



The information magazine for employees, customers and partners

Libya

A land full of contrasts



- **DISTINGUISHED.** Roitham gravel plant receives sustainability prize for environmentally friendly logistics.
- **INNOVATIONS.** From used tyre recycling to new intelligent products.
- **SOCHI.** Everything is galloping full speed ahead towards the 2014 Winter Olympic Games.

Dear Employees

and friends of our company!

» IT IS THANKS TO
OUR EMPLOYEES
THAT WE ARE IN
GOOD SHAPE
DESPITE THE
ECONOMIC
CRISIS. «
DR. MANFRED ASAMER

“We have done our homework.” This is how we could describe the past few months. Despite the economic crisis, which has now even hit the construction branch full force as well, we have remained in good shape thanks to the rapid reaction of our companies. Intensive work was done on optimising our organization, our equipment and our logistics. Capacities were withdrawn where necessary and relocated to markets, where all doors were still open to us. We grasped the opportunities offered in Libya and the United Arab Emirates. The increase in the cement sector could nearly compensate for the downturn in the stone and concrete sector. Despite our will to save we have maintained that cut-backs in personnel would be the last of all measures.

ROITHAM OPENED

The completion and commissioning of our gravel plant in Roitham was able to ensure the gravel supply to our concrete plant in central Upper Austria for decades to come. The major novelty is the

gravel transported in an environmentally friendly manner via rail, for which we were awarded the forum’s environmental prize of mineral raw materials and beyond this were also distinguished on a European level.

The “mobile systems” department has developed quite positively: expectations were exceeded in all sectors: concrete, recycling, sewage sludge drainage.

In order to counteract the difficulties in the hotly disputed Viennese market, the Himberg and Gerasdorf sites were sold, consequently tightening the organization and providing an influx of fresh capital.

In Styria doing our homework had a positive impact – pressure on the cost structure, optimization of production.

In Czechia above all the major Prague southern bypass and motorway connection project towards Dresden had a positive influence on the result. Cost savings measures and plant closures were however also unavoidable here. Poland is moving ahead setting good example: major infrastruc-

ture projects ensured that our gravel plant will be at full capacity for years to come. While in Slovakia the stone, gravel and concrete area accounts ultimately showed positive results, we also had to struggle in the cement sector with a volume and price downturn. The drop in volume could in part be recouped via deliveries to our own concrete plants in Vienna. In contrast to other cement producers in Slovakia we were however also able to positively conclude this branch.

In Croatia we profited above all from orders for track ballast. We have reacted to the flagging economy in Serbia with restructuring measures. We are pleased with our Fabrika Cementsa in Lukavac, Bosnia: The investment programme is finally concluded and with a capacity of 700,000 tons per year the plant is one of the most contemporary in the Balkans. We are thus best equipped for when the economic upswing resumes.

STABILISATION OF THE MARKETS

Bucharest in the summer of 2008 was still one big construction site,



and it looked as if the tide had turned in the winter of 2008/09. A recovery in the Romanian capital city is to this date still not noticeable. We have therefore closed three out of four concrete sites and decommissioned two out of three gravel pits. As soon as an upswing looms, we will be back on-site with our mobile systems. It looks different at the Black Sea coast, where wind farm projects guarantee a good order situation. Bulgaria appears similarly dramatic to Romania – here wind farm projects are also currently the only gleam of hope. In Russia on the other hand, after a few start-up difficulties, work towards the 2014 Winter Olympic Games in Sochi are now full speed ahead.

Our quarry in Ras al Khaimah in the Emirates could finally be put in operation. After delays and unanticipated difficulties our concrete plant in Abu Dhabi has also started all-out operations. Saudi Arabia gives cause to celebrate: Our joint venture showed the best results in 2009 since its existence. No trace of an economic crisis

there! Precisely at the right point in time our activities in Libya are showing pleasing results. The restructuring and modernisation programmes are going as planned. Our research and development continues to be run intensively and our activities in the refinement of mineral raw materials are consistently pursued.

It can be generally said that that after the absolutely unpredictable business year 2009 market stabilisation and predictability have now returned. The strategically important new acquisitions in the Arab region are now running at full speed at precisely the right point in time, and we will as a whole steer back again towards the 2008 level of earnings. Motivation in our companies, despite difficult times, is enormously high and this makes a significant contribution towards our anticipation of a positive development. We owe a big thank-you to our employees and business partners for the extraordinary collaboration.

With all the very best regards!
Your Board

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ABOUT US/LEGAL/CREDITS.

Publisher: ASAMER Holding AG

Unterthallhamstraße 2, 4694 Ohlsdorf, www.asamer.at

Design: www.diefalkner.at

Project management: Mag. Kerstin Pindeus MSc (Asamer), www.minc.at

Editors: Eri Fraunbaum, Asamer Redaktionsteam

Translation: ICT Translations

Print: Salzkammergut Media

Version: Juni 2010

A country full of contrasts

Libya is not only one of Africa's wealthiest countries in monetary respect but also a country rich in cultural treasures, wonderful landscapes and an exciting coast over 1,700 kilometres in length.

Text: Petra Prielinger and Raimund Rodler.



COUNTRY INFORMATION

- › **Official country name:** Socialist Libyan/Arabic People's Jamahirija
- › **State/form of government:** Jamahirija (popular government)
- › **Chief of State:** Secretary-General of the People's Congress, Mohamed Abu Qasim Zwai (since January 2010), and "revolutionary leader" Colonel Muammar Al-Gaddafi
- › **Surface area:** 1,775,500 km²
- › **Capital city:** Tripoli
- › **Inhabitants:** approx. 6.3 million
- › **Population density:** approx. 3.5 inhabitants per km²



Fig.: Factbox

- › **Highest mountain:** Bikku Bitti (2,267 m)
- › **Currency:** Libyan Dinar (LYD)
- › **Official language:** Arabic
- › **Religion:** Islam (Sunni)
- › **Gross domestic product:** (2009) 60 billion USD (estimated; source: IMF)

The coastal areas around Tripoli in the west and Benghazi in the east represent Libya's business zone have a generally Mediterranean climate. The remaining parts of the country are characterised by desert climate with in part major daily and yearly temperature fluctuations. Libya had already been mentioned by the Egyptians in the 13th Century BC. After the three cities of Leptis Magna, Sabratha and Oea (tri polis = three cities) had been established by the Phoenicians in the west in the first quarter of the first millennium in Tripolitania, in eastern Libya the Greeks gradually established the most important cities of Kyrene and Apollonia, Euhesperides, Tora, Ptolmais and Barce in the Seventh Century BC in Kyrenaika. The largest and most developed

archaeological excavation in Libya is probably Leptis Magna, around 150 kilometres east of Tripoli. Its ruins are directly at the coast. A tour of the historic streets through the terrain makes an impression with the still well-preserved numerous temples, markets, baths and thermal springs, churches, triumphal arches of Septimus Severus and many other buildings, which bring home the city's former however also enduring beauty. In 630 BC the Greeks established what is probably the most beautiful of ancient Libya's cities, Kyrene. It is located around 200 kilometres east of Benghazi. Kyrene was always the administrative centre of the Kyrenaika region, and was home to numerous Christian bishops. On reaching Kyrene and entering the archaeo-

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logical excavation, a fantastic image is unveiled. Among other sights, visitors will find a Greek theatre, countless temples of various sizes and significance, baths, grottos etc.

Trade and mobility have always shaped economic life in Libya. There is a marked state influence in the Libyan economy to this day, however the Libyan government has been recently pursuing a cautious course of liberalisation, which is noticeable in a clearly increasing economic growth.

On the one hand, Asamer is represented in the concrete sector with subsidiary company “Joint Libyan Building Materials Manufacturing Inc. (JLBM)” in Tripoli, and on the other hand in the cement sector with subsidiary company “Libyan Cement Company Inc. (LCC)”. Joint Libyan Building Materials Manufacturing Inc. currently employs a staff of around 115 employees. The concrete plant has two mixing plants, each with a capacity of 120 cubic metres per hour as well as an ice plant. Libyan Cement Company Inc. is one of the largest cement producers in Libya and with cement plants in Benghazi, Al Fataiah and Hawari has a capacity of

approx. three million tons. Libyan Cement Company Inc. currently has a staff of around 2,500 employees.

RELATIONSHIPS COME FIRST

In contrast to Europe one encounters a form of thinking and perspective in Libya which is foreign to us. Basically, the Arab culture features an intense orientation to relationships, context-related and indirect manner of communication, as well as a polychronic orientation to time. Family plays a major role. In business contacts it is very important to also get to know your counterpart on a personal level and also to discuss personal matters prior to business topics. Further, there is also a more negligible separation between business and private life than we have.

Non-verbal (indirect) communication, for example gestures, facial expressions, stands in the foreground. This difference can certainly be considered one of the greatest challenges for us as Europeans.

Moreover, there is a different orientation to time in Libya. As Europeans we are accustomed to arriving at meetings “punctu-

ally” and strictly adhering to set schedules. In Libya, in contrast, personal relationships take priority over precise adherence to scheduling; short term plans and planning changes are not seldom here. Libyan cuisine has an intense Mediterranean influence. The country’s traditional dishes are couscous (steamed durum wheat) and Ruuz (a rice dish). Both are served with chicken or lamb, vegetables and different spices. ■

Diversity.

Due to the typical Mediterranean climate there are comfortable temperatures the whole year round at the Libyan coast. In the Sahara on the other hand one encounters the typical desert climate, which makes staying there, particularly in the summer, close to impossible.

THE AUTHORS



► **Petra Prielinger** – in addition to her duties at Asamer as an assistant to Asamer Cement Holding – studies economic sciences at Johannes Kepler University in Linz specialising in international business. At the centre for special languages and intercultural competence she is writing her thesis on the topic of “Analysis of Communication and Culture in the Arab World”. “Increased understanding of Arab culture and communication can aid in recognising potential problem fields early on in interactions with business partners and avoid them with greater success,” according to Petra Prielinger.



► **Raimund Rodler** is Business Process Manager in Libyan Cement Company Inc. in Benghazi.

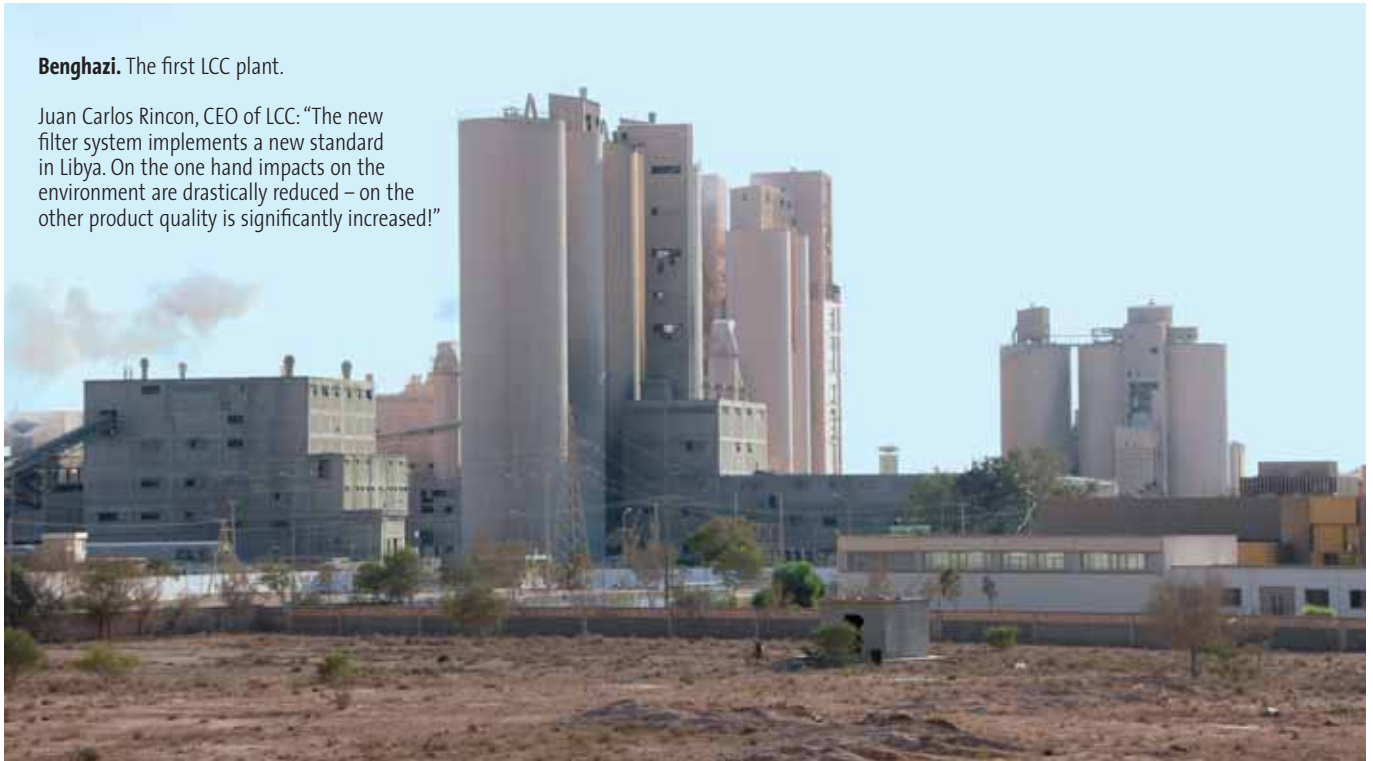
Blog from Raimund Rodler:
www.challengelibya.blogspot.com

