

Exeed National General Contracting

COMPANY PROFILE

A horizontal bar composed of four segments: a blue segment, a black segment, a red segment, and a dark red segment.

2026

A faint, light-colored illustration of a modern two-story house with large windows and a balcony, flanked by two palm trees. The illustration is positioned in the lower right quadrant of the page.

WHERE EXCELLENCE IS ENGINEERED.



At Exeed Industries, we are committed to delivering high-quality, sustainable solutions across manufacturing and construction in the UAE. Driven by innovation and supported by our dedicated teams, we continue to enhance our capabilities and contribute to the nation's industrial and infrastructure growth. **Together, we build with purpose and lead with excellence.**

Mohammed Alameer
Group Chief Executive Officer



At Exeed National General Contracting (ENG), we are driven to deliver projects that create lasting value while upholding the highest standards of quality, precision, and trust. Guided by the belief that **we don't just build—we Exeed**, our approach is defined by strong leadership, skilled people, and a commitment to innovation, partnerships, and excellence in every project we undertake.

Mohammad Al Khassawneh
General Manager





الوطنية القابضة NATIONAL HOLDING

National Holding LLC, established in 1993, is a leading private investment group with a diversified portfolio across the UAE and MENA region.

Sectors



Real State



Finance



Industry



Education



F & B



Agriculture



Hospitality



Trading

145+

companies

20+

sectors

35+

countries

45k+

employees



الوطنية القابضة
NATIONAL HOLDING

Emirates International Investment is the strategic investment vehicle for National Holding.

Emirates Food Industries is a leading UAE food, dairy, and agriculture group with nationwide operations and over 10 companies.

Rise is a MENA-focused provider of integrated marketing and sales solutions across multiple sectors.

Petromal is an integrated Oil & Gas company with upstream, downstream and renewable energy projects in the UAE and Africa.

— EIIC —

— Bloom —



— Exeed Industries —

— Rise —
A National Holding Company



FOOD
QUEST
Restaurants
Management LLC

— بترولمال PETROMAL —

Bloom Holding is a leading UAE developer known for reliable, high-quality communities across prime locations in Abu Dhabi and Dubai.

Exeed Industries is an Abu Dhabi-based group delivering building materials, construction, manpower, and industrial solutions across the UAE and MENA.

Food Quest is a leading F&B company delivering diverse dining experiences and managing innovative concepts and global brands.



الوطنية القابضة NATIONAL HOLDING

EHIC

Bloom



Exeed Industries

Rise
A National Holding Company



بترومال
PETROMAL

Exeed Industries is an Abu Dhabi-based group delivering building materials, construction, manpower, and industrial solutions across the UAE and MENA.

Basic Materials

Exeed
Filaments

Manufactures and delivers polypropylene multifilament yarn.

Construction

Exeed National
General Contracting

Operates as a vertically integrated construction contracting firm.

Industrials

Exeed
Geotextile

Manufactures Geotextiles and Polypropylene Staple Fibers.

Exeed Premium
Dry Mortar

Designs and manufactures dry-mix construction products.

Exeed
Precast

Designs, manufactures, and installs precast/prestressed concrete and GRC solutions.

Exeed
Litecrete

Manufactures Autoclaved Aerated Concrete (AAC) products.

Services

Exeed Ayadi

Delivers HR services and solutions as a leading manpower and staffing firm.

Consumer Discretionary

Exeed
Electronics

Operates a full-fledged manufacturing complex for home appliances.

Exeed Industries

Exeed Industries is an Abu Dhabi-based group offering a diverse portfolio that includes innovative building materials, construction services, manpower solutions, and home appliances, serving markets across the UAE and the wider MENA region.

Sectors



Construction



Engineering



Building Materials



Manpower



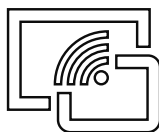
Consumer Goods

9
plants

6000+
employees

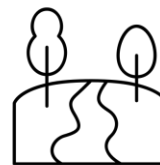
2
countries

ENG C Overview



Overview

ENG C, the flagship subsidiary of Exeed Industries, specializes in delivering **high-profile residential projects** across the UAE, maintaining a **strong reputation for quality and reliability**.



Strategic Impact

ENG C plays a key role in shaping Abu Dhabi's evolving **urban landscape** by implementing **innovative, eco-friendly building solutions** that support long-term development goals.



Operations

Operating from **ICAD I, Abu Dhabi**, ENG C works to streamline project delivery through shared capabilities, advanced technology, and sustainable construction practices.

