A S A SERVING THE FUTURE

ASA AUTOMATION SERVING THE FUTURE

2020\2021





EXPERTISE



BROAD PORTFOLIO



Providing CUTTING EDGE SOLUTIONS



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ASA AUTOMATION REGIONAL PIONEER

OVERVIEW



Founded in 1997

- ASA is a pioneer in providing cuttingedge solutions for automation and electrical engineering across various infrastructure industries in the MENA and Asia Pacific.
- Over 25 years of success, ASA is now recognized as an integrated electrical and automation EPC contractor.



Countries ASA operates in.

ASA main offices.

BACKGROUND & MILESTONES





ASA Automation was established as a junior member of the ASEC Holding family.

To pioneer in delivering integrated electrical contracting services. Contemporation of the second s

Al Qalaa Holdings acquisition of ASEC Holding has been considered a reviving push for the Arab Swiss Engineering Company.

Which by result has given ASA Automation a firm footing in a growing and competitive electrical contracting market.



ASA Automation embraces a maturity phase, where it's capable of recognizing the changes in the local & global industry.

With a plan of continuing to monitor and quickly adopt its lines of business and services to sustain its 25-year record of expertise.

CORE GOALS



VISION

To be the first electrical contractor of choice that offers its clients sustainable growth by stimulating the positive impact of energy-saving technologies, renewable energy, and remote solutions.

MISSION

To put our clients' goals and needs at the center of our integrated electrical contracting services.

IN A GLANCE



Our Business Sectors



Industrial (Cement - Steel - Glass - Fertilizers -Chemicals)

Oil & Gas

Power Generation & Distribution



Renewable Energy\Solar Water Treatment & Waste Water **Rails & Transportation** Petrochemical **Geology and Mining** Data Center **Commercial & Residential**

Our Key Figures



EGP 350 Million Turnover





Operating In 40 Countries

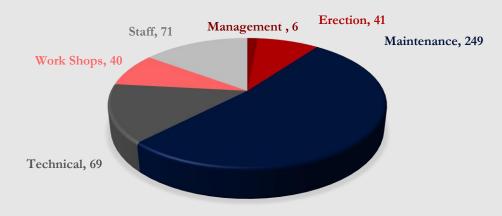
AGILE & FELIXABLE BUSINESS MODEL



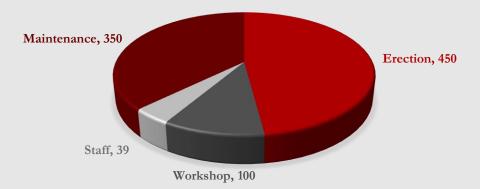
 ASA Automation adopts an Agile & Flexible Business Model, using different subcontracting models (TPAs, subcontracting and third-party labor agreements).

By which, our ASA team can Shrink or Expand the offered services, the needed manpower to match our clients' business goals and visions in terms of time, budget, and quality.

ASA AUTOMATION EMPLOYEES TOTAL HEADCOUNT: 476



THIRD PARTY RESOURCES TOTAL HEADCOUNT: 1000 (EX.)



ASA AUTOMATION **EXPERTISE**

OUR BUSINESS SOLUTIONS



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EPC CONTRACTING

ASA EPC Contractor offers a wide range of:

- Engineering.
- Procurement.
- Construction.
- Training & Post Startup.

OPERATION & MAINTENANCE

ASA Maintenance offers a wide range of:

- Long Term Projects & Service Agreements.
- Overhauling Projects.
- Equipment Commissioning.
- Equipment Testing & Measuring.

WORKSHOPS

ASA Workshops offer a wide range of services:

- Rewinding Workshop.
- Panel Assembly Workshop.

1. EPC CONTRACTING



Workshops

Operation and Maintenance

Backed with over 25 years of experience as an EPC contractor, ASA has a proven track record in executing, Successful Projects covering a wide range of sectors, industrial and non-industrial facilities.

EPC Contractor

EPC CONTRACTING SERVICES



Workshops

1. ENGINEERING

Investing significantly in all available software tools dedicated to the electrical and automation engineering, ASA Scope Includes:

Electrical:

- ✓ System Studies.
- ✓ Cable Servicing.
- Lighting Earthing, Lightning Protection.
- ✓ Light Current.
- ✓ As-Built Documentation.