Photos: Raimund Rodler

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Benghazi. The first LCC plant.

Juan Carlos Rincon, CEO of LCC: “The new filter system implements a new standard in Libya. On the one hand impacts on the environment are drastically reduced – on the other product quality is significantly increased!”



Spick and span

Libyan Cement Company Inc.: Top environmental standards in Libya.



The plant in Al-Hawari (above) and Al-Fataiah (below).

With 2.8 million tons of cement produced per year and around 2,500 employees the Libyan Cement Company Inc. (LCC) is one of the largest cement manufacturers in Libya. In 2008, 90 percent of the Libyan Cement Company was acquired by the Libyan Cement Manufacturing Joint Venture Company (JLCC) – a joint venture between the Libyan Social and Economic Development Fund (ESDF) and the Asamer Group. The remaining ten percent share remains with the employees, who thus have a direct share in the company.

THE PLANTS

► **Benghazi – the first LCC plant.** The plant in Benghazi was established in 1972 and was thereby the first Libyan Cement Company plant. New production lines were added in 1974 and 1976, bringing nor-

mal capacity of this plant today to approximately 800,000 tons. The Benghazi plant and administrative office currently has a staff of around 1000 employees.

► **Al-Hawari.** The cement plant in Hawari located close to Benghazi, yet completely independent was put in operation in the year 1978 particularly for the production of “sulphate resistant cement”. It was therewith the Libyan Cement Company Inc.’s second cement plant and supplies nearly a million tons of both types of cement per annum. There are approx. 800 employees currently employed in the Hawari plant.

► **Al-Fataiah.** LCC’s newest cement plant was put into operation in 1984 and is located in the eastern part of Libya, approx. 300 kilometres from Benghazi and 300 kilo-

metres from the Egyptian border. With an annual production of nearly a million tonnes of normal cement it is an important pillar in the Eastern market. This plant employs a staff of approximately 700.

WOMEN IN THE ORGANISATION

Contingent on familiar Arab tradition on one hand and due to the heavy labour involved in cement production on the other, the percentage of female staff is rather low. Nevertheless, LCC employs in total around 120 female employees. These specialised, excellently trained women are primarily employed in the cement plants' administrative centre and head office.

ENVIRONMENTAL PROTECTION AS GUIDING PRINCIPLE

One of Libyan Cement Company Inc.'s top priorities since the acquisition was improving the environmental standards while simultaneously increasing the quality and quantity of production. Both have been done. The new filter systems are now working in all-out operation and preventing around 35,000 tonnes of dust annually from entering the air. Beyond this the new filter technology conserves approx. 750,000 cubic metres of precious coolant water, which formerly simply evaporated. Due to the installation of the modern tube filter systems the three Libyan cement plants now meet even modern European dust emission standards. That clearly shows that environmental protection is not just a pretty word for Libyan Cement Company Inc. owners and management but in fact represents a serious commitment, which will continue to be very important in the future. ■

Current projects

Luxury and lifestyle towers and university Alfateh.



Luxurious. The first buildings in a series of luxury and lifestyle projects.

THE TRIPOLI TOWERS

They are the first in a series of luxury and lifestyle projects planned in Libya and North Africa. The two towers will reach to the skies 45 storeys – in the first a five-star hotel, the finest apartments and a shopping mall. The second tower will be used for commercial purposes, with “top-of-the-art” offices and business halls.

For the first and second stage of construction 35,000 cubic metres of high quality concrete were and are being provided. Experience, top employees and the quality of concrete supplied also predestine JLBM to provide the remaining necessary 70,000 cubic metres. Currently the reddish-white JLBM mixers are rolling over Tripoli's coastal roads in great numbers and proving to be objects of major interest. ■

ALFATEH UNIVERSITY

Based on the number of students Alfateh University in the centre of Tripoli is the second-largest university in Libya after Gharyounis University. It was established as Libyan University in 1957 and “relabelled” following the 1976 Alfateh Revolution.

The additional construction and renovations encompass above all accommodations for students and a medical university to meet the increasing demand.

JLBM supplied 25,000 cubic metres of concrete for the first construction section. The project consists of six university buildings in total – two of which have a capacity for 400 students each, the remaining four are for 300 students. The construction project will be complemented by parks, parking spaces and zones for family activities. ■



Picturesque. The picturesque approach to this construction site; in the background our customer's camp with 5,000 inhabitants.



Concreting for our major customer Ranhill. Concrete work is done by workers from Malaysia, Bangladesh and Thailand.



» HAPPINESS IS NOT A MATTER OF EXTERNAL CIRCUMSTANCES! «

DI BERNHARD SPREITZHOFFER



Family ties.
Libya is a marvellous experience for us all!

Mr. Spreitzhofer, how did you “wind up” in Libya?

In 1990 I completed my studies in process engineering at the Technical University of Graz. From 1990 to 1997 I was regional manager of ASA (Abfall Service Austria) in Styria, and in 1997 I joined the Asamer Group. Until 2000 I was Managing Director of the RMVG (waste site at Erzberg mountain in Styria) and RSVG (humification and consolidation of waste materials) and technical director of UEG until 2007, nominated by Asamer. Since the summer of 2007 I have been country manager of the Asamer Group in Libya.

The essential motivation for the commitment in Libya was the incredibly exciting new mission. To be right in the forefront in a very difficult environment putting something new, not to mention so large, on its feet was a massive and extremely interesting challenge.

Valuable experiences

Bernhard Spreitzhofer – our man in Libya.

You are Chairman and CEO of JLCC (Joint Libyan Cement Manufacturing Company), the holding company for the Asamer activities in Libya and also the newly established JLBM (Joint Libyan Building Material Company) with 50 percent JLCC and 50 percent Asamer and have ultimately extended your stay in Libya from what was originally planned to be brief to three years. What does your family have to say about that?

After the first year my family not only declared their willingness but also expressed their desire to follow me to Libya. Everyone viewed the challenge of a “new life” as an enrichment.

And have they ever regretted this desire?

No. I am stationed in the capital in Tripoli, where the living conditions compared to other places in Libya are thoroughly in order, even for my wife and children. My children, aged 10 and 12, attend an international, entirely English-speaking school and, after initial language difficulties, have done a great job in a new school and completely foreign culture. Although the environment in an Arab country takes a lot of getting used to for a European woman, my wife has also meanwhile settled in quite well. All in all for me, however also for the whole family, it has been a marvellous experience that we wouldn't have wanted to miss.

The distance to Europe with the family on site is much less of a problem than the cultural differences. One learns however deal with the fact that – as opposed to in Central Europe – not everything is available at all times, and the leisure and cultural offering is very limited by our standards. However all that – for a certain amount of time – is offset by the many new challenges in the job, the many new people one gets to know and in part gains as friends. A stay in a distant country in any event expands one's horizon and helps one garner experiences that will certainly be quite valuable in future. The security of “being able to come home”, given me by Asamer, is thereby naturally also an important aspect.

Your role as managing director of the Libyan Holding was to commence, build up and then ultimately surrender Asamer responsibilities, which will be the case this year. How will things continue for you?

The existing operative units in Libya are now running properly and also the path for new activities has been paved. I will turn myself to new responsibilities.

Do you have any words to live by?

Probably the best is: Happiness is not a matter of external circumstances but of internal attitude.

We wish you all the best things imaginable for your future! ■

Problems are just challenges

Ewald Köllner optimises technology in the Libyan plants.

Mr. Köllner, what is your role in Tripoli?

I have been in Libya since June 2009 and head the operative development of our concrete business (JLBM) in the two plants in Tripoli.

And what have your experiences been like?

Personally, I profit very much through my work, certainly with regard to language skills. It also very often requires improvisation and teaches a great deal. Back home we would simply replace a broken component with a new part – here they try to repair it somehow, as importation is difficult and the delivery times are long. My definition of problems has changed since I've been here.

We wish you continued success! ■

Multicultural.

Ewald Köllner (centre) – approx. three years in Libya – with his team.



Boss, colleague, friend and family

Libyans are characterised by sincere and genuine friendliness, opines Michael Oppermann, CMO of LCC.

How did you end up in Libya?

Decisive for my application was the unique opportunity to be able to be involved in the privatisation of a major industrial company from the very beginning. I have meanwhile been in Libya since February 2008 and integrated in the operative management of the Libyan Cement Company Inc. (LCC) in Benghazi since late 2008.

What have you experienced?

A very positive surprise for me was the Libyans' sincere and genuine friendliness. After a certain phase of getting to know you, you're quickly not seen as mere-

ly a colleague or a boss but much more as a friend or even "member" of the family.

To what extent do you think that you will profit from this experience abroad?

I have already very intensely profited from this posting by having learned to achieve maximum results with extremely limited resources of every kind. Moreover, I have learnt to find access to the Libyan staff through patience and genuine respect also in a rather difficult and unfamiliar work environment. And ultimately I have understood that only mutual respect, appreciation of foreign cul-

tures as well as a humility of one's own role vis-à-vis make a sustainable business result possible. ■

Learning from one another.

Michael Oppermann (2nd from left) has been employed in Libya since 2008.



Upper Austria

Super: Colossal vacuum!

Fire brigades increasingly often rely on the Asamer high-capacity vacuum during disaster operations. The super machine can vacuum up dry, moist or liquid materials, however also hot materials, and this from greater distances.

The high-capacity vacuum is a valuable partner to fire brigades.

Everything tidied up in jiffy: The super vacuum – a self-driving work machine of a special construction – removes materials up to 100 millimetres in size. Dust, ash, cinders, sand, but also gravel,

rubble and much more are cleared away with no problem using tubes and specially built devices.

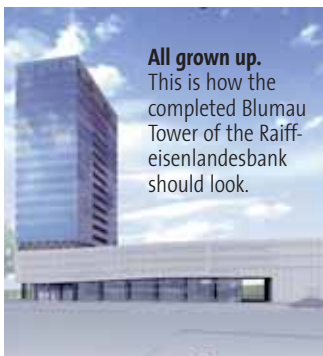
The noise dampening of the high capacity vacuum pump and the advanced filter system ensure that the suction work is low-noise and emissions-free. That makes the super vacuum above all interesting for production plants, where unavoidable waste materials must be removed with efficiency and without complication.

idues. Pockets of embers can be better removed using the super vacuum, thus preventing a renewed outbreak of fire. It was alarm level two for the fire brigade in Vöcklamarkt, as a fire broke out on the 9th of February 2010 in one of the joineries in a silo. 160 firemen from 14 fire brigades fought together with the super vacuum against the flames.

