



BLUE WEST COMPANY PROFILE

PRESENTATION



For impressive applications
For high quality projects
For various solutions



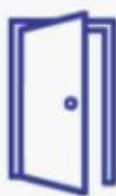
WHY BLUE WEST?



WHO ARE WE?



Blue West is an exceptional German company, specialized in commercial security and access solutions. We develop, produce, assemble and market a complete range of sophisticated top end products, oriented towards openings. We are committed to the highest standards of quality and reliability in offering architectural solutions in the below fields:



Door
Hardware



Smart hotel
solutions



Master Key
Systems



Electronic Access
Control & Data



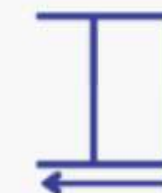
Glass Door
Accessories



Automatic Entrance
Systems



Gates &
Blockers



Wall
Systems

INTRODUCTION



Blue West is continuously developing their extensive product range and services in conjunction with our reputable international production partners to ensure our customers benefit from the very latest global innovations. Our main objective is offering the ideal entrance solutions or security for all market segments like residential, commercial and institutional complexes.

We additionally customize solutions for customer needs in addition to our standard range of products. Through our architectural consultancy and specification services we support our partners to receive the best applicable product with commercial value in mind.



OUR AMBITION



- To build loyal employees and partners.
- We work and live for our sustainable success together: WIN⁵



OUR MISSION



- High quality products and services at best price.



OUR VALUES



Customer centricity

Committed to make our customers more successful.



Commitment

Love to work for Blue West as it is our own company.



Focus

Concentrate on selected tasks and execute them in the best way possible with proper time management.



integrity

We are honest and clear in all steps of the working process in the right and trustable way.



Curiosity

We listen, have the desire to learn and improve.



Responsibility

We do what we say and live our values.



PARTNERSHIPS



We serve four (4) different groups of Partners:

1. Production Partner (PP)
2. Support Service Partner (SSP)
3. Architectural Consulting & Investment Partner (CIP)
4. Buying Sales Partner (BSP)



WHY BLUE WEST? + VALUE CHAIN



1. Deep knowledge of the different EMEA markets.
2. Excellent high-quality and innovative products.
3. BLUE WEST stands for value, service and professional solutions.



HOW BLUE WEST WIN5 STRATEGY WORKS ?

3

+

3

(4)
Products &
Services
Outstanding
solutions

(5)
Presence
Middle East

(6)
Relationships
We love what
we do

(3) Partner – Loyalty counts

(2) Processes-clear process makes customer happy

(1) People – Highly engaged and qualified

=WIN 5



BLUE WEST GMBH FOUNDER



Mr. Ferzad Montezeri
Founder/CEO



With more than 20 years in the business, with my entrepreneurial experience and passion we create unconventional innovations, products and services for sustainable better buildings.

Mr. Ferzad Montezeri is an Access solutions Industry specialist with focus on the Middle East and Turkey.



BLUE WEST MIDDLE EAST



Architectural design & building materials



BLUE WEST MIDDLE EAST PARTNER STRATEGY



*Yazdan Yapi company joined a venture with ByMedgalchi architectural company to build **BLUE WEST** Middel East company, established in Turkey to build a stronger relationship with architectural designers and support them for specification and design of high quality service products in EMEA . Our mission helps and support EMEA projects for high quality and best priced products to engage with WIN5 partners.*

WIN5



BLUE WEST MIDDLE EAST SHAREHOLDER



with 30 years of international design experience in all types of architectural projects: healthcare, hospitality, shopping mall, residential, private villa and creating innovative and fashion design projects with a long-term view

Mr. Hossein Medghalchi

Blue West Middle East Shareholder / Head of the Architectural design & specification

