

ASML GROUP

Introduction



ASML Group Head quarters

Established in 1961, ASML GROUP got started in international commerce with the importation of the goods and merchandise needed to supply the young markets of Mauritania, which had just become politically independent but was still completely dependent economically on foreign imports.

Assisting the economic and social development of the country, ASML Group is now a major industrial group that is active in various sectors of the national economy.

These strategic choices illustrate the determination of ASML GROUP to develop in a sustainable manner via its subsidiaries and also reflect its determination to make an active and significant contribution to modernising the national economy and to the economic and social development of Mauritania.

ASML GROUP rallies its affiliates and its employees around the following **values**:

- **COMMITMENT**: this entails an ethical contract which is reflected in the active involvement of all the employees of ASML GROUP. It is designed to constantly strive to create values for the company and its personnel, its customers, its social environment; it encourages individual and collective responsibility, rigour and quality as well as compliance with safety needs and the environment
- **TEAM SPIRIT**: is reflected in ASML GROUP in the determination of every individual to share and promote solidarity, to get the best out of our skills and know-how in a spirit of mutual confidence, and to enhance our ability to listen to others while complementing the work of every individual.
- **SPIRIT OF ENTERPRISE**: the spirit of enterprise imbues everyone working in ASML GROUP. Our personnel are constantly striving to improve performance by anticipating changes and encouraging innovation at all levels.
- **TRANSPARENCY**: a value which is applied on a day-to-day basis by all the companies in the ASML GROUP. It is reflected in the determination that drives each of the players, internally and externally, to practice the principles of equity, integrity, loyalty, credibility and recognition of merit.
- **A COMMITTED AND EFFICIENT GROUP**: ASML GROUP is keen to optimise its major financial balances in order to create added value. The group invests, takes risks and develops winning partnerships with world leaders. In this way, it contributes to boosting the national economy.
- **A MANAGERIAL VISION GEARED TOWARDS MODERNISATION**: the group's employees are at the heart of the enterprise project: literacy, continuous training, in-house training, participatory management and a commitment to live up to responsibilities are all facets designed to fully exploit the contribution of each employee.

The Group's success, growing out of the strong results of its subsidiaries in their respective sectors, is the result of applying these values, and the best testament to that success is undoubtedly the ISO 9002:2000 quality certification that the Group's Ciment de Mauritanie subsidiary has received from the Paris office of BVQI (Véritas), the first such certification awarded to a Mauritanian company.

Chairman and Executive Officer
Ahmed Saleck Mohamed Lemine

STRUCTURE

Construction and Public Works Pole



Construction and public works are two key fields in the Mauritanian economy. ASML GROUP, which contains four companies which are leaders in their market segment, makes an invaluable contribution to the development of this sector.

The group is constantly ready to set up partnerships with international operators so that both the group and the country can avail of the most modern techniques and processes

National leader in construction

NAJAH for MAJOR WORKS SA



NAJAH for MAJOR WORKS is the culmination of the combined experience of the ASML Group in the construction industry. To accommodate the ECPM market, NMW SA was born with the primary mission of financing, designing and executing a turnkey two million passenger per year Airport. After the success of the Nouakchott international Airport, Najah Major Works SA is positioned as a leader in the industry in West Africa and looking to bring our know how around the world.

The ASML Group companies are always built around a tight knit group of young executive. Najah Major Works is no Exception. The innovation that drives the company is combined with the trust built over decades by consistently delivering for our clients.



MNW SA is a true PPP innovator. Our competitive advantage comes from the ability to innovate with flexibility and complement our client.

FEASIBILITY STUDIES: NMW SA has at its disposal a group of internationally respected partners allowing an early entry into project and advising client on decisions.

DESIGN: NMW SA is able to mobilize resources from engineering teams around the globe to accommodate any project.

PAVEMENT DESIGN AND EXECUTION: NMW SA has the engineering resources and equipment to complete runway, taxiway and apron projects.

EQUIPMENT: NMW SA has a relationship with major equipment manufacturer around the globe including Baggage handling System, passenger boarding bridges, navigation aids, lighting and Air traffic control equipment.