At a major fire in the small town of Schart in Upper Austria three Vorchdorf fire brigades succeeded in saving the estate's housing units. Hazardous pockets of embers were removed from the grain elevator aided by the super vacuum, hence preventing the fire from re-igniting. As a result, damages incurred by fire and extinguishing water could also be cleaned up in the briefest period of time aided by the super vacuum. ■

FIRE ALARM: ON SITE WITH THE SUPER VACUUM

The super vacuum is particularly interesting for "Floriani-jünger" [Austrian term for fire fighters]: The high-capacity machine has already been used often by fire brigades. The device helps aid in fire fighting by removing hazardous materials and subsequent clearing and disposal of fire res-



All grown up. This is how the completed Blumau Tower of the Raiffeisenlandesbank should look.



Colossal. Viewed alongside the pile walls the labourers look a bit like ants.



Music Theatre. In 2012/2013 the curtain will open for the first time.

BLUMAU TOWER EMERGES IN THE SKIES ABOVE LINZ

The Blumau Tower of the Raiffeisenlandesbank, Upper Austria will be over 70 metres high, for which we supplied approx. 13,000 cubic metres of concrete. Work began at the end of January on the construction of the 21-storey office giant on Blumau Strasse, 20 months of construction were proposed.

MUSIC THEATRE – THE LARGEST CONSTRUCTION SITE IN LINZ

The new music theatre is growing by leaps and bounds in the capital city of Linz with gross floor space of 49,000 square metres. The topping-out ceremony is slated for autumn of this year; the opera house should be completed by 2012 and trial operations thereafter. The curtain will rise for the first time on the 2012/13 season.

Successful collaboration with Japan

Gmundner Fertigteile: the 22nd year of successful cooperation with Japanese company ITAKE is already beginning. And “made in Austria” quality is also respected on the remaining markets.



The framework agreements with the most important customers could also be extended and/or concluded for the business year 2010 in the “GF Objekt” division; however, due to the weather, no installation was possible in the first three months. The extension of these contracts shows that Austrian companies by far prefer high quality from the Salzkammergut to inexpensive imports from abroad.

OPTIMISTIC INTO THE FUTURE

In the field of BODAN railway track covers Austria will still have to wait and see what impact the ÖBB management change will bring – group management was re-staffed in March, yet initial indications point towards a successful year on domestic soil. Prior customer satisfaction leads the sales team in any event to look towards the future optimistically. In Germany, not only a framework agreement for the new acquisition of level crossings with the BODAN railway track cover system could be gained, but also

a contract which regulates the servicing of existing systems. After years of successful activities in Switzerland, we now await certification. The first steps have also been made in Israel, where the first BODAN railway level crossing is now being built, accompanied by training for local installation companies.

PREFABRICATED COMPONENTS IN THAILAND

Participation in Rail Solution Asia and Austria Showcase Railway Technology in Taipei led Gmundner Fertigteile to Asia. In the urban area the company is already firmly anchored with BODAN slabs for depots; attempts are now being made to convince TRA (Taiwan Railways Administration) of the quality of the BODAN systems for railway level crossings. Moreover in Thailand endeavours are underway to participate in various sky train expansions, which despite economic and political insecurities are still scheduled to be concluded this year. The stay in Bangkok

was this year doubly exciting, as Georg Engl was on a business trip precisely at the time of the “red-shirt riots” in Thailand, and his taxi journey landed him right in the middle of the demonstrations – from which he luckily emerged intact.

In demand.

Spectacular helicopter installation of a special distribution station in Strengen am Arlberg (left).

Railway level crossing with switches in Gröbming, Styria (right).



Master builder Albert Wöber and Johanna Wandl.

READY-MIX CONCRETE

Our group of companies is presenting at Concrete Day in the Vienna Austria Centre for the fourth time already. Our staff gave an overview of our company’s domestic and foreign activities. Current developments in concrete technology in particular and new projects were discussed at numerous customer meetings.



Start of installation for the new fluidised furnace.

Carinthia

Quantum leap

ABRG, our leading company in special waste disposal, looks back on a successful business year 2009. A quantum leap enables the new fluidised furnace, which increased capacity by 40 percent and reduced energy costs by two thirds.

Construction began in autumn 2009. Around 11.5 million euros will have been invested by the end of 2010. As independent energy producer ABRG can in future act as energy supplier for neighbouring companies in Carinthia's largest industrial site.

The company could moreover expand its market position in the southern and south-eastern neighbouring states. Effective networking with leading waste collectors and treatment facilities

in Italy, Slovenia and Croatia is showing positive results.

Two other research projects: together with neighbouring industrial businesses and Joaneum Research the ambitious aim will be pursued to develop in Arnoldstein the world's first sustainable industrial park.

The second project together with an Italian partner was tendered to the EU and involves the energy-efficient pre-treatment of waste materials prior to their use in thermal recycling plants. ■

Styria

In the starting blocks ...

for the main section for the Koralm tunnel.

The main section of the Koralm tunnel with approx. two times 20 kilometres will be tackled from December 2010. The Radlpass and Oberhaag quarries, which have already delivered materials for previous route sections, are equipped to provide construction with high-quality materials.

RUMPERSDORF

Tenacity and flexibility have paid off: The plant received an order to supply approx. 25,000 tonnes of a special grain mixture for a Hungarian railway construction site. Major thanks to Rumpersdorf quarry employees for their extraordinary dedication!

KLÖCH AND HALBENRAIN MERGED

Due to the difficult market conditions for the Halbenrain plant the administration of Klöch and Halbenrain was merged. The aim is to firm up and optimise the internal processes. In early 2010 Renate Maitz, Anita Schlosser and Enrico Truschner moved to the Klöch office building. Renate Maitz will now head the office in Klöch for both companies. Anita Schlosser moved to the administration centre to Authorized Signatory Mr Würfel.

NEW SWITCHMAN

The former switchman for the two quarries Oberhaag and Radlpass, and hence also Gert Kleindienst's deputy, Friedrich Schmuck, left our company at his own request and decided on a new vocational environment.



His successor, Stefan Maritschnegg, has been responsible for surveying the mining wall, blasting operations and laboratory activities since June 2005. We wish him lots of success for his new area of responsibilities! ■



AUSTROMOBIL AUSTRIA

Austromobil recycled 15,000 tonnes of concrete from the old track system of the Wolfsberg tunnel near Spital an der Drau from October 2009 to January 2010. The recovered materials will be used in the manufacture of the new track system's concrete substructure.

Hats off to Austromobil technicians: They've done it! Converted the high-capacity SBM Euromix 3000 CC mixing plant so that now the concrete subbase and the top concrete layer for the new track system can be produced with one single mixing plant. It is normally unavoidable in motorway construction sites to set up two mixing plants, as mobile mixing plants have a maximum of four gravel hoppers. In the manufacture of the concrete covers on Austrian motorways, however, 6 gravel fractions are used due to the use of hard grit in top layer concrete.

Styria

Fascination technology

From basalt quarry to high tech fibre.



Plant visit. Switchman Franz Ertl Engel (l.), aside project supervisor of the Klöch basalt plant, Ingeborg Rüschtz, Mag. Nina Voglmaier from BORG Bad Radkersburg (kneeling) and Monika Plangger, industry project supervisor (r.) with students from BORG Bad Radkersburg.

Technically trained employees will in future be more intensely required by industry. The “Fascination Technology” initiative was therefore started: Students from 6th forms in Styria could choose a desired company to develop a project with. BORG Bad Radkersburg chose the Klöch quarry.

Ingeborg Rüschtz from Klöcher Basaltwerke GmbH & Co KG accompanied the project with a great deal of commitment and enthusiasm.

A visit was made in winter 2009/10 to the Klöch quarry, and

in Spring 2010 to the ASA basalt fibre production plants TEC in Ebensee (Upper Austria). Thanks to the entire team, particularly Thomas Schinkinger, for the excellent support! A very interesting topic was developed based on the visit to the company, namely the use of Klöch basalt for the creation of basalt fibres.

All the works were presented in the final event in the Graz city hall. Centre stage were three beanbag chairs, which had been manufactured with fabric made of basalt fibre itself.

Styria

New start at Erzberg Mountain

Asamer rescues the Eisenerz disposal company.

The Asamer Group invested 15 million euros to absorb the Eisenerz operations of the insolvent UEG Group (Umwelt- und Entsorgungstechnik AG). The UEG bankruptcy also brought UEG Group Eisenerz operations, RMVG (Restmüllverwertungs GmbH Nfg GmbH & Co KG), RSVG (Reststoffverhaltens GmbH Nfg GmbH & Co KG), RPE (Recycling Park Eisenerz) and UEG Eisenerz proper to the brink of insolvency. Asamer saved Eisenerz with the million euro investment and hence 23 workplaces in a structurally weak region. “We feel especially obligated to workers and the region around Eisenerz,” says holding chairman Mag. Kurt Asamer.

“WE CONSIDER OURSELVES COMMITTED TO THE REGION”

In addition, Asamer is retrieving “its” disposal operations back into the group of companies in this way – until the beginning of the year the UEG Group consisted of around 30 subsidiary and holding companies in six Eastern European countries. From 1992 to 2000 Asamer had also operatively successfully managed this Eisenerz disposal and recycling company. In 2000 these companies were integrated into the newly established UEG, and the operative management of UEG was handed over to the second 50 percent shareholder of UEG, Friedrich Thürauer. The Eisenerz companies are now run by Asamer under the right management for a secure future.

LITHOS INDUSTRIAL MINERALS Industrial minerals on the march.



Although only briefly on the market Lithos products are already enjoying brisk sales. Zeolite stone powder is being used both as a feed additive and ameliorant as well as a filter medium and additive in plaster and filler. Our “money-maker” is CleanPlay, which successfully yet harmlessly prevents dogs and cats from doing their “business” in sandboxes and the like, where children play. The major interest of communities and public facilities has also strengthened us in distributing this innovation now via retail trade. There is a practical round dispenser for this. Our new talc product “Talk LP”, which acts as a functional filler in plastics, special paper and paints, could score points in both Austria as well as neighbouring countries. www.cleanplay.at



INSULATING PANELS MADE OF ISOROC STONE WOOL Now also available in Austria.

Isoroc stone wool manufactured in Poland offers a series of advantages as insulation – particularly its non-combustibility, its improved atmospheric environment, far higher noise insulation and not least of all its environmentally friendly disposal. These benefits are valued on increasingly more markets: After the Baltic States, White Russia, Slovakia, Hungary and the Czech Republic, Austria is now also beginning to enjoy Isoroc products. The company Nussdorfer from Frankenmarkt (www.nussdorfer.eu) could be gained as a distribution partner.

Bosnia

Fabrika Cementa Lukavac

No noise, no smoke, no dust – and yet a cement plant



Hands on. Targeting increased safety awareness.

After the investment work was concluded and the new furnace and raw mill commissioned, the inhabitants of Lukavac asked themselves why FCL was no longer in operation. It wasn't long before it became clear that the plant was producing as always – however without generating noise, smoke and dust. Hence everyone is in agreement: the investment in Fabrika Cementa Lukavac is a major win for the city and region, both economically as well as in the sense of environmental protection.

EMISSIONS REDUCED

There are only positive items to report: installation of eight fabric filters at all sites considered potential emission points drastically reduced particle emissions. The circulation system for coolant water reduced the consumption of industrial water by 80 percent.

