Industry C

When designing the Streamlight Tower in London, the architects knew there was only one place that could produce high-quality tiles for the kitchens, bathrooms and floors: the Emirates. The UAE has become the most important global producer in ceramic tiles, with production centered in Ras Al Khaimah.

One company leading the market is RAK Ceramics: with an annual profit of over a billion US dollars, they produce tiles for most of the landmark buildings across The Gulf Region such as Burj Al Arab, Jumeriah Beach Residence and the Parliament of Oman.

Companies like RAK Ceramics pride themselves on satisfying their most demanding clients. A quality tile has to withstand foot traffic and tough climatic conditions. What's more, it also has to look and feel as the customer wants. The ceramic producers in the Emirates are equipped with some of the biggest kilns in the world and when you think that over 90% of the sector's production is consumed in the Emirates alone, the opportunities for expansion in emerging markets such as China, South America and Europe are huge.

Verdict: Great returns in good times but industry has periodic recessions.

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2 Read your article again. Which of the following sentences is true for your industry, according to the text?

- ☐ 1 Our company makes more than a $1 billion a year.
- ☐ 2 Our industry is very eco-friendly.
- ☐ 3 The UAE is a world leader in this industry.
- ☐ 4 Our company relies on traditional methods.
- ☐ 5 Our industry uses European know-how.
- ☐ 6 Our product is safe thanks to constant scientific checks.
- ☐ 7 Our industry has grown dramatically over the last 30 years.
- ☐ 8 Our company exports most of its products abroad.
- ☐ 9 Our company's products can be good for your health.
- ☐ 10 Our company's products are tailor-made according to clients' requests.
- ☐ 11 Most of our company's products are sold within the UAE.
- ☐ 12 Our industry has a good safety record compared to other countries.

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