Construction and Public Works Pole



National leader in the cement industry

CIMENT DE MAURITANIE SA



CIMENT DE MAURITANIE SA, the leading manufacturer and supplier of cement in the country, was set up in 1979 and started production in Nouakchott in 1981. It soon won the trust of the leading public works companies and has supplied cement for numerous major infrastructure projects (dams, airports, water towers, urban developments, etc.). CIMENT DE MAURITANIE SA, a joint-stock company with a registered capital of MRO 1 billion (USD 3.7 million), opened 10% of its capital to CEMEX (CEMENTOS MEXICANOS), the third largest cement and building materials group in the world, with which it has developed a solid partnership.

Since it was set up, CIMENT DE MAURITANIE SA has offered all the players in the construction and public works sector – ranging from architects to masons, contractors to concrete producers – a complete range of products and solutions for each stage of the construction process. The company meets the varied demands of the market by adapting its products to the end use and by proposing new products in keeping with the customers' expectations.

As an integral part of its strategy, the company invests in latest-generation equipment at all stages of the process, in keeping with environmental standards.

This approach is and always has been a cornerstone of CIMENT DE MAURITANIE SA's strategy. The group's strenuous efforts in developing this approach ever since it was set up achieved recognition recently when the group was awarded ISO 9002 certification. This, the first such certification in the country, was awarded by BUREAU VERITAS QUALITE INTERNATIONALE (BVQI), one of the world's leading certifying bodies.

This certification has set CIMENT DE MAURITANIE SA up as a national model for all the companies in the country.



no. 1 supplier of ready-to-use concrete

BETON DE MAURITANIE SA (BMSA) :



Keen to promote vertical integration in the construction industry, CIMENT DE MAURITANIE SA was keen to use its know-how in terms of cement production to spread its wings beyond this activity. It was only natural therefore that it took an interest in the manufacture of cement derivative products. It was in this context that BÉTON DE MAURITANIE was set up.

BMSA is a wholly-owned subsidiary of CIMENT DE MAURITANIE SA. BMSA is the country's leading producer and distributor on site of all types of ready-to-use concrete and cement blocks manufactured in accordance with international standards.

Construction and Public Works Pole



servicing the construction industry

MAURITANIENNE DE CONSTRUCTION ET D'EQUIPEMENTS SA (MCE)



Founded in 2002 to respond to a rising market demand for specialized industrial construction services, MCE-SA is part of the ASML Group. Through its unique Civil Engineering Management expertise and applicable QHSE standards, the new company became a national and regional innovator, working with active international extractive industry operators and on important specialized construction projects.



Sabodala Gold Mine Civil works in Senegal

A logical extension of ASML Group scope of services, MCE-SA is focused on delivering high quality services to the international market. To accomplish its objectives, MCE-SA works closely with strategic partners within the specialized construction and civil engineering field. Our partners are highly reputable operators within civil engineering and architecture, steel structure, mineral exploration, international suppliers of building equipment and materials, specialized consulting groups and Logistics specialist companies.



Petronas Mauritania (Mobile Plant) 80.000 sqm of Civil Works

quality and comfort

TOP WINDOW SA :



In keeping with its objective of playing a dominant role in the building and construction industry, ASML GROUP decided, in 2002, to set up TOP WINDOW SA, a company specialising in the manufacture of aluminium and PVC doors and windows.

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While offering services complementary to those offered by other group companies in the construction and public works sector, TOP WINDOW SA is driven by the same values that have made its sister companies leaders in their respective fields. These include quality of products and services, the necessary human and technical resources to offer them, high-quality work and a determination to meet commitments. TOP WINDOW SA boasts cutting-edge production workshops so it can offer its customers made-to-measure doors and windows, using the best sections available, i.e. REHAU sections for PVC, and FENIS sections for aluminium.



