

# A VISIONARY LEADER: THE FOUNDER

*The desert sun blazes relentlessly over Dubai, its heat heavy in the air, pressing down on the city like a furnace. Senior Project Manager Ahmed Morsi pauses, wiping the sweat from his brow, a quiet moment amidst the bustle. His team has just finished their task—laying the final stroke of acoustic plaster, a vital piece in the intricate puzzle of noise control within the luxurious walls of a grand hotel. But today is more than just the end of another job; it is a milestone. This project marks the 15,000th success for Kinetics Middle East, LLC, a testament to their journey since 1993. For Ahmed, the day's work serves as a proud testament to Kinetics' profound influence in the region. "It's incredible to be part of a company that has shaped this industry for more than three decades," he reflects. The path from humble beginnings to this remarkable milestone echoes the vision of its founder, Aziz Abouseda, who, thirty years ago, embarked on a mission to revolutionize noise and vibration control across the Middle East.*

**The Visionary Behind the Success**  
*To celebrate this key milestone achievement and to better understand the journey of Kinetics Middle East, LLC, we sat down with Mr. Aziz Abouseda, the man behind the company's remarkable growth and industry leadership. In our conversation, Mr. Aziz reflected on the company's origins, the challenges he faced, and the key moments that have defined its success.*



Mr Aziz(third from left) With KME team outside Jebel Ali Office-2003

## THE MOVE TO THE UAE: A VISION FOR KINETICS MIDDLE EAST

In the early 1990s, the UAE was undergoing rapid transformation, with its skyline evolving and construction booming. Amidst this flurry of activity, Mr. Aziz Abouseda saw an opportunity to bring something new to the region—specialized noise and vibration control solutions.

"The rapidly evolving market at the time necessitated our direct presence," Mr. Aziz recalls. The unique nature of Kinetics Middle East's services, coupled with their niche focus, made it difficult for agents to give them the attention they deserved. "The specialty and rarity of our services, combined with their lower commercial value compared to other products, meant that agents were not putting in the necessary effort to sell our solutions. We needed to be here, hands-on, to make it work."

This realization led Mr. Aziz to make the pivotal decision to relocate to the UAE, ensuring that Kinetics could be fully involved in delivering their specialized solutions directly to the region's rapidly growing construction project

### The First Project: A Bold Beginning for Kinetics Middle East

*When Mr. Aziz Abouseda first arrived in the UAE, the challenge wasn't just setting up a company—it was about making an immediate impact in a market filled with towering ambitions. Kinetics Middle East needed a project that would solidify its presence, and soon enough, that opportunity arrived in the form of an iconic symbol of the UAE's luxury and innovation.*

*"Our first project was Burj Al Arab," Mr. Aziz recalls, a hint of pride in his voice. The world's most luxurious hotel, rising like a sail from the Arabian Gulf, became the perfect canvas for Kinetics to showcase its specialized expertise in noise and vibration control. It was a monumental undertaking that cemented Kinetics' reputation from the very beginning.*

*To work on a project of such magnitude was not just a milestone for the company but a declaration of its arrival in the region's construction landscape. This first step set the tone for everything that followed, as Kinetics Middle East established itself as a trusted name in high-profile, complex projects.*



Mr Aziz(L) With Mr Jason Thomas(L)

### **The First Acoustics Job: Crafting Harmony Between Aesthetics and Sound**

In the early days of Kinetics Middle East, as the company was finding its footing in the region, a defining moment came when they were entrusted with their first acoustics-specific job. This wasn't just any project—it was one that would test the delicate balance between design and function, a hallmark of acoustical engineering.

"It was the Twin Towers, both on Dubai Creek and by the Trade Centre," Mr. Aziz recalls. These towering structures represented the cutting edge of Dubai's architectural ambitions at the time. Yet, beyond the impressive exteriors, they posed a unique challenge: ensuring that the spaces within were as harmonious to the ear as they were to the eye.

"This project introduced us to the challenge of balancing aesthetics with functionality," Mr. Aziz explains. In a city known for its ambitious design, Kinetics had to ensure that their acoustical solutions enhanced rather than interfered with the architectural vision. This job became a pivotal experience, teaching Kinetics the importance of precision and harmony in every project, and setting a new standard for the company's work in acoustical engineering.



