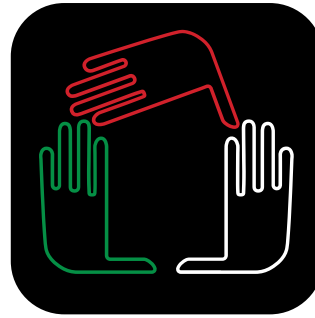


**EURO ALBA**  
H O L D I N G

---

**COMPANY PROFILE**  
2 0 2 5



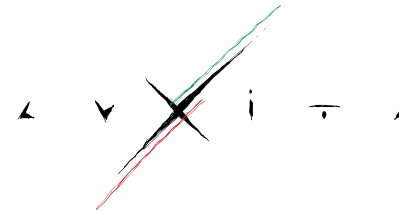
**EURO ALBA**  
H O L D I N G



**MORALS**  
GENERAL CONTRACTING L.L.C - S.P.C



**B&O**  
General Contracting L.L.C



LUXITA ENGINEERING CONSULTANCY - L.L.C - S.P.C  
لوكسيتا للاستشارات الهندسية - ذ.م.م - ش.ش.و



**ITALBA**  
CREATIVE DECORATIVE WORKS



**LUCE**  
ELECTROMECHANICAL CONTRACTING L.L.C



**ERA SOLUTION**  
ADVERTISEMENT L.L.C - S.P.C



**R & B**  
GENERAL CONTRACTING L.L.C



**AZEELRA**  
GENERAL CONTRACTING L.L.C



**KMK**  
CONSTRUCTION L.L.C



**LUNA**  
Contracting & Building Maintenance



**SHQIPONJE**



**41 Twenty**  
LIMITED



**Roy**  
Coffee House



**OUR JOURNEY OF ACHIEVEMENT**

# CHAIR MAN

---



**Mr. Briken Baja** is an **Italian entrepreneur**, his vision has been to expand his business from **Europe to the Middle East**. His journey of success and achievements in **UAE started in the year 2010** when he established **Morals General Contracting LLC** in **Abu Dhabi, UAE**.

Mr. Briken Baja has been holding the following leadership positions: **Chairman of Euro Alba Holding**, Euro Alba is composed of a group of subsidiaries that cover all aspects of construction and architecture, including Morals General Contracting LLC - S.P.C, B&O General Contracting LLC, ITALBA Creative Decorative Works, Era Solution Advertisement LLC - S.P.C, Luxita Engineering Consultancy LLC, Luxita Architectural Consultancy LLC and Luce Electromechanical Contracting LLC.

**Chairman of the Emirates-Albania Friendship Association (EAFA):** EAFA was established in 2023 with a vision to strengthen the bonds between the two nations of the UAE and Albania in various areas, including the exchange of social and cultural between the two countries.

Executive Representative of **the Union of Chambers of Commerce & Industry of Albania in the UAE:** Mr. Boja, has been appointed in the year 2023 with a vision to boost the business relationship between the Albanian Chambers of Commerce & Industry and the Chamber of Commerce & Industry in the UAE.

“

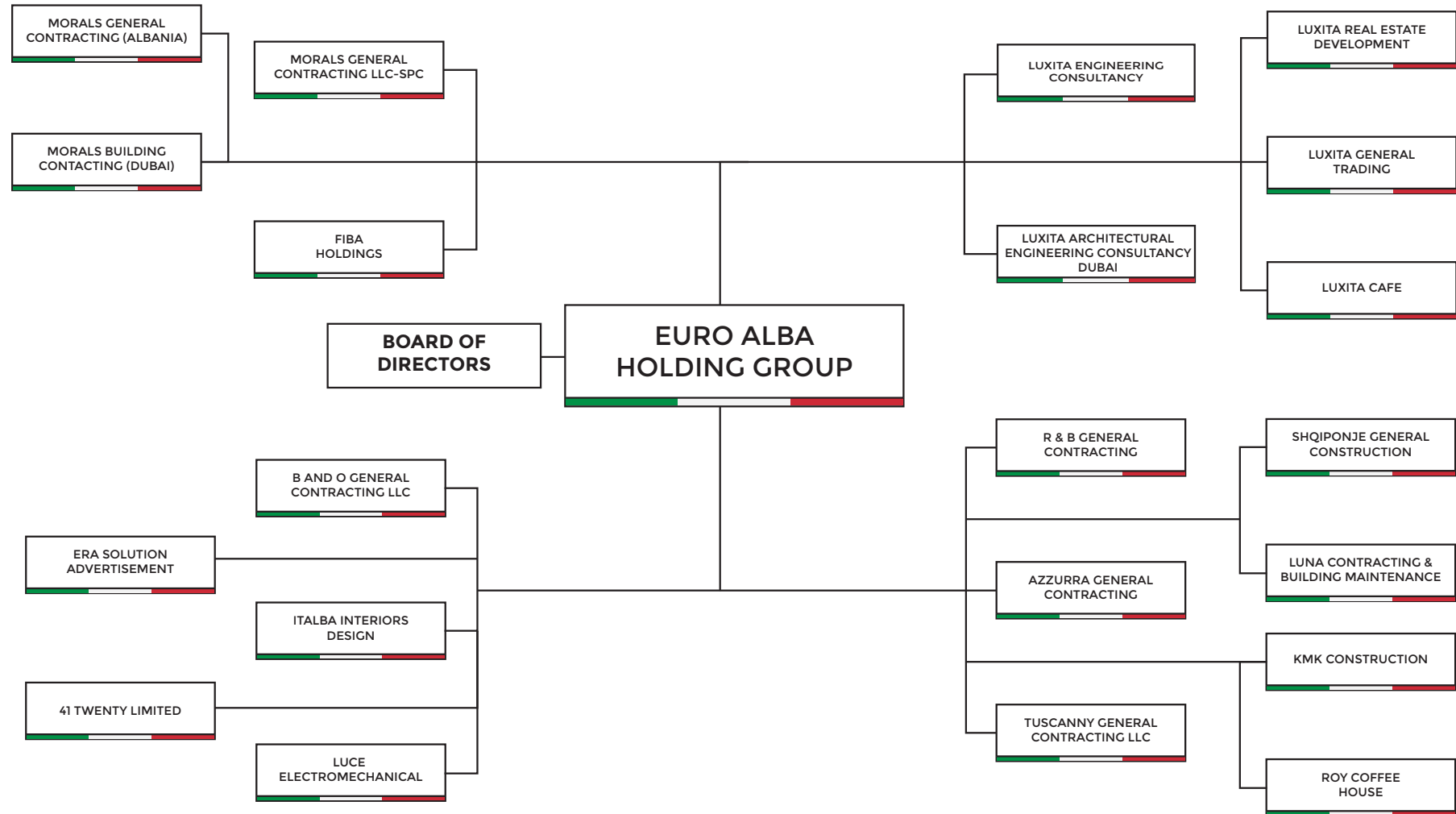
Adapting to our environment requires staying true to values and work ethic, ensuring we effectively satisfy people's needs while creating a new environment.

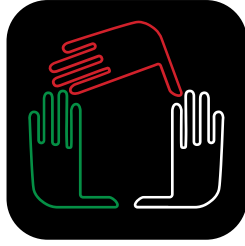
**BRIKEN BOJA**

”

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# OUR ORGANIZATION CHART





**EURO ALBA**  
H O L D I N G

## MISSION

Committed to developing and providing contracting solutions with sustainable growth, through our exceptional expertise and services to our communities

## VISION

We aim to be an icon in delivering innovative construction projects that ensure quality, safety, and sustainability.

## VALUES

Adopting professional business ethics, honesty, integrity, accountability, and respect towards our clients, community, and environment.

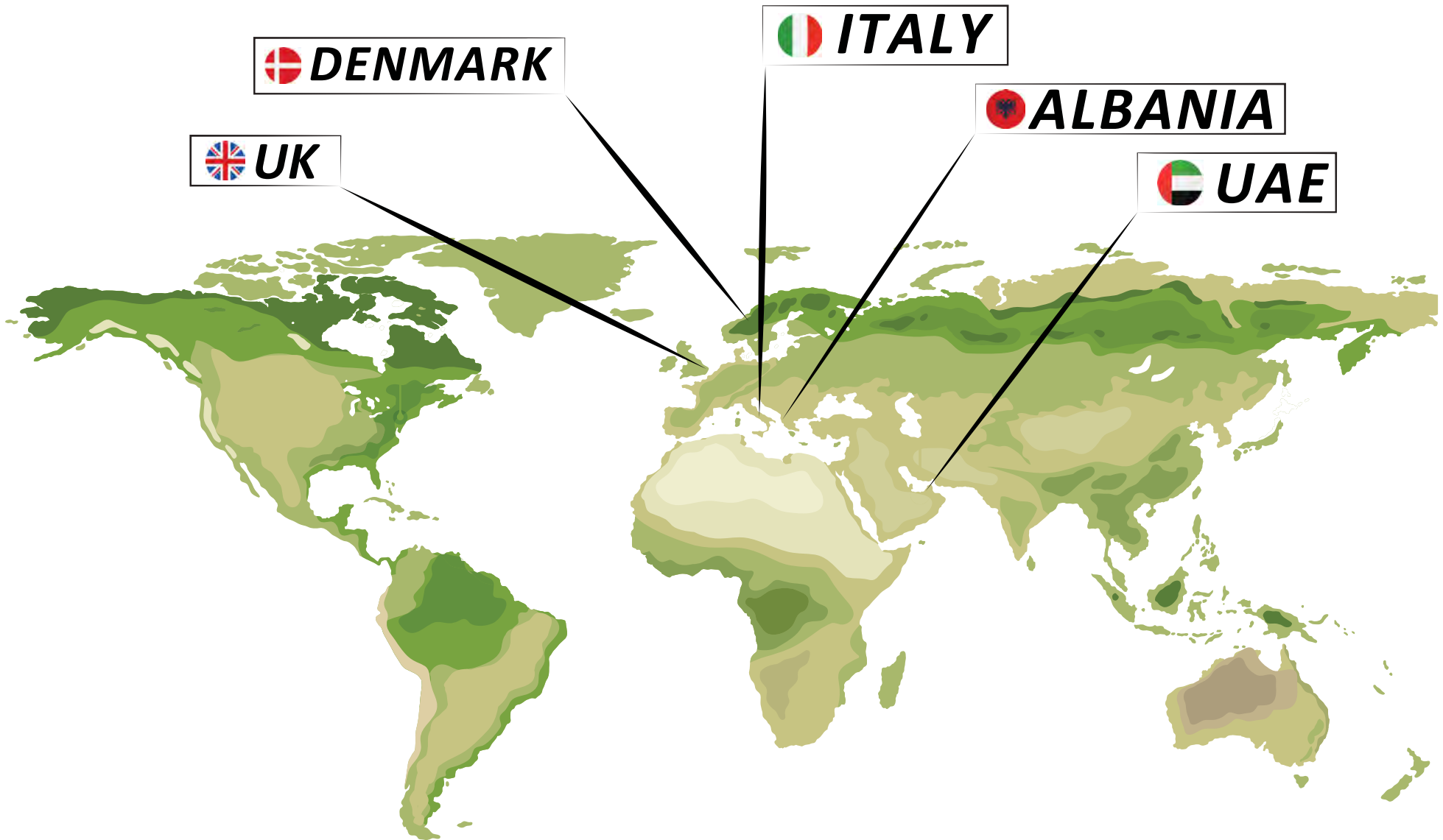


**HEAD OFFICE**

Office 1201, Addax Tower,  
Al Reem Island, Abu Dhabi, UAE.