Automation:

- ✓ Concept Developing.
- \checkmark Programming.
- ✓ Diagnostic Management Control.
- ✓ Process Control.
- ✓ Technical Assistance.

2. PROCUREMENT

Combining our global network of procurement centers with our local knowledge, <u>ASA Scope Includes:</u>

- Transformers
- ✓ Switch Gears.
- ✓ All Types of Bus Ducts & Cable Trays.
- ✓ All Types of Cable.
- $\checkmark \quad \text{AC\DC Drives.}$
- ✓ Soft Starters.
- ✓ All Types 0f Cable Termination.
- ✓ Automation Systems.

3. CONSTRUCTION

EPC Contractor

Carrying out a large scale of constructing buildings, infrastructure or both, <u>ASA Scope Includes:</u>

- ✓ Erection Supervision.
- ✓ H.V, M.V. and L.V. Electrical Installation.
- ✓ Communication.
- ✓ Instrumentation
- Start up and Commissioning.
- Technical Assistance.
- ✓ Audit.

4. TRAINING AND POST START UP

Delivered by highly qualified engineers, technicians and professionals, <u>ASA Scope Includes:</u>

- ✓ Standard Office Training.
- ✓ On-site Training.

Operation and Maintenance

2. OPERATION AND MAINTENANCE



Workshops

Operation and Maintenance

PERMIT SUPPORT

With a maintenance team of around <u>250 qualified and experienced staff</u>, ASA keeps expanding and developing its services through long-term and overhauling projects to include all types of electrical equipment commissioning and measurement, during an emergency and planned shutdown to meet and match the clients' requirements.

EPC Contractor

OPERATION AND MAINTENANCE SERVICES



EPC Contractor

Operation and Maintenance

Workshops

1. LONG-TERM PROJECTS & SERVICE AGREEMENTS

ASA O&M department performs electrical maintenance services in various sectors through long-term electrical maintenance management contracts or service agreements with a specific service completion-based timetable.

2. OVERHAULING PROJECTS

In addition to the long term and service agreements projects, ASA carries out overhauling electrical maintenance of the plant electrical equipment across Egypt as well as globally.

3. EQUIPMENT COMMISSIONING

ASA team delivers commissioning activities for all electrical equipment such as LV & MV Switchgear, drives, motors and instruments, besides performing technical audit for the plant electrical equipment to define the required overhauling tasks for such equipment.

4. EQUIPMENT TESTING & MEASURING

As predictive maintenance plays a vital role in reducing the equipment down time and maintenance service cost, ASA team brings you the newest technology to perform the latest measurements in motors analysis, thermal image, network power quality and circuit breaker required for electrical equipment stability and proper performance.



EPC Contractor

Workshops

ASA Workshops were established with <u>Well-equipped facilities managed by a team of experts</u> in designing and Building all types of electrical switch boards & control panels.

Besides, offering a wide range of <u>Maintenance-related services to rewind\repair motors</u> with a customer-oriented, timely-performance, and quality-driven basis.

PANEL ASSEMBLY WORKSHOP



Workshops



Certified Panel Builder.

 ✓ Annual Review for the quality of products used in manufactured panels.

LOCATED IN CAIRO, SUEZ FREEZONE AND ALEX FREEZONE, ASA WORKSHOPS EXECUTE:

Operation and Maintenance

✓ Low Voltage Distribution Boards (LVDB).

