

Project case study 3: **The MDD - Msheireb Doha Downtown**



Mixed-use
development

Client: **Consolidated
Contractors Company**



Doha, Qatar



20 billion QR



Started in 2010

The Challenge

The MDD project aims to redevelop, regenerate and conserve the historical downtown of Doha. It's a 31 hectare, mixed-use development situated in the centre of the city.

5 subcontractors were failing to reach the target. 2 Cut & Bend factories, 2 big detailing companies and 1 company with an in-house detailing team. Their rebar shop drawings kept getting rejected by the consultant.

Penalties were received due to delayed casting of one of the main blocks and there were serious delays on site.

Our Strategy & Results

AABCO joined the project in 2017. We created a special, ICU team. A highly focused, intensive care unit with the sole mission of succeeding.

This was done to ensure unification of parameters and high communication in the preparatory stage of the project. In this way, we have paved the way for the shop drawing production phase, and enabled our highly skilled engineers, coordinators, and quality controllers to give the project the intensive care it deserves.

Aside from quality and speed, our production system and communication culture always provide the much needed peace of mind. As a result, the Client asked us to present our detailing tools and descope 2 companies for poor shop drawings. Currently, all the superstructure scope, initially given to the 4 companies, is AABCO's.

Client Feedback

Their Control Manager stated that he has... ***"Never experienced a similar, high level of communication and know-how, as with AABCO."***