ByMedgalchi Architectural CEO



BLUE WEST HEAD OFFICE'S



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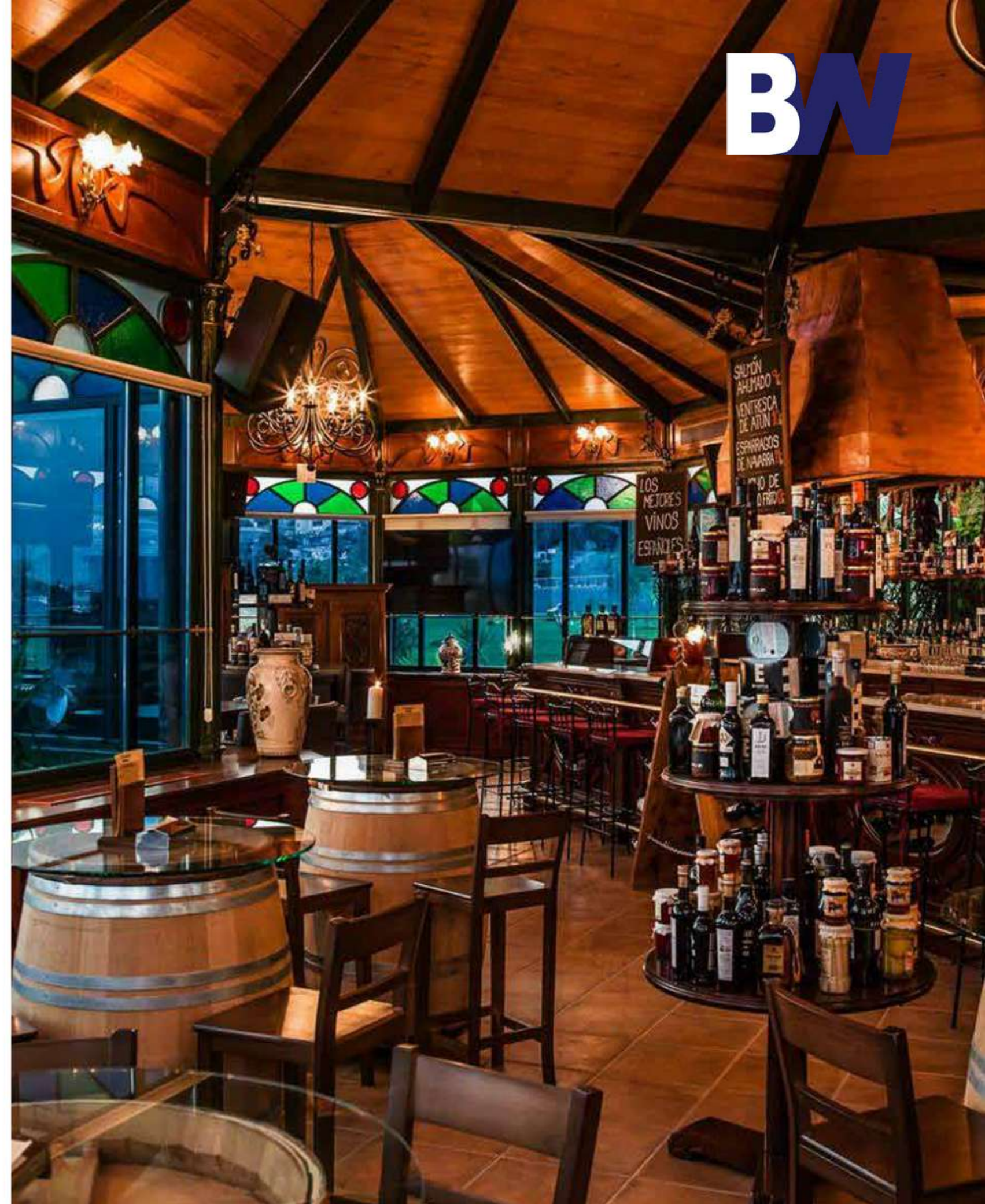
BLUE WEST PROJECTS



EL PORTALON

Spanish Restaurant

Services provided by us:
Architectural Design, Interior design,
Project Management, Consulting.



NUKHA

Restaurant & Lounge

Azeri Restaurant in
Las Vegas

Services provided by us:
Architectural Design, Interior design

BW



JW MARRIOTT ABSHERON





BUDDHA BAR BAKU

Services provided by us:
Architectural Design, Interior design,
Project Management.