Due to the fact that sufficient brick reserves were created using the new furnace and that the demand for cement drops in the winter, it was decided to shut down the furnace operation during the winter months. The “creative break” was used for maintenance works.

Occupational safety at FCL continues to be a major priority. Through training, further education and practical presentations employee consciousness of the necessity of maintaining safety guidelines and the use of the pre-

scribed preventative measures is continuously strengthened. This is reflected in the statistics about the frequency of work-related injuries – these significantly dropped from 2007 to 2009.

The human resources department is also offering additional employee training. In collaboration with the Cemmac training centre further education on the topic of alternative fuels and labour were organised. Participants, loaded with positive impressions, are in agreement about the meaningfulness of this type of collaboration between two cement plants beyond national boundaries.

The second module of the seminar to improve communication and management skills was offered in the spring in the scope of the junior staff development programme. The English course brought the pleasant result of improved communication in the group's new official language. Publicity and external and internal communication were also taken as very important. In the first months of the year 2010 important activities had already been scheduled, such as sponsoring the conference on the topic of waste management under the patronage of the Federal Environmental Minister, the publication of the first monthly broadsheet and quarterly newsletters for FCL employees, as well as adapting the internet presence in the scope of the junior staff development programme.

The open door days, visits from students at Tuzla university and primary schools in Lukavac as well as the new year's meeting with FCL pensioners are already a tradition. FCL employees were surprised by a two-day excursion to the renowned spa town Fojnica on the occasion of International Women's Day by the management and labour union.

Comparison of the old and new furnaces.

Average capacity (t/day)



Heat consumption





Fresh talent.
"Kasia" Katarzyna Wasek.

POLAND CONTINUING ON THE ROAD TO SUCCESS

Our UTEX Terra in Poland is pleased by a very good development even in times of economic crisis. Major infrastructure projects are giving the company wings.

A third production line is currently being erected to be able to provide the market with the required volumes. To this end a PKR bucket excavator was relocated from the old company site in Roszkow on the Oder to the mining area of Bienkowice.

Due to the long and brutal winter and the resulting free capacities, the annual winter repairs and revisions could largely be carried out by their own crew.

Work on implementing and commissioning the Asamer-wide uniform ERP system has been proceeding since early this year, and a lion's share could meanwhile already be converted.

Utex Terra sponsors fresh talent

Two successes in one "boat": UTEX Terra is supporting young athlete Katarzyna Wasek. "Kasia", as the young Pole is called, was born on 6 March 1996 and won the Polish Cup in the past winter season in her age class in alpine skiing. She came in first place eight times at these races, second place twice, third place once and fifth place twice.

We wish Kasia lots of success for her future!

PREMIERE IN ALBANIA



Austromobil: 100,000 cubic metres of concrete will be needed for two river power stations near the city of Shkoder in Albania – Austromobil is producing this directly on site with a mobile mixing station.

Technicians are in particular demand at these construction sites: temperatures of up to 45 degrees are the order of the day – however, the temperature of fresh concrete must not exceed 25 degrees. Therefore, a chip ice system was installed.

The order for Austromobil moreover includes the preparation of 300,000 tonnes of river gravel at a "20/X break" fraction. A mobile impact mill with two screening plants will perform this responsibility.

Due to the short-term order placement, quick action in duty payment and the transfer of mixing plants was needed – Austromobil is indeed mobile and flexible!

LEARNING FOR LIFE



Cemmac knowledge management: Knowledge as an important instrument for staying abreast of the competition: That is the Cemmac training centre's aim in Horne Srnie.

In the spring, trainers at Cemmac passed on their knowledge about alternative fuels and the application of modern laboratory methods to eager-to-learn workers at Fabrika Cementa Lukavac in Bosnia. In April 12 employees from Bengehazi and Hawari will be "hitting the books" again in Horne Srnie.

UKRAINE



The Ukraine is pleased with an over 20 percent increase in production. The Metso's Barmac 7150 vertical mill as a third crushing stage, which was put in operation in March, made it possible to meet the highest quality requirements for grain form.

SLOVAKIA



In Komjatice the quality of products was significantly improved through the installation of a series log washer. The new facility moreover also enables the mining of deeper deposit areas contaminated by loam, whereby minable reserves could be increased by approximately 30 percent. In Puste Ulany the new "Tarnoky" mining field was developed by extending the land belt by approx. 450 m. Around six million cubic metres of raw gravel are available here.



Sochi 2014. The Winter Olympic Games will be held from 7 to 23 February 2014 in the Russian city of Sochi – on the “Russian Riviera” at the Black Sea.



Austromobil Sochi employees preparing the area for the new mixing plant in Krasnaya Polyana (l). Image centre: Construction site in Sochi, with Adler district backdrop, where the Olympic village will be. Photo right: An Asamer 4-axle truck.



Construction works in the difficult terrain at Krasnaya Polyana, the venue for the Olympic alpine competition (l). Exemplary Austromobil Sochi concrete works. (r)

Russia

Gallop ing towards Olympia

Although construction activities in Russia have significantly declined in the past two years due to the crisis, the works for the 2014 Olympic Games are meanwhile in full swing. Time is short: construction works are to be completed by mid 2013

“As the expression goes: We Russians allow ourselves a lot of time to hitch up – but once hitched up, we break into an uncanny gallop! This expression hits the nail on the head!” Austromobil GM Horst Wiener outlines the situation at the future Sochi Olympic site.

Around the city of Sochi bypass roads are being built and/or existing ones renovated full steam ahead. The erection of several car parks, a major shipping centre as well as five new hotels in the Olympic city are also planned.

BRIDGES AND TUNNELS

From the Black Sea coast (Adler district – 25 kilometres from Sochi), where the Olympic village with the ice stadium will be, 45 kilometres from the city of Krasnaya Polyana, the venue for the Olympic alpine competitions, a

four-lane connecting road and a railway connection will be built. Due to the difficult terrain this route will need to be conducted through tunnels and over bridges. Literally feverish work is being done at all corners and ends. An estimated 100 drilling machines are in use for the special excavation work. Due to time constraints the tunnels will be generally expedited with tunnel boring machines, and only small areas will be manufactured by mining.

CONCRETE ROADS

The erection of the competition sites for the alpine runs represents a major challenge: The city of Krasnaya Polyana is located 650 metres above sea level at the base of the Caucasus mountains. To be able to guarantee snow, the venues for the Olympic competitions will be erected at least 1000 metres above sea level. To be able to

» THE RECRUITMENT OF SPECIALISED RUSSIAN MANPOWER REPRESENTS A MAJOR CHALLENGE. «

HORST WIENER

manage the construction of these systems and the future throngs of visitors, roads have to be built in extremely impassable terrain. For this reason it is necessary to erect support walls, and the roads themselves will also have to be made largely of concrete.

WELL EQUIPPED WITH PERSONNEL

Austromobil landed a major order for concrete deliveries at the end of April. In early May a second mixing plant with 130 cubic metres of hourly capacity went into operation in Krasnaya Polyana, which is to provide 100,000 cubic metres of concrete by the end of the year. “The recruitment of the specialised Russian labour needed for this represents a major challenge,” states Horst Wiener. “Thanks to a forward-thinking personnel policy, however, we are very well equipped.” ■

Croatia

European standard for Croatian railways

Alas d.o.o. supplied 270,000 tonnes of railway ballast from our Kamen Psunj quarry in Okucani in the past one and a half years to the company SALCEF Costruzioni Edili e Ferroviarieni S.p.A. for the new construction of more than 30 kilometres of railway lines to the European rail corridor X between Vinkovci and the Serbian/Croatian border.



First time in Croatia.

Construction supervised in Croatia for the first time by a foreign engineering firm. In the photo (from left): Michael Arshad (Head of TYPASA-LB-Getinsa), Ing. Luca Pastorino (Project Manager SALCEF S.p.a), DI Walter Feistritzer (Director Alas Croatia), DI Alan Mackovic (Kamen Psunj Operations Manager), Luka Rasic (transport logistics Hrvatske Željeznice Okucani), Vlatko Kovacevic (Alas Sales Manager), Kamen Psunj.

Here is the résumé of the head of construction supervision, Michael Arshad.

What's the name of your company and where is it from?

The construction monitoring company's name is Técnica y Proyectos, SA (TYPASA). We are partners with Louis Berger (F) and Getinsa (E). TYPASA was established in 1966 and is now one of the largest Spanish consulting groups in the civil engineering and architecture sector. It has over 1,800 employees

worldwide and a total turnover of around 160 million euros (2008).

In what areas is the group active?

After more than 40 years we have a broad spectrum of experience, which today encompasses nearly all segments of building construction and architecture.

Is that the first project in Croatia?

Yes, it is. We are monitoring the civil engineering, track and electrification works, as well as the works on the signal equipment and

telecommunication along the route from Vinkovci to Tovarnik and to the national border. The refurbishment of this section is part of the Pan European Railway Corridor X between Vinkovci and the Serbian/Croatian border and hence of great significance – both nationally as well as at a European level. Its potential is that other countries, including Serbia, Montenegro and Turkey also profit from it, especially in freight haulage. One of the most important responsibilities in refurbishment was

increasing the travelling speed on these 33.5 kilometres from their original 120 km/hr – due to infrastructure problems currently only 60 – to 160 km/hr.

What were the critical points relating to railway ballast?

The contractor for the civil and rail work was very keen and is striving to complete the work more quickly than planned. That means that railway ballast is required in volumes larger than what was originally planned. However, it worked out fine by and large.

This shows an excellent cooperation between contractor and ballast supplier. Lack of ballast in other projects often meant disaster. Here it worked brilliantly.

How does the quality of the stone impact safety and durability of the railway track? Limestone rock versus hard stone?

The word “ballast” – Gleisschotter in German – is originally a nautical term for the stones that stabilise a ship. Just as the stones quiet a ship, ballast stabilised railway routes, even when they are subjected to major forces by trains. Consequently, ballast is one of the most important components. It is crushed material that supports the tracks and railway sleepers.

Different stones are used: granite, limestone rock or basalt – depending on local availability. Good ballast should be strong, durable, stable, easy to drain and easy to clean, resistant to deformation, readily available and cost efficient to acquire. While the layout represents the main role of the railway, the foundation forms the base, which bears the construction and supports it in optimally fulfilling its role. Its function is to ensure the track position.

What are the main criteria for good railway ballast?

One of the main criteria is the material’s resistance to withstanding the changing loads, which are borne by the railway sleepers on the roadbed without breaking.

The other criteria relate to the stability of the railway embankment against longitudinal stress and lateral force. Broken stone is here better suited than round gravel.

The optimum grain size distribution for railway ballast is influenced by a series of factors.

If the railway ballast is too rough then there are too few individual grains between sleepers and substructure and this results in lower resistance.

Larger grains also lead to difficulties in creating an even surface as well as in fitting or tamping the railway ballast.

Too small granulation results in smaller intermediary spaces between the grains. That makes the railway substructure susceptible to compression and as a result less drainable.

These simple considerations and experiences garnered over the years result in the currently required grain distribution. Railway ballast mainly consists of grains with edges from 30 to 50 millimetres in length.

How do you test the quality of the railway ballast?

We examine grain size distribution, form and the material’s mineralogical properties.

How good is the quality of stone, that the Kamen Psunj quarry has provided for this project?

You will be pleased to hear there have been no single grounds for complaint – neither with respect to quality nor quantity of the material.

Were you satisfied with the ALAS service?

We were more than satisfied. We haven’t lost a single day due to delays or non-delivery from your quarry!

Do the Croatian standards for track ballast meet the European standards?

The Croatian standards certainly meet the European ones, Croatia will indeed quite probably be a member of the EU in the near future, and the European standards are met as is the case among the current full members of the union.

We thank you for the discussion. ■

Acknowledgement.
Michael Arshad thanks Zrinka Ivanovic, Kelemen of HZ Infrastruktura and Dino Plahutnik of Sredisnje agencije za financiranje i projekata Europske unije for permission to print this interview (abridged).