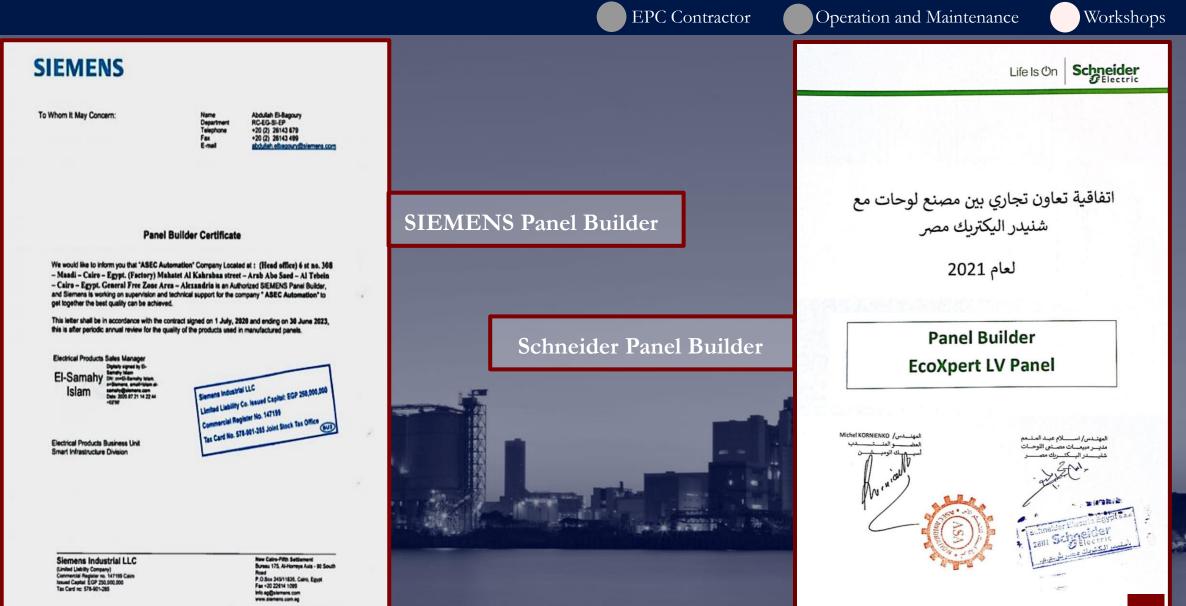
EPC Contractor

- ✓ Motor Control Centers (MCC).
- ✓ Auxiliary Control Centers (ACC).
- ✓ Marshaling Panel Logics (MPL).
- ✓ Marshaling Panel Instrumentations (MPI).
- ✓ Lighting Panels.
- ✓ Power Factor Correction Panels.

- ✓ Customs free (Overseas projects).
- ✓ Sales tax-free (Overseas projects).
- ✓ Proximity to the Imports/Exports Ports (Suez & Alexandria).
- ✓ Heavy Infrastructure for Exportation and Importation.
- ✓ Strategic Routing Flexibility for Being in Alexandria and Suez.

PANEL ASSEMBLY WORKSHOP





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REWINDING WORKSHOP

✓ Stator

✓ SR Motors





- Latest testing tools. \checkmark
- Best practices and TQM system. \checkmark

ASA AUTOMATION BROAD PORTFOLIO

THE FUTURE

BROAD PORTFOLIO





25 YEARS OF CLIENTS - PARTNERS - PROJECTS

ASA Automation beholds a broad portfolio, established over the course of 25 years of providing industry solutions by the expertise of its global teams.





Main Clients







Main Partners







Ansaldo Sistemi Industriali S.p.A.

Schneider Electric SIEMENS Ingenuity for life



ALST<mark>O</mark>M











INDUSTRIES



STEEL INDUSTRY

Selected Samples...

WATER TREATMENT

STEEL INDUSTRY				
CLIENT	LOCATION	PROJECT TYPE		
	Egypt	Electro-Mechanical Installations For CSP Plant Modernization Project		
ARCOSTEL	Egypt	Supply and Install Cable Tray		

WATER TREATMENT

CLIENT	LOCATION	PROJECT TYPE
ORASCOM	Egypt	MCCs, Panel Boards, SCADA
UNLIGUONA		Automation System for NCWWTP Plant.
ornsqualia	Equat	Modifications of SCADA System
	Egypt	Plant Earthing Measurements
ALSTOM	Egypt	Electrical Package For El Tawisa and Ballana Stations - Komombo



POWER GENERATION

Selected Samples...

