

## Company Profile

At Swedish Group, we aim towards improving the quality of internal finishing materials in public-use buildings in Egypt by offering the best material solutions available globally.

We have been the commercial representative office for Swedish and Western European manufacturers, including French, Belgian, Dutch, English, Swiss, Italian, and German producers, of interior finishing materials for over ten years in the Egyptian market.

Each company we represent and work with has been carefully selected owing to the reputation of their products and their high technical specifications and standards. We offer the best flooring and ceiling systems technology that meet each building's unique demands, and satisfy the requirements of each building project accordingly.

We believe that investing in internal finishing materials is an essential role in creating an ideal internal environment used by many people. Today, material solution technology allows us to build spaces that take into account the specific needs of its respective environment and the people who will encounter these spaces.

Our material solutions are not only sustainably produced materials, ensuring longevity of use, but they are perfectly suited for a wide range of public environments with demanding conditions such as classrooms in schools and university campuses; hospital rooms and medical labs; banks; airports; factories; administration buildings and offices; hotels and leisure outlets; theaters; retail outlets and shopping malls; sports venues & fitness studios; residential compounds and dwellings. Our high technology flooring and ceiling systems have been implemented in multiple major projects in the Egyptian construction industry, whilst also being implemented worldwide.

Swedish Group has successfully achieved an excellent track record for understanding its clients' specific needs and delivering all possible requests. We managed this achievement by providing thorough professional consultation for our clients before the start of every project so as to understand their projects' requirements, finding optimum solutions that meet and satisfy all needs and requests.



Swedish Group is the authorized sole agent of the following leading global manufacturers in high technology flooring & ceiling systems:

- **Saint- Gobain ECOPHON AB**, acoustical ceiling tiles and wall panels.
- **PERGO (EUROPE) AB**, laminated HDF flooring system.
- **FORBO Flooring system**, heterogeneous vinyl, Linoleum and Carpets.
- **CBI Europe raised access floors**, demountable partitions and metal ceiling.
- **Avalon Grass** for Artificial Grass

Below are lists of the projects executed by Swedish Group, along with a company overview about each of the five companies that Swedish Group represents which include **Saint-Gobain Ecophon, Pergo/Unilin, Forbo, CBI Europe, Avalon**.

Below, we highlight the most important points and key roles they play in improving internal environments in the buildings in which they're used.



A SOUND EFFECT ON PEOPLE

### Light & Sound Efficiency

Ecophon is part of the Saint-Gobain Group, the world leader in the habitat and construction markets which manufactures and distributes building materials and provides innovative solutions that meet growing demands.

Ecophon was founded more than 50 years ago and ever since it has been continuously working to improve the acoustic environments in offices, schools, healthcare facilities, theatres, sports halls, museums and even industrial manufacturing premises to provide a sustainable indoor environment where people spend time, work and communicate.

Swedish Group is keen on understanding and considering its clients' acoustic needs in order to implement the appropriate Ecophon acoustic system and product that is relevant to the required acoustic preferences for creating a more pleasant, healthier and acoustic comfort indoor environment.

[www.swedish-group.com](http://www.swedish-group.com)

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FLOORING SYSTEMS

**Ecophon**  
SAINT-GOBAIN  
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**avalon**

**CBI**  
EUROPE  
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**Ecophon ceiling tiles are much more than just a design. The following are some of its functional roles:**

- Cleanliness - dirt & dust repellent surface material
- Visual appearance – lighting makes a huge contribution to the overall look & feel of a room
- Influence of climate – humidity resistant up to 95% at 30°C
- Indoor climate – indoor environments have a major impact on people’s health. Ecophon tiles contribute to a healthy indoor environment
- Fire safety – no breakage and collapse during evacuation, rescue operations can still be carried out