MAKING (NEARLY) NEW FROM OLD

With this motto the processing plant in the Alas Seget quarry near Trogir underwent an overall refurbishment.



Trogir quarry.

The preliminary crusher’s more than 20-year-old electrical system was refurbished and expanded so that it now can be controlled and monitored centrally. The refurbishment and installation of a large resonance screening machine as well as the addition of four additional conveyer belts effected an increase in capacity to 160 tonnes per hour. To minimise the dust load all conveyor belts and sifting machines have been covered and a mist spraying system installed.

Thanks to the Alas team of Peter Markovic and Andreas Putz as well as Robert Cucek (electrical), who ensured quality and speed in the conversion.

Serbia

Minister's visit



The Minister for Economy and Regional Development of the Republic of Serbia, Mladjan Dinkic, graced our company Alas Rakovac with a visit.

Minister Dinkic was updated by Markus Bogdanovic, Managing Director of Alas Rakovac, on the recultivation project in the Kisnjeva Glava and Srebro hard stone quarries. It was highlighted that our hard stone projects are the only ones in the Province of Vojvodina and represent an important strategic role in the infrastructure development in the region. Minister Dinkic personally viewed the entire operation including the company's own ship loading point on the Danube and was able to convince himself of the highly contemporary processing system and environmentally friendly framework conditions. ■

Tiles and bricks from Serbia

Customer friendly on the Internet.

Recently, computers can even calculate how much energy to heat one's own house or office is saved through the use of Klimabloc – thanks to its excellent insulation properties. Energy saving for the individual, however, in turn means conservation of resources and environmental protection for all.

SHOWROOM FOR ZORKA KERAMIKA IN ŠABAC

The "crowning feature" of modernisation at Zorka Keramika is the opening of the new showroom on the plant premises in Šabac. Visitors are "spoilt for choice" here with 50 series and colour variations, among them also the latest "New Vision 2010" collection. Zorka Keramika can produce six

million square metres of tiles, on average over 15,000 square metres per day. The company's tiles are sold in Bosnia and Herzegovina, Macedonia, Montenegro, Croatia, Kosovo and Austria. There is currently investment in the erection of an even more energy-efficient production. The conversion is to reduce energy consumption by at least 15 percent and be completed by 2013.

NEW ASAMER SUBSIDIARY TILE COLLECTION

"New Vision" is the name of the latest collection of the Asamer tile company Zorka Keramika in Serbia, which are mainly exported. The high-quality raw materials used are processed on highly contemporary systems and incorporate a contemporary design.

The company Beinkofer from Ansfelden acts as a distribution partner in Austria. Asamer employees can view the Zorka Keramika tiles there and purchase them at very attractive employee discounts. ■

Contact: Beinkofer Ansfelden
Traunfurterstraße 74
Phone 07229 88818-20
Information and catalogue
downloads: www.zorka-keramika.rs

Showroom opening.
End consumer can also purchase the top quality products here.



Investors come forth – Serbia and LBFC are ready!

The greatest challenge in 2010, however also a very promising competitive advantage for the LBFC cement plant, consists of continuing the cost reductions of 2009 with all the participants still feverishly working in the same boat.



Environmentally conscious.

The LBFC cement plant values cleanliness and environmental compatibility, starting in its own plant.

A further focus is on securing the raw materials and developing alternative fuels to set the course for a continuing successful future, as a sudden boom in the Serbian cement market cannot be relied on, predicts CFO Gunnar Mitterbauer.

If a fraction of the publicly announced infrastructure project is indeed carried out in the year 2010, it will be possible once again to announce a good year in Beocin. As long as these projects have not yet started up, however, it is advisable to be cautious rather than have inflated expectations, says Mitterbauer.

To counteract the rising import pressure with an increased level of service, the introduction of a Cement V was researched, which is predicted to come on the DIY market for 2010.

THE FIRST INVESTORS MOVE IN

A lot depends on foreign investments – and there is something to offer them: The Beocin Business Park (BBP), located in the middle of the cement plant. The first investor has recently moved in there. “Mars” manufactures precise metal components for various industries and above all for export. The Beocin cement plant is again meeting its social responsibility: 50 new workplaces will be created in Beocin, and 2.4 million euros will be invested. Further enquiries are on the table. A lot rises and falls with the development of the dinar exchange rate in relation to the euro.

LBFC and BBP are standing ready.

BEOCIN BUSINESS PARK (BBP)

Public signing with the first investor in the Beocin Business Park (BBP)

First row (f. right): CEO Mars, Milan Radic (the first investor), Costin Borc (LBFC CEO), Bojan Pajtic (Vojvodina Prime Minister), Bogdan Cvejic' (Mayor of Beocin).

The result will be moderated by LBFC CFO Gunnar Mitterbauer, who is responsible for BBP.

www.bbp.rs



Abu Dhabi

A city is emerging

For 200,000 inhabitants a completely new city is being conjured from the ground near Abu Dhabi. Asamer is on the scene with its know-how.



Gigantic.

A city for 200,000 inhabitants is being “conjured up” out of the desert floor (above). There’s room for 15 tons of stone in the shovel of our new CAT 990 (below).

The second large wheel-loader in the group of companies was acquired for the large Ras al Khaimah quarry. The CAT 990 weighs a total of 75 tons and has 649 HP. Around 15 tons fit in the shovel. The stone is transported with the wheel-loader directly from the wall to the “Grizzly” – a rough separator – thus saving on additional dump trucks.



VERIFIED QUALITY

Our crusher in the Ras al Khaimah quarry was awarded the “Green Certificate” by the Abu Dhabi Ministry of the Environment. This confirms that we, Alas Emirates Crusher LCC, satisfy all environmental requirements and quality standards of the United Arab Emirates. Alas Emirates Ready Mix LCC has successfully completed the ISO 9001 certification.

WHERE THERE’S CONSTRUCTION, WE ARE THERE

If the construction site doesn’t

come to the producers, the producer will simply come to the construction site: That is the major advantage of our mobile system. We can supply concrete to construction projects even in the middle of the desert. Thus a vast sphere of activity is open to us in the United Arab Emirates.

A new city is planned, for example, to be raised out of the ground south of Shamka about 30 km south of Abu Dhabi. Villas, apartments, shopping centres, parks, schools, and hospitals for 200,000 inhabitants are to be erected on an 4,300 ha area. ■

No crisis in Saudi Arabia

The expression “economic crisis” is foreign to Saudi Arabia. And there it is quite the contrary, Al Falwa has achieved the best result since it was established (1984).

Pointy.
This is how the future Kingdom Tower will look.



Whoa!
Torrential downpour in Saudi Arabia.

Concrete is in major demand in Saudi Arabia, and consequently Al Falwa is among the most successful companies in the Asamer Group in this sector. Works in the King Abdullah Financial District in the capital of Riyadh are proceeding full speed ahead. A proud US \$8.6 billion has been invested on 1.6 million square metres of construction land within three years of construction time.

THE WORLD'S HIGHEST BUILDING

An “out-standing” project in the truest sense of the word is the planned Kingdom Tower in Jeddah: The world’s highest building will be realised in Saudi Arabia’s second largest city at the Red Sea. The 1001 metre tower will clearly send the previous record holder, Burj Khalifa (formerly Burj Dubai) in the United Arab Emirates (818 to 828 metres, no precise information available) down to second place.

Available to well-to-do tenants will be 490 flats including super-penthouses, 210 hotel rooms of four to five star quality, restaurants, offices, two television and radio stations, a viewing platform, par-

king spaces and a helicopter landing pad, and naturally a shopping mall.

350,000 cubic metres of concrete will be required – and indeed top quality concrete C 85 100. It must be able to bear a tonne of weight per square centimetre of surface! Al Falwa, which has already supplied concrete for a cement plant in Jeddah, has the great honour of being invited as a supplier. “The largest challenge will be the quality of the necessary concrete,” according to managing director Robert Pree. “Our experts have to develop absolutely special recipes. And the second major question is how to convey the concrete. Presumably jacking system pumps will be used. Of course we want to meet these challenges!”

THERE IS NOTHING THAT DOESN'T EXIST

Under this motto the Saudis shook their heads in early May over the torrential rainfall that transformed streets into seas and brought traffic to a total standstill. Who would have anticipated that in a desert state? The capricious weather cost us a week’s involuntary break on the construction sites. ■

Innovative & sustainable: ART Asamer Rubber Technology

In conversation with GM Thomas Danner

» OUR GREATEST INCENTIVE IS
WHEN CREATIVE IDEAS BECOME
INNOVATIVE PRODUCTS. «

MAG. THOMAS DANNER

What does the name ART mean?

ART means Asamer Rubber Technology GmbH and bundles all the activities relating to recycling and the material exploitation of used tyres. Moreover ART carries out its own research and development activities, which has resulted in a series of innovative products.

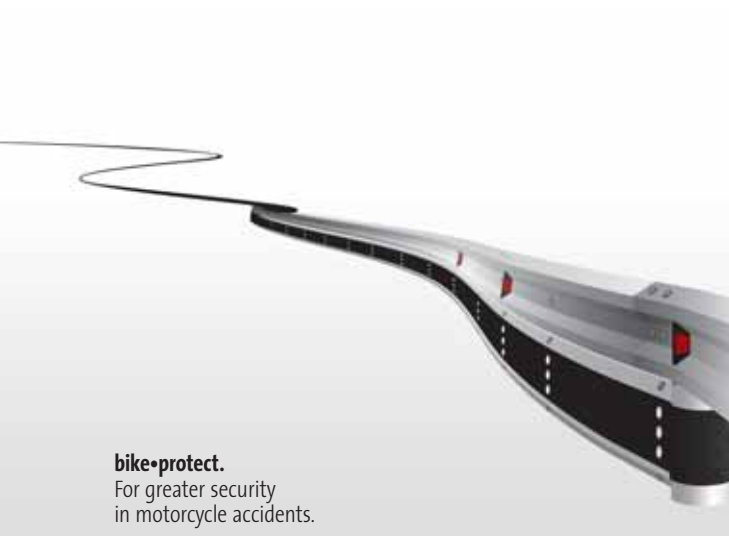
What is ART comprised of?

The Asamer Group has been engaged since the mid 70s in the collection and recycling of used tyres. This was traditional in the cement industry. In 2003 ART put the plant for material recycling into operation. The tyres are thereby correctly sorted into their three components – rubber, steel and textile fibres – and all three are returned for material recycling.

What is special about that?

Through intensive activities in the field of research & development ART has succeeded in developing a sensible return of all three components present in used tyres back into the cycle of materials. For rubber granulates these are the traditional matting in agriculture and to protect structures, protective surfaces to prevent injuries from falls on children's playgrounds and artificial grass playgrounds. ART has moreover developed its own applications in the fields of traffic safety, noise protection and recently also in the form of plastic/rubber "compounds".

The steel has a very high purity and is used as a valuable aggregate in the production of new steel. Textile fibre was traditionally disposed of thermally. It is spe-



bike•protect.
For greater security
in motorcycle accidents.



Photo: Klemens Fellner

cially prepared via an innovation from ART and used in the manufacture of bitumen roof sheeting.

What prizes has ART received?

ART's extensive endeavours with respect to sustainability and acting responsibly with valuable resources have led to numerous awards. We received the waste industry prize „Phoenix - Ideas Instead of Waste“ from the Minister of the Environment in the year 2004 for the recycling of textile fibres. In addition to the environmental “Oscar” and the Lafarge award, ART also received the Energy Globe for Upper Austria in the category “Earth” in 2009. Tire rubber granulates were used for our lifesaving underride guard for motorcyclists – bike•protect.

A propos: This underride guard has what counts “on the inside” – in the

truest sense of the word!