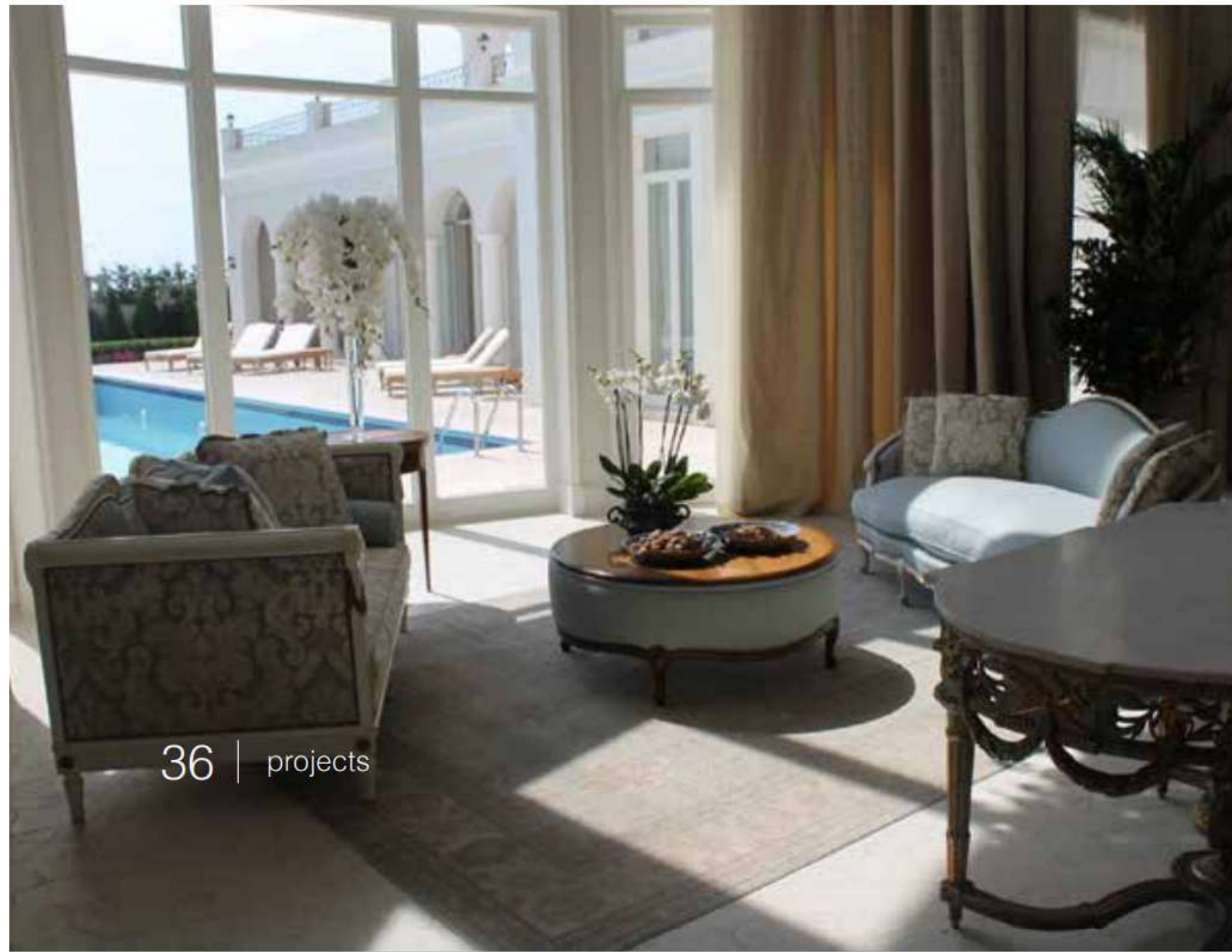
BW



PRIVATE VILLAS

Services provided by us:
Architectural Design, Interior design,
Consulting

BW



36 | projects



TEA LOUNGE

Services provided by us:
Project Management, Consulting.