Vision & Mission



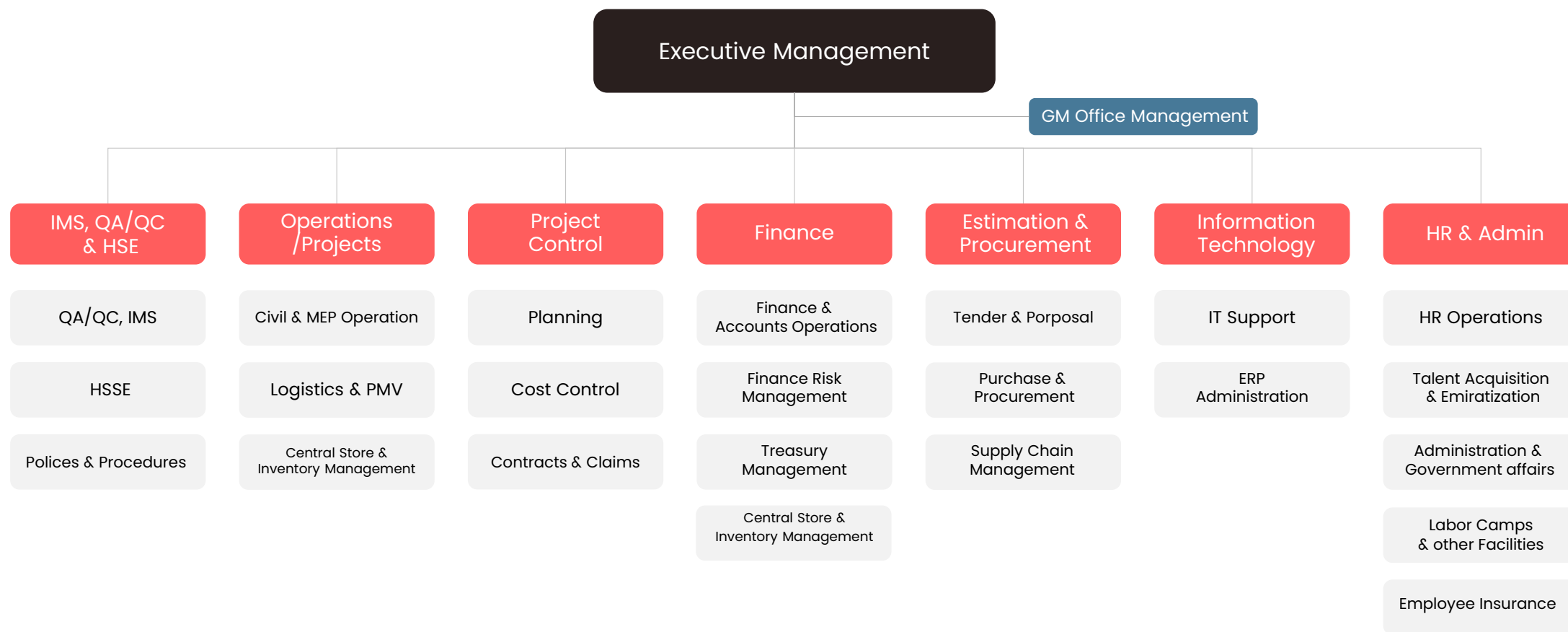
Our Vision

Backed by Exeed Industries and National Holding, Exeed National General Contracting is poised to **support UAE's next phase of growth**, delivering developments that drive long-term value and align with the emirate's strategic vision.