Mr Aziz(L) With KME Oman agents Zubair 2001



Mr Aziz(middle) accepting sales achievement award 2007

### **Navigating International Territories: Building Bridges Without Borders**

Long before the digital age of instant communication, Mr. Aziz Abouseda was forging connections across the globe, laying the groundwork for what would become Kinetics Middle East's international expansion. In an era when business deals were sealed face-to-face, Mr. Aziz's resourcefulness and determination helped him navigate the complexities of expanding into new territories.

"I had already established a network of agents from my time at Mason Industries, whom I represented before starting Kinetics," he explains. This network, built over years of hard work and personal connections, became invaluable as Kinetics sought to enter new international markets.

But back in the mid-1970s, the tools of modern business—emails, the internet—were still a distant dream. Instead, Mr. Aziz relied on his ingenuity. "Without the internet or emails, I would look up local contractors in hotel directories, visit them, and get names of suppliers they recommended," he recalls. This hands-on approach, driven by persistence and personal interaction, helped him build a network that would become the foundation for Kinetics' global reach.

"I turned that network over to Kinetics," Mr. Aziz says, underscoring how those early efforts paved the way for the company's successful expansion into international territories. His ability to foster relationships, even in the most challenging circumstances, became a key factor in Kinetics Middle East's international growth.

## **SIGNIFICANT MILESTONES: REACHING NEW HEIGHTS WITH BURJ KHALIFA**

**Throughout Kinetics Middle East's journey, there have been numerous projects that have marked significant milestones in the company's growth. Yet, when asked to reflect on the one that had the most profound impact on the company's trajectory, Mr. Aziz Abouseda doesn't hesitate.**



The Iconic Burj Khalifah

**"Many projects were significant, but the Burj Khalifa stands out as the most impactful to this day," he says. The world's tallest building, a symbol of architectural achievement, presented unique challenges that only a company like Kinetics could address.**

**The Burj Khalifa project represented more than just another job; it was a defining moment in Kinetics' evolution. The complexity and prestige of working on such an iconic structure solidified the company's reputation as a leader in acoustical engineering and vibration control. It was a project that showcased Kinetics' expertise on a global stage and cemented its place as an essential player in the region's most ambitious developments.**



Mr Aziz with a business partner at KME Office

**Leadership Style: Hands-On and Involved**  
 Throughout his leadership of Kinetics Middle East, Mr. Aziz Abouseda's management approach was as clear as his vision for the company. His style, rooted in hands-on involvement and meticulous attention to detail, played a crucial role in the company's growth and success. "Hands-on management," Mr. Aziz succinctly puts it.

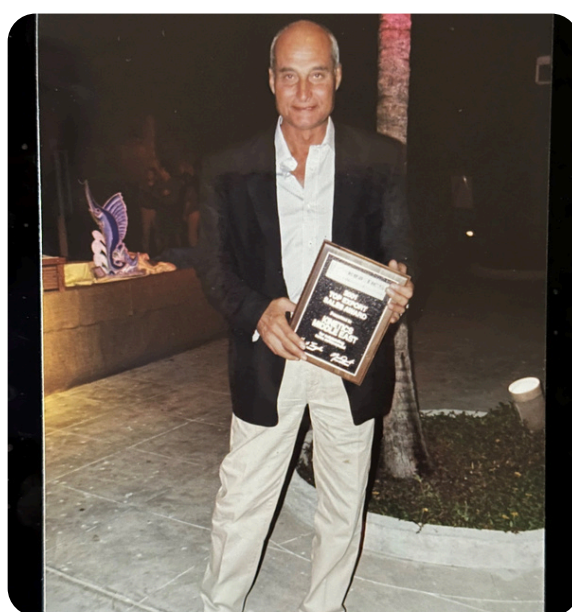
For him, this meant being deeply engaged in every aspect of the business—from project planning to execution—leading by example and remaining present in the day-to-day operations. His approach fostered a culture of trust and excellence, ensuring that Kinetics maintained its high standards. By staying close to both the work and his team, Mr. Aziz's leadership style helped shape Kinetics into the respected industry leader it is today.