MCE SA is certified
ISO 9001:2008
ISO 14001:2004
OHSAS 18001:2007
by Bureau Veritas



New Information and Communication Technologies Pole



In a rapidly changing environment, it was essential that ASML GROUP be able to master the new technologies. To this end, it set up TOP TECHNOLOGY SA and a portal attached to BETA CONSEILS SA. These two entities were set up at the beginning of the 90's to meet the increasing demand in the country for equipment and services in the field of new information and communication technologies.

the national leader in IT hardware and services

TOP TECHNOLOGY SA :



Founded on September 30, 1990, Top Technology is now the national leader in the fields of Telecommunication, Computing, Office equipments and Air conditioning.

Moreover, it was committed following the technological development of these last years in these fields in order to upgrade our operators and thus our country to a very high level of competitiveness.

AREAS OF ACTIVITY

Top Technology works in a number of areas relating to telecommunications and information technology in general. Two main areas make up the bulk of Top Technology's activities: telecommunications equipment, and computer networking, for which we handle distribution, installation and technical support.

With regard to the latter, the company is now the leading supplier of computer networking equipment and services in Mauritania. Top Technology has demonstrated an aptitude for managing a broad range of clients coming from both the public and private sectors (please see the attached customer list).

In addition, Top Technology is the only private sector company to have installed and maintained a fibre-optics-based computer network and to have set up turn-key radio links for PTT (Push To Talk).

As for the Internet, Top Technology was the first complete Internet service provider, handling the provisioning, equipment installation, WAN and LAN connectivity, and web site development and hosting. Thanks to its pragmatic approach, the company has achieved its current success through the strength of its business relationships with international partners. Indeed, an active partnership agreement ties Top Technology to various internationally-known and influential companies, which the organization represents in Mauritania.

TECHNICAL QUALIFICATIONS:

- Commercial Wide Area Network (WAN) and Local Area Network (LAN) technologies
- Multiplexing systems
- Internet services (provisioning, development and hosting for web sites)
- Microwave radio systems
- Fibre optics installations
- Communications antennae installations
- Voice over IP and Fax over IP consulting and implementation
- Installation and start-up of GSM networks and towers



The most visited site in Mauritania

WWW.BETA.MR

BETA CONSEILS SA boasts the largest economic portal in the country (www.beta.mr) which is also the Mauritanian site that receives the most hits, both from inside the country and from abroad.



Engineering and Services Pole



Mauritania abounds in mineral and oil wealth. The only way to exploit this wealth fully is by allying human knowledge and appropriate material logistics. Conscious of this fact, ASML GROUP set up BETA CONSEIL SA, an engineering and consultancy firm.

an engineering firm committed to Mauritanian development

BETA CONSEILS SA



BETA CONSEILS SA, an engineering firm specialising in project engineering has successfully conducted a number of public projects financed and overseen by international sponsors and development partners for Mauritania. These included: World Bank, International Monetary Fund, AFESD, ADB, IDP, Arab countries funds, OPEC fund, etc. Keen to contribute to the development of Mauritania and, by extension, of the African sub-region, BETA CONSEILS SA has worked with a number of renowned international firms in the following fields: conveyance of drinking water, sanitation, civil engineering, road infrastructures, environment, institutional support, and financial management. BETA CONSEILS SA offers specialist services in terms of feasibility studies, ODA, CAD, development studies, financial studies, prime contractor ship, and works supervision, applied research and institutional support.



Maritime & Trading Pole



Ever since its creation, ASML GROUP has been fully aware of the importance of having an appropriate tool and effective logistics for importing operations via the ports of Nouakchott and Nouadhibou. The group therefore decided to set up CONSIMAR SA a shipping agent and transit company.

A professional service for professionals in the maritime sector

CONSIMAR SA



With the growth in the fisheries sector in Mauritania, CONSIMAR SA broadened its activities to acting as agent for fishing boats. CONSIMAR SA is now approved by the ministry for fisheries which has awarded it licences authorising foreign fishing boats for which it acts as agent to fish in Mauritania's territorial waters.

Consimar SA acts as agent for ships conveying imported goods (container carriers, bulk carriers, etc.) and ships exporting goods from Mauritania all over the globe (e.g. bulkers carrying iron ore from Nouadhibou).