Business segment	Project
Healthcare	National Cancer Institute – Qasr Al Eini
	New Dar El Fouad Hospital (Phase I, II)- Nasr City
	Shifaa-Orman Cancer Hospital - Luxor
	Liver Research Hospital & Institute (in Sherbeen)
	Hermel Hospital – Manial
	Air Force Specialized Hospital
	International Medical Center - Egyptian Armed Forces
	National Eye Hospital
	Qasr Al Eini French Hospital
	Misr University for Science and Technology (MUST) Hospital – 6th of October City
	Red Crescent Hospital - Suez
	Suzan Mubarak Hospital
	El Mahala General Hospital
	Al-Azhar Ophthalmology Hospital

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Al-Ahrar General Hospital - Zaqazeeq

## Culture

Bibliotheca Alexandrina – The New Library of Alexandria

Egyptian Grand Museum (Phase I, II, III)

Port Said Opera House

Luxor Museum – Renovation & Development

Egyptian Postage Museum in Smart Village

Heliopolis Library, Multi-Purpose Hall

Central Library Cairo University

## Education

New Giza University – Faculty of Medicine

New Giza University – Faculties of Dentistry & Pharmacy

Alexandria University – Faculty of Commerce

Mubarak Police Academy

## Banks

Development and Agricultural Credit Bank (Fifth Settlement, Downtown, Islamic branch in Qasr El Aini)

CIB Bank (Nile Tower)

NSGB Bank – Ever Green Branch, phase I & II

HSBC Bank & Training Centre

Barclays Headquarter – City Stars

## Administration Buildings & Offices

Azhar Fatwa International Centre

National Security Council - Administrative Building

Egyptian State Lawsuits Authority – Administrative Building

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	General Authority for Investment
	Cairo General Security
	Ericsson Headquarter – Smart Village
	Microsoft Egypt - Smart Village
	Cairo International Airport - Administrative Building
	World Health Organization (WHO) - Regional Office
	EMIC Headquarter
	American Chamber of Commerce
	Deloitte Administration Building
<b>Aviation</b>	Marsa Allam International Airport (Phase I) – Development of Airport
	Marsa Alam International Airport – Extension of Terminals
	Cairo International Airport Terminal Building 2 – Renovation & Development
	Borg El Arab Int. Airport Terminal building No.2 Extension – Alexandria
<b>Entertainment</b>	Mirage Mall Cinema
<b>Sports</b>	Military Production's Sport Stadium (Bilbeis Road)
<b>Industrial</b>	Tetra Pak Factory

# PERGO®

## Floors for Real Life

**The world's most hard-wearing multilayer floor**

**Wear Protection – Outstanding Scratch & Impact Resistance – Anti-Static – Water Resistance – High Fire Resistance – Hygienic – Easy Installation – Innovative Designs – Environmentally Friendly – Best Durability**

Pergo is a brand of Unilin Flooring, a leading international player in the flooring business. Pergo original laminate created the laminate floor over 30 years ago, ever since it's been refining its characteristics to provide innovative flooring designs with the best durability that lasts for years after intense use.

Pergo laminate floors also known as Pergo HPL, are recognized as original laminate floors and not just ordinary laminate floors, due to the fact that they are ready to handle everyday life challenges your floor may face while maintaining a beautiful look.

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Pergo laminate floors are ideal for a wide range of public and private environments such as; Administrative Buildings, Banks, Commercial Premises, Hotels, Restaurants, Hospitals and Residential Dwellings.

- Best durability - floors will remain looking new for years
- Easy installation – allows easy & quick installation while holding your floor in place
- Innovative floor designs meet every taste
- Floor designs fit the durability level you need
- Best multilayer protective floor finish technology – provides high level of wear resistance, perfect for heavy commercial use
- Best multilayer technology – allows high fire resistance
- Hygienic –
  - floors maintain a high level of hygiene without the need of cleaning detergents
  - prevents bacteria from nourishing due to the tight click between the floor planks that prevents existence of any moisture
- Anti static – reduces generated electricity charges

Business Segment	Project
Culture	Luxor Museum - Multi Purpose Hall/Theater
	Culture Palace – Banha
	Environmental Museum, Al-Salam Park - Sharm El-Sheikh
	Future Library – Heliopolis
	Egyptian Postage Museum - Smart Village
	Railway Museum
	Mubarak Public Library – El Zaqaqeq

