



CHROO GROUP

COMPANY PROFILE **2025**

Building The Future

Restorting The Past





Deep Roots STABLE FUTURE

Who we are

Chroo Group was founded in 2003 with a simple but important mission to help rebuild Iraq after the war.

From the very beginning, the company worked tirelessly to adopt international construction standards, always keeping health and safety at the forefront, maintaining strict quality control, and sharpening its project management skills.

This dedication did not just help Chroo succeed in construction; it also opened the door to new opportunities. Over time, the company expanded into a range of sectors including electrical works, logistics, vehicle leasing, manpower services, catering, and agricultural development. Today, Chroo Group continues to grow, driven by a commitment to excellence and a genuine desire to contribute to Iraq's 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

SERVICES

AND SOLUTIONS



CH Construction

Since 2003, Chroo Construction has delivered construction and engineering projects from contract award to completion, consistently meeting international standards of quality and professionalism. Our expertise spans full project management, architectural and engineering design, surveying with modern equipment, HSE management, and QA/QC.

We take pride in earning the trust of major international clients by consistently delivering projects to their full satisfaction. By investing in the latest technologies and sustainable practices, we uphold high standards while driving innovation for long-term success.

Our construction works include:

- **Road works:** construction and maintenance of durable roads
- **Ground work:** excavation, leveling, and foundation preparation
- **Concrete work:** pouring, formwork, and reinforcement services
- **Camp construction:** building complete worker and site camps
- **Electrical work:** full wiring and power distribution solutions
- **Structural work:** steel and concrete structural frameworks
- **Plumbing – water:** supply, drainage, and piping systems
- **HVAC installation:** heating, ventilation, and air conditioning
- **Steel fabrication:** custom steel structures and assemblies
- **Interior and exterior finishing:** painting, flooring, and cladding
- **Procurement:** sourcing and supplying quality material



Ability Rent-a-Car is a leading provider of vehicle and heavy equipment rentals in Iraq, offering services that stand out from competitors. With a fleet of over 250 vehicles and equipment, including sedans, trucks, SUVs, armored cars and construction machinery, the company meets both short and long term rental needs at competitive rates.

Committed to customer satisfaction, Ability Rent-a-Car provides 24/7 service, emergency roadside assistance, complimentary courtesy vehicles and strategically located service centers nationwide. Leveraging extensive industry experience, the company delivers tailored solutions that exceed expectations. With a focus on high standards and a diverse fleet, Ability Rent-a-Car remains a trusted and customer-friendly choice for vehicle and equipment rentals in Iraq.

Fleet and Equipment:

- **Sedans** and **SUVs**, for personal use
- **Pickup trucks** and **Busses** for personal and commercial use
- **Light and heavy trucks** for cargo and material transport
- Construction certified **Machinery & Heavy equipment** for project execution
- **Refrigerated trucks** for safe delivery of perishable goods
- **Cranes, loaders, and excavators** for lifting and earthmoving operations
- **Fuel and water tankers** for reliable supply and distribution
- **Trailers and lowbeds** for oversized and heavy cargo movement
- **Forklifts** and warehouse **handling equipment** for storage operations
- **Generators and power supply units** for continuous energy support



With over 20 years of experience, Chroo Group has become a trusted expert in the Oil & Gas sector, delivering a wide range of oil and gas services for international oil companies. We combine deep local experience and strong connections with international management practices and global standards, enabling us to execute projects of any scale with quality, efficiency, and transparency. Our skilled team brings innovation and industry expertise to every challenge, consistently exceeding expectations.

Beyond project delivery, we build lasting partnerships and act as a reliable strategic partner committed to our clients' long-term success in an ever-evolving industry.

Our Oil & Gas Services

- Groundwork and civil works for camps
- Pipeline services, including construction, maintenance, and inspection
- Execution of EPC projects with full compliance to international standards
- Complete installation, start-up, and commissioning solutions
- Overhaul, upgrading, and retrofitting of equipment and systems
- Comprehensive maintenance, repair, and operation support
- Long-term service agreements tailored to client needs
- High-quality welding and fabrication works
- Provision of skilled and experienced manpower across disciplines
- Preservation, secure storage, and professional inventory management
- Field service support under structured service agreements



CH Logistic

We deliver the most comprehensive transportation and logistics services across the region. Our fleet includes certified equipment operated by experienced drivers who strictly adhere to international HSE procedures.

Chroo Business Park in Gazna, is the largest Western-standard warehouse compound in the KRG, covering 250,000 m². The compound features covered warehouse buildings built to international standards, as well as expansive open storage areas. Designed for maximum security and accessibility. With this state-of-the-art facility, we combine robust infrastructure with operational expertise to deliver unmatched services in the region.

COMPOUND SERVICES:

- **Access & Security:** Maintain Gazna Road entrance, secure perimeter fencing.
- **Power & Lighting:** 24/7 electricity for yard and warehouses, perimeter lighting for security.
- **Drainage & Infrastructure:** Maintain land drainage per site plan.
- **Regulatory Compliance:** Secure and maintain all necessary storage permits.
- **Equipment & Maintenance:** Regular servicing of all heavy equipment on site.



CH Trading

Chroo Group has built a strong reputation in international trade and procurement, excelling in sourcing high-quality materials and equipment that are often only available outside Iraq. Leveraging our extensive global network and expertise, we ensure timely, reliable delivery of imported goods that meet the highest international standards.

As the official distributor of **Schneider Electric in Iraq**, Chroo Group provides a comprehensive range of advanced electrical solutions. This includes energy management systems, industrial automation, low and medium voltage equipment, and smart building technologies. Our partnership with Schneider allows clients to enhance efficiency, sustainability, and safety across their operations with trusted, world-class products.

As the official distributor of **Dirickx security systems in Iraq and Syria**, Chroo Group delivers state-of-the-art perimeter security solutions, including fences, gates, and electronic monitoring systems. Dirickx products ensure maximum protection for residential, commercial, and industrial sites, reflecting our commitment to quality, reliability, and advanced security technologies.





Right Jobs is a leading workforce development firm operating across Iraq and the MENA region. Our team is dedicated to raising the standards of the local workforce market by providing practical solutions for both employers and job seekers.

We specialize in payroll services, ensuring accurate, timely, and fully compliant management of employee salaries, benefits, and related HR processes for companies of all sizes. Our solutions simplify workforce management and allow organizations to focus on growth while we handle the administrative and legal complexities of payroll.

In addition, Right Jobs delivers comprehensive training programs designed to build the skills and capacities of employees, youth, and professionals. We offer

fully funded internships, professional courses, and one-on-one coaching tailored to market demands, helping participants gain the experience and knowledge needed to advance their careers.

Our recruitment services connect employers with qualified talent across Iraq and the MENA region. We act as a trusted recruitment channel, sourcing candidates for various industries and ensuring the right fit for both employers and employees.

By combining payroll management, workforce training, and recruitment solutions, Right Jobs helps businesses thrive while empowering individuals to grow professionally. Our mission is to provide the right opportunities for the community, enabling employees to develop their careers locally and strengthening the Iraqi workforce market.



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.



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.

OUR CLIENTS

Military



Humanitarian Organizations



Commercial Companies



Oil and Gas



Non-Profit Organizations



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 IN IRAQ

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

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.



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