



# Phoenix International

## Company Profile

2015

# Introduction

Phoenix International Pty. Ltd. has developed a simple and cost effective self-help management system known as the Annual Fire Administration System (A.F.A.S.).

Stability, integrity, professional expertise, and innovation, ensure our ongoing success and our reputation is based on the ability to provide an exceptional level of constantly updated professional knowledge, working with global code development organizations, and our outstanding project performance.

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International Environment

We value and respect our clients. We want them to enjoy the experience of dealing with us, and be completely satisfied, and enthusiastic, with our input. Our expertise in working with both the private and government sectors in the Middle East and Australia is a major asset in achieving our goals.

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## Company Profile

Our Accredited Fire & Life Safety Engineers, Surveyors and Technicians, offer exceptional customer service, expert technical advice and support in the field of building regulation compliance including project management.

SBS Group was established in 1989 in Abu Dhabi with the vision to deliver innovative development trend of civil works in the construction sector. SBS further expanded its business model by introducing SBS Engineering Consultancy offering Aviation support Services.

The aim is to ensure that our clients, from every sector are able to benefit from our international expertise, local knowledge and personalized approach which aligns with our client's objectives.



**40 years**  
**of construction and  
regulatory experience**

**WE ARE EXPERTS  
IN THE FIELD OF  
BUILDING  
REGULATION  
COMPLIANCE  
INCLUDING  
PROJECT  
MANAGEMENT.**



## Our vision

*„The aim is to ensure that our clients, from every sector including the property and construction industry are able to benefit from our international expertise, local knowledge and personalized approach which aligns with our client’s objectives”*

*Imran Shaikh, Director*

## Our team



**Imran Shaikh**  
*Director*



**Joseph Hallal**  
*CEO Phoenix International*



**Nabil Al Awar**  
*Managing Partner*



**Richard Shalala**  
*International Business Director*



**Szilvia Viczian**  
*Business Development  
Manager*



**Frantiska Bartukova**  
*Marketing Manager*



**Elias Hallal**  
*Chief Operations Officer*



**Jarek Sikorski**  
*IT Manager*



# What we do

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Our philosophy is to offer a coordinated “**One Stop Shop**” supporting various market sectors including Residential, Commercial, Industrial and Aviation, offering Comprehensive Consulting engineering Services including House of Expertise.

## Code Compliance Services

- *Building Regulation Consultants*
- *Project Management*
- *House of Expertise*
- *Due Diligence*
- *Expert Witness*
- *AFAS Monitoring System*
- *Project Management of Annual Fire Certification and administration of fire systems*

## Fire Code Compliance Specialists

- *Life Safety Code Assessors*
- *Fire Safety System Design Services*
- *Fire Safety Engineering Assessments*

## Building Services Design

- *MEP Design Service*
- *Acoustic Services*
- *Facade Engineering*
- *Structural Design Services*
- *Civil Engineering Services*
- *Vertical Transportation*
- *Specialized Lighting Design*
- *Security Access Control*

## Infrastructure

- *Communications*
- *Power*
- *Public Health*
- *Sustainability services*

## Architectural Services

- *Building Information Modeling*
- *Architectural Design*

## Accreditations

SBS Phoenix also offers professional services on all aspects of building surveying including; Building Construction Certificates, Fire Safety Audits, NFPA & BCA (Building Code of Australia - Australian standards) Compliance reports and an Annual Certification Administration System

## Access Accessibility

Phoenix International Middle East specializes in the provision of Disabled Access Compliance ensuring proposed buildings and refurbishment works comply with International Best Practice and give equality to persons with special needs.

## Energy Efficiency & Water Saving

Phoenix International specializes in undertaking of Energy Efficiency reports to meet the International Code requirements, Australian Standards. Phoenix International identifies areas of energy saving for the client during the design stage to save on electrical costs and add to the ever growing nature of building design in the Middle East.

# What we do

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## Fire and life safety consulting

Utilizing the International experience, Phoenix International Middle East provide Fire and Life Safety Consulting services in accordance with the applicable International building regulations and local code requirements.

Building Regulatory advice and Fire and Life Safety reports are prepared by Phoenix International Middle East to ensure proposed designs comply with the requirements of the relevant Authority Having Jurisdiction (AHJ), and the approved documents, utilizing International codes, including:

1. British Standards
2. Building Code of Australia
3. European Standards
4. International Building Code
5. National Fire Protection Association Codes
6. Middle East Fire Codes

These services commence at the concept design stage of a development and continue through the Schematic, Design Development, tender and Construction phases.