# OUR LOCATION

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 **DENMARK**

 **UK**

 **ITALY**

 **ALBANIA**

 **UAE**



# MORALS

GENERAL CONTRACTING L.L.C - S.P.C

**MORALS** is a Leading **GENERAL CONTRACTING** and **PROJECT MANAGEMENT COMPANY** based in **ABU DHABI, UAE** has been operating locally and globally **since 2010**.

We specialize in **Construction Contracting, Building Maintenance**, and showcasing **Fine Italian Art** in building spaces.

Morals has successfully accomplished and **delivered the milestone exterior design and construction management projects**.



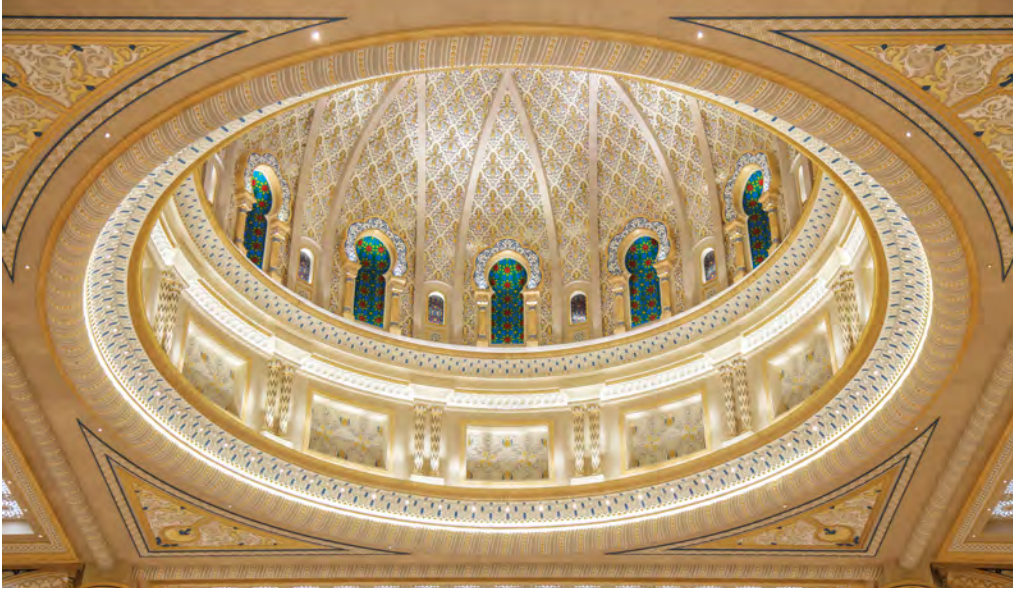


**PROJECT IN UAE**



# QASR AL WATAN

Abu Dhabi, UAE



## SERVICES PROVIDED

From laying intricate mosaics to elegant marble finishes, and meticulous interior gold leaf applications.

- Interior Gold Leaf Application
- Marble
- Mosaic Flooring Works







VOCO  
AN IHG HOTEL

**SOUQ ALHARAJ**  
Sharjah, UAE





## PROJECT BRIEF:

This hotel is having three floors with basement and ground floor. This Build up area is around 17094 square meters. This project focuses on the all-interior fit-out works for VOCO Hotel for the following areas

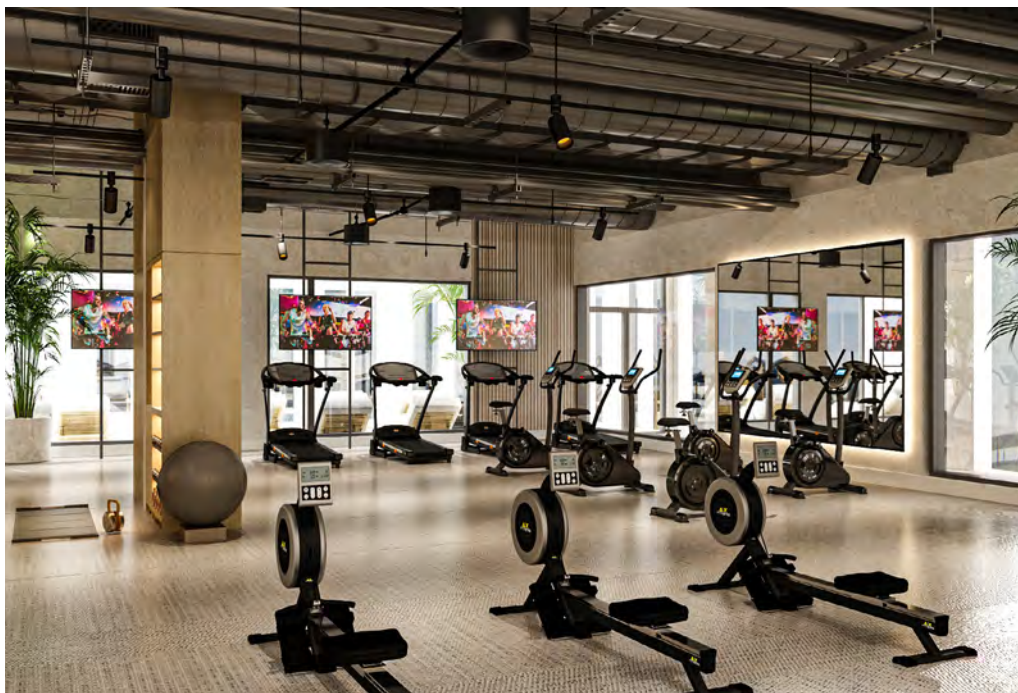
- Mock up Areas
- Guest rooms
- Public areas
  - ◇ All day Dining
  - ◇ Gym
  - ◇ Meeting room
  - ◇ Pre-function
- Corridors
- Back of House
  - ◇ Lobby
  - ◇ Café-ADD
  - ◇ Corridors
  - ◇ Pool Deck

This comprehensive scope ensures a high-quality finish and functional design throughout the specified areas.



## SCOPE OF WORK:

- Tiling work (Floor & Walls)
- Timber floorings
- Wall Covering works
- Gypsum works
- Doors works
- Painting works
- Joinery works
- Partition work
- MEP works
- Signages









# I-TOWER MARRIOTT SOFIA

Triaditsa, Bulgaria





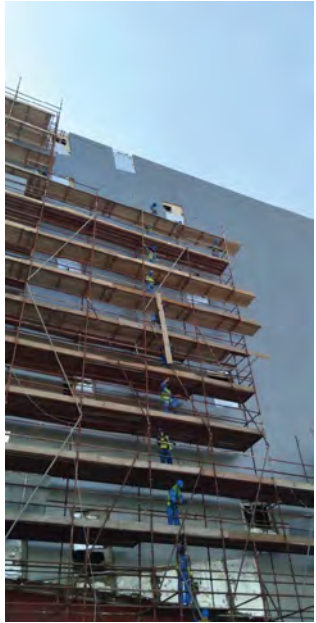
# REEM MALL PROJECT

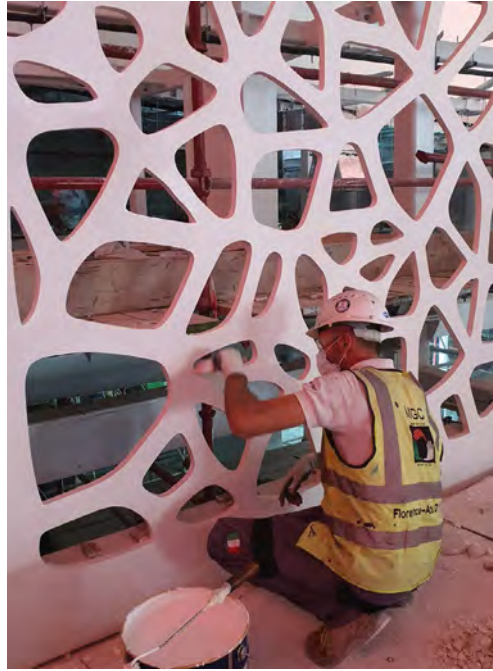
Abu Dhabi, UAE



## SERVICES PROVIDED

- Steel Structure with ACP Cladding
- Fit Out
- Technical Design
- Engineering Solutions Supply
- Raised Flooring Systems
- Stretch Cilings and Acrylic Light Boxs
- Expansion Joints (Internal and External)
- Vinyl Flooring
- Wall Finishes
- Carpet
- Tiling Works (Internal and External)
- Partial Landscaping Works
- Various Fire-rated partition
- Celling Solutions & Bridges













