

Keith Roger Hall
External Consultant

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Qualifications

MCIPS

Affiliations

Member, Chartered Institute of Purchasing and Supply

Associate Member, Materials Handling Engineers' Association

Languages

English, German, French

Nationality

British

Current Position at CWA

External Consultant

Keith's field of specialisation is on cement and cement related building product industries, privatisation, project planning and development, feasibility studies, due diligence, risk assessment, marketing, market research and development, sales, distribution, import/export terminals, bulk & bagged materials handling, procurement. He is an expert witness in cement-related legal/commercial issues. He has 35 years of business experience at senior executive level, supplemented by 14 years as an independent consultant.

Summary of Previous Employment

Trident Engineering Services International Limited

Independent Consultant & Managing Director

1992 – 2006

UK, General

Organised, chaired and/or gave presentations at BusinessCem Tashkent, and annual international Cemtech conferences in Athens, Barcelona, Dubai, Istanbul, Lisbon, London, Monte Carlo, Rome, Tunis, and Vienna, as well as contributing to articles and other features of 'International Cement Review' and 'Global Cement Report'. Client: Tradeship Publications

2006

Saudi Arabia

Assistance in the technical evaluation and assessment for acquisition purposes, a group of twenty ready-mix concrete and concrete products factories. Client: Whitehopleman

2005/6

Philippines/Nigeria; China/Qatar; Turkey/Portugal

Cement industry expert providing assistance in resolving disputes over alleged damaged cement cargoes. Client: CWA/St. Barbara

2005

10 countries

In depth review of 10 countries' cement manufacturers for major client interested in fast-track acquisition into the international cement industry. Client: Whitehopleman

Pakistan

Review of a major construction project for a new 6,000 tpd cement plant, currently underway – for the purpose of widening insurance cover. Client: Pakistan Cement Company Limited, Islamabad, Pakistan/CWA

Sudan

Cement Industry expert involved with a team undertaking a technical and commercial survey of Atbara Cement Works for the purpose of an asset valuation for new owners. Client: Atbara Cement Group

Poland

Marker research to assist Client in determining the viability for building a new 1.5M tpa cement works. Client: Confidential

2004

Mauritius

Involvement as cement industry expert, in resolving dispute over alleged damaged cement cargo. Client: CWA/St. Barbara

Caribbean

Undertook for reinsurance purposes, the identification and assessment of risks associated with cement manufacturing plants in Trinidad, Jamaica and Barbados, visited and reported on same. Client : St. Barbara

2003

UK

Expert witness in a dispute between an Indonesian supplier and a Chilean receiver of 44,000 tonnes of contaminated cement clinker.
Client: St. Barbara

2002/3

Vietnam

One of three industry specialists involved with Ernst & Young in carrying out a financial and technical audit of Vietnam's State owned cement industry. Client: World Bank/Ministry of Finance

Afghanistan

Due diligence, evaluation and preparation of background information on the Afghan cement industry in preparation for attracting private industry investment.
Client : Ministry of Finance, Government of Afghanistan/DFID/ASI

2001

Cyprus

Pre. European Union accession visit to review Cyprus Cement Company, Cyprus asbestos mines, dam construction, forestry and conservation activities and desalination plant. Client: The Leonardo de Vinci Fund (EU enterprise)

Nepal

Due diligence, evaluation and preparation of background information in relation to two State-owned cement works for the purpose of privatisation. Assistance in compiling Information Memoranda, Bid Documents, Sales and Purchase Agreements and in promoting this privatisation initiative. Client : Ministry of Finance, HMG Nepal/DFID/ASI

1999/2000

Newbury, Berkshire England

Project Manager covering procurement, logistics and fundraising for a new £15M residential school for autistic children. Completed on schedule, within budget.
Client : Shirley Foundation

1998/1999

Belize, Central America

Assistance in evaluating potential for constructing a 300tpd cement manufacturing plant and sourcing suitable second-hand plant and equipment. Client : BHI International

1998

Korea

Provision of specialist advice and assistance in a long-term project for re-structuring a large, widely diversified, Korean, cement manufacturing group.
Client : Andersen Consulting

1997

Nepal

Inspection and reporting on three Nepalese nationalised cement works and provision of advice and assistance for the purpose of privatisation. Client : Ministry of Finance, HMG Nepal/DFID/ASI

Zambia

Feasibility study of new capacity required to meet Zambia's future growth in cement demand. Assistance in producing a related business plan. Client : Price Waterhouse

Tanzania

Study of Mbeya cement works Tanzania to determine the viability of acquisition (subsequently acquired). Client : Commonwealth Development Corporation (CDC)

Romania

Initial study to examine the potential for the acquisition of and/or investment in, the ROMCIM cement group as a result of privatisation. Client : Atlas Cement Limited

Poland

A study of the cement packing and associated departments of newly privatised cement company. Implementation of improvements to bulk cement, loose bag and palletised product loading and warehousing and distribution.
Client : Cementownia Chelm S. A.