Administrative buildings & Offices	National Security Council - Administrative Premises
	General Authority for Investment
	Egyptian Tax Offices Renovation Project
	Economic Court - 10th of Ramadan City
	Ministry of Awqaf Premises - Al Darasa

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Minister of Military Production - Office

Rose Al-Youssef Press House - Conference/Ballroom

Akhbar Al Youm Newspaper – internal facilities within the premises

International Center for Real Estate Development

Damac Real Estate – offices in Hurgkada, Sharm ElSheikh  
Damac Avenue Mall – Cairo/Alex Road

British Council – Agouza & Heliopolis

Nile City Towers – Administrative offices of various multinational companies

Amer Group - Administrative Premises

Eshnider Electric Company – Administrative Building in 5th settlement

Cairo Poultry Company – Administrative Building

Egypt Telecom Company - branches

Telecom Egypt Building - Ramses Street

Duty Free Shops, Arrival Terminal No.1, Cairo International Airport.

Egyptian Tax Offices Renovation – Kasr El Nile & Abdeen Offices, 6th of October, Marsa Matrouh, Smouha, Port Said

Grand Hyatt Hotel - Administrative Offices

Ministry of Finance Towers

Abaza Company Administrative Buildings – 5th settlement & Al Obour

Stock Exchange Companies

#### Healthcare

Liver Research Hospital and Institute in Sherbin

National Eye Hospital

#### Education

Alexandria University –

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	<ul style="list-style-type: none"> <li>• Faculty of Commerce</li> <li>• Faculty of Medicine</li> </ul>
	Dutch School - New Cairo
<b>Pharmaceutical Industrial</b>	Bio Pharma Factory - 6th of October City
<b>Industrial</b>	Extension for the Buildings of the Military Factory 18
<b>Sports</b>	<p>Sporting Club - Alexandria</p> <p>Military Production's Sport Stadium in Bilbeis Road</p> <p>Hilnan Sheppard Hotel – Gym</p>
<b>Banks</b>	<p>Banque Misr - Headquarter and branches of across Egypt's</p> <p>Banque du Cairo – Branches &amp; Training Centre (Nasr City)</p> <p>National Bank of Egypt</p> <p>HSBC - branches across Cairo</p> <p>CIB – Headquarter</p> <p>QNB - Headquarter and branches across Cairo</p> <p>Barclays Headquarter – City Stars</p> <p>NBD Bank Headquarter - Omar Makram</p> <p>Bank of Alexandria - Headquarter and branches across Cairo</p> <p>Egyptian Gulf Bank - branches across Cairo</p> <p>HDB Housing &amp; Development Bank - Headquarter and branches across Egypt</p> <p>Perious Egypt Bank – branches</p> <p>International Arab African Bank - branches</p> <p>Arab International Bank</p> <p>Arab Monetary Establishment Bank - branches across Cairo</p>

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Faisal Islamic Bank - branches

Export & Development Bank of Egypt – Headquarter & branches across Cairo

Al Baraka Bank - branches

Mashraq Bank – branches across Cairo

Nasser Bank

Sudanese Egyptian Bank

### Hospitality

Radisson Blu Hotel - Al Quseir

Al Nabeila Sahl Hashish in Hurghada

Hotel Citadeil Azour in Hurghada City

Floating Hotels for Lilac Company (Elegant Voyage Group of Company)

Coral Sea Hotel - Sharm Al-Sheikh

Mövenpick Hotel - Aswan

Floating Hotels for Grand Tours Company “MiroTel”

### Retail

Levis, Timberland, Adidas

### Automotive

BMW Cruising showroom

Nissan Cruising showroom

Toyota Egypt - Shebeen El Koum City Branch

### Residential

5th settlement - Katamiya Heights, Lake View, Mirage City

6th October – Beverly Hills & Swan Lake

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Cairo / Alex Road – Sulaimaniyah

Sherouk Compound & Al-Obour

North Coast - Beach Houses

Creating better environments



**FLOORING SYSTEMS**

**We play a key role in shaping how people experience an environment**

Forbo is the leading producer of the following strategic businesses:

- Flooring Systems
- Movement Systems (conveyor belting)
- Adhesives (building & construction)

Forbo Flooring Systems is the global provider of premium commercial and residential floor coverings. It is invariably the first choice for a wide range of public and private environments with demanding conditions for its outstanding performance, excellent qualities and attractive designs. Forbo floorings are sold worldwide and can rely on more than 100 years of experience.