On Going

# UNEC, KHALIFA UNIVERSITY

Abu Dhabi, UAE





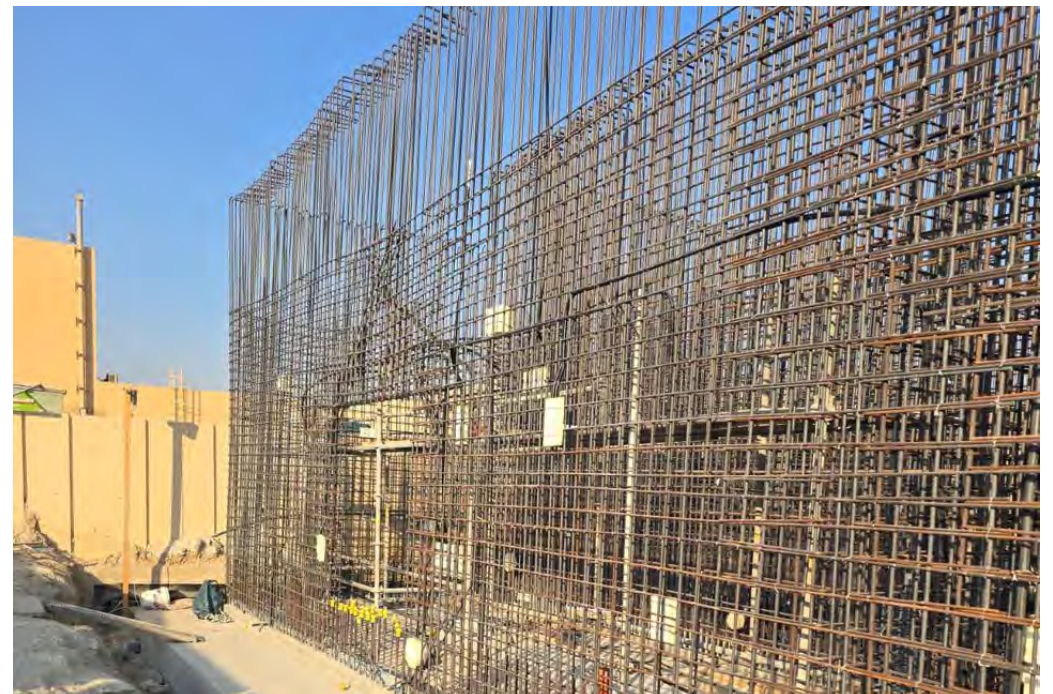
# SERVICES PROVIDED

- Concrete works for Building project



# TSE TANK CONSTRUCTION

Abu Dhabi, UAE





## SERVICES PROVIDED

- Shoring & Piling
- Exvacation Works
- Construction Works



جامعة خليفة  
Khalifa University

On Going

**KHALIFA UNIVERSITY**

Abu Dhabi, UAE





## SERVICES PROVIDED

- Exterior Design
- New Cladding Replacement
- Light Installation



# **RIXOS PREMIUM**

Abu Dhabi, UAE



## SERVICES PROVIDED

Provided supply, installation, and maintenance of site accommodation which done efficiently and to the highest standards.

- Supply and Installation of EIFS
- Interior Design
- Real goal Application
- Gypsum Works
- Stencil Craft



# ANSAM YAS ISLAND

Abu Dhabi, UAE



## **SERVICES PROVIDED**

Developed comprehensive design plans and concepts tailored to Ansam Yas Island's luxury residential development, with Professionally installed EIFS System and Cladding requirements

- Supply and Installation of EIFS
- Design



# YAS VILLAGE

Abu Dhabi, UAE



## SERVICES PROVIDED

Transforming Yas Village into a modern community where every detail sign of innovation, by managing all aspects of the project, from initial concept development to final execution

- Design
- Supply & Installation of EIFS System
- Fit-out
- Paint
- Tiles and flooring
- MEP
- Interior Design and Decoration



# AL RAYYANA

Abu Dhabi, UAE



## **SERVICES PROVIDED**

Checked all aspects of the physical infrastructure which were well-maintained and functional

- Facilities Management



# AL ARABIYA TOWER

Abu Dhabi, UAE



## SERVICES PROVIDED

Enhanced Al Arabia Office Building's state with an expertly designed and installed captivating EIFS system

- Design
- Supply and Installation of EIFS system



# LYCÉE LOUIS MASSIGNON SCHOOL

Abu Dhabi, UAE



## **SERVICES PROVIDED**

Our experts successfully delivered an innovative project for spaces showcasing the beauty of creation and designed to be sustainable and environmentally friendly

- Design
- Supply and Installation of EIFS system



THE RUSSIAN SCHOOL  
OF ABU DHABI  
المدرسة الروسية  
في أبوظبي  
A Primakov School

# THE RUSSIAN SCHOOL

Abu Dhabi, UAE



## SERVICES PROVIDED

The exterior is designed and built to contemporary standards, featuring red brick construction for a timeless aesthetic

- Red brick construction and placement



# **SUPREME COUNCIL OF MOTHERHOOD & CHILDHOOD**

Abu Dhabi, UAE



## **SERVICES PROVIDED**

Delivering top-tier supply facilities from sourcing high-quality materials to delivering on-time installation

- Design
- Supply Facilities



# TEMPORARY ACCOMMODATION PROJECT

JBR - Dubai, UAE



## **SERVICES PROVIDED**

Provided supply, installation, and maintenance of site accommodation which done efficiently and to the highest standards.

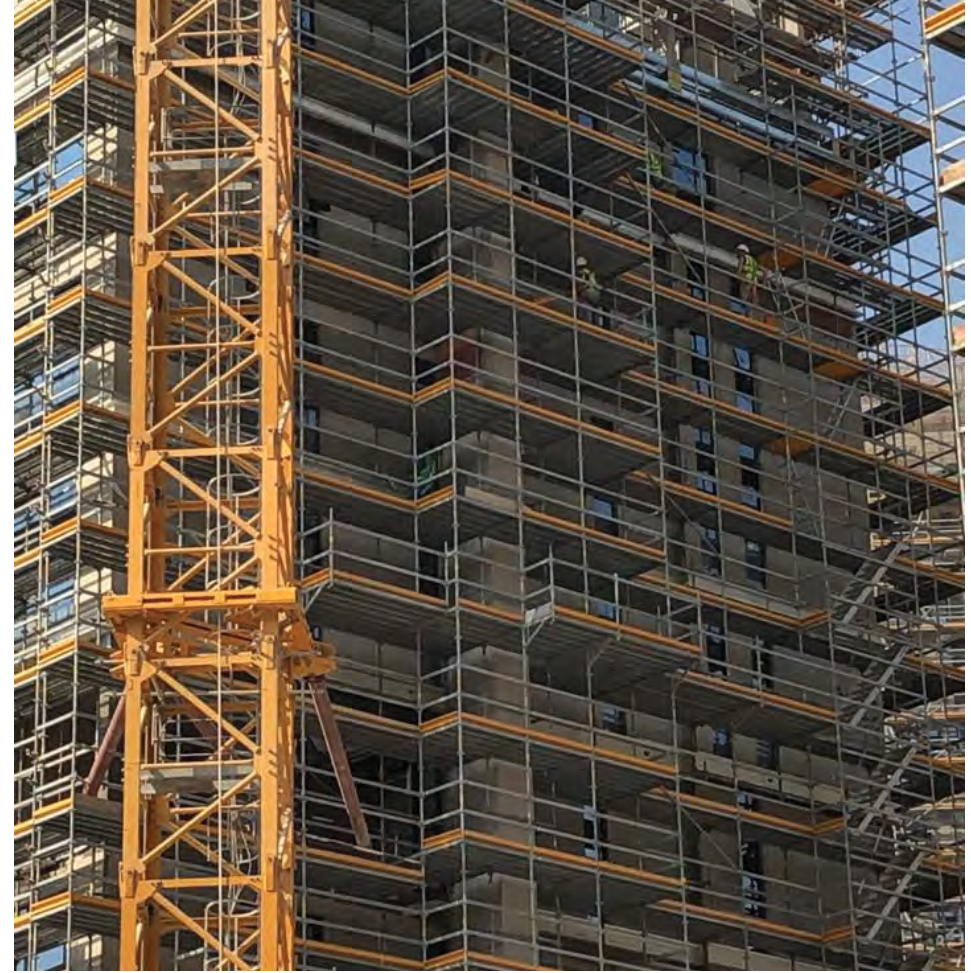
- Supply Installation
- Site Accommodation



# EXPO VILLAGE 2020

Dubai, UAE

Residences 2A



## **SERVICES PROVIDED**

Provided comprehensive services for this official residential community including the implementation of EIFS and painting works

- Design
- Supply & Installation of EIFS System



# PROJECTS IN ITALY

# VILLA PROJECT

Milan, Italy



## DESCRIPTION

An especially contemporary designed house with character and a classic interior makes this home enchantingly warm, livable, and luxurious. Its lovely outside garden and veranda is a beautiful sight, where an elegant fountain is situated right in front of the villa.

- Architect: Arch. Emanuele Garufi
- Interior design: Next Wood
- Executive Design: Next Wood Arch. Emanuele Garufi
- Wood Structural Engineering: Next Wood
- Work Manager: Next Wood Arch. Emanuele Garufi

# VILLA PROJECT

Florence, Italy



## DESCRIPTION

An exclusive project such as Villa Milan 2 is designed using a more modern employing the latest design and construction trends. This project was thoughtfully, developed for Italy.

