

Brazilian Firm Armors Cars in Jordan for Iraq

Contributed by Geovana Pagel
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Multinational High Protection Company (HPC) has four car armoring factories around the world, two of them in Brazil. The company's headquarters are in the US, however, it belongs to a Brazilian.

With Brazilian labor, High Protection Company (HPC), a military and passenger vehicle armoring company based in Atlanta, United States, armors cars at a factory in Jordan, for export to Iraq.

Of the 80 employees at that plant, 22 are from Brazil. In January 2005, another 60 Brazilians, who are already being trained in the United States, will travel to Jordan.

Despite being based in the United States, HPC belongs to a Brazilian businessman, Maurício Junot.

"After four months in operation, the factory has armored 50 cars and the forecast is to armour 500 in 2005. This represents a 200% increase in production at the Jordan factory," stated the businessman, who established HPC five years ago, in the United States, where he moved in the 1990's.

According to Junot, most of the contracts are closed with companies that receive funds from Iraq Project and Contracting Office (PCO), a US government division that administers funds of US\$ 18.4 billion for the reconstruction of Iraq.

"The vehicles are used by the local government and by executives of a series of companies working for the reconstruction of Iraq," he explained.

Next year, HPC intends to inaugurate another factory in the region. Kuwait was the country chosen.

"Construction of a factory in Kuwait is not yet 100% confirmed, but we hope to be able to inaugurate it in the second half of 2005," he explained.

So as to open an armoring factory, HPC invests around US\$ 500,000. "We hope to invest this same volume in Kuwait," stated Junot. A unit should also be opened in Mexico.

According to him, the Middle East, in general, is a promising market for safety items.

"Saudi Arabia, Iran, Afghanistan, and Kuwait itself are already ordering armored vehicles," stated Junot.

Armoring for war territories costs around US\$ 65,000 per vehicle and takes around 30 days, as the entire vehicle is taken apart.

The company is specialized in armoring that goes up to level six, which protects against heavy artillery, like the M16, AK 47 and M80.

About HPC

HPC has four factories around the world. The most recent was installed four months ago in Jordan.

In Brazil, HPC has a glass factory and another armoring factory, both in the city of Itaquaquecetuba, in the interior of the southeastern Brazilian state of São Paulo.

This year, the businessman bought armoring company IAC Brazil, for which he worked years ago, and which he has now incorporated into HPC.

"Having bought IAC, we intend to reach 15% of the Brazilian domestic market by the end of 2005, and reach 30% in five years," said Junot.

The company has 170 employees in Brazil, 80 employees in Jordan, and 60 in the United States. Company revenues are not published.

Iraq is currently the main HPC market. Other importers include Kuwait, the United Arab Emirates (Dubai and Abu-Dhabi), Nigeria, Russia, Philippines, Mexico, the United States and Brazil.

Car Salon

HPC is participating in the 2004 Car Salon, which was opened to the public October 21, and goes on up to October 31, at the Anhembi Exhibition Pavilion, in São Paulo.

At the company 420 square-meter stand, they will have an area showing the war theme, with a gallery in the shape of a tunnel with different material used in armoring, and a glass exhibition, showing glass having been hit by different caliber bullets.

A Golf shot one thousand times will show the safety of armoring made by the company. The figure was chosen to celebrate over 1,000 cars armored in five years of operations.

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