Our underride guard for motorcyclists is distinguished by its effectiveness. Both elastically and with the proper restraint force a motorcyclist in an accident will be led along the curve and slowed down gently. The accident victim is prevented from sliding under the guard rail and protected against fatal injuries from impacting the guard rail structures.

Accidents on test routes we established have already proven the effectiveness of the product in practice. Our latest project is a joint development with VOEST. The impacts of the motorcycle underride guard on the other road users could thereby also be tested. It showed that passenger vehicle drivers also benefit from this system.

About yourself?

I grew up in Ohlsdorf and grad-

uated from the College of Agriculture at St. Florian. Then I studied business administration at the University in Linz. Afterwards, I was employed for five years in agrarian policy in Vienna and Brussels, before I moved to the Asamer Group. Until 2001 I was employed at ABRG Asamer-Becker Recycling GmbH as the managing director and thereafter assumed management of ART in Ohlsdorf. The noise insulation wall ART developed from recycled automobile tyres, was the topic of my master's programme and the dissertation based on it “Innovation management in an innovation network” at Johannes Kepler University in Linz.

Your motto?

Our greatest incentive is when creative ideas become innovative products.

Thank you for the conversation ■

Loaded with energy.
Thomas Danner
with the Energy Globe.

News from ART

Revolutionary ideas: a new guide rail system for automobile and motorcycle drivers and a mini-noise barrier for the rail.



Tested.

BMW 530 at N2-Bike guide rail at the crash test (above).

ICE at the ART rN-Protect noise insulation wall (below).



The investment in improving the granulate plant – put in operation in the first quarter – has certainly paid off: The cost saving is gratifying, as is the improvement in labour conditions for employees. Through a state-of-the-technology filter system the dust loading could be entirely eliminated and the noise level in the hall subdued below that of comparable systems.

SUCCESSFUL CRASH TESTS

In 2009 an exciting project was started with voestalpine Krems Finaltechnik: A guard rail system from voestalpine normally used on popular motorcycle routes is to be “vetted” together with the under-ride guard developed by ART and voestalpine bike•protect. It was thereby not only a matter of documenting the proven benefits for motorcycle riders but also investigating the impacts on other road users.

To this aim TÜV in Munich had two crash tests performed – one

On track to the future

Sophisticated product technology testing and development activities in our laboratories throughout Austria form the basis for tomorrow's successes.



ASAplex. Installation of ASAplex modified asphalt.

“Alternatives are needed to the traditionally high noise insulation walls. Low noise insulation walls such as rN-Protect are a sensible solution, wall height can be significantly reduced yet still have the same effect.”

Dr. Manfred Kalivoda, GM psiA-Consult, specialist for noise measurements



with a BMW 530 (1,500 kg) at 110 km/h – the other with a Peugeot 205 (900 kg) at 100 km/h.

Both tests evidenced excellent results and indicated that the combined system not only offers more safety to motorcyclists but also to the other road users.

Now ART and voestalpine have also planned joint distribution activities for the tested system according to European standard 1317 (product name: N2-Bike).

MINI-NOISE BARRIER BEATS THE BIG BOYS

The ART rN-Protect “mini-noise barrier” project development is showing a great deal of promise: Due to its height of a mere 80 to 100 cm it is also beating the pants off the big boys as far as customer friendliness is concerned: The view of the landscape, for example from the train window, remains unobstructed. Tests on the Westbahn near Melk under the most difficult real conditions (trains at 200 km/h, snow etc.) have shown clearly that

the new product can replace traditional noise insulation walls up to a height of four metres.

Progress in the development work has shown that there are not only options and demand on high-speed routes but also in the inner city area. For this reason in Linz the erection of further test routes will be examined and prepared at three sites exposed to noise. In this case positive properties of the granulates from used tyre recycling can also be used in noise reduction.

The new ART noise insulation wall will be developed by each specialist in an existing innovation network. In addition to noise experts, track construction specialists, construction companies and the TU Graz, ÖBB is also significantly involved in this project. Discussions to reach the series-ready and final optimisations are underway, and foreign railway companies are also already aware of the product and have expressed interest. ■

Our new laboratory was put in operation in the Wancko hard stone plant in early 2010. Besides product control by the Ohlsdorf laboratory additional tests can now be carried out directly on site. Hence our product diversity in the widest variety of construction technology areas guarantees optimal and customer-oriented quality assurance.

FILTER DUST

A test programme is underway at the moment for a large construction site in Libya, which will ascertain whether the filter dust from cement manufacture accruing in our Libyan plants can be used in concrete production. The values previously determined in the Ohlsdorf laboratory give good cause for optimism.

ASPHALT WITH RUBBER ADDITIVES

Over 260,000 square metres of modified asphalt with our ART's ASAplex F100 and ASAplex G250 rubber additives have already been installed. Current test reports and comparison routes – for example on the A12, the Innental motorway and the B1 in the Pöndorf area – attest to our product's excellent properties in relation to consumer behaviour and loading (grip, noise reduction, temperature behaviour...), and satisfy the most stringent requirements.

The “dry” process we have developed – meaning the dry addition of products directly into the mixer of the asphalt mixing system – result in both technical as well as monetary benefits vis-à-vis previous traditional products on the market. ■

Roitham/Upper Austria

Two-time prize winner: The showcase project

Innovative gravel logistics in Roitham.



By rail.
Raw materials for Upper Austria by rail.



And the winner is.

(Photo left): Asamer won the “Sustainable Development Award 2010” for the “Environmental Best Practice” category of the European Aggregates Association (UEPG) on 27 May 2010.

(Photo right): Günter Liebel, Section Head of the Austrian Environment Ministry, presented the Sustainability Prize of the Forum for Mineral Raw Materials to Manfred Asamer and Roland Raffelsberger.

850.000 truck kilometres a year – that’s 350,000 litres of diesel or 1,920 tons of CO₂: these are the dramatic savings for the environment from the brand new Roitham project. What makes all of this so special is the entire transport process is handled by rail. The aggregates are freighted direct from the gravel pit to the concrete works in Linz. Asamer won the Forum for Raw Materials Sustainability Prize – and created an international furor with this remarkable project: the European Aggregates Association (UEPG) singled the Roitham project out for the “Environmental Best Practice Award”.

REVOLUTIONARY CONCEPT

Aggregates produced at the Roitham gravel pit no longer need a fleet of trucks to reach their location of use.

Transport is handled entirely by rail. Freight sidings on the rail network were purpose-created for the task. The raw materials from Roitham go direct to the concrete works in Linz in mobile container freight cars via the loading point in Steyermühl and the freight station Kleinmünchen.

This means: an annual saving of 850,000 truck kilometres – or 350,000 litres of diesel = 1,920 tons of CO₂ each year. This is especially valuable for cutting traffic on the highways and air pollution in the busy area south of the city of Linz.

Another big plus the project brings: special processing technology allows 80 percent of the water used for washing the gravel to be recycled saving some 120,000 cubic metres of groundwater each year.

The Forum for Raw Materials picked the “innovative gravel logistics and ecological treatment technology” for its prestigious “Environmental” Sustainability Prize: The concept has attracted wide attention at a European level: the Asamer gravel and concrete works project was the choice of a jury of top experts as the number one of 30 project submissions from 13 countries in the “Sustainable Development Award 2010” of the European Aggregates Association. ■



It's open! A gravel works of a very special kind has opened in Roitham. (l to r): Dr. Manfred Asamer, Forestry Commissioner DI Josef Kerschbaummayr, Oskar Berger, Walter Schwaighofer (Rail Cargo Austria), Alfred Gruber (Mayor of Roitham), State Parliamentary Delegate Martina Pühlinger, Robert Pree, KR Hans Asamer, Reinhard Wallner (Rail Cargo Austria), Mag. Georg Schöppl (ÖBf), Ing. Günter Neumann (Stern & Hafferl), DI Andreas Gruber (ÖBf), Mag. Artur Roth, Mag. Andreas Asamer.

Raw materials by rail for Upper Austria

There are lots of gravel works. But nowhere else is there one like this: The new Asamer gravel works in Roitham supplies all of Upper Austria with essential raw materials – and it all arrives by rail. The opening event was a suitable celebration.



“Gravel works are common enough in this area”, Manfred Asamer said at the opening ceremony in Roitham. But the new Asamer gravel works in Roitham is something else, not least a raw material reserve for the development of the entire Province of Upper Austria. A mining concession is available to cover around 15 years of work on the 19 hectare site and the reserves are good for many more years than this. Ground-breaking too is the way

the Roitham Project is setting entirely new economic and ecological sustainability standards. Some 80 percent of the gravel washing water is recycled. The material is not transported by truck but by rail. The project has earned a chorus of praise straight from the kick-off, not least in the form of major innovation awards (see page 29). “We intend to live up to all of this”, Manfred Asamer said. “We are well aware of the responsibility we have for the future.” ■



FACTS

- ›Transporting and washing for 200 tons of gravel an hour.
- ›80 percent of the water needed is recycled.
- ›Every day 1000 tons are loaded and transported by rail mobile containers via the Kleinmünchen rail freight depot to the Linz concrete works. The works has a storage capacity of 12,000 tons of gravel.

info



“We want to be the best possible neighbours.”
Manfred Asamer

“Compliments to Asamer: They have truly shown how a vision can be made a reality.”
Authorized Signatory Reinhard Wallner, Rail Cargo Austria



“Protecting our natural environment must not stop at the gravel pit. In fact the gravel pit is where it can and should first begin.”
DI Arno Mohl, WWF



“We are well aware that when the Asamer Group makes a promise it holds its word.”
Alfred Gruber, Mayor of Roitham

“We live in a great and socially caring country. The Asamer Group is the guarantee for this through the taxes it pays.”
Martina Pühringer, Delegate of Upper Austrian State Parliament

Serbia now on board

The unique 600 kilometres long Danube-Drava-Mura river ecosystem is home to an enormous number of plant and animal species - an ecological wealth exceeded only by the tropical rainforests. Asamer supports the new conservation project launched by the WWF Austria, a dramatic initiative extending over five countries.



Photos: J.Bohdal/Naturfoto, Mario Romulic

Nature and the protection of natural environments that does not stop at national borders: This is the ambitious goal of the WWF and project coordinator Arno Mohl. Five countries – with a single vast nature reserve – that is the vision. Broad alluvial lands along the Danube, Drava and Mura rivers provide extensive flooded landscapes and a habitat for a unique wealth of species: sea eagles and black storks breed in the marsh forests, river sand plovers, stone curlew and the little tern – a bird now in imminent danger of extinction - breed on the sand and gravel banks. The naturally eroded river banks also provide a home for 14,000 sand martin and bee-eater breeding pairs. The river waters teem with rare fish species such as the sterlet, wild carp and the huchen or Danube salmon. “What is more these landscapes are a vital drinking water reservoir for the

entire region, they provide efficient protection against flooding and have enormous importance for recreation and as a place to experience nature first hand for human beings”, Arno Mohl said. The planned cross-border protected area that enjoys such enormous priority with the WWF comprises an area of 800,000 hectares. An important milestone on the route to this has now been set: Serbia is now also on board and adding its weight to the project following in the footsteps of Hungary and Croatia. Austria and Slovenia have also indicated their interest and readiness to take part.

CROSS-BORDER NATURE CONSERVANCY

Serbia has joined the multinational initiative with plans for the integration of the significant wetland areas of Gornje Podunavlje along the Danube. Dr.

Europe's Amazon.

The core zone of the Biosphere Park in Croatia. Below: sea eagle, fishing grey heron and the dwarf sea swallow with young.



