



CHROO GROUP

COMPANY PROFILE **2024**

Building

The Future

Restoring The Past



Deep Roots STABLE FUTURE

A STEP

Chroo Group was founded in 2003 to support the post-war reconstruction efforts in Iraq.

Chroo Group started out assisting with post-war reconstruction efforts in Iraq by providing civil engineering and construction services to prime contractors; namely USACE, CH2M HILL, ECCI, Tetra Tech, ITSI and URS.

By working with various contractors, Chroo quickly learned construction strategies that are on par with international and Western standards, including health & safety strategies, quality control measures and efficient project management skills.

As a result of this experience, Chroo was able to diversify into other service areas such as: electrical work, logistics, vehicle leasing, specialized concrete products and the importance of hiring quality manpower. Chroo has now evolved into a diverse group of companies providing services that include construction, oil & gas services, electric components, architectural & interior design, pre-fabricated buildings and many others.



OUR FAMILY

Subsidiaries of Chroo Group



Chroo Construction

Since 2003, Chroo Construction has been fully capable of completing construction and engineering projects from the award of contract to completion, demonstrating a strong ability to work with international companies and adhering to first-world and international standards in professionalism and quality of work.

Their expertise includes complete project management from the award date to handover, design schemes developed by qualified architecture and engineering teams, and professional surveying with the most up-to-date equipment and skilled staff.

Additionally, their services cover electrical work, structural work, masonry,

plumbing, HVAC installation, steel fabrication, interior and exterior finishing, procurement, health, safety, and environmental (HSE) management, and quality assurance/quality control (QA/QC). The performance standards implemented by Chroo Construction have been accepted by major international companies and their service providers, ensuring that all projects meet international standards and are handed over with the complete satisfaction of each and every client.

Chroo Construction continuously invests in the latest technologies and best practices to maintain its high standards. The company's commitment to sustainability and innovation further sets it apart in the industry, contributing to long-term project success.



Ability Rent-a-Car, a trailblazing force in Iraq's vehicle leasing sector, has firmly established itself as a pioneering company with services that set it apart from competitors.

Boasting a diverse and growing fleet of over 250 vehicles, including sedans, trucks, SUVs, and armored vehicles, the company caters to the dynamic demands of both short-term and long-term leasing, all while maintaining highly competitive rates.

At the heart of Ability Co.'s operation is a commitment to customer satisfaction, evident through its customer-centric approach, 24/7 customer service, emergency roadside assistance,

and the provision of complimentary courtesy cars. Strategically positioning service centers nationwide, underscores the company's dedication to accessibility and ensuring customers' peace of mind. Leveraging extensive experience in the car leasing industry, Ability Co. not only meets but exceeds expectations, offering tailored solutions that resonate with diverse service requirements.

As the company continues to evolve, its unwavering commitment to maintaining high standards and a varied fleet solidifies Ability Rent-a-Car as a trusted and customer-friendly choice for vehicle leasing excellence in Iraq.



CH & OIL GAS

With over 20 years of experience in the Oil & Gas sector, Chroo Group has become a leading expert in this field, having completed various mechanical, electrical, waste management & and hundreds of kilometers of pipeline projects for dozens of international and local companies Such as :

- KAR Group, NLS, TAQA , GULF KEYSTONE, KPC, Oryx Petroleum

The Chroo Oil & Gas team stands as a formidable force in the industry, possessing the expertise and proficiency to successfully execute any given project with unparalleled professional prowess. Our commitment extends beyond mere project completion; we are dedicated to not only meeting but surpassing all our clients' needs and expectations.

At Chroo Oil & Gas, we pride ourselves on a dynamic and highly skilled team

that is adept at navigating the complexities of the oil and gas sector. Our professionals are equipped with cutting-edge knowledge, ensuring that every project is approached with a blend of innovation and industry best practices. We understand the unique challenges that each project presents and are prepared to tailor our solutions accordingly, ensuring optimal results.

Our client-centric approach goes beyond the project itself. We prioritize clear communication, transparency, and collaborative partnerships, fostering a relationship that extends beyond the completion of a single project. Chroo Oil & Gas is not just a service provider; we are a reliable and strategic partner committed to the long-term success of our clients in the ever-evolving landscape of the oil and gas industry.