POWER DISTRIBUTION

POWER GENERATION				
CLIENT	LOCATION	PROJECT TYPE		
ELSEWEDY	Egypt	Beni Suef Power Station Electrical Erection Works		
Grid Solutions	Egypt	AC\DC Panels - Suez ext. 500KV		
ARAB CONTRACTORS	Egypt	Komombo Control Panels and Control Systems		
Ansaldo	Egypt	AC\DC Panels - 6 th October 500KV		

POWER DISTRIBUTION

CLIENT	LOCATION	PROJECT TYPE
Schneider Electric	Egypt	Supply Quality Inspectors
Electric		Technical Support Engineer
Grid Solutions	Egypt	AC\DC Panels – Suez ext. 500KV

• **INDUSTRIES** continued.



OIL & GAS INDUSTRIES

Selected Samples...

CLIENT	LOCATION	PROJECT TYPE
6	East	Air Separations Units DCS Upgrade
Air Liquide	Egypt	PLC\Control System Modifications - TCI Sanmar, Portsaid
AKFEL Engineering Power Plants Industry	Egypt	Automation System for Assuit PRMS and Odorant Plant
NRPC	Egypt	Spare Parts For DCS Supply
Engineering Gulf Suez Company	Egypt	New Giza PRMS Automation System
Egyptian Petrochemicals Holding Co.	Egypt	Upgrade Control System of Refrigeration Compression in VCM
Nile Valley Gas Company	Egypt	Scada System For Beni Suef Gas Network
REPCO GAS	Egypt	Changing HMI System For Damietta PRMS
Schneider GElectric	Egypt	Zohr Manpower Commissioning Team



PETROCHEMICAL

Selected Samples...

FERTILIZERS & CHEMICALS

PETROCHEMICAL INDUSTRY

	ECT TYPE
pt L3 Pro	otection and C.B Testing

FERTILIZERS & CHEMICALS INDUSTRIES

CLIENT	LOCATION	PROJECT TYPE
Aswan Fertilizers & Chemicals Industries Co.	Egypt	New Control Systems For the NPK New MCC
Ferkeem Fertilizers & Chemicals	Egypt	NPK Project - Sadat Plant
Industries Co.		NPK Project – Abu Zaabal



CEMENT INDUSTRY

Selected Samples...

CEMENT		
CLIENT	LOCATION	PROJECT TYPE
		Mynia PCS Upgrade
ltalcementi	Egypt	Tourah L1 & L2
HEIDELBERGCEMENTGroup		Suez L1 & L2
		Helwan L1 & L2
		Kattameyah L1
	Egypt	Assiut L1 & L2 & L3
	Philippines	APO Cement Mill
	Egypt	NCC L1 & L2
FLSmidth	Honduras	Lafarage Pledras Azules
	Honduras	Lafarage PPC Upgrade
LAFARGE		Rashadya L1 & L2
	Jordan	Fuhals L1 & L2
	Morocco	Meknes L1
CINAPOR	Egypt	Amreyah L1 & L2
TITAN	Egypt	Alexandria Plant Upgrade

• **INDUSTRIES** continued.



GLASS INDUSTRY

Selected Samples...

GLASS INDUSTRY				
LOCATION	PROJECT TYPE			
	Plant Earthing Measurement			
Egypt	Transformer Testing			
	Repair Earthing System			
	Transformer Testing			
	Repair Earthing System			
	Measuring Electrical Earthing System			
Egypt	Technical Support For Glass Rocks			
	Lighting For Saint Gobain Glass Factory			
Egypt	Instrumentation Works For Saint Gobain Glass Factory			
	Batch Plant Package			
	Erection of Heating Package			
	Egypt			

• **INDUSTRIES** continued.



GEOLOGY & MINING INDUSTRIES

COMMERCIAL & RESIDENTIAL INDUSTRIES

RAILWAY & TRANSPORTATION

GEOLOGY & MINING INDUSTRIES				
CLIENT	LOCATION	PROJECT TYPE		
	Egypt	PLC		
COMMERCIAL &	RESIDENTIAI	L INDUSTRIES PROJECT TYPE		
Byet El Mamar	Egypt	Supply of LVBD Panels, McDonald's Haram 2 Branch Supply of Distribution Panel		
دلتا بلوك Delta Block	Egypt	Repair 25 HP crane motor Overhaul SR motor 450KW Repair 450K		

CLIENT	LOCATION	PROJECT TYPE
SPIE ENTRABS CO.	Egypt	L.V. Panel Boards of the Extension of the Greater Cairo Metro Line 2 - Phase 2C.
Schneider	Egypt	Completion of PLC & Control Panels Port Said (3rd of July Tunnels)
شركة ميناء القاهرة الجوى	Egypt	Supply LV panels for Egypt air ground servicing building



DATA CENTER INDUSTRY

Selected Samples...

