



SIGN OF SELF-RELIANCE

ELAN Signage Factory envisions a self-sufficient Qatari market in the road and traffic signs industry.

Overview

As the Qatari Government started preparing the ground within the nation for hosting FIFA World Cup 2022 and in order to meet its National Vision 2030, the government is investing heavily in developing infrastructure and construction projects, with USD 220+ billion to be invested in new roads, stadiums, facilities & numerous major projects including hotels, leisure, and recreation in the planning or construction phase.

According to Qatar's Ministry of Finance (MoF) 2017 budget; the Qatari Government dedicated the biggest share of its capital to be invested in transportation & infrastructure projects.

The highlights of the budget include:



USD 7 Billion
**Infrastructure &
Transportation projects**



USD 2.3 Billion
World Cup 2022 Facilities



USD 2 Billion
Health & Education

OTHERS

USD 2 Billion
Other Sectors

Qatar's Imports' Value

Qatar relies heavily on imports for its construction project.
In 2017 out of the USD 23.6 Billion spent on Qatar's imports; an amount of,



is the total value spent on importing construction related material.

Sizing the Opportunity:

The increasing demand of importing construction products generated by the multiple infrastructure and development projects taking place in the State of Qatar ahead of the World Cup 2022.

Moreover, as the Qatari government is linking arms to strengthen the local production within various types of industries due to the latest geopolitical situation; ELAN Ground founded its Signage Factory to play a vital role in the transformation of the Qatari economy to become a completely self-sufficient in the field of road & traffic signs.



High
Demand



Limited Local Supply/
Competition



Government Strategy to
Improve Sufficiency



Strong Potential
Growth

Finding the Right Niche:

- Infrastructure is a wide world industry with a complex value chain.
- Initial stages (strategy, feasibility, design) require very high technical expertise where it'll be difficult for ELAN to have an edge vs. established firms with years of experience.
- Construction aspect: ELAN Urban is a subsidiary of ELAN Group delivering street furniture and working on various projects

International Expertise with a Profound Understanding of the Local Market

ELAN signage is Fully owned by ELAN Group, a dynamic and innovative company delivering world-class experiences in media, entertainment, events and city beautification.

To operate the factory & manufacture signage products in various types according to the international standards; the Group partnered with VIS Mobility, the Italian company with a long experience in the signage field in Europe.

Currently and after its official inauguration in October 2017, Elan Signage factory is operated by VIS Mobility that will employ a team of over 100 employees eventually.

Technology

Expertise

Flexibility to expand



ELAN Signage Factory: Towards a Self-Sufficient Qatari Market

How Can the Factory Contribute to the Self-Sufficiency of the Qatari Market?



Competitive Pricing



Over 50 years of experience in manufacturing signs through our partner VIS Mobility



The factory products are 100% made in Qatar.

12,000 sqm

Fully air-conditioned factory equipped with elaborate utilities & back-up generators



Flexibility to increase the production capacity to meet the growing demand



Latest technology to produce signs as per the highest national & international standards



Short Delivery Time

200,000 signs

Capacity to produce 200,000 signs per year

Future Plans

The future plan of ELAN Signage Factory management team focuses on exporting the traffic and road signs of various types that the factory produces to foreign markets.

ELAN Signage can achieve this plan because of the flexibility that the factory is characterized with to increase its production capacity meeting the growing demand for signs supplies whether its local or international.



About ELAN Signage

Founded in 2012, Elan Signage is a 100% Qatari company that manufactures traffic, industrial, and way finding signs. The factory, which is in the heart of the new industrial area in Doha, uses the latest technologies to produce signs with very durable aluminum and steel, and high quality silk screen and digital printing to deliver highly reflective signs.

With 12,000 sqm of fully air conditioned factory space equipped with elaborate utilities and back-up power generators, Elan Signage has a solid capacity to produce over 200,000 signs per year to independently fulfill demand from our local clients.

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Boards and Gantry

Products



Traffic Signs



Industrial Signs



New Industrial Area for Medium & Small Industries



24953



info@elansignage.qa



(974) 44282828



www.elansignage.qa

www.elan.qa

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