At present, CONSIMAR SA's three main activities are:

- Shipping agent
- Permanent or occasional representation for ships
- Handling

As shipping agent, CONSIMAR SA offers a tailored service adapted to the specific characteristic of each stopover. Its comprehensive and high-quality services include:

stopover preparation, documentation, customs, miscellaneous formalities, dockside victualling, relieving of sailors, dealing with patients, transfer of funds, on-board assistance, advance to crews, transfer of spare parts, repairs, etc. At present, over 30 shipping companies avail of the services of CONSIMAR SA, including TSHUDI & EITZEN BULKERS, LAURITZEN BULKERS, MARVEL SHIPPING, WINDFORCE MARITI-ME, NORDEN SHIPPING, VULCA-NUS, KOZA CHARTERING ISTAN-BUL, ARAB SHIPPING, COPENSHIP, ARMADA SHIPPING.... As regards handling, CONSIMAR SA's defining feature is its broad range of services. It operates all types of ships including Roro, Lolo, Floflo, from their rigging equipment, from the port gantries or the open area cranes.

For bulk loading, it has its own clusters and reception hoppers capable of handling trucks and trailers under their structure.

In addition, CONSIMAR SA has a fully secured storage area of 11,600 m². CONSIMAR SA has its head office in Nouakchott and a local office in Nouadhibou.

Agri-Food Pole



As Mauritania is an agricultural and pastoral country, and as ASML GROUP is a creative player at national level, it was logical that it invest in this key sector of the economy. It did so in the middle of the 90's by setting up TOP LAIT SA.

A specialist in dairy products

TOP LAIT SA

TOP LAIT SA was set up in response to the constantly increasing demand for dairy products, especially in urban areas, on foot of the galloping sedentarisation of recent years. Mauritians have long been accustomed to consuming dairy products. The consumption of dairy products is in fact firmly anchored in the habits of ordinary Mauritians but the recent rural exodus moved this demand geographically while the supply didn't follow. This new market has long been served by imports of imported UHT long conservation milk from Europe, despite the fact that the local dairy potential could easily cover this demand.

TOP LAIT SA therefore successfully tackled this field and diversified its production over the years by broadening its range of milk products to other fresh dairy produce (natural yoghourts, fruit yoghourts, creams, etc.) and to fruit juices. It set up a solid partnership with the Saudi EL MARAI group and has plans to set up a UHT long conservation milk production unit in the near future.



Hotels & properties



For your comfort, our apartments are all equipped with modern and high-tech apparels. They are all fully furnished and got a kitchenette, tableware, sheets, satellite TV and direct telephone line. The Wifi connexion is available and for free in the whole building.

conceived and orientated towards comfort and functionality.

AL KHAIMA CITY CENTER SA



More than a hotel, the AL KHAIMA CITY CENTER combines quality services with comfort, as well as the freedom and privacy that living in apartments offers. Ideally located in the center of Nouakchott, in the middle of its largest avenues, it allows an easy access to the different business centers and to the different touristic attractions of the city. AL KHAIMA is also a shopping center and a cafeteria crowned with a splendid tent that cover a sober and refined tea lounge with a panoramic view, actually the highest of the city.



For your conferences, your company meetings or family events, the AL KHAIMA CITY CENTER got a room under the Khaima (tent), located on the highest floor and which offers a unique view of the whole city of Nouakchott.

Equipped with the latest technologies, that convivial and comfortable place will answer all your needs to succeed your meetings : paper boards, wall screen, overhead projector, audiovisual equipment.

To satisfy your hunger or thirst for a tea or coffee, anytime during the day, the cafeteria offers you a varied and fully fresh menu.

For professional rendez-vous or just for relaxing in a refined environment, the Tea Lounge gives you a private atmosphere for conversation and business talks under the Khaima, over the city.



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Construction and Public Works Pole

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New Information and Communication Technologies Pole

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Maritime and Trading Pole

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Agri-Food Pole

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