- Architect: Arch. Emanuele Garufi
- Interior design: Next Wood
- Executive Design: Next Wood Arch. Emanuele Garufi
- Wood Structural Engineering: Next Wood
- Work Manager: Next Wood Arch. Emanuele Garufi





# PROJECTS IN ALBANIA

# GJINAR RESORT

Albania



## SERVICES PROVIDED

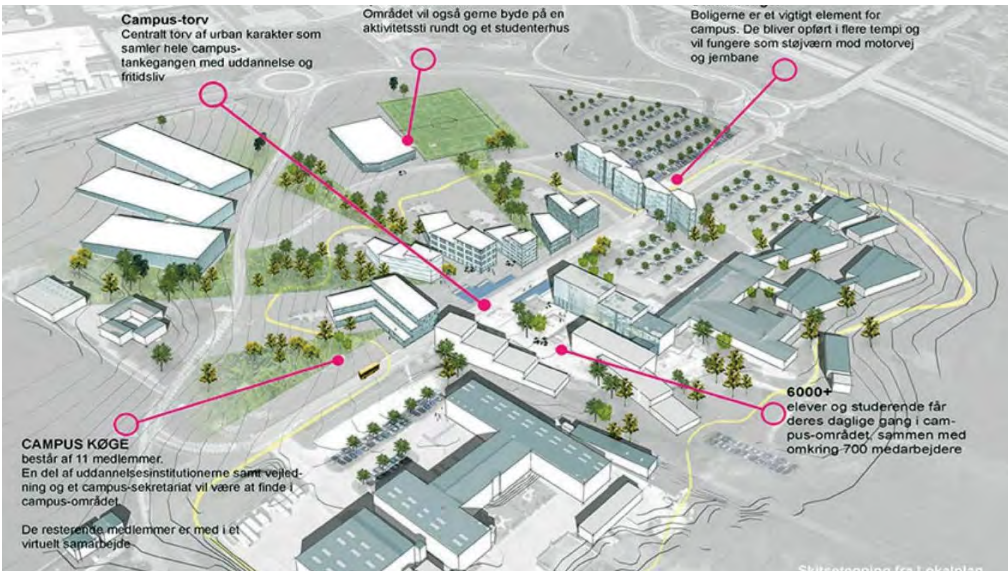
- Prime Contractor
- Built & Designed



# PROJECTS IN DENMARK

# KØGE UNIVERSITY HOSPITAL

Køge, DEMARK



## DESCRIPTION

Koge University Hospital contains 789 beds, radiation bunkers, cardiology departments surgery rooms, and waiting rooms distributed over an area of 115.0 m<sup>2</sup>. It is an emergency hospital for one-third of the region's inhabitants.

- Civil Work



A fit-out and Interiors Contracting Company operating in the UAE and UK, specializing in offering high-quality interior design and fit-out.



## SHAREHOLDER

---

### H.E Dr. Obaid Alketbi (Dr. O Group)

**Dr. O Group** was founded in **2019** to provide a regional platform for promoting national and international brands and initiatives in various industries, including **digital, retail, and food and beverage**, that foster an exciting community where people's **physical, mental, and emotional** well-being comes as a priority.

Dr. O Group is chaired by **H.E. Dr. Obaid Alketbi**, a former UAE diplomat and ambassador, former **UAE armed forces chief of logistics**, and **deputy commanding officer of Abu Dhabi Police**.

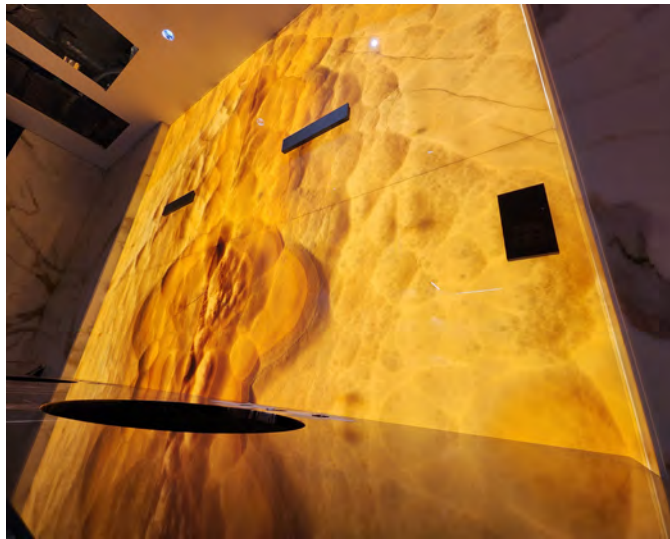


**PROJECT IN UAE**



# VIP VILLA

Abu Dhabi, UAE



## **SERVICES PROVIDED**

- Bookmatched Marbles
- Internal & External Handrails
- Glass & Aluminum Doors & Windows
- Wallpapers & Wallcoverings

- Paint
- HVAC system
- ELV system
- Electrical Works

- Home Automation
- Aluminium Automatic gate



# AL DHABI COMPLEX

Abu Dhabi, UAE





 **SERVICES PROVIDED**

- Design, Fit-out and Renovation



# MODERN VILLA RENOVATION

Abu Dhabi, UAE

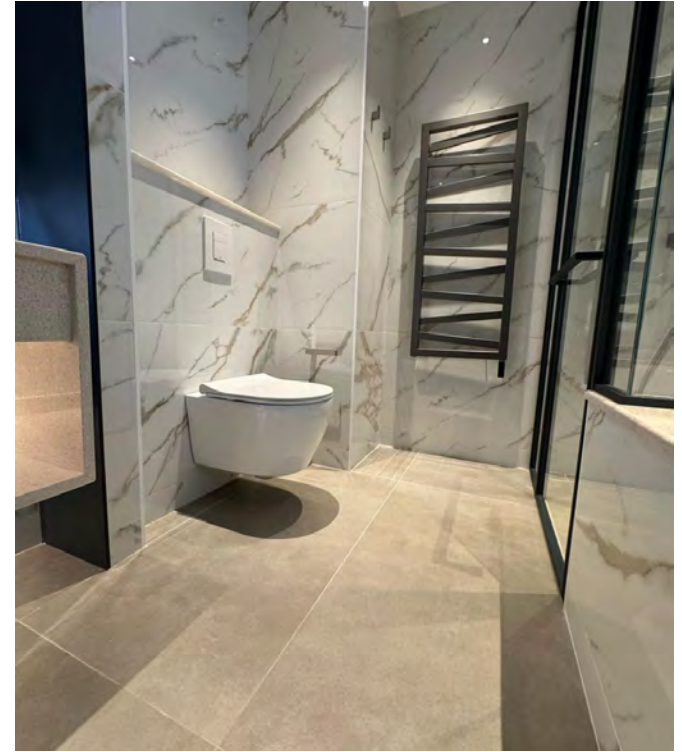




# ALESSIO VILLA

Abu Dhabi, UAE





 **SERVICES PROVIDED**

- Design & Fit-out



# YAS ACRES VILLA

Abu Dhabi, UAE





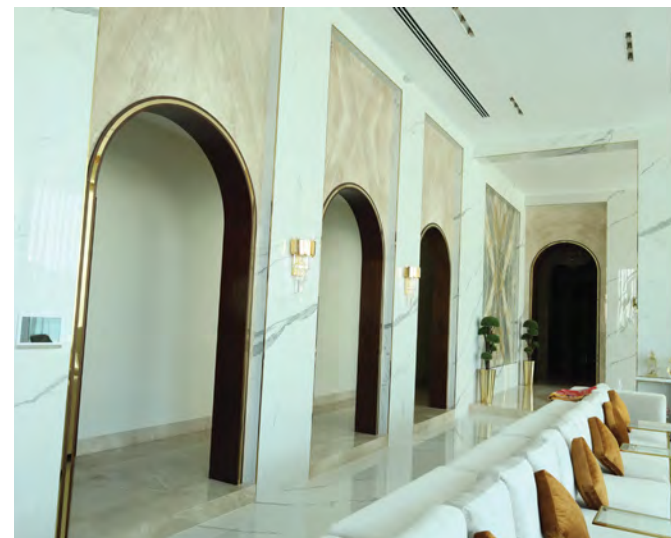
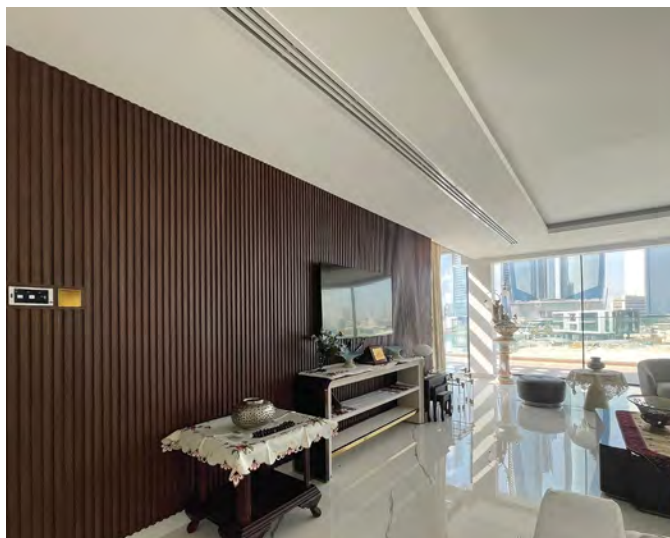
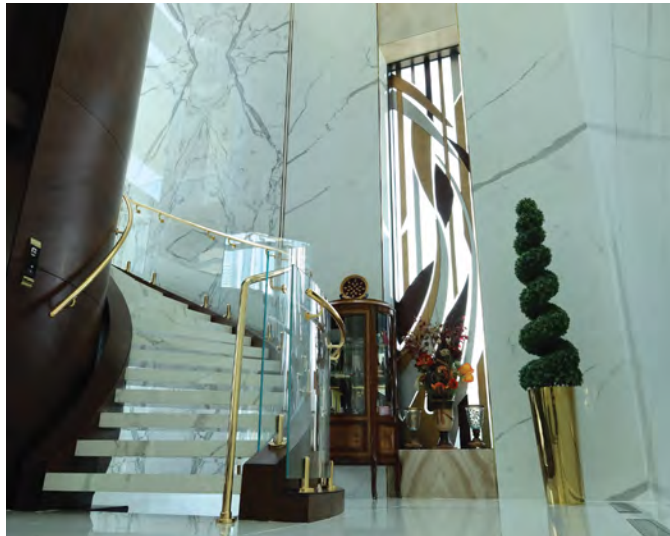
## SERVICES PROVIDED

• Design & Fit-out



# ABU DHABI VILLA

Abu Dhabi, UAE



## SERVICES PROVIDED

- Bookmatched Marbles
- Glass & Aluminum Doors & Windows
- Paint
- HVAC system

- Electrical Works
- Internal & External Handrail
- Wallpapers & Wallcoverings
- Home Automation