CH Logistic

Chroo has firmly established itself as a logistics powerhouse, providing a comprehensive suite of services to diverse companies and foreign military forces across Iraq. Renowned for our exceptional procurement capabilities, we seamlessly acquire necessary equipment, showcasing versatility in meeting a wide spectrum of logistical needs with unparalleled ease.

Our logistical proficiency extends beyond transportation and distribution, encompassing meticulous management of clearance and customs requirements. Chroo ensures a streamlined and hassle-free process for clients, emphasizing precision, efficiency, and unwavering reliability in every logistical endeavor.

What sets Chroo apart is not just our commitment to end-to-end solutions but

also our substantial infrastructure investment. With ownership of 250,000 square meters of strategically positioned covered and uncovered storage facilities across Iraq, we provide secure and accessible storage tailored to the unique needs of our clients.

In addition to our logistics prowess, Chroo takes pride in our procurement capabilities, ensuring a seamless and efficient supply chain. Moreover, as authorized distributors of Schneider Electric, we bring a further layer of reliability and quality assurance to our services. This strategic partnership enhances our ability to provide cutting-edge solutions in logistics, further solidifying Chroo as a trusted partner in navigating complex logistical challenges with confidence and efficiency.



CH Pickax

Chroo has ventured into the realm of agriculture with the establishment of Pickax, a dedicated agriculture company focused on enhancing effectiveness and success in farming. Pickax is at the forefront of agricultural innovation, tirelessly working to elevate irrigation processes by incorporating cutting-edge fertilization methods. The company strongly emphasizes developing innovative sustainable approaches to farming practices.

Moreover, the company is actively researching more sustainable and environmentally friendly alternatives to chemical fertilizers. Chroo Pickax has successfully implemented the enhancement and use of organic fertilizers across all of its farms on various species of plants, with proven success and progress in the field.

Pickax has secured an impressive expanse of over 12 million square meters and counting across the country's northern region. This strategic acquisition positions the company in an area renowned for its optimal conditions for agriculture and farming. The vast landholdings not only serve as a testament to Pickax's commitment to agricultural development but also provide the company with the resources needed to implement and scale its innovative projects.

Pickax, under the Chroo umbrella, is poised to significantly contribute to the agricultural landscape. By integrating advanced technologies and forward-thinking practices, the company strives to be a key player in shaping the future of farming, ensuring food security, and promoting environmentally conscious agricultural practices in the region.



CH Cater & EVENT

In its ambitious expansion into the food and beverage sector, Chroo has strategically positioned itself as a prominent player in the industry.

Chroo's presence with a branch in Erbil includes the renowned Tablea restaurant. This establishment, strategically located near the Erbil International Airport and international military bases, offer a unique blend of quiet sophistication, luxury, and traditional charm. The indoor hall accommodates up to 300 guests, while the expansive outdoor area can host over 400 patrons, providing an ideal setting for a diverse range of dining experiences.

Not limited to culinary ventures, Chroo diversified its portfolio in 2019 by establishing Chroo Cater & Event. This innovative service center is dedicated

to organizing and designing events, offering a specialized event hall that can be reserved to cater to the local community's diverse needs. Situated in a prime location in Erbil, the event hall can comfortably accommodate up to 400 people, making it an ideal venue for weddings, corporate gatherings, and various social functions.

Chroo's commitment to culinary excellence, coupled with its foray into event planning, reflects a holistic approach to hospitality and entertainment. The company's continued expansion and dedication to providing high-quality services position it as a prominent and dynamic player in the thriving Erbil market, catering to the diverse tastes and preferences of its discerning clientele.



STUDIO PLUS +

Studio PLUS, an engineering company under the Chroo banner, stands as a beacon of expertise in architectural and interior design. This innovative venture caters to a diverse range of projects, seamlessly blending functionality and aesthetics to create spaces that inspire and endure. With a team of skilled professionals, ST+ is committed to delivering designs that align with the evolving needs of its clients.