We emphasize an innovative risk managed system approach to building control, through successfully facilitating certification and compliance for all types of building developments, working with existing and developing standards and legislation.

Early involvement in projects, code compliance is assured, without any costly code issues to delay development. Whilst maximizing design creativity within the intent of the codes and examine approaches to meet compliance without compromising aesthetic concerns.

## Engineering inspections

Phoenix International Middle East is third party registered via the Municipalities throughout the Middle East and undertakes the role of providing third party reviewing of engineering plans for design approval. Phoenix International also is third party registered to undertake structural engineering inspections during construction stage and provide reports to the relevant parties on the process including final sign off on the completed buildings.

Phoenix International offers Mechanical, Electrical, Hydraulic and Fire services design documentation and advice during construction via its specialized engineers in their respective field of expertise.

### ***FIRE & LIFE SAFETY AUDITS & INSPECTIONS***

Phoenix International Middle East provides independent and objective Inspection and Auditing services designed to determine the extent of non-compliance within existing buildings including building/s under construction. We specialize in the preparation of Fire and Life Safety Building Audit reports. Our reports are in accordance with the local code requirements of the Authority Having Jurisdiction (AHJ) and the applicable internationally accepted standards.

Our professional advice is subject to sophisticated risk analysis techniques, provided to address identified deficiencies, in order for the building and its systems to comply with the performance requirements of the AHJ, and other relevant international standards. Building design and the level of risk imposed to occupants is site specific. This influence's the upgrade requirements, fire safety priorities and commercial aspects to any proposed upgrade.

### **Phoenix International Middle East offers two levels of service:**

1. Provide a comprehensive report detailing the level of compliance and improvement recommendations to achieve compliance.
2. Prepare a report summarizing our key findings and recommendations.



# What we do

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## Fire Management

### *PLANS*

The formulation and implementation of a Fire Management Plan during construction and occupied buildings is critical for enhancing the life safety of the occupants. It is mandatory for construction site and occupied building/s to be furnished with a Fire Management Plan.

The plan of preventative measures designed to limit the exposure of a building's occupants to danger, and the provision of immediate and appropriate response tactics in the event such an emergency does arise.

Phoenix International Middle East prepares Fire Management Plans designed to enhance the level of occupant life safety in line with 'world's best practice' in Fire & Life Safety Management.

The plans prepared provide clear and concise information to facilitate a safe and orderly evacuation, as deemed necessary. Evacuations of large volume of people, and crowds moving quickly can be dangerous: this factor is assessed during the development of the plan.

Our Fire Management Plans provide consideration to all types of emergencies and risks to life safety, including internal or external fire outbreak, gas leak, bomb threat, medical emergency, and discovery of a suspicious package.

### *PROCEDURES AND DIAGRAMS*

#### **FIRE EVACUATION PROCEDURES & EVACUATION DIAGRAMS**

Phoenix International Middle East specializes in preparing Fire Evacuation Procedures to both, construction sites and occupied buildings.

Our procedures and operating manuals are written in clear and unambiguous language tailored to the express needs of users. These procedures include:

- emergency contact numbers and emergency services details
- actions if a fire or emergency is discovered
- including bomb threat procedures
- operating a fire extinguisher
- operating a fire hose reel
- and Safety Guidelines and Procedures

We inspect construction sites and occupied buildings to determine the required exit strategy from each part of the site; the location of the operational fire equipment; the orientation of the site with respect to the location of each of the available exits; and the required assembly points.

Following inspection and collation of all necessary information, detailed Fire & Emergency Evacuation Diagrams are prepared in accordance with International Best Practice, including:

- Floor plates with relevant rotations
- Emergency procedures
- Legend of fire equipment
- Legend of evacuation paths

Evacuation paths and assembly points including procedures to be adopted for evacuating the Disabled





# What we do

## Access accessibility

### *DISABLED ACCESS COMPLIANCE*

Phoenix International Middle East specializes in the provision of Disabled Access Compliance to ensure proposed buildings and refurbishment works comply with International Best Practice and offer equality to persons with special needs.