1996

Syria

Detailed study of the cement, readymix and precast concrete products industries for an international client interested in the potential of entering the market in Syria. Client : Confidential

1996

Taiwan/Sri Lanka/Lebanon/Bangladesh

Studies of cement markets in stated countries to determine potential for importation of Saudi Arabian clinker/cement. Client : Whinney Murray & Co. – Riyadh

Barbados/Trinidad

Evaluation of potential for re-activation of the 300K tpa clinker manufacturing operations of Barbados Arawak Cement Company. Client : Commonwealth Development Corporation (CDC)

Saudi Arabia

Cement Industry Consultant for a study on behalf of the Saudi Arabian Cement Industry to verify quantities and determine potential for, export of Saudi surplus clinker and cement. Client : Whinney Murray & Co. (Ernst & Young subsidiary)

1995/6

United Kingdom

Cement Industry Consultant for Front End Engineering and Design (FEED) study for a new 1.5M tpa cement plant for Rugby Cement Client : AMEC Design & Management Limited

1995

Hong Kong/Taiwan/China

Due diligence exercise to determine potential for undertaking turnkey contract with Chinese partner for US\$300 million, 1.5M tpa cement plant in Jiangsu Province, China. Client : AMEC International Construction Limited

India

Evaluation of the viability of a US\$200 million green-field site development for a 2.6M tpa cement works in the Kutchch district of Gujarat for potential investment. Client : Commonwealth Development Corporation (CDC).

1994

Vietnam

One of eight specialists involved with RH&H Denmark in carrying out a complete review of the Vietnamese Cement Industry. The resulting 15-year Master Plan was to attract potential donors and investors in the development of the country's cement industry and infrastructure. Client : Danida.

1992 – 1993

India

Cement Industry Specialist and Deputy Project Manager on a Bulk Cement Transport Project for the Bulk Cement Corporation India. Provided substantial input with regard to cement terminal design, cement handling and distribution, future marketing of bulk cement and the development of cement related industries including ready-mixed concrete. Client : Danida.

1992 – 1993

UK

A major UK project, undertaken on behalf of a British government department, involving the introduction of aluminium, steel and PVC-u windows and doors to its portfolio of recommended suppliers. The annual public sector spend exceeded £100M. European Union directives were observed. The project, was significant enough to warrant a mention in the department's 1993 annual report. Client: The Buying Agency (TBA), Department of the Environment.

1988 – 1992

Castle Cement Limited

Jointly owned subsidiary of Aker – Norway, and Euroc, Sweden) – continuous service 1977 to 1992 inclusive.

1991

General Manager with total executive responsibility for the operation and running of the world's largest (1M tpa) cement import terminal including sales and marketing for the whole of the south east of England.

1989

General Manager responsible for conceiving and constructing an £18M sterling, 1M tpa, cement import terminal in the London area. Completed on time and within budget.

1988

Project Manager for the location and development of a 500K tpa cement import facility at Avonmouth in the South West of England. The project cost £6.5M sterling and was in commercial operation ahead of schedule and within budget.

1983 – 1988

RTZ Cement Limited (RTZ Subsidiary)

Marketing Manager responsible for all cement marketing and PR within the Group. Introduced new corporate identity 'Castle Cement' and produced new technical, sales and marketing literature. Developed and implemented strategy for subsequent promotion of new company image; the increase of sales and retention of existing business. As a member of the company executive, contributed to assessment and approval of plans for major developments, environmental issues, staffing and training.

1980 – 1983 **Stablex International Holdings Limited (RTZ Subsidiary)**

Commercial Manager - Europe responsible for developing projects and marketing throughout western Europe, a unique cement based, toxic waste treatment technology.

1977 – 1980 **Tunnel Cement Limited (Tunnel Holdings Limited Subsidiary – acquired by RTZ)**

Commercial Manager responsible for commercial affairs of the company. Sold off a redundant 1.5M tpa cement works and raised £2.5M sterling. Contributed to plans for the subsequent redevelopment of the works and quarry areas – now the site of one of the UK's largest Hypermarkets – Lakeside.

1973 – 1977 **EMI Limited**

Group Purchasing Manager responsible for all purchasing activities of this £1,000M sterling per annum turnover, group.

1968 – 1973 **Union International Limited (Vestey Group)**

Deputy Chief Purchasing Agent responsible for managing a central purchasing department, controlling all purchases and contracts for major projects and liaison with some 150 subsidiary companies.

1956 – 1968 **Mitchell Engineering Group Limited**

Buyer and Commercial Manager responsible for preparing tenders and negotiating civil and mechanical handling contracts for power station and mechanical handling projects worldwide. Also covered all buying, shipping, export/import, insurance.