**Product Range**

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- Linoleum - extensive and attractive range of environmentally friendly linoleum
- Hetrogeneous Vinyl - high-quality vinyl flooring
- Entrance flooring systems - for cleaning and drying shoes,
- Carpet tiles - needlefelt floor coverings
- Flotex – washable textile flooring

### Why Forbo?

- Widest sustainable product offer in the world
- Total solutions for every building from "entrance" to "back door"
- Special floor solutions for high-tech and specialist environments
- Superior design in floor products for commercial and residential applications
- Product offer available in sheet or tiles, glue-down or loose lay for easy installation

Business Segment	Project
Culture	Alexandria Bibliotheca – The New Library of Alexandria
	Grand Egyptian Museum
	Port Said Opera House
	Cairo Opera House
	National Museum of Civilization – Fustat
	Alexandria Culture Palace
Healthcare	New Kasr Al-Aini Hospital (Operation Rooms) – Faculty of Medicine, Cairo University
	Heart Surgery Institute - Assiut
	New Assuit Hospital
	Bone Marrow Transplant Center - Assiut
	Shifaa-Orman Cancer Hospital - Luxor

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Egyptian Liver Research Institute and Hospital (ELRIAH) –  
Mansora -Sherbin

Air Forces Specialized Hospital - Armed Forces Hospital

Cleopatra Hospital (Heliopolis) - Intensive Care Unit

Air Forces Hospital - Al Abassiya

Children's Cancer Hospital Foundation 57357 Extension work

Faculty of Medicine, Al Azhar University Hospital

El Ganzoury Hospital

Central Charity Hospital

Oncology Center - Al Mansoura University Hospital

King Fahd Complex

Magdi Yacoub Foundation Aswan Heart Center

Health Insurance Hospital – Nasr City

Public Transportation Authority Hospital

Royal Hospital - Alexandria

Global Care Hospital – Al Sheikh Zayed

Al Hayat Hospital, Heliopolis

Hasabou International Hospital

Al Obour Hospital

Sohaj Hospital

Abu Rish Hospital - Cairo

The International Company for Cars – Specialized Clinic

Emergency Center - Marsa Matrouh

**Administrative Buildings & Offices**

Al Azhar Fatwa Building

Chamber of Commerce

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Abbive Admin Building

Carrefour

Ericsson

Etisalat Egypt

Telecom Egypt

Mobiserve Holding

World Trade Centre

CEMEX

Dar El Handasa

Raya Company's Building in Smart Village.

Eli Lilly – CFC company - Administrative Building

Cairo Co. for Housing & Development - Pioneer

Cairo Petroleum Refining Company – Administrative Building  
(Cairo / Alex Road)

Eastern Company for Tobacco “S.A.E.” - Administrative  
Building

Khatib & Alami Architectural & Engineering Consulting  
Company

## Education

New Giza University – Faculty of Medicine

British University in Egypt

Japanese University – Alexandria

Future University

Misr International University

Future Academy - Cairo/Ismailia Road

Cairo American College (CAC) - Maadi

The British School – 5th settlement

**Hospitality**

New Cairo British International School  
 European School – 5th settlement  
 GEMS International School  
 Nevertari Schools  
 Schools in Al Fayoum Governorate  
 Sesam Club Nursery  
 Radisson Blu Hotel - Al Quseir  
 Four Season Hotel, Alexandria  
 Novotel Hotel – Airport  
 Holiday Inn Hotel - Sharm Al Sheikh  
 Coral Sea Hotel - Sharm Al Sheikh

**Banks**

Egyptian Gulf Bank – All Branches  
 Egyptian National Bank – North Tower  
 HSBC Bank Training Center - Mohandessin  
 NBD Bank, the Headquarter – Al Tahrir / Omar Makram  
 CIB Bank - Head Office

