



*-Press Release-*

## **ByrneLooby Rebrands as Ayesa: A New Chapter in Engineering Excellence**

### **Leading structural and civil engineering firm changes name as part of Ayesa's global brand strategy**

Thursday, 19th October 2023, ByrneLooby, an International award-winning engineering consultancy, enters a new era in its 25-year history as it rebrands to its parent company, Ayesa.

The move follows an 18-month integration period after Ayesa acquired ByrneLooby in February 2022. Importantly, it combines people and skillsets to create a compelling, global-leading technology and engineering consulting services provider. In the UK, Ayesa is in the top ten geotechnical consultants, and globally, Ayesa is ranked 44 out of 225 international Engineering design firms, both surveyed by revenue in 2022.

While the name changes, ByrneLooby, with offices in the UK, Ireland, and the Middle East, will continue to build upon its recognised reputation for technical excellence. Over the last thirty years, it has helped deliver significant infrastructure projects such as The Shard, 22 Bishopsgate, Lowestoft Port, Blanchardstown Regional Drainage Scheme, Saggart Reservoir, HS2 and landmark city developments in Dublin and London. It has also been pivotal in developing major wind farms in Ireland and the UK, and finally, Giga projects in the Middle East, including Amaala and Red Sea Global.

As Ayesa, the company is now positioned to operate at a greater scale, drawing from the global engineering and technology specialists' deep pool of resources to offer additional services. Significantly, it empowers the organisation to compete for more large-scale infrastructure projects within the UK, Ireland and the Middle East without compromising the client-centric, highly personalised services for which their multidisciplinary teams have become renowned.

Now, as one united brand, it will enable the company to share expertise and teams to achieve better outcomes and services for clients. UK and Ireland territories are headed by John Byrne, co-founder of ByrneLooby, who has seen the company develop into a respected engineering and geotechnical leader over the past three decades. Having experience acquiring companies during his tenure as a business owner, he underlines the importance of rebranding under one brand name to maximise synergies and opportunities.



**John Byrne, Ayesa's UK and Ireland Manager, says,** *"From the beginning, we could see that both companies are very similar in goals, culture and philosophy, with teams striving to deliver better quality and a more sustainable and resilient built environment. Since the acquisition, we've continued to grow our revenues, staff and capabilities, making significant inroads into the vibrant UK and Ireland infrastructure sectors. I'm excited about the future as we can do much more with greater agility, maintaining our core offering of highly technical and multidisciplinary services but now on a global scale."*

He will be ably supported by a dynamic and forward-thinking team comprising some of the best engineers in the industry in the UK, Ireland and the Middle East.

Effective today, ByrneLooby will become Ayesa, with websites, brochures, projects, and presentations adopting the Ayesa brand.

**-ENDS-**

For further information about Ayesa please contact Niamh Meyer ([niamhm@thinktank.org.uk](mailto:niamhm@thinktank.org.uk)) or Lucy Bateman ([lucyb@thinktank.org.uk](mailto:lucyb@thinktank.org.uk)) at The Think Tank, or call +44 (0) 207 831 2225.

To find out more about Ayesa UK & Ireland/Middle East click [here](#).

For more information about Ayesa Group and its award-winning work, click [here](#).

## **ABOUT AYESA**

Ayesa: A Global Leader in Engineering and Technology Consulting Services: Ayesa is prominent among the world's top 50 global engineering design firms. Operating in 23 countries and boasting a workforce of 12,000 professionals, it holds a distinguished top-10 position in Latin America. Additionally, the company has achieved an impressive top-5 ranking as a provider of digital consulting services in Spain.

At the core of Ayesa's operations is utilising cutting-edge technology to deliver state-of-the-art infrastructure design and supervision services. To accomplish this, the company relies on certified experts proficient in over 70 disciplines, encompassing energy, industry, water, the environment, transportation, and architecture.

Ayesa is also at the forefront of utilising digital technology to enhance the efficiency and functionality of physical infrastructure. A standout example of their innovation is the pioneering integration of network AI systems within renewable energy plants.

As an established engineering business with over half a century of experience, Ayesa has played a pivotal role in some of the world's most significant projects. Their portfolio includes the development of major subway, road, and railway systems spanning Europe, the Middle East, India, and Latin America.



Ayesa's global recognition extends to its exceptional work within the water sector, covering everything from storage and transportation to treatment and desalinisation. Their expertise in this domain is particularly sought after in the arid Middle East, where Ayesa's consultancy services play a critical role in supporting the development of new cities.

Furthermore, Ayesa is advancing in the emerging field of biotechnical plant development, solidifying its position as a top preference for designing these facilities, particularly emphasising yeast production and the rapidly growing LNG sector.