

Diversity offers total solutions for complex projects worldwide

DEME, Zwijndrecht, Belgium

Worldwide projects

At any single moment, DEME companies are working at 70 different projects worldwide. Moving from the Australian outback over the Gulf of Mexico to the far North of Russia is quite common, and tells a lot about flexibility and diversity in the group. At the end of 2007, the European Community accounted for only 37 per cent of business, with six per cent coming from non-EU European countries. The Middle East provided 24 per cent of activity, the Indian subcontinent delivered six per cent, and Africa was worth a full 12 per cent.

Home markets are being developed beyond the Belgian cradle, and single assignments may be prolonged for many years to come. It is no coincidence that DEME has a clear preference for establishing local partnership and companies – demonstrating that it sees a business-relation in a long-term perspective. Actually, DEME counts no less than 55 companies, subsidiaries and branches that were incorporated in local juridical structures. Every company enjoys full operational autonomy and is expected to take marketing initiatives in its own field, yet every unit is very much aware of belonging to one Group – a Group that underlines the basic philosophy of ‘unity in diversity’. A recent corporate communication re-branding underlined this double characteristic.

Foreign partnerships

Integration in foreign markets goes further. It is explicit corporate policy to look for partnerships with strong companies abroad. They establish formal partnerships that aim for shared goals, shared plant, shared staff, shared risks and shared gains.

In the Middle East, a very fruitful partnership was created with the state of Qatar and local UDC – creating MEDCO. In India the permanent partnership International Seaport Dredging (ISD) was established between DEME and Larssen & Toubro, which has resulted in several port construction or extension assignments. Other than formal partnerships, DEME companies frequently join hands with partners in ad-hoc joint-ventures and co-operation on the site, pooling expertise and resources. Diversity is a condition for global business if you look further than local interest.

Versatile fleet

From another point of view, diversity is obviously there when you look at the fleet. After years of intensive investment, DEME currently operates one of the most versatile fleets in the dredging business – and fully modernised for that matter. Vessels are available in every size and for every special discipline. This is not only true in the traditional divide between trailing suction hopper dredges (TSHD) and cutter suction dredges. As for this core plant, TSHD's range from a new 30,000 m³ super trailer under construction to the modest 1,635 m³ Vlaanderen XXI, and from the world-record seagoing and self-propelled 28,200 kW rock CSD d'Artagnan to the 441 kW CSD Blani.

But well beyond the 80 plus major vessels, an enormous variety of plant and equipment for offshore work and hydraulic engineering operations at sea is available to tackle complex dredging and hydraulic engineering assignments: backhoe dredges, bucket dredges, clamshell dredges, crane pontoons, water injection dredges, dredging ploughs, self-propelled split hoppers, transportation barges, marine construction vessels, booster stations, directional drilling rigs, spreader pontoons, fall pipe vessels, heavy-lifting vessels, drilling rigs and some of the biggest self-elevating platforms in the world. All this reflects the variety of marine activities and the mix of disciplines that is unique for a conglomerate group like DEME.

Staff

DEME-Staff, a group of skilled and open-minded team players, routinely switch not only from one site to another, but from one discipline to another just as well, be it the core activity, hydraulic engineering, environmental services, fluvial and marine aggregates or project development and concessions.

Diversity at DEME comes in many ways. Owing to history, diversity has soaked corporate culture. In human resources, in assignments, in plant, in projects and in disciplines, diversity gives an unmatched strength to a group that has the absolute vocation to look beyond national borders.

ABOUT THE COMPANY

If only for the variety in its base line colours, diversity is the distinguishing characteristic of the Belgian DEME-group. As the blue illustrates water and the green stands for land, working on the edge of land and water gives a fair summary of what DEME business is like. Its corporate mission, to create land for the future, implies pushing back water. Blue and green represent the full scope of diversity at DEME. However, diversity goes well beyond this mix of land and water, or the mere variety of colours in its logo, flag and vessels. Diversity at DEME stands at the very heart of its corporate culture, as written down in its mission and values. “Creating land for the future” underlines DEME's efforts to leave positive tracks on this planet and create a better living world for future generations.

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