

پژواک **PEZHVAC**  
Research & Innovation Co  
پژوهش ایده کاوش سهامی خاص

**Technical Visit to Companies  
Specialized in  
CEMENT, CONCRETE & CONSTRUCTION**

**Belgium - February 2024**



**NEW WAY  
TECHNOLOGIES**

SUSTAINABLE INNOVATOR

## Summary of Technical Meetings and Visits to Companies Specialized in The Cement, Concrete & Construction Concrete Industry Belgium, || February 2024

To accomplish its defined goals **PEZHVAC** Research and Innovation Company familiarizes managers in private and governmental sector in the field of **Cement, Concrete, & Construction** with the newest technologies and Know-how in order to conduct business between Iran and Europe, some technical visits to related companies in **Belgium** has been held in **February 2024**.




In this business trip, a group of Iranian top-executives and decision makers in Construction Industry have visited the below mentioned companies during the mentioned period:



- **Petillion Group**
- **Orian nv**
- **Cembureau, The European Cement Association**
- **FEBE – BIBM, Federation of the European Precast Concrete Industry**
- **VDZ, The German Cement Works Association**

➤ In the following pages, you may find some detailed information of this technical visit:

- Science & Technology Park of Shahid Beheshti University, Daneshjoo St., Velenjak., Tehran, Iran.
- Reg. Code.:462000
- National code:14004474063

<b>Company</b>	<b>Petillion Group</b>	  
<b>Company's Location</b>	<b>Bargiestraat 16, 8900 Ieper, Belgium</b>	
<b>Appointment's Location</b>	Main Office, Facilities	
<b>Field of Activity</b>	<p>Orian nv, a sister company of Petillion Group was established following an investment and purchase of a concrete plant back in 1997. Having a Concrete plant, Crushing yard, and an advanced soil cleaning center, Orian nv provides various services in the construction industry. In this visit the cleaning installations and concept of the Petillion Group was the main point of discussion. Petillion BVBA received recognition from OVAM as a Center for Soil Cleaning and Interim Storage Location under number 2003.0061.15. Using the advance technologies they can both Biological cleaning and Physico-chemical cleaning including: Removing coarse pieces, Putting into suspension in the washing drum, Particle separation, Sludge thickening and dewatering.</p>	
<b>Website</b>	<p><a href="https://www.petilliongroup.com">/https://www.petilliongroup.com</a> <a href="http://www.orian-nv.com/">http://www.orian-nv.com/</a></p>	




# Pezhvac Co.

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**Meeting with the Petillion Group with focus on their innovative solutions and mobile installations for recycling and recovering the soli and construction waste which can be really helpful for the construction industry in Iran. In this meeting different activities of the Petillion Group and their sister companies Orian nv. and Terga were discussed.**

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<b>Company</b>	<b>Cembureau</b>	 The European Cement Association
<b>Company's Location</b>	<b>Rue d'Arlon 55, 1040 Bruxelles, Belgium</b>	
<b>Appointment Location</b>	Main Office	
<b>Field of Activity</b>	<p>The European Cement Association is based in Brussels and is the representative organization of the cement industry in Europe. Currently, its Full Members are 23 national cement industry associations and cement companies of the European Union (except for Malta) plus Norway, Switzerland and the United Kingdom. The Association regularly organizes events on specific issues aimed at improving the market perception of the concrete industry and promoting the use of generic cement and concrete products. CEMBUREAU plays a significant role in the world-wide sustainable development of cement and the ready-mixed and precast concrete industries in co-operation with its Member Associations and other relevant organizations. The Association regularly organizes events on specific issues aimed at improving the market perception of the concrete industry and promoting the use of generic cement and concrete products. In addition, the Association regularly commissions studies to evaluate specific issues of importance to the industry.</p>	
<b>Website</b>	<b><a href="http://www.cembureau.eu/">http://www.cembureau.eu/</a></b>	



Meeting with CEMBUREAU - The European Cement Association, and one of the main representatives of the cement and construction industry during which various aspects of the cement and concrete industry were discussed with a focus on future goals and innovative technology that are now under development and are expected to impact the industry in the future.