Oliver Dulic, Serbian Minister of the Environment and Regional Planning, has announced full support for the “cross-border project for the conservation of our common European natural and cultural heritage”. The project is a unique symbol for a “green” vision of understanding and peace in a unified Europe. The Asamer Group has long been an actively steering “boat crew” member of this WWF project for the “Mura-Drava-Danube Biosphere Park”. “Obligation for the environment is both a principle and a part of our corporate philosophy”, Manfred Asamer said. “We have found a reliable partner in the WWF.” The WWF is in turn very pleased with this support: “Our cooperation partners are very often the all-important balance that tips the scales when it is a matter of getting important negotiations going.” ■

Alexandria/Egypt

Carbon “washes” the air clean

Many tons of CO₂ emissions will be saved with the new specially developed process from Carbon for reducing nitrous oxide emissions from nitric acid plants.

The Carbon Group – our joint-venture with Ferdinand Heilig – is a global leader in the area of developing, financing and operating sustainable and economic climate protection projects under the United Nations Framework Convention on Climate Change (UNFCCC). Carbon has developed the first methodology for the reduction of nitrous oxide (laughing gas) emissions in nitric acid plant and has implemented the first nitrous oxide gas (N₂O) emission reduction project in a nitric acid plant for the Abu Qir Fertilizer Company in Alexandria/Egypt, the biggest climate protection project in Africa (CDM – Clean Development Mechanism in accordance with the Kyoto Protocol).

SAVINGS OF 11.8 MILLION TONS OF CO₂

Carbon has operated two further registered CDM projects for N₂O decomposition in nitric acid plants: one of these at Hu-Chems Fine Chemical Corp. in South Korea and a further one at Panna 3 for Enaex SA in Chile. Carbon's CDM projects have saved the environment some 11.8 million tons of CO_{2e} burdens up until the end of May 2010. Emissions are to reach around 21 million tons of CO_{2e} by the end of 2012!

Carbon is currently doing everything in its power to make nitric acid plants that have gone into operation since 2005 CDM-capable. The focus of activity is largely on projects in South America, the Caribbean and in North Africa.

THE STRUGGLE AGAINST CLIMATE CHANGE

Since the tasks faced in the struggle against climate change are constantly increasing in scope, Carbon is now giving its attention to renewable energies and to the reduction of emissions that result from the clearance of rainforests in developing countries (REDD). On the subject of renewable energy: Carbon has become a focus of interest above all in countries such as Brazil and Libya as a result of existing outstanding wind conditions. A series of wind parks is now being developed together with local and international partners.

Tree felling and damage to the rainforests are responsible for some 20 percent of the greenhouse gas caused by humans

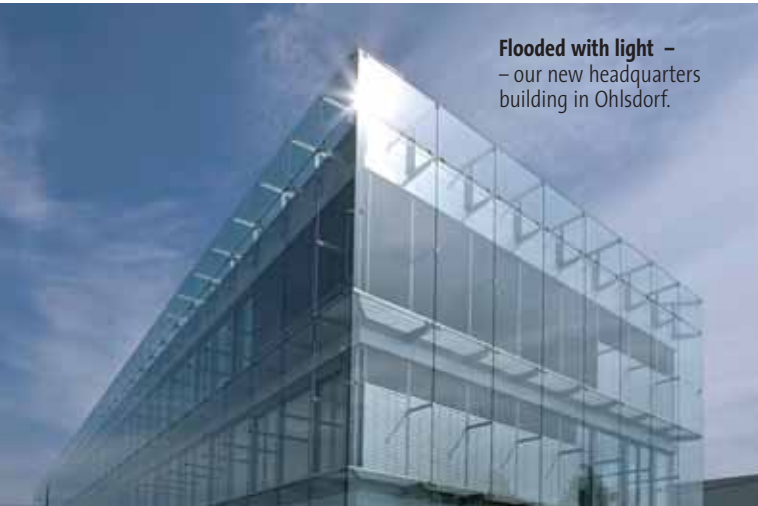
annually – “This is more than is caused by all the traffic on earth”, Carbon CDM Director Gerald Dunkel said.

Here too Carbon is taking an active role: Potential projects for Central and South America and for a number of countries in Africa and Southern Asia are currently being checked. The methodologies that are currently in discussion are focused on protecting forests that are directly threatened. The basic idea behind REDD has to do with the function of forests as a natural carbon storage reservoir. The carbon saved in the forest trees can also bring a powerful local economic effect in the form of traded certificates. The value of these will have a decisive effect on the sustainable protection of endangered forests. ■

Abu Qir Fertilizer Company, plant management.

Front row (l to r): Gerald Dunkel (Carbon Austria), Ms. Mai Ali, Ms. Maha Shehata (Project Manager of our local subsidiary Carbon Egypt), Pawel Viktor (DNV, international verification organization on behalf of the UN).





Flooded with light –
– our new headquarters
building in Ohlsdorf.



“We are delighted!”

The new administration building is now completed.



Katharina Thalhamer,
Technical Department

“What I find so positive is that we are now so close to all the other departments. The indoor climate is pleasant, the building bright and we also have new furniture!”



Martin Rauscher, IT

“The working climate is pleasant because we now all have a lot more natural light. More than this we have all got a lot more space and the offices are well equipped and state-of-the-art.”



Andrea Fellner,
**billing and invoice
controlling**

“It’s a dream, very light and I feel very comfortable here! I find the kitchens a great idea for meeting and mixing during breaks.”



Philipp Steinmair,
Accounting consolidation

“This building is superb! Points I find positive are the proximity to colleagues, the room climate and the world-class view we enjoy from our windows.”

Bright and friendly – these are the attributes employees in the new Administration Center in Ohlsdorf praised the most. In around a mere one and a half years construction time – from October 2008 to March 2010 – the Unterthalhamstrasse emerged literally shining with 5,050 square meters (!) of glass surfaces. A total of 48 new offices have been created on an area of 1,005.30 square meters. There are also plenty of discussion, seminar and social rooms available in the building. ■

Knowledge exchange

30 Asamer engineers from Serbia, Croatia, Bosnia, Libya, Austria and Slovakia met at Oberhaag for the Group’s 5th International Technical Seminar under the leadership of Andreas Sommerer. The aim of this event was to secure knowledge exchange and promote good cooperation on a transnational basis.



Works visit through Oberhaag quarry.

Key lectures on the Oberhaag works, innovations in the area of aggregates grain size standards, crusher types in use throughout the Group and their expendable parts plus all the latest in the security technology field were covered in the information event.

This was followed up by brainstorming when Asamer engineers and technicians formed groups to devise powerful new concepts for

workings and plant at Oberhaag. The various solution approaches the teams came up with were of enormous interest, and the bright ideas were all presented and discussed. Adolf Zmugg from the Steirischen Diabaswerke arranged a suitable framework program including works visits and tasting of Styrian Schilcher wine. The lively exchange of views continued unabated through all of these events. ■

The bubbly dream

Nature provides ideal conditions, and Fritz Miesbauer was not far behind in adding his expert best – the product success is sparkling wine - Stift Göttweig Brut 2007. Connoisseurs please note: a mere 2,800 bottles have been produced!

Time honored vineyards of Pinot Noir, Pinot Gris and Chardonnay grapes on the steep and sunny slopes of Stift Göttweig are a natural asset for Fritz Miesbauer to choose among them the best parcels of land to create a fascinating sparkling wine. The micro-climate of the Göttweig Vineyards is ideal. It benefits on the one hand from warm air masses rising from the eastern Danube plains. Balanced with this are flows of cold high plateau air from the Austrian Waldviertel, powerfully refreshing in summer and fall nights and guaranteeing freshness and a crisp acid tang.

FRESHNESS AND BRILLIANCE

“We experimented for a whole year with various cuvees”, Fritz Miesbauer explained. “The quality of the wines, reinforced by a number of awards, confirmed our resolution. Finally – after a long, dry fall – we had the conditions for a perfect vintage in 2007 and this was the start gun for our brut sparkling wine.”

The grapes were hand-picked and

carefully ripened and processed as base cuvee wines. About 80 percent were Pinot Noir and Pinot Gris grapes, which give warmth and roundness, and these were married to the 20 percent Chardonnay that is responsible for freshness and shining brilliance. After 28 months of maturing in the bottle come the 28 finishing days of hand turning and the result was a product exactly as Miesbauer had imagined it: “Creamy, but very refreshing, harmonious and exceedingly pleasant.”

A mere 2,800 bottles (0.75 liters) and 60 magnums of this elegant sparkling wine have been produced and will find their way to the table or the cellars of exclusive restaurants and wine dealers. ■



Two thousand eight hundred. This sparkling wine is already a great rarity due to the very low production volume.



Cellar work. Sparkling wine hand-turned in the bottle to the traditional champagne method.

BoB B2B Award

Prizewinning staging of 50th anniversary



Polyphem, the production for the 50th anniversary of the Asamer Group, won gold at the 12th BoB “Best of Business-to-Business” award in Frankfurt, Germany, for the best live communication presented in the German speaking countries. Stefan Aglassinger and Hubert Lepka with his artist network “lawine torren” followed up the 5000 year old myth of the one-eyed giants. All of this was performed for the Asamer Group celebration in the Ohlsdorf gravel pit: with a Caterpillar D10 and a giant wheel loader as Cyclops. Maria Pammesberger and Kerstin Pindus, Lepka and Aglassinger accepted the prize. The DVD film of the 50th anniversary celebrations is available (in German or English) from: c.paulin@asamer.at ■



ANNUAL MANAGEMENT CONFERENCE

The Asamer Group management met in Ohlsdorf from 22 to 24 April.

After completion of the works agenda a visit to the Roitham works and the remarkable new loading facility was on the program together with a guided tour and beer tasting in the Schloss Eggenberg castle brewery plus a walk from the Windlegern/Neukirchen restaurant inn up to the Hochsteinalm.

Linz/Upper Austria

The personal fitness success stories

These success stories are told from the life by our sports people: Men and women who have discovered bodily activity for themselves, and for whom it is now so important that they are actively passing on the message.



Josef Kirchmayr,
salesman Linz and Wels works,
"Nordic Walking Motivator"

"Sport and exercise is simply essential and great for creating a balance to working life. Numerous very positive effects on the body and the mind are experienced in this. The time this takes is not lost time, but a real win in your quality of life and for boosting your energy levels at work. An especially pleasing thing about our company is the generous support and promotion for the "I'm fit too" programme participants given by the Asamer corporate management. Since this health project was started in the firm we have become ACTIVE OURSELVES to do more for our health. We meet regularly for Nordic Walking. This strengthens our back muscles and we are doing something active against stress and overweight!"



Jürgen Mitterer,
truck driver, Pucking

He has been committed from the start and can be found regularly in the Nordic Walking team. He has also reduced his cigarette consumption – from 60 to 0!

Daniela Mittermayr,
HR management assistant

"Sport is great compensation when you do sedentary work and a wonderful opportunity to get rid of stress. Aerobics, cycling, walking and swimming are real power-up activities for me and they are a lot of fun into the bargain! Pilates exercise, in particular, helps me to deal with poor posture and tension. Moving in the group is a lot more fun. It is support for me to do something regularly. My personal goal: to have body and mind in balance."



Jürgen Santeler,
electrical maintenance quality representative

"The gymnastics lessons were great for my body, but also for my mind. I could clearly feel how my fitness and locomotion improved, and also how much more efficient I became. I suffered a lot from back pain before starting the gymnastics, this has vanished completely since I exercise and stretch regularly." Jürgen now participates in sport regularly, including half marathons!

Christian Hahn,
dispatcher, Linz

"Long live sport!!!! Everyone knows what a healthy way of life means, but putting this knowledge into practice can be anything but easy to begin with. Your body expresses its gratitude for the right portions of fitness and healthy food much faster than you would think though. I have experienced this pleasant little surprise for myself. THANK YOU to the "I'm fit too" project.

Josef Reisinger,
truck driver, Wels

"I always used to be very slow – or even, let's admit it, lazy. But I saw my chance when management launched the fitness programme. I began to play football and slowly began to enjoy Nordic Walking. I feel a lot more fit now and have begun to realize how very much I was missing out on quality of life previously. I have a lot more motivation in my daily life, I feel a lot better physically and get all the fresh air I need, which can't be bad, can it? I have also noticed that bodily exercise outdoors has made me a lot more resistant to illnesses such as colds. I also enjoy my work a lot more and am more balanced. I really look forward now to every training session!"