Disability access is an integral part of building design from inception, combining design and access elements.

We provide Disability Access Assessment reports in compliance with disability access and mobility design legislation and guidelines, ensuring that inclusive design is a feature of the development.

The level of information we supply is comprehensive allowing negotiation with controlling authorities, and where assessment of the building proposal is required.

We embrace and respect the rights and views of the disabled, and peer review of proposed disabled access and emergency egress plans is a feature of our service.

#### **Our services extend to include:**

- Disabled Access Audits of buildings for compliance with International Standards, the UAE Disability Act (Federal Law No 29/2006), Americans with Disabilities Act or the Approved Document M (United Kingdom)
- Expert advice for compliance with the disability access principles of equality in the United Nations Convention on the Rights of Persons with Disabilities (Adopted in 2006 effective internationally on 3 May 2008)
- The premises standard Australia effective 1st May 2011. Assessment on the International Building Code requirements for disabled access into buildings.
- Formulating Disability Action Plans to accommodate varying functional requirements.

### *DISABLED ACCESS AUDITS & INSPECTIONS*

Phoenix International Middle East offers expertise to efficiently audit and inspect existing buildings for compliance with the relevant International Best Practice relating to Disabled Access within and around buildings.

Our strategized approach brings together all elements of the audit and inspection process.

Our cost-effective and timely disabled access audit reports ensure our clients are fully informed across the spectrum of special needs, including:

- Specific liability threatening non-compliances
- A risk register identifying the risks and commercial aspects with respect to non-compliance
- Recommendations in accordance with International Standards, including the UAE Disability Act, Americans with Disabilities Act or Approved Document M (United Kingdom) or Premises Standards Australia
- Expert advice for compliance with the disability access principles of equality in the United Nations Convention on the Rights of Persons with Disabilities
- The formulation of Disability Action Upgrade Plans to suit function and compliance



# What we do

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## Energy & Water Efficiency

Phoenix International specializes in undertaking of Energy Efficiency reports to meet the International Code requirements and Australian Standards. We identify areas of energy saving at design stage to produce a more commercially feasible and sustainable solution for long term operation and with a "green" building philosophy in mind to compliment the building designs in the Middle East.

We source equipment based on performance, cost, maintenance and reliability. Energy Saving Panels that save on power costs for the building owners and deliver a cleaner environment by the use of less energy.

Our hydraulic engineering team develops efficient Water Saving methods and devices that can be identified in the design approval stage and implemented during construction to save on water costs and Hydraulic equipment in the building.

Phoenix investigates and identifies the life cycle cost relating to efficiency over the cycle of the building and advises the implementation of Energy Saving devices and Water saving strategies for more sustainable building.

## Building Permits

### *MUNICIPALITIES*

#### WORKING WITH THE MUNICIPALITIES THROUGHOUT THE MIDDLE EAST

Phoenix International Middle East enjoys an excellent working relationship throughout the Middle East with the relevant Municipalities in each country. Having worked closely with the Municipalities over a number of years, we have developed expertise in the area of building regulations and procedures for building permits, allowing us to efficiently expedite the process and obtain building permits without undue delay.

As a consequence of the constantly changing and evolving Building and Planning regulations required to keep pace with the rapid rise of projects in the Middle East, there is always the risk that a wrong design decision could be made at various stages of a project. Our team of experts mitigate such risks by addressing ambiguities within the regulations, and work in parallel with the Municipalities to ensure a smooth approvals path.

Our experience and ability to work with mutual respect with the local Authorities, coupled with our intimate knowledge of regulations and procedures is fundamental to our success in achieving the required outcomes.



# What we do

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## Building Permits

### *SERVICES*

With our thorough knowledge and long experience of the Relevant Municipalities Building Regulations and Building Permit Procedures, Phoenix International highly skilled team offers a smooth and efficient service at all stages of the application procedures, including:

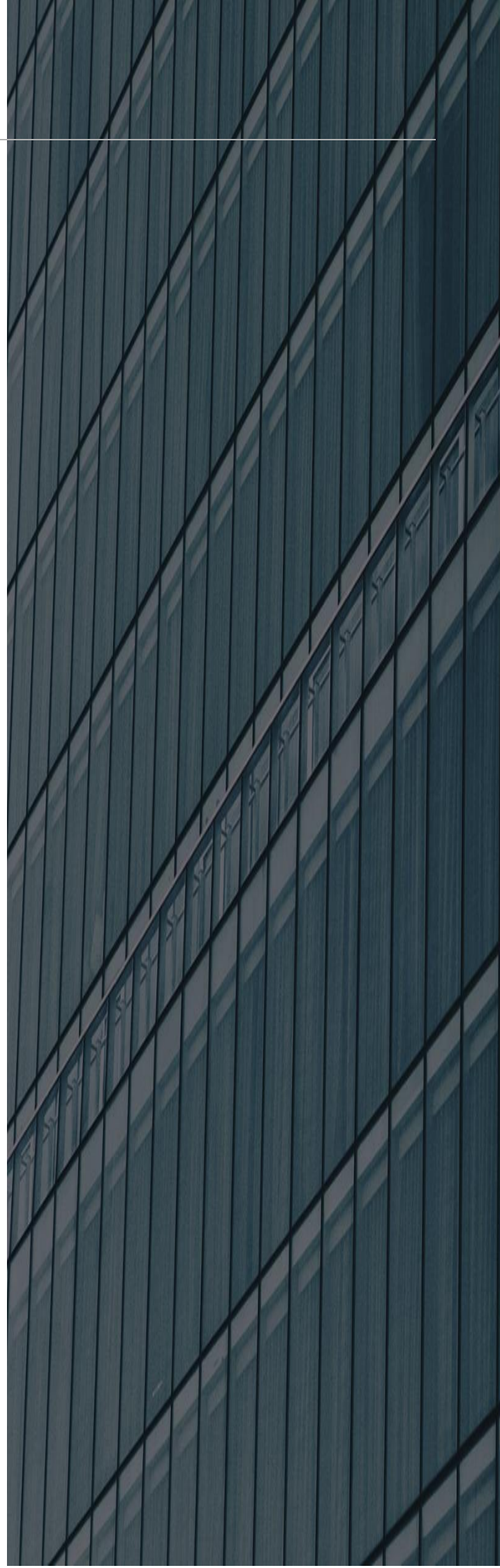
- Local Building Regulations advice and guidelines
- Building Permit Procedures assistance
- Production and Submission of Documentation and Drawings following Municipality Standards required to obtain Building Permits

Phoenix International provides expert formal registration of the project (pre-qualification) and the submission of documentation for planning and concept approval, through to the final submission.

Phoenix International Middle East is highly skilled in the preparation of documentation for submission to the relevant Municipality for the requisite permits and plan approvals, namely:

- Temporary Fence, Site Preparation and Mobilization Permit
- Excavation Permit
- Building Permit
- Architectural Approval
- Structural Approval
- Foundation and Sub-Structure Permit
- Building Completion Certificate

In addition to offering speed and efficiency in obtaining permits, Phoenix International Middle East is committed to sharing its knowledge and fully explains all steps taken during the process, and each of the possible options available, prior to the lodgment of any submission.



# What we do

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## Building Permits

### PROCESS

Building permit application procedures are relatively complex and comprehensive. Phoenix International Middle East provides expert assistance throughout the entire process including the three main stages as outlined below.

#### **Stage 1 - Project Pre-Qualification**

*The coordination and provision of the following documents such that formal registration and a project number may be obtained:*

- Coloured Site layout Plans and Artist's Impressions of Project
- A copy of the Approved Affection Plan
- A copy of Official Trade License
- A copy of Appointment Letter
- Following registration, meetings with the Municipality may be organised in order to determine design compliance as relates to the relevant regulations, codes and submission standards.

#### **Stage 2 - Preliminary Planning & Concept Approval**

*This stage provides the opportunity to apply for the requisite building permits, which ordinarily involve a complete schematic design documentation submission including:*

- Request for Architectural Approval
- Declaration & Calculation Forms
- Car Park Calculation Tables
- Sanitary Facilities/Fitting Calculation Tables
- Gross Floor Area Calculation Tables
- Architectural drawings following the required Code Standards.