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<b>Company</b>	<b>FEBE-BIBM</b>	
<b>Company's Location</b>	<b>Brussels, Belgium</b>	
<b>Appointment Location</b>	Association's Main Office	
<b>Field of Activity</b>	<p>BIBM is the voice of the Precast Concrete industry at the European level. Starting either from a general situation (e.g. a directive or decision) or from a specific national problem, BIBM is the major precast concrete industry platform which can deal with European-wide issues.</p> <p>BIBM provides a platform for a network of professionals, experts and industrialists involved in the precast concrete industry to come together and address jointly some key issues. BIBM, with its commissions and ad hoc groups, promotes the sharing of experience and information.</p> <p>BIBM also take part in the development of global strategies or the collection of worldwide experiences that can be used at the national/local level for the promotion of the precast concrete industry.</p>	
<b>Website</b>	<p><a href="https://www.febe.be/">https://www.febe.be/</a></p> <p><a href="https://bibt.eu/">https://bibt.eu/</a></p>	



Meeting with Mr. Stef Maes and the experts of FEBE with the subject of latest technology and products in the prefab concrete and construction industry and to go through the goals and researches being done in this industry in order to improve the efficiency and quality of the projects.

<b>Company</b>	<b>New Way Technologies</b>	
<b>Company's Location</b>	<b>Amsterdam, Netherlands</b>	
<b>Appointment Location</b>	Arranged Meeting location by NWT	
<b>Field of Activity</b>	<p>An innovative organization, that exist for than 20 years (founded in 2001) producing sustainable innovative products and started coatings and primers. Besides to exploring and selling our products internationally, we also decided to give more education on the products itself. We noticed there was a general lack of understanding how innovative our products actually are . We give on site trainings, online workshops for all interested parties .</p> <p>We have an elaborate research and development department, production, sales and processing of environmentally safe coatings and impregnation products. This was all based on sustainable environmentally friendly technologies. We also work with and sell biologically degradable cleaning products based on enzymes.</p>	
<b>Website</b>	<b><a href="http://newwaytechnologies.nl/">http://newwaytechnologies.nl/</a></b>	

- **Below you may find the news of this event published on the official website of the New Way Technologies, and the news is ended by the gratitude's email that has been sent to the company by Pezhvac Co.**

**<http://newwaytechnologies.nl/international/>**

## **International**

### **Overview of our International Exposure**

27-Feb-2024 Trade Delegation from Iran



At Tuesday the 27th of February we had the pleasure of a visit from 10 building companies from Iran, all are owners/ CEO's. We shared with them what coating innovations we have during our 2023 years of existence. This group was especially interested in our Stone Brick Wood Coating which is sustainable. and our innovation on Granules for cleaning dirty soil.











Dear Drs. Joyce

I hope this message finds you well. :)

Following our visit and meeting with you, I am writing this message as an acknowledgment and gratitude for your hospitality towards our group and for supporting our projects, It was a great experience for everyone involved and we received positive feedback from the group who were impressed by your innovative products and the welcoming surprise ;) the group asked us to share their appreciation with you as well. I must thank you for your kind support, warm reception, and insightful information. It is my pleasure to also share the group's appreciation with you.

**\*\* Attached you may find Some photos of the meeting.**

We look forward to meeting you again with our future groups and hopefully, they can also have the opportunity to share information with you and learn more about your products.

Moreover, I want to mention that we will be happy to host you in our country so if you have any plans to have a trip to Iran, please let us know so we can have the pleasure of hosting and meeting you in our beautiful country.

I look forward to meeting you with our groups in the future.

It has been a pleasure communicating with you.

Thank you and Best Regards, :)