- ELV system
- Aluminum Automatic gate

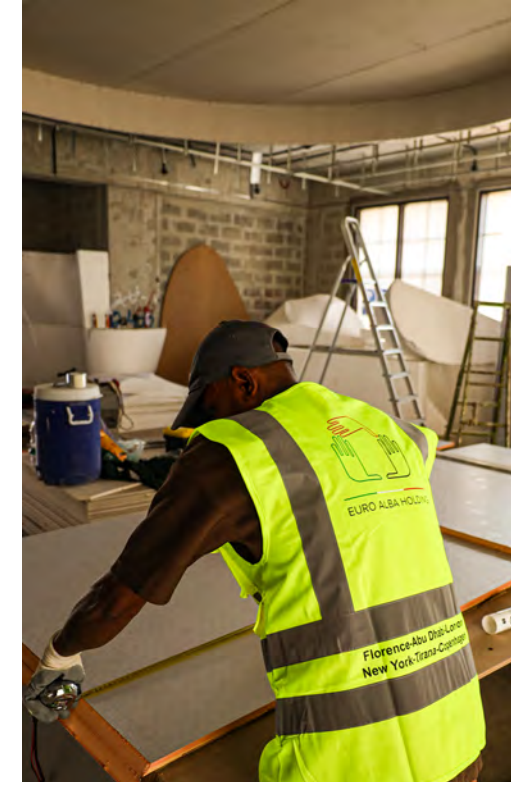


On Going

# FALWA RESTAURANT

Abu Dhabi, UAE









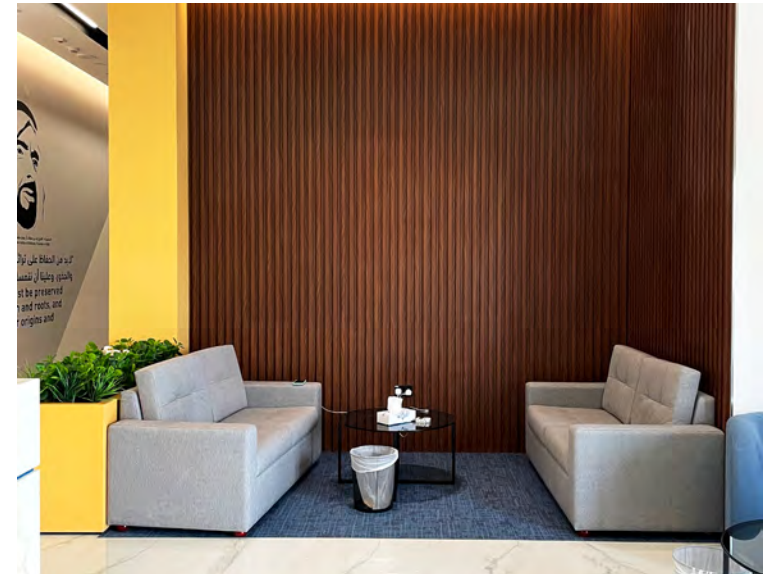
مركز التواجد البلدي  
مدينة محمد بن زايد  
Municipal Community Center  
Mohamed Bin Zayed City



# الاستقبال MUNICIPAL COMMUNITY CENTER

Abu Dhabi, UAE

Reception



## **SERVICES PROVIDED**

- Built and Designed



# ADM 4<sup>th</sup> FLOOR

Abu Dhabi, UAE



## SERVICES PROVIDED

- Built and Designed



# KAZAKHSTAN PAVILLION

Dubai Expo, Dubai, UAE



## SERVICES PROVIDED

- Built and Designed
- Supply Installation Facility

# COMPANY OFFICE

Abu Dhabi, UAE



## SERVICES PROVIDED

- Design & Fit-out

# OFFICE PROJECT

Abu Dhabi, UAE



## SERVICES PROVIDED

- Design & Fit-out



# EXCLUSIVE APARTMENT

Abu Dhabi, UAE





## SERVICES PROVIDED

- Renovation
- Fit-out



# SNOW PARK – REEM MALL

Abu Dhabi, UAE





## SERVICES PROVIDED

Transformed the snow park space into a true experience that exceeded all expectations.

- Main Contractor
- Fit-out



# THE COTTON BASKET

Abu Dhabi, UAE



# THE CAKE CO.

Abu Dhabi, UAE





# PROJECT IN ALBANIA



# EXCLUSIVE VILLA

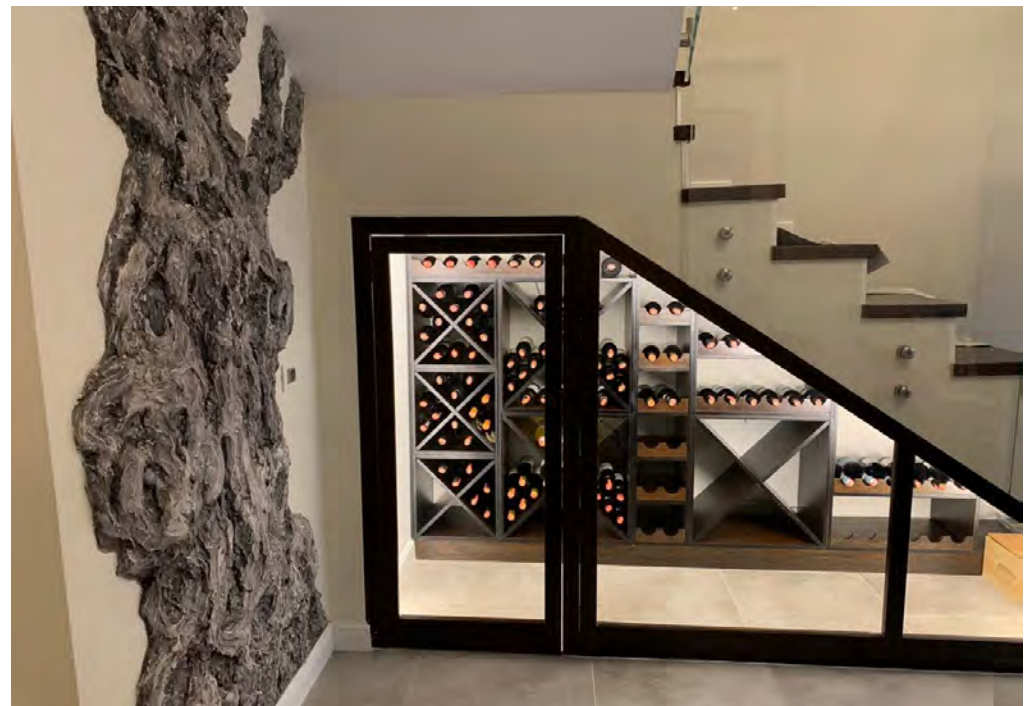
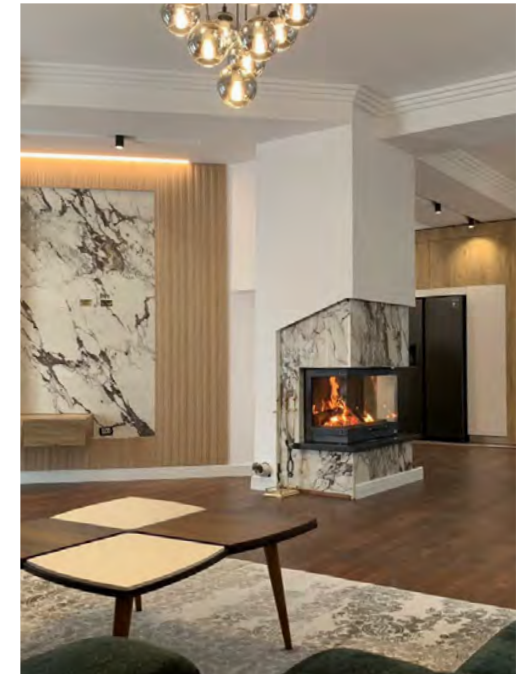
Elbasan, Albania

## DESCRIPTION

This design touches throughout, including several bedrooms, living room, bathrooms, out-door garden, and our favorite the wine cellar staircase. This villa has also been designed to maximize views of the surrounding scenery, which is a must for villas built in the beautiful area of Elbasan.

## SERVICES PROVIDED

- Design and Construction





**PROJECT IN UK**



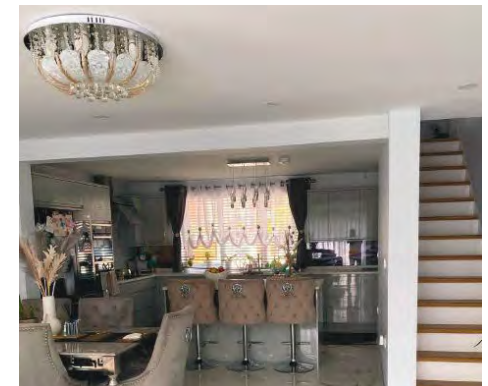
# PRIVATE VILLA

London, UK

## DESCRIPTION

Our collection of contemporary home designs includes some of the most exquisitely basic and imaginative uses of space. Modern floor designs with clean lines, geometric shapes, open floors, and an aesthetically pleasing design flow in both internal and external areas.

Modern home designs are known for their large windows and open-air interiors, which provide elegant and attractive living areas.



## SERVICES PROVIDED

- Design and Construction

# PRIVATE VILLA

Newman's Way, UK



## SERVICES PROVIDED

- Construction



LUXITA ENGINEERING CONSULTANCY - L.L.C - S.P.C

لوكسيتا للاستشارات الهندسية - ذ.م.م - ش.ش.و



A design and architecture consultancy firm based in Abu Dhabi, UAE, offers a wide range of design solutions and architectural consultancy services in Italy, Albania, and the UAE.

Luxita specializes in exceptional and opulent luxury, harmoniously combining elegance and classic design styles in residences and commercial landmarks.

The design philosophy of Luxita enhances environments while supporting a sustainable future vision.

# OUR CORE TEAM

At LUXITA Architectural Engineering Consultancy, our Core Team of architects leverage their training, knowledge, and experience to create inspired designs that speak to our client's vision.

As trusted UAE architecture consultants, we combine innovative solutions with creative design to generate sustainable solutions for our clients.

Our design process is built on the foundation of fostering unique designs backed by global knowledge and driven by local expertise.

We're passionate about exceeding expectations and making a positive impact on our society and environment through thoughtfully executed Design, With the supervision of all conceptual and operational phases by our Core Team of four Architects with great International Experience.