#### **Stage 3 - Design Review**

*Final submission of Architectural and Structural Drawings are submitted and modified accordingly based on the in principle agreements reached during each of the meetings and negotiations undertaken with the Municipality.*

- Final submission of Architectural and Structural Drawings are submitted and modified accordingly based on the in principle Residential
- Commercial
- Miscellaneous





# Global reach

*CEO, Mr. Joseph Hallal, holds the highest accreditation in Australia for an accredited certifier/Principal Certifying Authority and was the second in NSW to be accredited via the NSW Government to act as a third party to work on and approve any size or type of building and complex fire engineered buildings.*

**Phoenix International is affiliated, and holds the requisite memberships, with the following prestigious organisations:**

- NFPA (National Fire Protection Association USA)
- SFPE (Society of Fire Protection Engineers USA)
- ICC (International Code Council USA)
- FPA (Fire Protection Association Australia)
- MBA (Master Builders Association Australia)
- AIB (Australian Institute of Building)
- RICS (Royal Institute of Chartered Surveyors UK)
- AIBS (Australian Institute of Building Surveyors)

***Mr. Joseph Hallal has also been awarded the right to vote and participate in the development and amendments of numerous National Fire Protection Association (NFPA) codes and standards, including:***

- NFPA 70 – National Electrical Code
- NFPA 101 – Life Safety Code
- NFPA 5000 - Building Construction and Safety Code

This expertise has been recognised by the Government & private sectors, and we are frequently called upon to advise, and act as an expert witness, within the local, state and federal court systems in Australia.

Our technical excellence and integrity is well known in the Middle East and Australia and we are regularly called upon by leading government organisations to advise and provide the framework with respect to building regulatory control.



# AFAS

The Annual Fire Administration System is a cost effective, self-management system that offers a new streamlined model to manage and maintain your fire systems.

## ANNUAL FIRE ADMINISTRATION SYSTEM

Phoenix International created the Annual Fire Administration System (AFAS) during 2002 in Sydney Australia. The system has been implemented and has been successful in Australia. The internet based fire database system, AFAS links with a fire and security alarm monitoring system Code Red. AFAS tracks all information relating to the building history and fire system installed, plans, documentation and generates an annual fire safety certificate for building/s.

The Annual Fire Administration System is a cost effective, self-management system that offers a new way of looking after your fire safety systems. AFAS and the issuing of Annual Fire Safety Statement (AFSS) by you to your Government body work hand in hand protecting you and the community from fire. AFAS database allows you to be able to monitor all of your contractor activities and save time in processing your AFSS annually.

AFAS fire alarm monitoring uses an automatic alert which occurs when there is a fire. An alarm alert will be sent via fire alarm signaling equipment in the building to the civil defence department. Whilst on route to the building, the civil defense authorities can access all the building records.

AFAS provides a permanent record of all of your fire safety equipment testing and issues Annual Fire Safety Statements at your fingertips.

AFAS uses 'I solution' (IPHONE/IPAD) technology for building inspections that automatically emails reports to the Civil Defence and alerts of faulty systems in buildings. The iPad technology is 3 way linked to the AFAS system and fire and security alarm monitoring system.

AFAS is a unique system and is the first of its kind to be introduced to the Middle East. AFAS also allows Civil Defence and Municipalities to track all buildings via access to the system and allows them to take legal action via orders and fines for buildings not being maintained correctly.

**AFAS takes the guesswork out of preparing your annual statements. By including your building/s in the AFAS database you will achieve the following benefits:**

- Ready access to your building details on the secured AFAS website
- Business Development Consultant
- Ready access to all of your contractor's contact details
- All of your fire services will be listed with the relevant National Standards and Building Code clauses
- The ability to check all inspections required within any month - enabling you to track your contractor's activities
- A record of annual inspections and rectification works required for all of your fire services
- An accurately completed AFSS each year with inspection dates
- All building plans, including fire engineering will be stored on AFAS
- Google maps of the building location
- Sends automatic signal allowing fire and civil defense teams onroute to view building plans, fire systems and origin of fire prior to arriving on site for firefighting operations.





## Our projects

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### Reserve Bank of Australia

**Location:** 60 Martin Place, Sydney

#### Project Summary

Commercial development in Sydney CBD where BSE had assisted in corporate strategy implementation that covers staff amenity, environmental footprints, fire safety and risk as well as maintaining a building that is approaching its corporate life.



### Ikea

#### Location & size

Logan - 29,200m<sup>2</sup>

Tempe - 33,000m<sup>2</sup>

Rhodes - 26,000m<sup>2</sup>

Springvale - 32,000m<sup>2</sup>

#### Project Summary

Phoenix International have provided sustainable building engineering services. The IKEA stores are the first of their kind built in Australia and the design principles have established the basis of all future developments.