Christine Kraus,
secretary, Linz works

"The "I'm fit too" action has completely revived my enthusiasm for sport and a healthy life-style, or at least it has strengthened what was dormant there. Thanks to the support from Sonja I have been able to find out what does my body good, what to watch out for and how to do things properly."

Wilhelm Kasberger,
mixing master and truck driver, Linz concrete works

"I was already very active in sport before the "I'm fit too" action and that is one reason why I really enjoy it. Finding the right balance to work is very important. A few colleagues and I have found time to meet after work and to get active (walking). We all work on this together and that really is fun."

Informations on „I'm fit too“:

Sonja Huemer
phone +43 (0) 664 947 21
e-Mail: sofit@ts1.at



A RUNNING SUCCESS

Asamer Hotellerie and Trachten Reingruber from Gmunden set a young team on its legs in the true sense of the term for the Hallstätter Lake run: The Lakeside Runners (l to r) Alexander Trettler (Kamin Trettler, Mils), Manuela Winkler (Chef de rang at Schlosshotel Freisitz Roith), Maria Reingruber (Trachten Reingruber Gmunden) and Thomas Heilig (Asamer Hotellerie management), Bettina Parzer (Sparkasse Gmunden), Simon Zelder (Chef de rang at Hotel Schloss Mondsee) and Michael Heilig took part in the half marathon (21.8 kilometers) legged it powerfully and did the sponsor companies proud. Michael Heilig took second place in his class and was able to accept a cup on behalf of the Lakeside Runners team.



WALK ON THE WILD SIDE

The active Nordic Walking group from the Wels and Linz works: Edin Jaksic, Zelko Pavic, Refik Sabic, Wilhelm Kasberger, Hans-Jürgen Mitterer, Christian Hahn, Ismet Osmanay, Josef Reisinger, Josef Kirchmayr, Peter Peherstorfer.

Health on the plate

The body is not only sensitive to how much it benefits from exercise. It also responds to the right “fuel” in the form of good food on your plate. There’s a whole lot of interesting information to pick up on all of this in the “I’m fit too” action cooking workshops.



Healthy cuisine. A light summer menu can be a real aha! experience: healthy food can taste so incredibly good!

❶ COLD CUCUMBER SOUP

Ingredients
(for 4 portions)

2 salad cucumbers
a little crushed garlic
6 dessert spoonfuls of balsamic vinegar
a handful of chopped dill
200 ml of cold clear beef soup
200 ml buttermilk
500 g low fat yoghurt
salt and pepper to taste

Preparation

Wash the cucumbers, peel and cut into large pieces. Marinate for a few minutes with salt, garlic and balsamic vinegar. Add the dill, cold beef soup, buttermilk and yoghurt and puree the mixture using a hand-held blender. Strain in a sieve. Add salt and pepper to taste. Serve in cooled dishes.

❷ PIKEPERCH FILET ON WATERCRESS FOAM

Ingredients
(for 4 portions)

4 pikeperch filets (each 180 g)
juice of 1 lemon
salt and pepper to taste
1 dessert spoonful of full grain wheat flour
1 dessert spoonful of olive oil for frying
450 g young garden vegetables (carrots, parsnips, peas)
1 teaspoonful of olive oil
a little sea salt
300 g potatoes
30 g cress
approx 1/8 l vegetable stock
4 dessert spoonfuls of QimiQ cream

Preparation

Rinse the pikeperch filets under cold running water, dab dry and season with lemon juice, salt and pepper. Clean the vegetables, wash, chop and steam until soft. Wash the potatoes well, steam cook, peel and keep hot. To make the watercress foam, steam the cress briefly in the vegetable stock. Add the QimiQ puree using a hand-held blender. Turn the pikeperch filets in the flour. Heat 1 dessert spoonful of olive oil in a skillet pan. Place the pikeperch fillets in the fat and fry on both sides until tender. Turn the vegetables in a teaspoonful of olive oil and season with sea salt. Arrange the pikeperch fillets on the cress foam. Serve with the vegetables and potatoes.

❸ MANGOCRÈME WITH STRAWBERRIES

Ingredients
(for 4 portions)

1 ripe mango
liquid sweetener
juice of 1/2 lemon
1/2 a sachet of vanilla sugar
1 dash of rum
300 g of very ripe strawberries
1 small glass of Maraschino
a little honey
250 g low fat yoghurt
200 g low fat cottage cheese
chopped pistachios to garnish

Preparation

Wash and peel the mango and remove the fruit flesh from the seed core. Cut fine and cook with the lemon juice and vanilla sugar. Then puree it using a hand-held blender. Season with the liquid sweetener and the rum and leave to cool. Wash the strawberries, pluck off the stems and cut in halves. Mix with a little sweetener and Maraschino. Also leave to cool. Mix the mango puree to a smooth paste with the yoghurt and cottage cheese. Place the strawberries in dessert glasses and fill up with the crème. Strew chopped pistachios on the dessert.



All these recipes are from the nutrition consultant Susanne Wiener. phone: +43 (0)699 10118186, e-mail: praxis@susanne-wiener.at

A passion for music

We are grateful for your support!



Minetti Quartett:
We can live our dream.

Since when have you been together?

The Minetti Quartet was founded in 2003 by the four Austrian musicians Maria Ehmer, Anna Knopp, Markus Huber and Leonhard Roczek. It emerged from the minor study subject “chamber music” every music student must take. Over the course of time we developed a real passion for playing music as a string quartet and we began to win prizes at international competitions and selection performances.

Two of your members come from Ohlsdorf.

Maria and Anna are from Ohlsdorf. The two violinists have long been friends and they have played music together since they were six years old. Among other activities they are members of Köcker-Musi, a violin traditional music ensemble from Ohlsdorf. Both received their first violin instruction from Reinhild Höller at the Ohlsdorf Music School. Following university entrance examinations at the Music High School in Linz

they both went to study in Vienna, Anna with Gerhard Schulz, Maria with Ernst Kovacic and Günter Pichler.

Markus, the violist, is from Sillian in East Tyrol and he also originally studied the violin, before changing over to the viola at the age of 14. Following his diploma studies in Innsbruck he continued his studies in Vienna with Wolfgang Klos, Siegfried Führlinger and Ulla Schulz.

Leonhard, the cellist, is a member of a Salzburg family of musicians and he began to play the cello at the age of seven. In Salzburg he studied with Heidi Litschauer and Clemens Hagen, in Vienna with Valentin Erben, the cellist of the Alban Berg Quartet.

What is your preferred repertoire?

We are currently concentrating on the development of the core classic and romantic repertoire. We also like to play contemporary compositions.

What is the origin of the name?

The name Minetti Quartet is a reference to the home community of the two violinists: Thomas Bernhard the writer who lived in Ohlsdorf wrote a play with the title “Minetti”.

Your next concerts?

In summer 2010 the Minetti Quartet will play among others at the Salzkammergut Festival in Gmunden (21.8.), a further highlight will be a concert at the Schubertiade Schwarzenberg in August. (30.8.) In September the quartet will give instruction at the strings seminar event in Matrei, East Tyrol. In fall they are to perform at the Concertgebouw Amsterdam, in Belgium, Slovenia, Italy, Germany, Austria and Hungary.

How important is it for you to have a company such as Asamer as a partner?

It was the support of the Asamer Group that allowed us to study chamber music in the scope of the

European Quartet Academy in recent years, in addition to our solo studies at the Vienna Music University – where we all graduated with distinction – and it has also given us the opportunity to concentrate on the very time-consuming rehearsal work. This period was decisive for our development as artists and pointed the way forwards for us. We were able to gain important impulses in theory and practice from courses at various European music universities and at music festivals as well as the opportunity to meet and work with some of the celebrated string quartets of the older and younger generations. We profited enormously from the musical stimulus, support and the reminiscences on the concert experience extending in some cases over 40 years of the members of the Amadeus, Smetana, Tokyo, Vermeer, Alban Berg and Hagen Quartets, the Quartetto Italiano and the Quatuor Mosaïque! The contacts established to important mentors have played a by no means insignificant role in establishing our presence on the international classical concert circuit. As a young quartet you are often confronted with a number of problems, not only of a financial nature. It was thanks to the support of the Asamer Group that we were able to commission the Ophelias PR agency in Munich to promote our debut CD and the “Rising Stars” European tour in the media. The response in the music specialist press, from concert organizers and from the radio and TV stations was enormous. We thank Mr. Asamer from the bottom of our hearts: for his commitment to the arts in Ohlsdorf and district and also for having accompanied us along our way and for having allowed us to live our dream – of playing great music. Through all of this we have come a good step closer to achieving our dream – of becoming a first class Austrian string quartet.

www.minettiquartett.at

“Business and the arts are inseparably linked and they cannot exist without each other.

When a company and a music ensemble – both of international stature – share a home

location, a partnership between them is almost a matter of course. We are proud to be able to accompany the Minetti Quartet.”

Manfred Asamer



Schlosshotel Freisitz Roith

Star quality: the gourmet palace with the two hats restaurant:



Foto: Graf Film

Beaming like the sun. Susanne Lehner and her team were clearly delighted to greet “Lilly-Schönauer” star actress Sophie Schütt at Schlosshotel Freisitz Roith.

Lilly Schönauer fans take note: The restaurant scenes for the new series were filmed on the superb Schlosshotel Freisitz Roith outdoor terrace.

While we are on the subject of restaurant scenes: it was a perfect culinary sensation when Schlosshotel Freisitz Roith gained its two chef's hats in Gault Millau (15 points); A la carte decorated the Asamer Hotellerie operation with three stars (81 points). Hotel Director Susanne Lehner was listed as one of the 100 leaders in the Austrian hotel scene by specialist publication Rolling Pin. Susanne Lehner and Asamer Hotellerie CEO Thomas Heilig, chef Günther Maier and restaurant manager Martin Adelwöhrer were appropriately delighted.

And the film crew enjoyed a lot more with us than the dream lake view of the Traunsee ...

BUSINESS LUNCH

What “Lilly Schönauer” can do, anyone else can too: and that is to spend a truly delightful evening at

Schlosshotel Freisitz Roith. Or a delightful afternoon. The superb award winning business lunch is served in 45 minutes for a mere 20 euros. ■

HIGHLIGHTS

► **“Jour Fixe” Wine Group Party** on 5 August from 6.30 pm with Harry Ahamer and the well know vintner Rosi Schuster, nice people, great wine and a relaxed atmosphere.

► **An unforgettable Fairy Tale Night Cruise on board MS Hochlecken** on 7 August (fine weather): Sunset lake cruise in Italian style with prosecco & prosciutto, antipasti, dolci and wine. Culinary fireworks on your plate and breathtaking fireworks in the night sky over Traunsee.

► **A box of your own** at the Light Festival on 14 August (fine weather): Enjoy the evening as you choose in the award winning restaurant or on board the MS Hochlecken!

► **Booking:** +43 7612 649 05, info@freisitzroith.at

info

Mondsee Castle Brewery

It's like visiting friends.

The delightful Schlossbräu – the castle brewery in the heart of the lakeside town of Mondsee not only offers its guests an imposing view of the world famous Basilica, but also serves the finest regional delicacies.

At its central location on the market square, this “inn near the church” is not only a favorite on Sundays when pots of ale and roasts are served. It is also a favorite location for business lunches and meetings. On weekdays the Schlossbräu offers superb specially priced full lunches for people with little time to spare. The number one principle of host Günther Wolf: the guests must always feel as though they are visiting friends. ■

Well looked after. The Schlossbräu Mondsee team has regional specialties of the finest for its guests.

