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## **Sarens Egypt organizes the first Power Day in Cairo**

### ***Sarens presented smart solutions to overcome Egypt's power and energy challenges***

**Cairo, Egypt, June 11, 2014:** Sarens Group, a worldwide leader in crane rental services, heavy lifting and special transport projects, today organized the first "Power Day". In the presence of its partner Ayad Sons, Sarens unveiled different solutions, not only for heavy lifting and exceptional transport, but also for the energy challenges Egypt is facing.

One of the highlights of the "Power Day" was the introduction of different solutions and technologies for the solar energy market, as Egypt is one of the major countries in the world blessed with sun all year round. Sarens in collaboration with its solar and other renewable energy technologies partners JA Solar and ABEINSA have revealed that with the present rate of usage, all fossil fuel resources will be practically depleted within this decade, thereby stressing the need to develop cheaper sources of renewable energy of which solar applications would play an important role.

"With our integrated network of operations across Egypt and collaboration with JA Solar and ABEINSA we can elevate the shortage in the power needs of Egypt, especially in the period that followed the revolution. Egypt's solar potential is tremendous. With 2,000 to 3,200 kilowatt hours worth of solar energy falling on each square meter of Egyptian soil every year, the country has some of the highest levels of solar radiation in the world. That's why we chose today to present our solutions to all relevant entities so that Egypt would overcome the energy crisis" Mr. George Ayad, Sarens Egypt Managing Director stated.

During the event Sarens also presented their extensive range of transport and lifting equipment, ranging from trailers suitable for public road transport to the latest state-of-the-art computerized self-propelled transporters. The Sarens fleet consists furthermore of telescopic cranes between 5t and 1200t, lattice boom cranes (both truck mounted and crawler cranes) and tower cranes.



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“Our experience is unmatched in the market, covering all areas of major industry such as oil and gas production, onshore and offshore (wind) energy, petrochemical, mining, nuclear energy and civil projects. We have a strong team of high-level engineers who design technical solutions based on the customer’s needs and who are responsible for the detailed implementation. We can offer our solutions to any medium to large scale projects through an integrated network of operations across Egypt.” Ayad added.

### **About Sarens**

The Sarens Group with its baseline “Nothing too heavy, nothing too high”, today operates in 60 countries on 6 different continents. Within these countries Sarens is locally active in the crane rental business and industrial maintenance. In addition Sarens is well-known for the worldwide projects it executes and for which it uses giant cranes, hoisting up to 3200 tons per crane, or the self-propelled modular trailers used for special transport activities as well as various lifting and transport systems. A strong team of high-level engineers designs technical solutions based upon the customer’s needs and is responsible for the detailed implementation.

Over the last decades Sarens, with its headquarters based in Wolvertem (Belgium, Brussels region), became an eminent player, achieving a consolidated turnover of €592 million in 2013. The group employs more than 4.200 staff members. Sarens’ fields of experience are mainly oil and gas production, onshore and offshore (wind) energy, petrochemical, mining and nuclear energy.

### **For more information, please contact:**

Wael Raouf: Country Manager, Sarens Egypt.

[Wael.Raouf@sarens.com](mailto:Wael.Raouf@sarens.com)

Tarek Lasheen or Eva Nabil or Carol Menaw

[tarek.lasheen@ogilvy.com](mailto:tarek.lasheen@ogilvy.com), [eva.nabil@ogilvy.com](mailto:eva.nabil@ogilvy.com), [carol.menaw@ogilvy.com](mailto:carol.menaw@ogilvy.com)