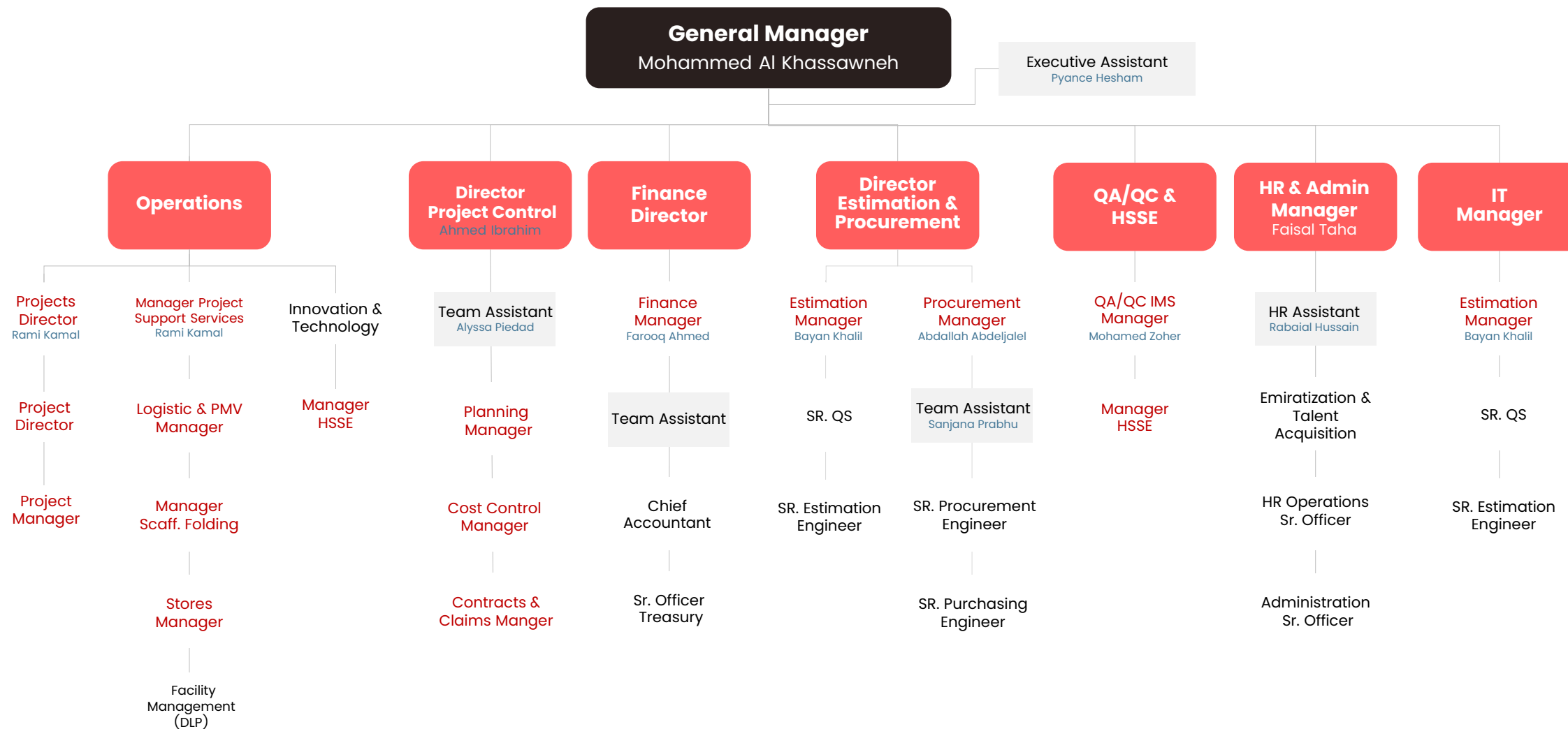
Our Mission

To lead the UAE's contracting industry through **operational excellence, innovation, and strong governance**—delivering high-quality projects with speed, precision, and lasting client value.

ENG C Functional Chart



ENGCC Organizational Chart



ENG C Management Team



Mohammed Alameer

Group Chief Executive Officer

Education: Masters of Engineering from McGill University
Experience: 20 years

Mohammad is a seasoned construction leader with 20+ years of experience. He holds a Master's in Engineering from McGill University and has spent 8+ years at Exeed, rising from Project Engineer to CEO, with expertise in operations, strategy, and transformation.



Mohammad Al Khassawneh

General Manager

Education: MSc in Civil Engineering from Washington International University
Experience: 26 years

Construction executive with 25+ years' UAE experience, delivering AED 8B+ in projects. Former Pivot Operations Director, known for leading major developments, optimizing performance, and driving business growth with strong planning, cost control, and dispute-resolution expertise.

ENG C Management Team

Ahmad Ibrahim

Planning & Projects Control Manager

Planning and Project Controls specialist with 24+ years' experience across major UAE infrastructure, residential, and oil & gas projects. Expert in planning, cost control, contracts, Primavera P6, risk management, and FIDIC, with a strong record delivering complex projects efficiently and on time.



Rami Yassin

Projects Director

Projects Director with 25 years' UAE construction experience, including senior leadership at UNEC. Skilled in full project delivery, tendering, contracts, and stakeholder coordination. Delivered villas, hotels, and mixed-use developments for major authorities, consistently meeting quality, safety, budget, and timeline targets.



