, landscaping, mining and warehousing sectors.

## Profile

Operating through three branches across the U.A.E. (Dubai, Abu Dhabi and Al Ain). The company supplies premium machinery solutions such as Construction Machinery, Concrete Equipment, Road Machinery, Crushing Plants, Concrete batching Plants, Material Handling Equipment, Oil Field Equipment, Industrial Air Compressors, Agriculture Equipment, Airport Equipment and Power Generators.

CMC is the sole distributor in UAE for world class suppliers such as Schwing, Stetter, Ammann, Doosan, Silla, Lissmac, Pramac, Terex, Chicago Pneumatic by Atlas Copco, LAE, Mecalac, Sunward, Rockwheel, Conquip, Waycan and Komptech.

With excellent service and parts back-up, the aim of the company is to maintain an exceptionally high standard of service to our customers and fulfill their needs in all areas of our operation.



# Member of RTS Investments Group



RTS Investments Group covers many sectors of business in the Middle East and has become a leading corporation across a multitude of fields. Headquartered in Dubai, United Arab Emirates, the Group employs over 2000 people, and a further 25,000 people at its affiliate in the Middle East.

The Groups diverse portfolio of companies has been integrally involved in modern landmarks and recognizable flagships projects in the UAE and across the Middle East, United Kingdom, United States, Barbados, India and Kazakhstan.

With proven competencies in Hospitality, Food and Beverage, Trading, Construction, Mining and Real Estate, we shape memories and accomplish landmark projects.

Under the leadership of the Group Chairman Riad T. Al Sadek, the Management Board implements the strategic objectives and resolutions of the Board of Directors and manages the operating activities of RTS Investments Group.

CMC is one of the commercial arms of the RTS Investments Group and has been a leading market distributor of Machinery Solutions since 1973.



**SPECON**

**HSSC**





# Our MISSION & VISION

To build long term partnerships with our customers, founded on trust, generating mutual growth and success through our commitment:

To become the leading One Stop Shop capital equipment solutions provider of choice throughout the Gulf region

- To achieve our vision through providing our customers with quality products and professional services that exceed their expectations.
- To partner with our suppliers to provide innovative, timely and mutually profitable solutions for our customers.
- To employ dedicated, well-trained people and to provide them with a safe workplace & environment that embraces integrity and teamwork resulting in a highly competent and motivated workforce.
- To translate all of our activities into added value for our stakeholder.







# SAFETY & QUALITY POLICY

The management of **Construction Machinery Center Company LLC** is committed to become the Leading capital equipment solutions provider of choice throughout the MENA region by adopting the following approaches:

- ✓ Provide customers with quality products and professional services that exceed their expectations.
- ✓ Provide innovative, timely and mutually profitable solutions to its partners.
- ✓ Employ dedicated, well-trained people and provide them with a safe workplace that embraces integrity and teamwork resulting in a highly competent and motivated workforce.
- ✓ To be proactive, to change and to continuously improve to anticipate customer needs.
- ✓ Translate all of its activities into added value for its stakeholders.
- ✓ Comply with applicable Regulatory and Legislative requirements.





# Our PEOPLE

At CMC, we believe that People are our most important assets. They are our greatest strengths and our competitive advantage. Hence, we focus on ensuring that we do all the necessary to protect and develop them.

The word people for CMC stands for:

- Proud
- Eager
- Organized
- Professional/Passionate
- Learning
- Excellent





# HISTORY

CMC has been in the business of supplying and servicing Construction Machinery to the region and abroad since the early 1970s. Our unique heritage shapes the way we do business today.

Mr. Riad T. Al Sadek is a distinguished name in the Middle Eastern construction industry. A Civil engineering graduate of the American University of Beirut.

In 1973, after realizing a need in the market for a reliable supplier of top brand machinery in the U.A.E, Construction Machinery Center (CMC) was formed.

Today the company leads the Commercial arm of the RTS Investments Group and has grown to become one of the leading construction machinery suppliers in the MENA region with an extensive range of capital machinery and equipment. Soon after its inception, CMC became the sole distributor of the Schwing Stetter, Ammann, Sunward, Doosan and Silla brands, all relationships still strong up until today.

With over fifty years of Industry expertise, and a network of branches and machinery experts across the U.A.E, CMC has earned its reputation as a trusted machinery supplier in the Construction Industry that supplies only high-quality machines and original spare parts.

**1973:** Construction Machinery Center (CMC) was founded.

**1975:** CMC announced as Sole Distributor of Schwing Stetter in the U.A.E.

**1978:** CMC announced as Sole Distributor of Silla in the U.A.E.

**1983:** CMC announced as Sole Distributor of Wacker Neuson in the U.A.E.

**2006:** CMC becomes a totally independent company privately owned by Mr. Riad Al Sadek, Chairman of RTS Investments Group.

**2011:** CMC is audited by DNV and successfully awarded an ISO 9001:2008 registration.

**2013:** CMC adds Chicago Pneumatic Air Compressor, Pramac generators and warehouse equipment's to its product portfolio in the U.A.E.

**2013:** Successful acquisition of Terex Construction trucks range.

**2014:** CMC opens a Competence Development Center in Dubai, U.A.E.

**2015:** CMC acquires exclusive distribution rights for Turbosol concrete solutions, Conquip concrete skips and Rockwheel cutters in U.A.E.

**2017:** CMC became an exclusive dealer for Mecalac, formerly Terex Construction.

**2018:** CMC is audited by DNV and successfully awarded an ISO 9001:2015 registration.

**2019:** CMC acquisition of exclusive dealership of Doosan Industrial Vehicles(Forklifts range).

**2019:** CMC announced as Sole Distributor of Ammann in UAE.

**2019:** CMC announced as Sole Distributor LAE in UAE.

**2019:** CMC became an exclusive dealer for Sunward.

**2019:** CMC announced as Sole Distributor of Waycan(GSE) as part of business expansion to the area of Aviation Ground Support Equipment's.

**2021:** CMC announced as sole distributors of PRAMAC in U.A.E.

**2021:** CMC is audited by DNV and successfully awarded an ISO 9001:2008 registration.





# Our CATEGORIES



Concrete solutions



Construction equipment solutions



Power and air solutions



Material handling solutions



Waste management solutions



Quarry solutions





# What we **do**



## Exclusive Sales

- One to one meetings
- Professional explanations
- Demo & testing
- Fast & safe delivery
- Competitive prices



## Professional Service

- 50 years of servicing equipment & machinery
- Principals trained professionals
- Affordable service contracts
- State of art facilities
- Pick up & delivery
- Competitive prices



## Genuine Parts

- Availability of all the fast-moving items
- Professional inventory system by Oracle
- Genuine parts
- Warranty
- Delivery
- Competitive Pricing



# Our CSR Commitment



CMC is convinced that long-term corporate success is based to a particularly high degree on the ability to establish business relationships on a long-term, responsible and ethical basis.

The Code of Ethics describes the basic values and principles of CMC as set forth by our chairman as well as its mission and vision. These principles are binding for all our employees during their everyday work and when dealing with colleagues, customers and other company stakeholders. Ethical behavior forms the foundation of all business and social activities at CMC. As a company, we stand by our social responsibility.

We respect the laws and cultures of the countries in which we operate.

Ethical and legal principles govern the way we live and work. These principles are set out in our Code of Ethics/Conduct.

Our behavior and business dealings are characterized by honesty, respect and integrity summarized in our PRIDE values: Passion, Respect, Integrity, Discipline and Excellence.



# Our Brands







# Contact Us

We would love to hear from you, please get in touch!



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