Dr. Arch. Francesco Gentile



Dr. Arch. Emanuele Garufi

# Arch. FRANCESCO GENTILE

## CEO Dubai

FRANCESCO GENTILE was born in Italy in a clinic on a cliff overlooking the sea in a beautiful Italian city, probably for this reason he has always had the need to explore, accept challenges and do unconventional things. The family he comes from is a family with strong traditions and strong values such as integrity, correctness and the value of the word. He graduated in Architecture from the University of Rome La Sapienza.

He began his professional activity by collaborating with important international companies, he has operated in the most important international markets with the creation of exclusive and unique projects, where strong leadership, competence, particular attention to all activities, quality, times, costs, they were fundamental to achieving the objective.

Francesco Gentile has always continued to study and increase his knowledge and skills, attending the most important academic institutes.

For about 15 years he was CEO and Director of the Design Department of LUXURY Remodeling & Renovation LLC (European and Emirates company), becoming trusted Architect and Designer for the most important Hollywood actors between Los Angeles, Florida and the Caribbean islands, following luxury projects worth hundreds of millions of dollars. He was a member of the Core Team of the UAEWORLD Steering Committee, for the planning, design and conception of a sustainable New Verdant project in Brazil. In 2005 he filed a patent with the World Intellectual Property Organization - International Bureau, an invention in the aeronautical recreational field under the name "Free Flight", with the registration number for intellectual rights (PCT - WO205/058697 A1). In 2006 it was recognized, in its category, as the best patent of the year. In 2010 the Shanghai World Exhibition applied for this patent to include it in the Lithuania exhibition area.

In 2020 he was appointed International Ambassador of the LIMES Italian Aerospace District for the Middle East and South-East Asia area.

In 2021 he was awarded the Certified Honorem in Space Architecture & Design by the European Center for the Exploration and Colonization of Space.



Dr. Arch. Francesco Gentile



DUBAI



# Luxury Villa

Grace Bay Beach  
Caicos Island - USA





# Luxury Villa

Hollywood Hill Bel Air - USA







**Luxury Villa**  
Hollywood Hill - USA







**Luxury Villa**  
Erie Lake Toledo - USA



Arch.  
**EMANUELE GARUFI**  
**CEO Florence & Tirana**

Emanuele Garufi for over fifteen years, has been primarily involved in the design of highly sustainable buildings, characterized by the use of wooden structures ranging from private residences to multi-story buildings and public structures. His design approach is rooted in the belief that the architect's role should be expressed through taking responsibility for the present era, represented as a built form of our time. This commitment translates into the exploration of low-impact environmental construction solutions and innovative design, a synthesis of an inseparable blend of aesthetic value and ethical responsibility.

In the studio's projects, the quest for a new sustainability aesthetic is realized through the use of natural materials and exposed wood structures. Architectural forms are shaped by the path of the sun throughout seasons, seeking favorable exposures while simultaneously designing surfaces for natural and adaptable protection. A design drawn by the sun and the use of natural and innovative materials.

In recent years, the design experience with wooden structures has allowed the studio to collaborate with real estate developers in developing initiatives from scratch, aiming for the optimal balance between living quality, rich solutions, and minimal environmental impact. The structural component in wood becomes the primary expressive architectural message.

Among the many projects, notable mentions include the Croos Light House building, awarded the CasaClima Golden Cube, and the directional building in the National Park of the Tuscan Archipelago on the Island of Giannutri, part of the UNESCO Biosphere heritage.



Dr. Arch. Emanuele Garufi



FLORENCE



TIRANA



**Flower Village**  
Sanremo



**Eco VIP Villas**  
Florence



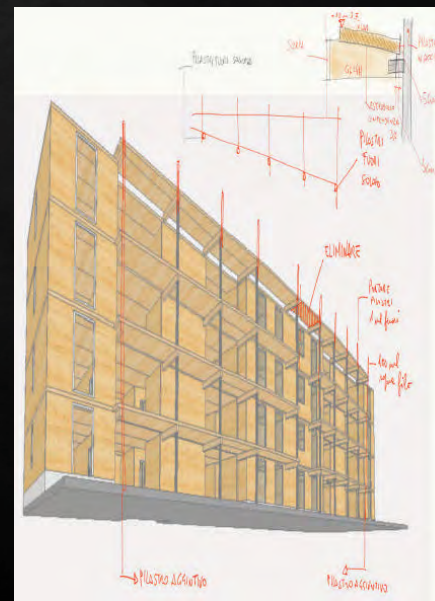
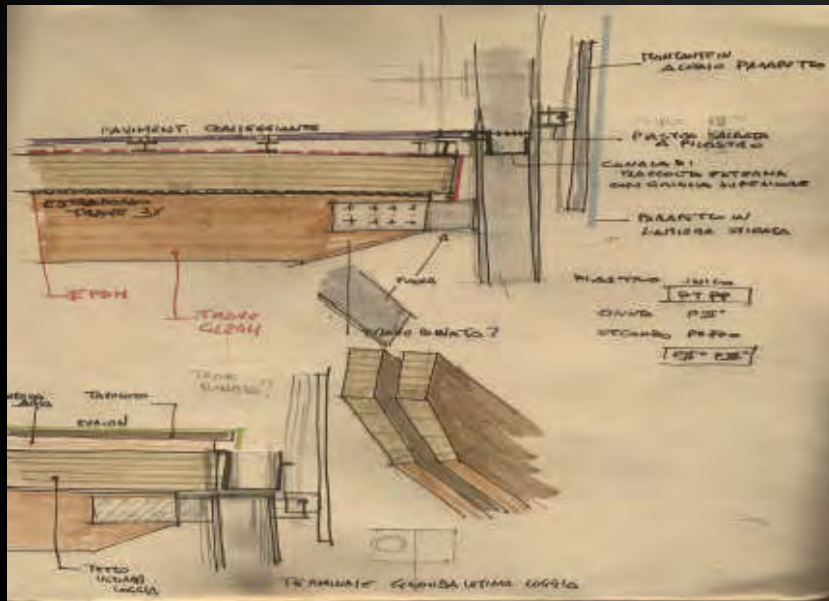
# Greenwood Villas

Milan











PABLO  
PASTRO

# VIP Luxury Villa

Abu Dhabi







# VIP SALOTTI







**LU XITA**  
Architectural Engineering Consultancy



**ITALBA** is a leading manufacturing company that specializes in the **structural steel engineering and fabrication steel company**, with experience in design, fabrication and erection of steel structure and cladding works for warehouses, multi storey buildings, power stations, shopping centres, bridges and signage structures.

As a dynamic and versatile company, ITALBA handles everything from small steel **fabrication and welding jobs to large-scale erection and cladding projects.**



# **STEEL & DECORATIVE WORKS**

# SITE OFFICE CONSTRUCTION

Abu Dhabi, UAE





## SERVICES PROVIDED

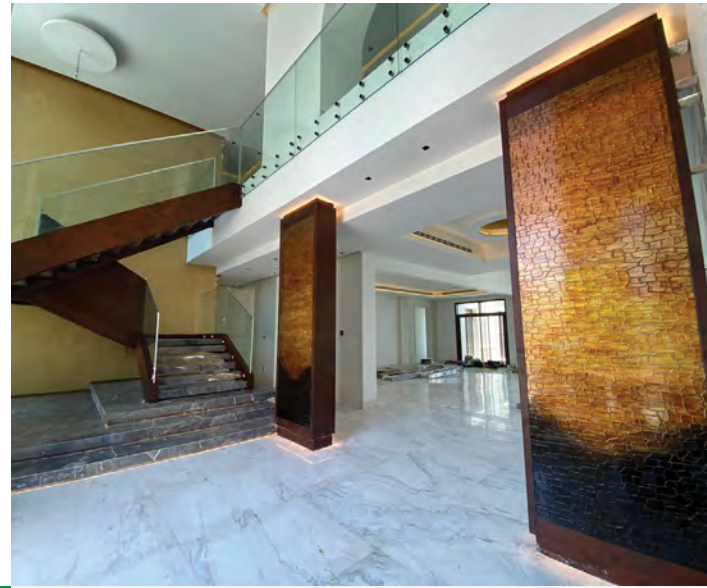
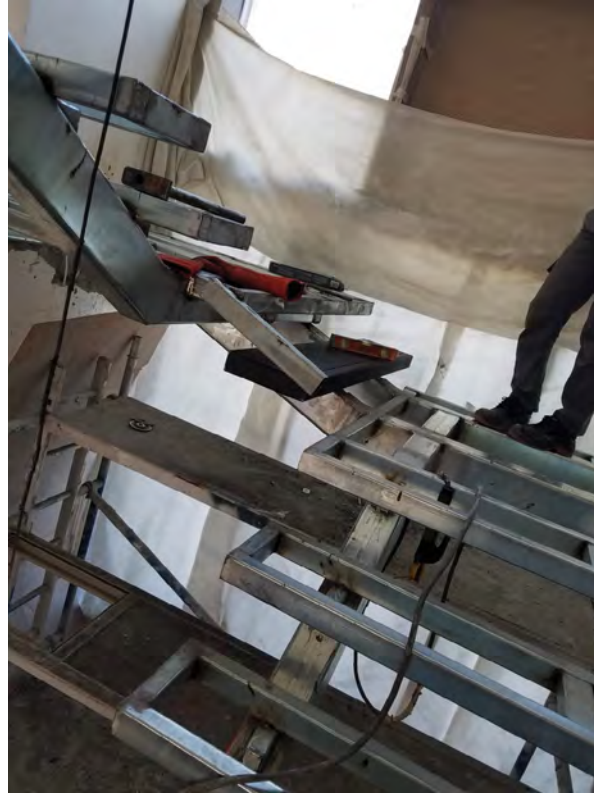
- Steel Structure of Site Office