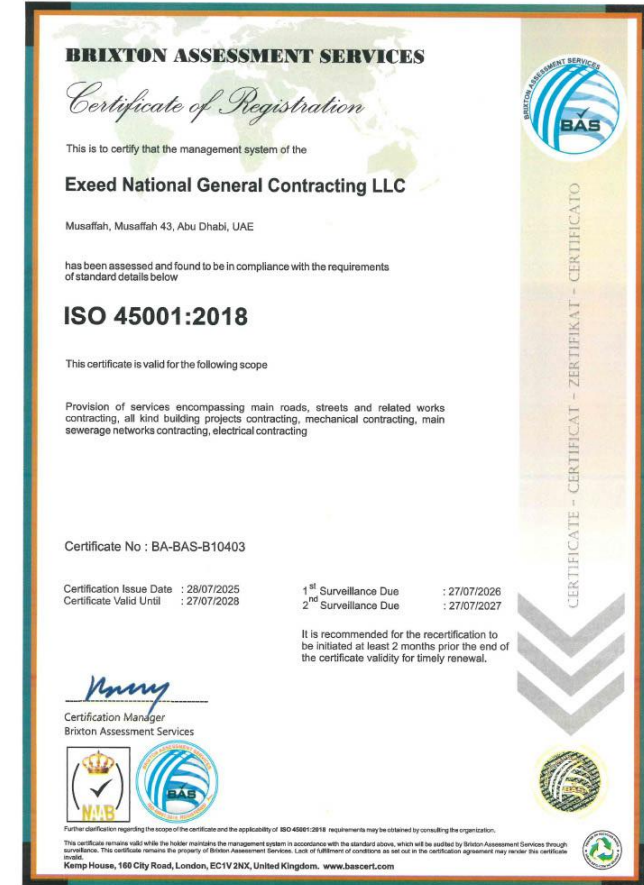
Farooq Siddiqui

Finance Manager

Seasoned finance and business leader with 20+ years' experience across Fortune 500 multinationals and major UAE industrial groups. Skilled in strategic financial management, business transformation, and operational efficiency, with strong regional insight and global best-practice exposure. Proven ability to drive governance, value creation, and measurable business results.



ISO Certifications



Operational Landscape

Developers

Bloom



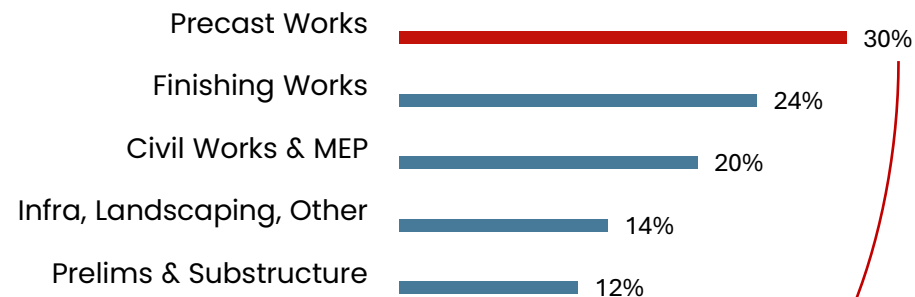
LEAD
DEVELOPMENT



Contractor

Exeed National
General Contracting

Delivery Ecosystem



Exeed Litecrete

Exeed Filaments

Exeed Premium Dry Mortar

Exeed Geotextile

Exeed Precast

Exeed Ayadi

Ayadi's acquisition enables scalable manpower, growing from **1,650 to 5,000**, supporting faster execution and resilience for ENG C.

Portfolio Highlights



01

Portfolio Highlights

Bloom Living Phase 6 – Olvera

Bloom Living Master Plan

Olvera



Client: Bloom Living

Contractor: Exeed National General Contracting

Location: Zayed City, Abu Dhabi, UAE

Scope Of Work:

Main Works Package (Including Infrastructure & Landscaping)

- Construction of 304 townhouses
- Development of one community center
- Construction of eight electrical substations and two guard houses
- Completion of roads, utilities, and streetscape works



02 Portfolio Highlights

Bloom Living Phase 7 – Almeria

Bloom Living Master Plan

Almeria



Client: Bloom Living

Contractor: Exeed National General Contracting

Location: Zayed City, Abu Dhabi, UAE

Scope Of Work:

Main Works Package (Including Infrastructure & Landscaping)

- Construction of 119 townhouses within the neighborhood
- Development of one community center
- Construction of guard houses



03 Portfolio Highlights

Cordoba Community Centre

Bloom Living Master Plan



Cordoba

Client: Bloom Living

Contractor: Exeed National General Contracting

Location: Zayed City, Abu Dhabi, UAE

Scope Of Work:

Balance Works Package (Including Infrastructure & Landscaping)



04 Portfolio Highlights

Toledo Community Centre

Bloom Living Master Plan



Toledo

Client: Bloom Living

Contractor: Exeed National General Contracting

Location: Zayed City, Abu Dhabi, UAE

Scope Of Work: Balance works package (including infrastructure and landscape).





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