In a strategic collaboration with Chroo's fabrication workshop, St+ has expanded its capabilities to include the construction of a myriad of structures. The dedicated fabrication workshop specializes in the creation of containerized housing units, Training towers, trailers, and various other forms of metal structures. This collaboration not only enhances St+'s service offerings but also ensures the seamless integration of design and construction, providing

clients with comprehensive solutions for their architectural and structural needs.

St+ goes beyond traditional architectural and interior design services by offering a comprehensive range of services. This includes expertise in Cladding, carpentry, as well as MEP services, all benchmarked against international standards. This approach allows St+ to provide clients with end-to-end solutions, ensuring that every aspect of their project is executed with a keen eye for detail.

As a result, clients benefit from a one-stop shop for their design and construction requirements, streamlining the process and enhancing efficiency. The synergy between St+ and Chroo's fabrication workshop not only signifies a commitment to excellence but also positions the combined entity as a leader in the dynamic and evolving landscape of architecture.



CH Right Jobs

Right Jobs is a leading workforce development firm working across Iraq and the MENA region. The young team took over with the notion of taking the Iraqi workforce market to another level of quality standards development.

Right Jobs operates to build a better future for the community through providing employment chances, internships, capacity building, workforce metrics analytics, assessments, consultancy and it also acts as a recruitment channel for all the job seekers around the country and MENA region.

Moreover, Right Jobs grants internship fully funded for youth to have an entry-level experience in their careers. In addition, Right Jobs hits the market with innovate trainings as courses and coaching 1 on 1 for those whom are in need for development.

With all the rough times our nation has been through from the past couple of decades, Right Jobs is one of the effective private companies that fulfill the community needs through providing chances for youth, women and all those in need to onboard them on jobs, give them fully funded internships and trainings to build up their skills based on the local market demands.

Our mission is not to save the world, we are simply on a mission to provide more chances for the community to make employees feel staying in the country and develop the Iraqi workforce market. Chances are out there, and we are a big source for all to be channeled with the Right chances for them.



Established in 2005 in response to the dynamic events unfolding in the Anbar region of Iraq, ADG (Anbar Development Group) has evolved into a stalwart provider of comprehensive logistics and construction services. As a company forged by the challenges of its time, ADG has continually adapted to meet the evolving needs of its clients, establishing a reputation for unwavering commitment and excellence.

The ADG team, with its wealth of experience and expertise, rises to the occasion by meeting all requirements with a unique blend of hard work, craftsmanship, and a relentless pursuit of quality. In the face of challenging and often risky conditions, ADG distinguishes itself by not only meeting but exceeding expectations, consistently delivering results that stand as a testament to its dedication to excellence.

The foundation of ADG's success lies in its ability to navigate complex logistical and construction landscapes, offering tailored solutions that align with the unique demands of each project. By prioritizing quality craftsmanship and adhering to stringent timelines, ADG has become a trusted partner for clients seeking reliable and effective services in the challenging operational environment of the Anbar region.

As ADG continues to grow and adapt, its unwavering commitment to excellence ensures that it remains a key player in the provision of logistics and construction services, contributing significantly to the development and stability of the regions it serves.

EXPERIENCE

Summary of Construction Experience

To date, **Chroo Group** has successfully completed over 200 construction projects across Iraq involving architecture & design, power generation, environmental remediation, as well as operation and maintenance (O&M) services.

Architecture and Design

Chroo Group's architectural design team is a core component in all of our construction projects, consisting of innovative and experienced professionals in their fields. Their expertise includes comprehensive architectural and structural solutions, interior design, and complete engineering plans meeting all international standards

Power Generation

Chroo has designed and constructed centralized power plants to generate power systems including automatic transfer switches attached to backup generators. We have also designed and built base power transformer and distribution systems with automatic crossover switches to successfully integrate the national power grid with generators where available.

Environmental Remediation

Chroo provides comprehensive environmental field services to various government entities and top contractors across Iraq. We have the ability to provide turnkey field services to provide our clients technical satisfaction along with financial responsibility for the execution of their projects, regardless of location.



