

Crescent Enterprises

Crescent Enterprises, a wholly-owned subsidiary of the Crescent Group, has wide and diversified operations and interests in a multitude of industries, including Ports and Logistics, Aviation, Real Estate and Construction, Project Implementation, IT Commerce, Mineral Processing, Healthcare and Private Equity.

The Crescent Group has diversified business interests in the energy and non-energy sectors. While its wholly-owned subsidiary Crescent Petroleum is a regional market leader for over 40 years in its traditional business of Oil & Gas, Crescent Enterprises focuses on pioneering businesses in the non-energy sector. Crescent Enterprises is headquartered in the United Arab Emirates with significant international presence. The Crescent name has been respected in the region for over 40 years for its adherence to strong values and business ethics. Crescent Enterprises aspires to drive each of its businesses towards the highest standards of international competitiveness by consciously contributing to enhancing the appeal of the larger value chain of which it is a part.

Crescent Enterprises' diversified status originates from its corporate strategy aimed at creating multiple drivers of growth anchored on its time-tested core competencies: recognized regional status, management's knowledge of the culture and business practices of the region, unmatched distribution reach, superior brand-building capabilities, effective supply chain management and acknowledged service skills. Over time, the strategic forays into new businesses are expected to garner a significant share of these emerging high-growth markets in the Middle East, North Africa and South Asia (MENASA region). The Company continuously endeavors to enhance its wealth generating capabilities in a globalizing environment to fulfill the aspirations of its stakeholders and meet societal expectations, whilst adhering to the highest socially and environmentally responsible standards.