# VILLA 22

Abu Dhabi, UAE





## SERVICES PROVIDED

- Steel Structure with Glass Handrail



# REEM MALL

Abu Dhabi, UAE



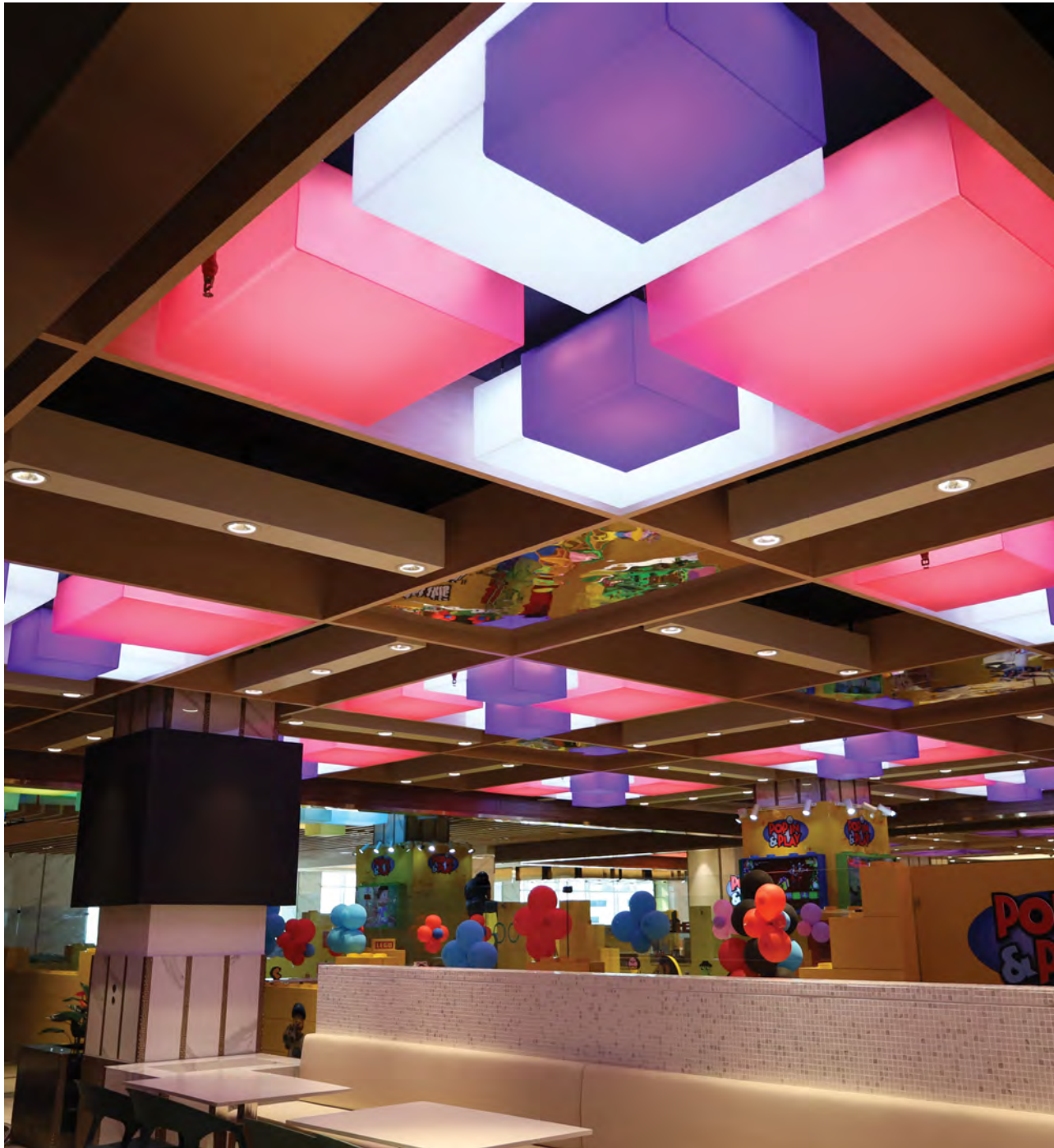
## SERVICES PROVIDED

- Steel Structure with Glass Handrail











**STEEL STRUCTURE COLUMN**



**STEEL CONCRETE BUCKET**



**STEEL SUPPORT**



**STEEL CONCRETE BUCKET**





# HOARDING AND LED INSTALLATION

Abu Dhabi, UAE



## HOARDING INSTALLATION

Al Falah Street

## LED INSTALLATION

Musafah



## HOARDING INSTALLATION

Al Najda Street

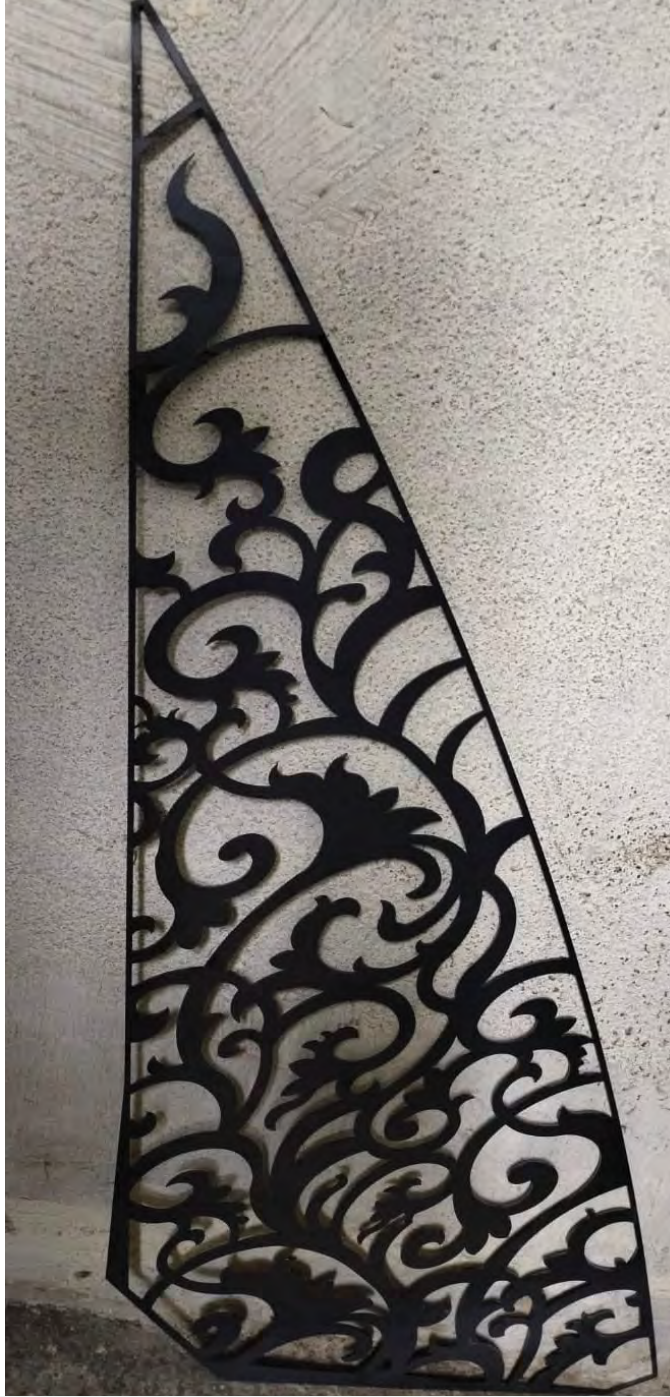
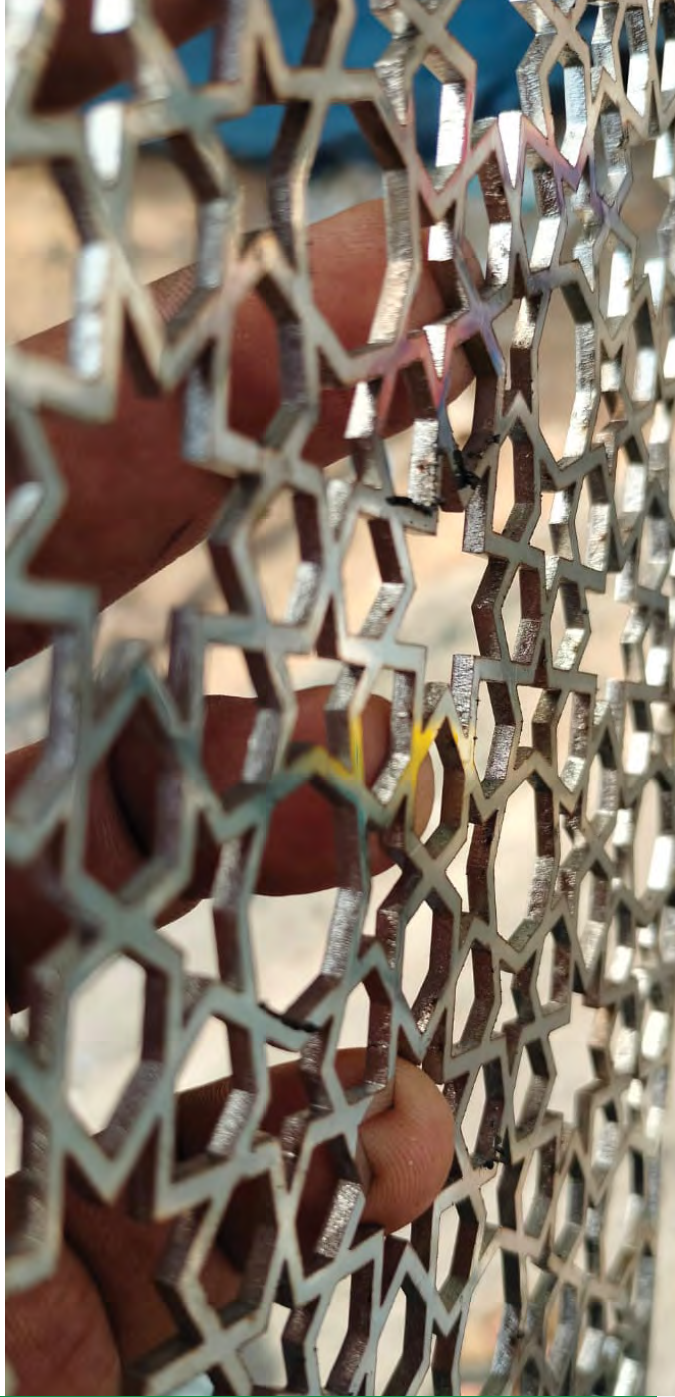