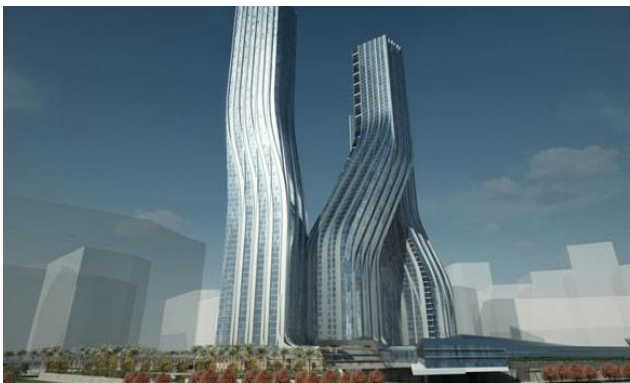
### Dubai Pearl

**Location:** Dubai

**Size:** 73 floors, 300 m (984 ft)

#### Project Summary

Dubai Pearl is a 73 storey, 300 m (984 ft), tall residential skyscraper under construction along Al Sufouh Road in Dubai, United Arab Emirates. It consists of four mixed-use towers connected together at the base and by a sky bridge at the top. Works involved fire services which included but not limited to preparation of fire engineering brief, fire and smoke modelling and human factor and egress modelling.



### Signature Tower

**Location:** Dubai

**Size:** 79 floors

#### Project Summary

Fire engineering consultancy services was provided for the unique design of a 79 storey high-rise office tower, a 64 storey hotel tower and a 50 storey residential tower. All the three towers were not vertically aligned (i.e. having curvilinear sections in the middle portion) and represented unusual fire engineering challenges. The hotel and residential towers are separated at grade level but merge to form a single floor plate at level 30. Both these towers incorporated a continuous atrium space running almost the full height of the each building.



## Our projects

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Dubai Mall, Dubai



Dubai Marina Mall, Dubai



Dubai Financial Center, Dubai



Kuwait Mall, Kuwait



The Intercontinental Hotel, Dubai



Crowne Plaza Hotel, Dubai



Island D51 - The World, Dubai



Dubai Mall Hotel, Dubai



## Our projects

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Hotel Intercontinental, Singapore



Pasteur Court, Ho Chi Minh City, Vietnam



Hotel Sofitel Plaza, Ho Chi Minh City, Vietnam



Renaissance Riverside Hotel, Ho CHI MINH CITY,  
VIETNAM



Capital Plaza, Abu Dhabi



The Pearl - Viva Bahriya



The Lagoons - Area 2, Dubai



Tornado Tower, Dubai



## Our projects

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Al Wathba Tower, Dubai



Rialto Towers, Melbourne, Australia



Burj Dubai Site 35, Dubai



Burj Dubai Plots 29 & 30 Dubai



Cove Apartments, Sydney



Royal Domain Towers, Melbourne, Australia



The Victoria Towers, Tsimshatsui



Langsuan Ville Bangkok, Thailand



## Our projects

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1 Moulmein Rise, Singapore



Creek Vistas, Karachi, Pakistan



Reef Island Development, Manama, Bahrain



Singapore Tower, Dubai



Ocean Heights, Dubai



Amiri Airport, Kuwait

## Our Clients

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Arab Business Leaders  
قادة الأعمال العرب

ACC  
ARABIAN CONSTRUCTION CO.

artillery.