AGRICULTURAL INDUSTRY

DATA CENTER INDUSTRY

CLIENT	LOCATION	PROJECT TYPE
Schneider Electric	Egypt	Electrical Works of Data Center Project for Ministry of Communication and Information Technology - MCIT Smart Village Site

AGRICULTURAL INDUSTRY

CLIENT	LOCATION	PROJECT TYPE	
DINA FARMS	Egypt	Dina Farms - Electrical Services Provided by ASA	

SELECTED PROJECTS



Railway & Transportation Industry





Water Treatment & WasteWater Industry



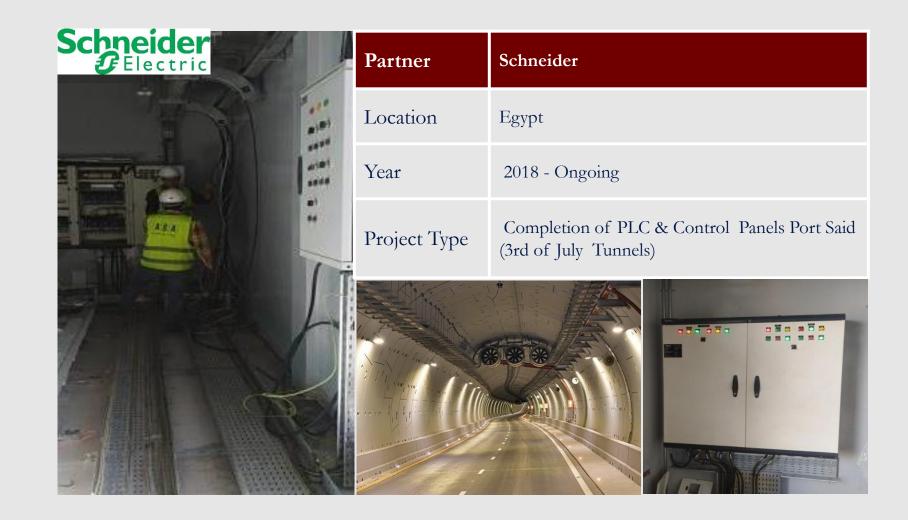


Power Generation Industry

ELSEWEDY	Partner	ELSEWEDY PSP
i la	Location	Egypt
-	Year	2017
	Project Type	Power Station - with huge manpower (70 electricians – 60 fitters – 300 helpers)