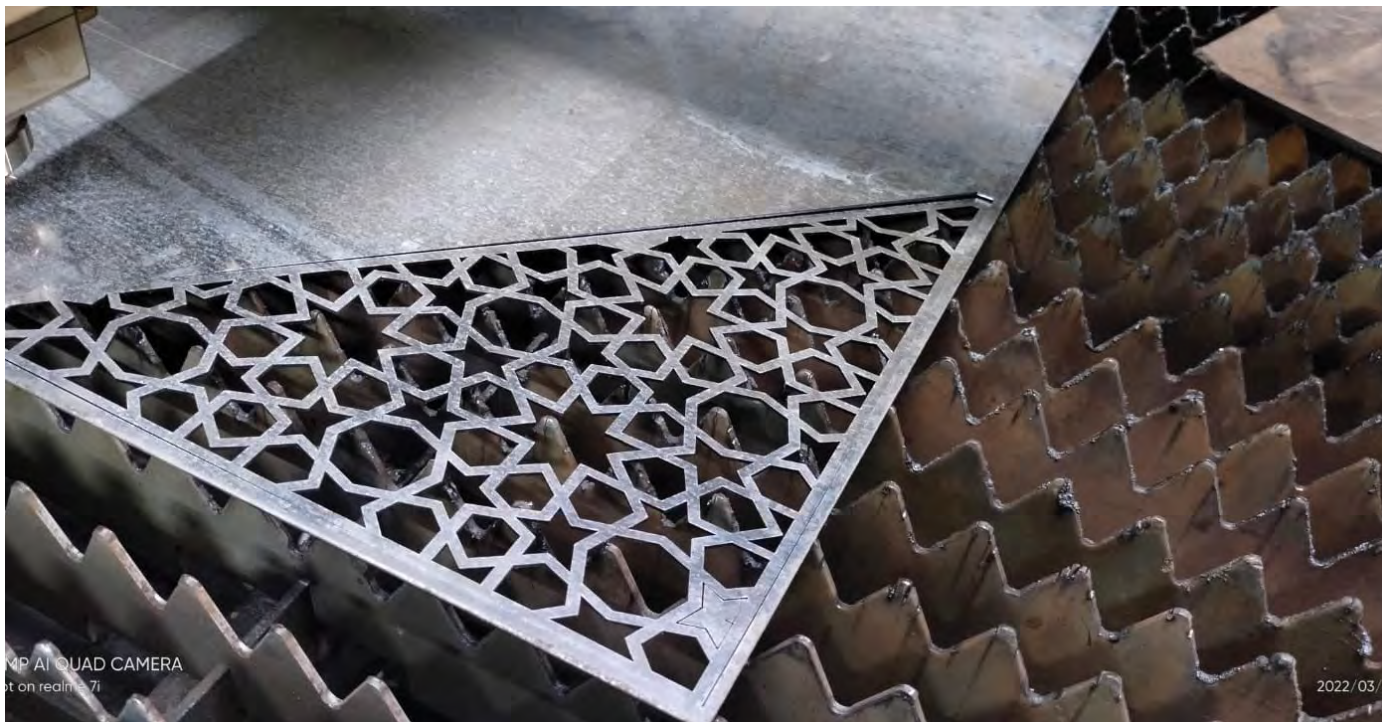
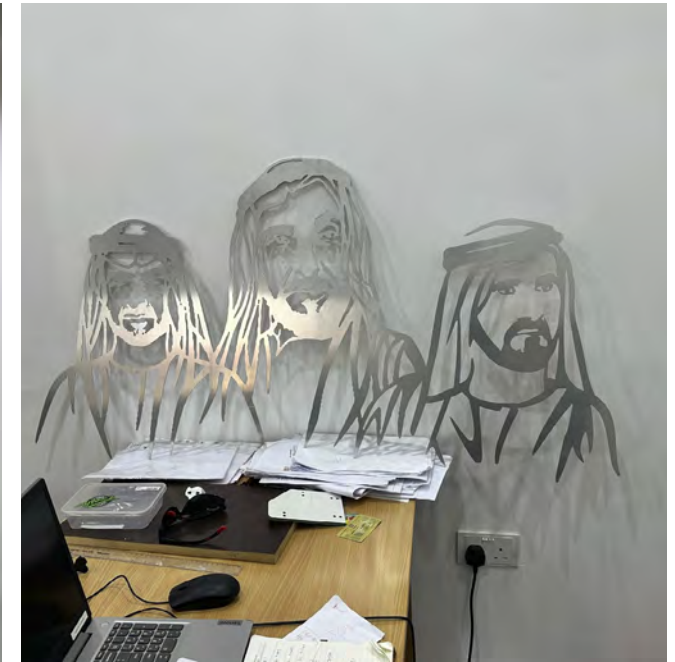
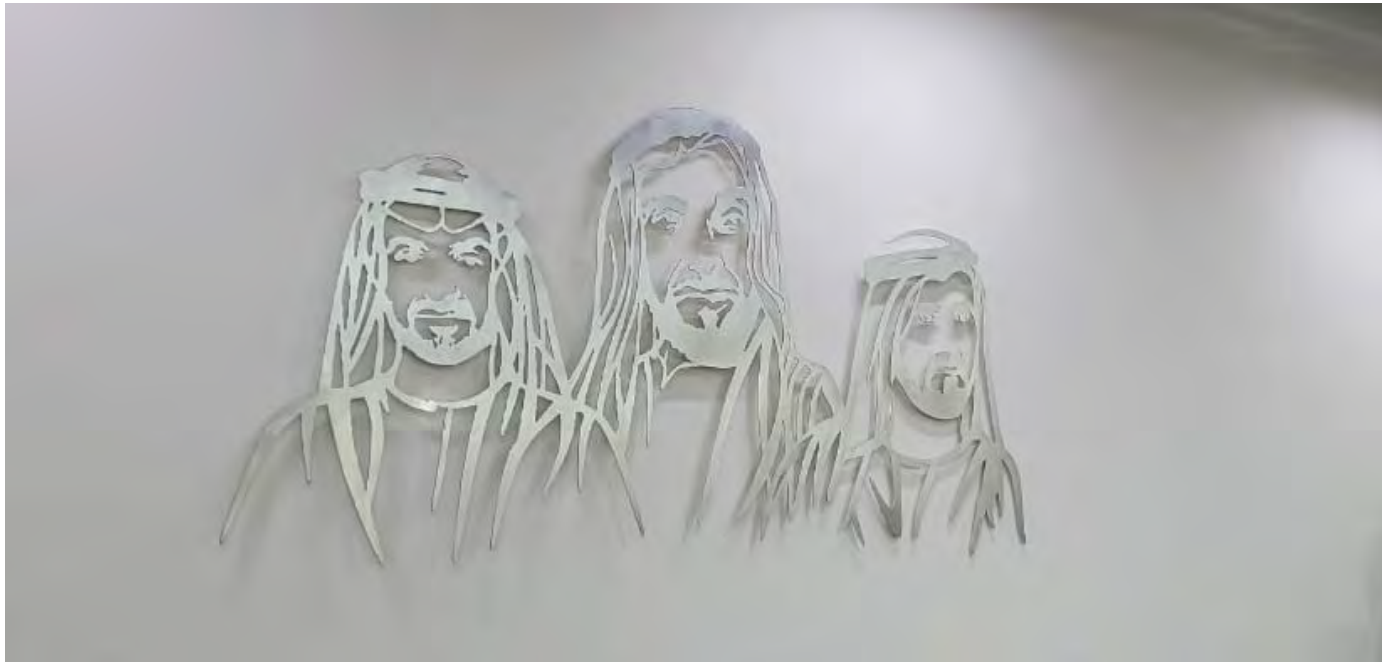
## HOARDING INSTALLATION

Abu Dhabi



# CNC CUTTING AND ENGRAVING







ELECTROMECHANICAL CONTRACTING L.L.C

**Electro-mechanical Contracting** Company, based in **Abu Dhabi, UAE**, offers comprehensive MEP services for building systems, focusing on designing, analyzing, and optimizing mechanical, electrical, and plumbing systems in **residential, commercial, industrial, and institutional buildings.**





# ERA SOLUTION

ADVERTISEMENT L.L.C - S.P.C

**Era Solution** is an ambitious company focused on creating powerful brands through creativity and innovation, pushing boundaries to differentiate itself from competitors in the **Digital Market.**

Our Abu Dhabi office staff is dedicated to providing exceptional service to clients, working together towards a **bright future and a successful calibration.**

Update the logo of Era Solution, it should include SPC

### **Our Services:**

- Advertisement
  - Holocare Digital Screens
  - Outdoor & Indoor Advertisement
- Branding Development
- Digital Marketing
- Software & Website Development





## HOLOCARE

Digital Screens – AL REEM ISLAND



## OUT DOOR ADVERTISEMENT

LED ADVERTISEMENT – MUSSAFAH, ABU DHABI



## OUT DOOR ADVERTISEMENT

LIGHT BOX ADVERTISEMENT – AL RAHA MALL



# OUT DOOR ADVERTISEMENT

LIGHT BOX ADVERTISEMENT - KHALIDIYAH MALL



# OUT DOOR ADVERTISEMENT

HOARDING ADVERTISEMENT - AL FALAH STREET

# OUR GREAT TEAM

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Our company values a 'family' culture and seeks high-caliber engineers. Also, Morals team philosophy fosters a sense of support and unity, promoting a positive work environment. Morals' success is built on its team, who bring unique skills, expertise, experience, and perspectives to its projects.

Discover the world of working in a top global contracting and project development company and meet members of the Morals team.

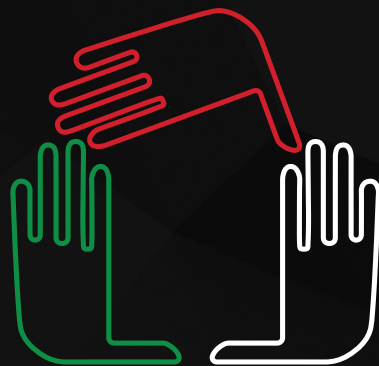


**“ EURO ALBA team has the expertise to get the job done efficiently effectively ”**

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EURO ALBA HOLDING

## CONTACT US

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