**Industrial –  
Pharmaceutical & Food Beverage**

Arabcomed  
 Ramedia Pharmaceutical  
 Al Ezz Dekheila Steel - Factory  
 Sigma Tech Pharmaceutical  
 LIPTIS Pharmaceuticals  
 Edita Food Industries

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## Entertainment

I-MAX Cinema – Americana Plaza (Sheikh Zayed, Cairo)

D-Box Cinema – City Stars (Cairo)

Little Explorer – Mall of Egypt (Cairo)

Magic Planet – Cairo Festival City & Mall of Egypt (Cairo)

Magic Planet – Down Town (Alexandria)

Dandy Mall Amusement Park

## Media

DMC channel – Media Production City

Mubarak' Studio Complex – Media Production City

BBC channel

## Retail

Carrefour - Alex West

Cairo Festival City Mall

Honda Motors Showroom – Sphinx Square, Mohandessin

## Sports

Samiya Allouba Gym, Dance & Fitness Centers – 6th of October

Platinum Gym

Military Production' Sports Stadium - Bilbeis Road



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INTERIOR FINISHINGS & ACCESSORIES



## Raised Access Floor Systems

### Achieving Flexible, Comfortable & Contemporary High Technology Floors

CBI Europe is an Italian based company specialized in Raised Access Floor Systems, that are made up of panels size 600 x 600, resting on a special support structure in steel available in different measurements. The space (technical area) that is created between the panel and the floor (on which the structure rests) is used to accommodate the electrical wiring. The production chain from design to creation is 100% made in Italy.

The panels can be either standard or custom made. They are resistant, durable, easy to handle, simple and quick to install, inspected, certified and eco-friendly.

#### CBI Raised Access Floors are designed for:

- places that require too many cables such as; power stations, telecommunication buildings, airports, undergrounds, factories, administration buildings, buildings with high technology environments,
- ideal for projects that require technical flexibility
- solves problems related to technical wiring which demand constant change

#### Some of the benefits CBI Raised Access Floor Systems provides over traditional systems are as follows:

- Flexible and Comfortable
- Functional
- Speed of Installation
- Security – Fire Resistant

Business Segment	Project
Aviation	Cairo International Airport
Bank	CIB Bank Head Office
	Al-Ahly United Bank
	Bloom Bank Head Office
Administration Buildings	EDF, Electricity Power station -Alexandria
	Nile Sat Extension Building - 6th of October

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**Education**

UN Peace-Keeping Forces Premises -El Arish

New Giza University – Faculty of Medicine

Open Arab University

**Automotive**

Mercedes-Benz Showroom – Maintenance Center in Dokki

**Retail**

Hanimex Showroom – New Cairo 5<sup>th</sup> settlement



*Passion for Artificial Grass*

**Optimal product quality with dependable raw material for perfect performance**

Avalon is a grass making company with passion for artificial grass. It is based in the Netherlands with 20 years of expertise, creativity, dependable service and passion in delivering the optimal grass product that perfectly meets your personal preferences. Avalon designs the following range of artificial grass products under the look & feel principle:

- Lawns and Landscape
- Sports Grounds(Football, Tennis & Golf) – professional surfaces for perfect performance
- Roundabouts and Playgrounds

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Avalon is today the all-round supplier of artificial grass for Leisure, Lawns & Landscape, Fifa 1 & 2 star certified football fields and FIH certified hockey fields and a range of top quality artificial grass products for tennis, and golf.

**Possibilities & Promises of Avalon artificial grass are endless:**

- No Seasonal Color
- Maintenance Friendly
- Excellent Resilience Ability
- Resists Intensive Use
- Good Drainage
- Specific Sports Surfaces produced as needed
- Easy to Clean
- Does Not Stimulate Allergies
- Child & Animal Friendly

**Sports**

Wadi Degla Sporting Club

Mivida (New Cairo) Tennis Court

**Administration / Industrial**

Schneider Electric Egypt

Proctor & Gamble