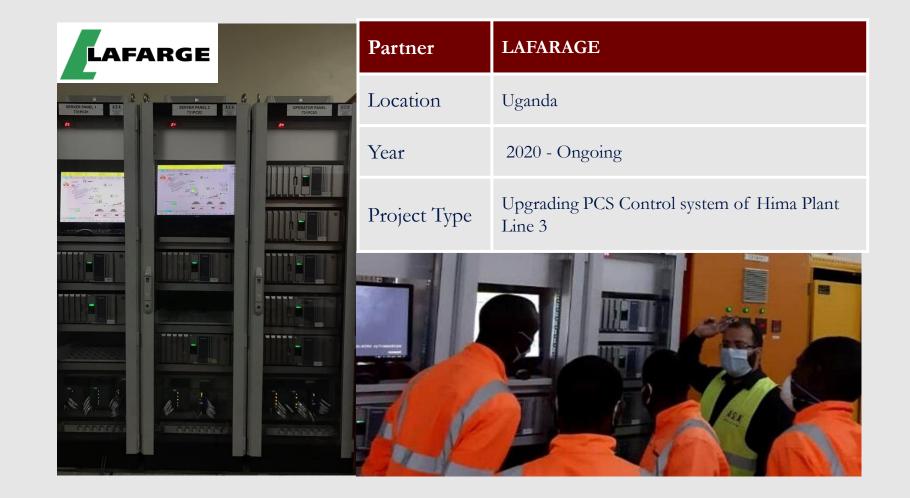


Railway & Transportation Industry



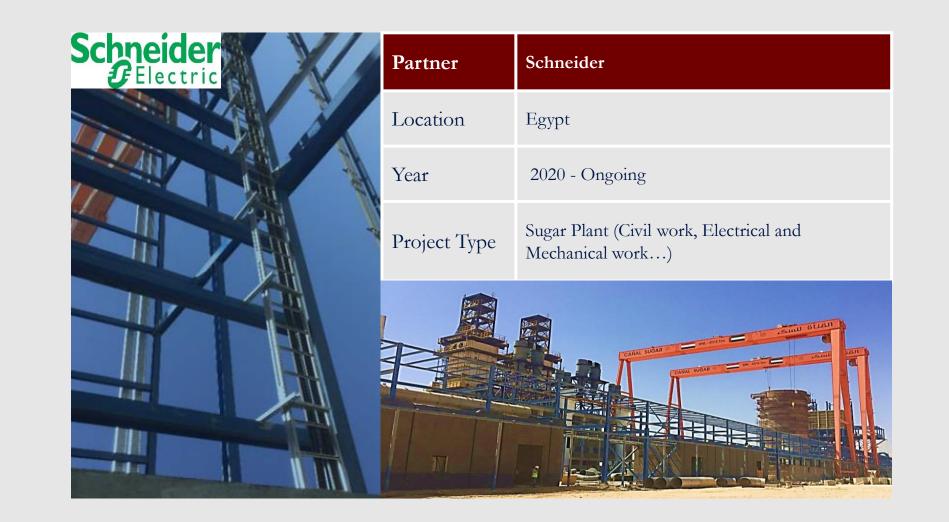


Cement Industry





Sugar Industry





Solar Industry



ASA AUTOMATION QUALITY ASSURANCE

NICE

CERTIFICATIONS & REWARDS





ISO 14001



CERTIFICATIONS & REWARDS



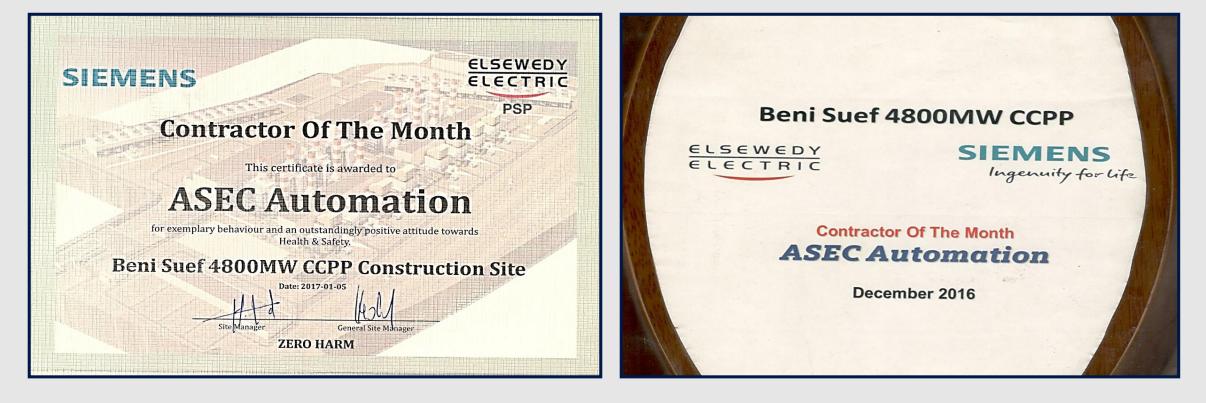


BS OHSAS 18001

SIEMENS Partner

CERTIFICATIONS & REWARDS





SIEMENS \ EISEWEDY ELECTRIC: Contractor of the Month

THANK YOU

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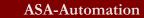
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