We provide a complete package of field services from site assessments to remedial actions, incorporating highly-qualified professionals and in-house equipment to efficiently complete any project. Chroo's ability to access vast geographic areas within Iraq streamlines our clients' resources and needs so that they are able to focus clearly on project management and customer satisfaction.

Chroo Group also places a strong emphasis and importance of safety, not only for the community within or near construction zones, but for our staff as well. Our employees are trained to recognize, avoid and resolve potentially dangerous situations through our vigorous training process which includes, but is not limited to HAZMAT certification. We ensure that our staff are technically sound to handle any potential industry hazards.

Our environmental field services are certain to reduce project budgets and increase overall success and satisfaction. When you place your trust in Chroo Group, you can count on technical expertise and innovative problem-solving, all expertly applied to deliver quality results

Company History



Chroo Group was born in 2003 to assist in the reconstruction efforts of post-war Iraq. With billions of dollars of infrastructure damage, mainly homes and government buildings, military bases, roads, oil and gas systems and water sanitation structures, Chroo became the major subcontracting entity for several prime international contractors. Working alongside Western contractors and engineers, our company was given the advantage of learning and implementing construction projects based on international standards.

Chroo initially began leasing vehicles and providing HVAC services and over the years has matured into a world-class, full-service A&E and construction firm with over hundreds of contracting professionals, tradespersons, and other industry experts at our headquarters based in Erbil as well as field offices throughout Iraq.

Although starting from humble beginnings, Chroo has never lost sight of our client's needs, offering them the most valuable and quality services. We have leveraged our experience, listening to our clients and acting to convert their needs into reality to remain the most reliable firm in the region.

Chroo Group realizes that our international investors require a contracting company that can offer lasting, innovative design-building solutions, often on accelerated schedules, without compromising safety or quality. As a company, Chroo is able to tap into our technical and financial resources to achieve any and all requirements for our customers.

Our philosophy is to put the customer first, maintaining constant communication from the field site to the contracting office. We strive to utilize all of our available resources and operational skills to bring any service requests or requirements into fruition, ensuring all of our customer's needs are met.

Chroo now has nearly two decades of experience and a proven track record of delivering innovative engineering and construction projects with the highest level of quality. Our personnel are continuously working to create new and ingenious solutions to perform our work more efficiently, staying up-to-date and using the newest technology and equipment.

Competitive Advantages

I N I R A Q

Our success as an engineering and construction contractor in Iraq stems from our financial stability, resources, and relationships. When mobilizing for a project, we are able to do bulk procurement of necessary materials up-front, never delaying a project due to lack of cash flow. We are one of the oldest and most established contracting companies in the country. Due to the scope of our experience on previous projects, we have a tremendous amount of scaffolding to automated metal structure forming machines, we don't have to wait until we have a purchase order to buy equipment. We are ready to go today. Through well-developed relationships with the local tribal leaders, government officials, ministries, and vendors, we have the capacity and ability to quickly respond when establishing life support camps, mobilizing personnel, and transferring materials throughout Iraq.

Chroo Group is one of only five companies who have been selected for Multi-Award Task Order Contracts (MATOC) under the United States Army Corps of Engineers.

Being chosen as one of the top contracting companies is a huge honor and Chroo continues fulfilling contracts for the USACE-GRD, meeting all specific reporting, contractual, and submission requirements. We have also carried several projects for the JCCI-A, which is also in compliance with the US Federal Acquisition Regulations.

Local Flavor:

Adhering to the government's localization workforce plan, Chroo employs a local team of highly qualified engineers, architects, financial consultants, and contracting officers who develop proposed strategies, making our work suitable for the Iraqi environment. We have maximum flexibility in handling projects of various forms across most of the country. Our environmental field services are certain to reduce project budgets and increase overall success and satisfaction. When you place your trust in Chroo Group, you can count on technical expertise and innovative problem-solving, all expertly applied to deliver quality results.