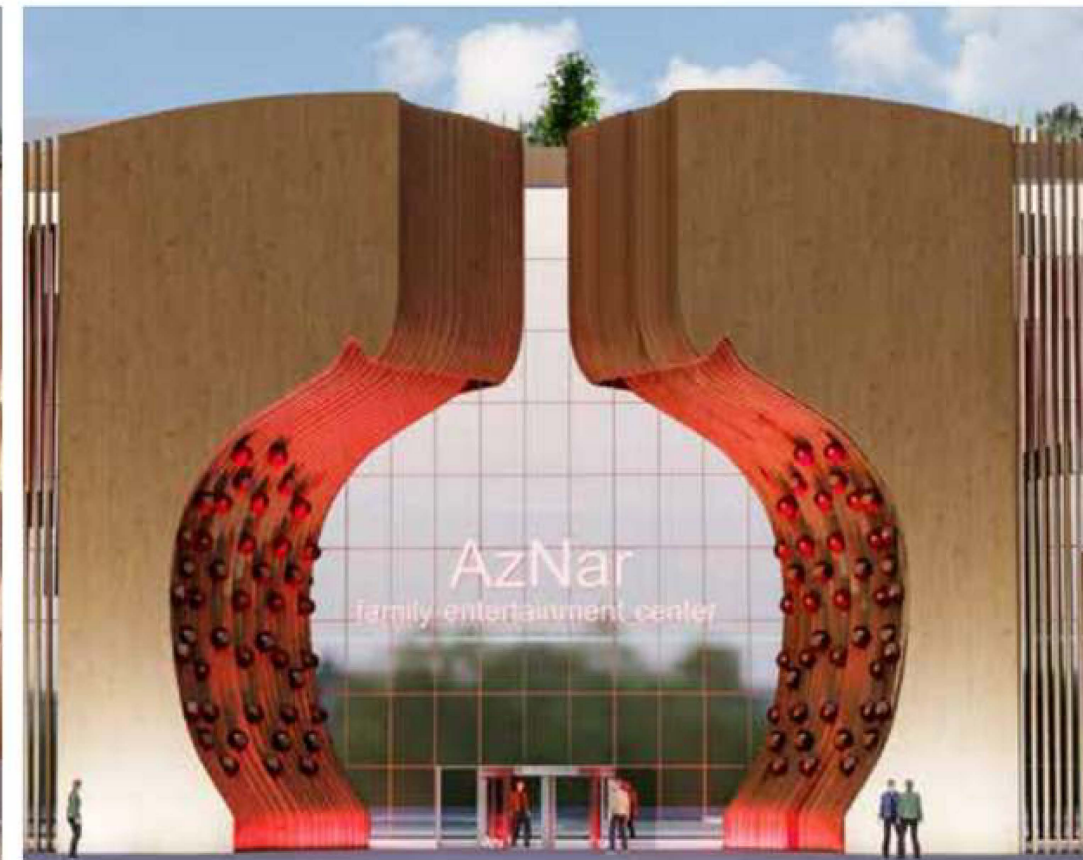


BW

AZNAR

Family Entertainment Center

Services provided by us:
Architectural Design, Interior design,
Consulting



BAKU TEA LOUNGE



BAKU SHOPPING CENTER

by Medgalchi



BAKU SHOPPING CENTER

by Medgalchi



BAKU SHOPPING CENTER

by MedgaLchi



BAKU PARK

by Medgalchi



BAKU PARK

by Medgalchi



BAKU PARK

by Medgalchi





CENTRAL BANK IRAQ

DAAX
CONSTRUCTION

GOLF ERBIL

DAAX
CONSTRUCTION



FUZULI HOTEL

by MedgaLchi



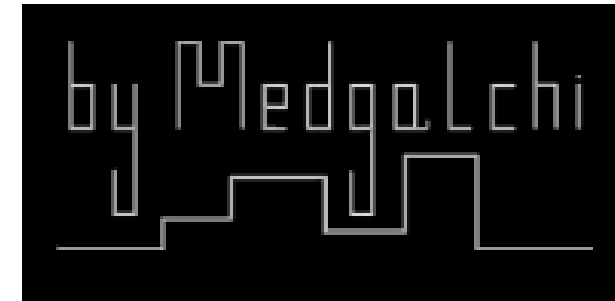
KUWAIT AIRPORT



BLUE WEST PRODUCTION PARTNER



BLUE WEST ARCHITECTURE AND INVESTER PARTNERS



Thank you for your attention