aurecon

AUETECH

Brookfield  
MULTIPLEX

BM

COX

Europcar  
moving your way

fibrex®

HLC HABTOOR  
LEIGHTON  
GROUP

INVESTCO

KHIDMAH

المملكة  
kingdom  
HOTEL INVESTMENTS

MEINHARDT

schiaavello

SKYWORKS

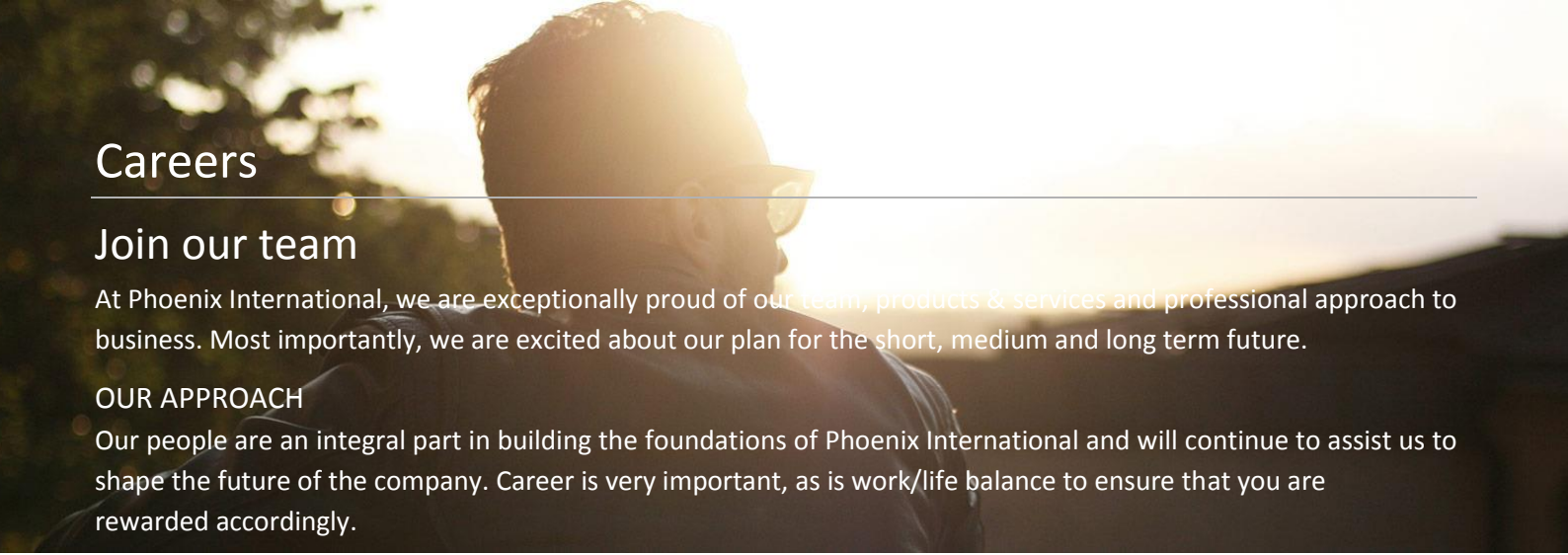
Stirling Group

TAHPI

tyco

WOODS  
BAGOT





# Careers

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## Join our team

At Phoenix International, we are exceptionally proud of our team, products & services and professional approach to business. Most importantly, we are excited about our plan for the short, medium and long term future.

### OUR APPROACH

Our people are an integral part in building the foundations of Phoenix International and will continue to assist us to shape the future of the company. Career is very important, as is work/life balance to ensure that you are rewarded accordingly.

A great opportunity and a flexible approach makes Phoenix International an employer of choice. We understand life progression is important and we fully encourage and support our team in achieving both professional and personal success and happiness.

### POSITIONS REQUIREMENTS

- Naturally previous experience in the building, construction or design industries is a prerequisite. A network connection for business development is desirable but not essential. However the following criteria are considered as being minimal requirements.
- Have relevant industry experience
- Appropriate qualifications
- Be well-presented and professional
- Have outstanding communication skills
- Aptitude and a genuine desire to build a career
- Be highly motivated

### HOW TO APPLY

If you want to join an energetic team in a rapidly growing company and you meet the above criteria, please send your CV to [careers@phoenixinternational.com.au](mailto:careers@phoenixinternational.com.au). If we have not advertised a position above and feel qualified to be part of Phoenix International, please forward us your CV and we will review.

### OPEN POSITIONS

Opportunities are currently available for experienced professionals to join our busy team. Phoenix International is looking for the following new team members:

- Building Surveyors
- Fire Engineer
- Draftsman
- Cost Planner
- Project Manager
- Architectural Consultant
- Code Compliance Consultant
- Fire Safety Consultant
- Accessibility Consultant
- Energy Management Consultant

In these roles, you will be part of a team supporting major construction and development projects from local government, educational facilities, Commercial, Industrial and Aviation developments to residential. Please note that if you can speak and or read Arabic, this will be considered as an advantage as we are required to accommodate international clients.



Let's make *something great*  
together

Email Us

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