Operation and Maintenance (O&M) Services

In addition to our construction capabilities, Chroo Group is also well equipped to provide O&M support on facilities we have or existing facilities on an as-needed basis. This includes:

- Development of maintenance and schedules appropriate to equipments.
- All O&M documentation will be provided to customers in English, Arabic and/or Kurdish (as needed)
- Maintenance of electrical and power generator systems
- Maintenance of water, plumbing and/or sewage systems
- Mechanical repairs or upgrades (furniture, windows, doors, etc.)
- Vehicle maintenance and repair

Strategic Vision **FOR** Sustainable Growth & Social Responsibility

At the center of the Chroo Group's core lies an unwavering commitment to strategic expansion, continuous innovation, and social responsibility. Despite traversing the challenging landscapes of both regional and global economic climates, our dedication to growth and development remains steadfast. This unwavering resolve propels us to continually explore new horizons, drawing upon the expertise of a dynamics of professionals with whom we engage in ongoing collaboration. By cultivating fresh perspectives and fostering a culture of creativity, we empower our team to surmount obstacles and seize opportunities with unwavering determination.

Our strategic vision within the Chroo Group is firmly rooted in sectors that drive tangible economic advancement, particularly in agricultural and industrial development. Acknowledging the pivotal role these industries play in fortifying local economies, our commitment to their progression remains resolute. However, our aspirations transcend conventional principle as we endeavor to forge new pathways, establish industries where none previously existed, and redefine the boundaries of possibility.

Aligned with this cores, we have embarked on a bold initiative to champion clean energy solutions and harness the latent potential of energy waste as a valuable resource. By effecting a transformation from waste to opportunity, we not only mitigate environmental impacts but also pave the way for sustainable growth. This initiative seamlessly aligns with our overarching objective of advocating ecological stewardship while concurrently driving economic prosperity.



Furthermore, we recognize a pressing necessity to optimize agricultural practices and maximize yields from animal care operations. Central to this endeavor is the promotion of natural fertilizers and the adoption of sustainable farming techniques. By prioritizing environmental sustainability and resource efficiency, we endeavor to extract maximum benefit from agricultural pursuits while minimizing our ecological footprint.

As Chroo Group forges ahead into this new frontier, we do so with a clear vision and an unwavering commitment to catalyze positive change. Our strategic plan serves as a comprehensive roadmap for the future, charting a course towards sustainable growth, innovation, and resilience. With steadfast dedication and a spirit of collaboration, we stand poised to overcome challenges and navigate towards a brighter and more prosperous future.

In addition to our core business objectives, Chroo Group is deeply committed to promoting social responsibility and empowering marginalized communities. One of our key initiatives in this regard is our unwavering support for women's rights and their integral role within our company. We recognize the invaluable contributions of women in driving innovation, fostering diversity, and enhancing organizational effectiveness. Through targeted initiatives and policies and creating a supportive work environment. Furthermore, the Chroo Group is dedicated to supporting expertise and nurturing talent within our organization. Through continuous training and development initiatives, we aim to enhance the capabilities and

competencies of our workforce, ensuring they remain at the forefront of industry trends and best practices.

Moreover, we are committed to nurturing local talent and building capacity within the communities in which we operate. To this end, we regularly organize and host courses and workshops aimed at qualifying and empowering local cadres. These initiatives not only contribute to the professional development of individuals but also foster economic growth and social cohesion within the community.

In summary, Chroo Group's strategic vision encompasses not only sustainable growth and innovation but also a steadfast commitment to social responsibility and community empowerment. Through our multifaceted approach, we aim to create a lasting positive impact, driving inclusive growth and prosperity for all stakeholders. As we continue to chart our course towards a brighter future, we remain guided by our core values of integrity, excellence, and inclusivity, ensuring that our actions align with our broader mission of creating value for society and fostering sustainable development.

Mission Statement

As a client driven company, we strive to offer the best service that can be achieved within any given budget. Our focus is to complete all projects undertaken on time, within budget, with utmost regard to safety & quality to the complete satisfaction of the client.

Core Values



STRATEGY



GROWTH



TEAMWORK



INNOVATION



TRUST



Erbil, Kurdistan Regional, Iraq
Ainkawa, Yazdandokht Street, Villa 12

Phone : 00964 (0750) 574 3663
Website : www.chroo-group.com
E-mail : info@chroo-group.com