**The Direction of Kinetics: A Legacy of Acoustical Exclusivity**

As Mr. Aziz Abouseda reflects on the path Kinetics Middle East has taken, he speaks with pride about the company's unwavering commitment to its core principle—acoustical exclusivity. For Mr. Aziz, this foundational element has been the key to the company's success and respect in the industry. "I built a solid foundation for KME based on the principle of acoustical exclusivity," he explains. This focus on being the specialists in noise and vibration control has defined Kinetics from its earliest days. It has earned the company the trust of clients and partners alike, setting them apart in a competitive market.

While there may have been moments where branching into new areas or diversifying services could have been tempting, Mr. Aziz emphasizes that sticking to this exclusive focus has been the company's greatest strength. "Diversity may have been tempting at times, but the exclusivity has been the sustaining element," he notes.

This dedication to acoustical expertise has allowed Kinetics to carve out a unique position in the market, ensuring that they remain leaders in their field as the company continues to grow.



Mr Aziz accepts the sales award 2005

## A LEGACY PASSED ON: THE MOST REWARDING MOMENT

**For Mr. Aziz Abouseda, the journey of founding and building Kinetics Middle East has been marked by many rewarding moments, from landmark projects to significant milestones. Yet, the moment that stands out most is passing leadership to his son, Karim, and knowing the business would continue within the family. "The most rewarding was when I handed the torch over to Karim and knew the business would continue in the family," Mr. Aziz reflects.**



Mr Aziz (R) with his son Karim(L) at KME offices

This transition was the culmination of years of dedication, ensuring that Kinetics' legacy, built on strong values and a passion for acoustics, would endure with the next generation. Since stepping away from daily operations, Mr. Aziz has watched with pride as Karim has elevated KME to new heights while maintaining the respect and standing it has always enjoyed. "I am very proud of how Karim has taken KME to a new level while maintaining the respect and standing the company has always enjoyed," he says. Under Karim's leadership, Kinetics has not only grown but also stayed true to the values that made it a leader in acoustical engineering. For Mr. Aziz, seeing his son lead with the same commitment to excellence and integrity reaffirms his belief in the company's future. While KME has adapted and expanded, its core principles remain intact, ensuring the legacy Mr. Aziz built continues to shape its evolution.

## A LEGACY OF EXCELLENCE: THE PROUDEST ACHIEVEMENT

*As Mr. Aziz Abouseda reflects on his journey with Kinetics Middle East, his sense of accomplishment is clear. From its humble beginnings to becoming a leader in the field, Kinetics Middle East has made its mark across the region. When asked what he is most proud of, Mr. Aziz's answer is as straightforward as it is significant.*

*"That I built the largest, most recognized and respected acoustical specialist in the Middle East," he says. It's a statement that encapsulates decades of hard work, vision, and dedication. Through innovation, unwavering commitment to quality, and a focus on acoustical exclusivity, Kinetics has grown into a company that stands at the forefront of its industry.*

*The respect and recognition Kinetics has earned over the years is not just a reflection of the company's technical expertise, but also of the values Mr. Aziz instilled from the very beginning. His legacy is one of building not just a business, but a trusted institution in the Middle East.*



Mr Aziz with the entire KME staff

## WORDS OF WISDOM: ADVICE FOR ASPIRING ENTREPRENEURS

*Having built Kinetics Middle East from the ground up, Mr. Aziz Abouseda offers key advice for aspiring entrepreneurs in the acoustics and vibration control industry. "Love what you choose to do," he emphasizes, highlighting passion as the core of any successful venture. However, passion alone isn't enough. He advises gaining experience by working for others first to understand the industry. Timing is also crucial. "Pick the right timing and go on your own when you can afford to," he says, stressing the importance of financial readiness and market awareness.*



Emirates Towers

**Continuing with Kinetics Middle East, LLC Commitments- Present Day**  
*As the day draws to a close, Ahmed Morsi pauses to reflect on the journey that has led both him and Kinetics Middle East to this moment. Standing beneath the fading desert sun, he realizes that this project, like the thousands before it, is a testament to the vision and perseverance set in motion by Aziz Abouseda three decades ago. Today's milestone is more than just another accomplishment; it's a continuation of a legacy—one that has shaped the industry and will continue to resonate through every solution Kinetics delivers. For Ahmed, the work is far from over, but the foundation is unshakable, and the road ahead is clear, built on years of dedication, innovation, and the relentless pursuit of excellence.*