



SERVING THE FUTURE

# ASEC Automation (ASA) SERVING THE FUTURE

2021\2022

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Providing  
**CUTTING EDGE SOLUTIONS**

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ASEC Automation (ASA)

# REGIONAL PIONEER

ASA  
SERVING THE FUTURE



## Founded in 1997

- ASA is a pioneer in providing cutting-edge 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

1997

## Foundation



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

To pioneer in delivering integrated electrical contracting services.

2004

## Reinforcement



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

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

Now

## Sustainability



ASA 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.

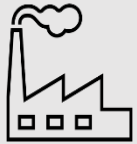
## VISION

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.

## Our Business Sectors



### Industrial

(Cement – Steel – Glass – Fertilizers -  
Chemicals)

### Oil & Gas

### Power Generation & Distribution

### Renewable Energy\Solar

### Water Treatment & Waste Water

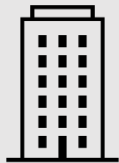
### Rails & Transportation

### Petrochemical

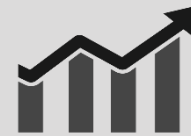
### Geology and Mining

### Data Center

### Commercial & Residential



## Our Key Figures



**EGP 350 Million Turnover**



**500+ Employees**



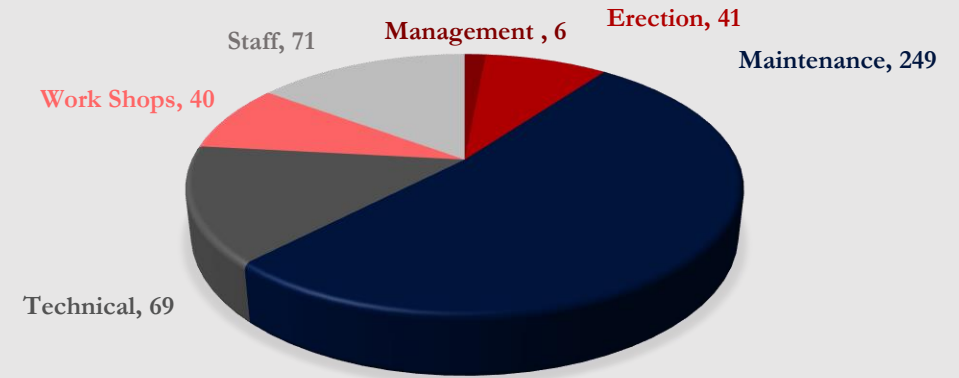
**Operating In 40 Countries**



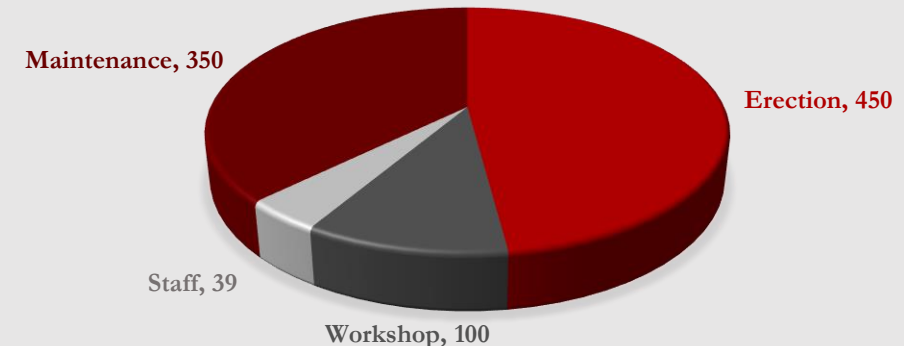
# AGILE & FELIXABLE BUSINESS MODEL

- ASA 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 EMPLOYEES  
TOTAL HEADCOUNT: 476



THIRD PARTY RESOURCES  
TOTAL HEADCOUNT: 1000 (EX.)





A low-angle, black and white photograph of an industrial facility. On the left, there are large, cylindrical storage tanks. To the right, a complex network of metal scaffolding and pipes rises diagonally across the frame. The sky is clear and light-colored. A semi-transparent grey rectangular box is overlaid on the left side of the image, containing text.

ASEC Automation (ASA)

**EXPERTISE**

## 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

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.

## 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.
- ✓ Programming.
- ✓ Diagnostic Management Control.
- ✓ Process Control.
- ✓ Technical Assistance.

## 2. PROCUREMENT

Combining our global network of procurement centers with our local knowledge, **ASA Scope Includes:**

- ✓ Transformers
- ✓ Switch Gears.
- ✓ All Types of Bus Ducts & Cable Trays.
- ✓ All Types of Cable.
- ✓ AC\DC Drives.
- ✓ Soft Starters.
- ✓ All Types of Cable Termination.
- ✓ Automation Systems.

## 3. CONSTRUCTION

Carrying out a large scale of constructing buildings, infrastructure or both, **ASA Scope Includes:**

- ✓ 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, **ASA Scope Includes:**

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



## 2. OPERATION AND MAINTENANCE



EPC Contractor



Operation and Maintenance



Workshops

With a maintenance team of around 250 qualified and experienced staff, 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



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.



### 3. WORKSHOPS



EPC Contractor



Operation and Maintenance



Workshops

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

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



## Certified Panel Builder.

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

## LOCATED IN CAIRO, SUEZ FREE ZONE AND ALEX FREE ZONE, ASA WORKSHOPS EXECUTE :

- ✓ Low Voltage Distribution Boards (LVDB).
- ✓ 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.



## OUR REWINDING WORKSHOP SCOPE INCLUDES:

- ✓ Motors Services
- ✓ Motors Testing
- ✓ On-Site Services
- ✓ MV Motors Overhaul
- ✓ Stator
- ✓ SR Motors
- ✓ Motor Assembly
- ✓ On-site After Motor Overhaul



## ISO 9001 and ISO 14001 – Certified

- ✓ Latest testing tools.
- ✓ Best practices and TQM system.

The background is a faded industrial scene with tall distillation columns and piping. In the foreground, a white hard hat with the 'S|A' logo and 'THE FUTURE' text, along with a pair of safety glasses, sits on a surface. A red vertical bar is on the left side of the slide.

ASEC Automation (ASA)

# BROAD PORTFOLIO



# BROAD PORTFOLIO



25 YEARS OF  
CLIENTS – PARTNERS – PROJECTS



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

# ■ CLIENTS

## Main Clients





# ■ PARTNERS

## Main Partners



Ansaldo Sistemi Industriali S.p.A.





# ■ INDUSTRIES

## STEEL INDUSTRY




Selected Samples...

## WATER TREATMENT

### STEEL INDUSTRY

CLIENT	LOCATION	PROJECT TYPE
 ezzsteel <small>The Middle East Steel Professionals</small>	Egypt	Electro-Mechanical Installations For CSP Plant Modernization Project
 ARCOSTEEL	Egypt	Supply and Install Cable Tray

### WATER TREATMENT





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



# ■ INDUSTRIES continued.

## POWER GENERATION

Selected Samples...

## POWER DISTRIBUTION





POWER GENERATION		
CLIENT	LOCATION	PROJECT TYPE
 ELSEWEDY ELECTRIC	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 <sup>th</sup> October 500KV

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

# ■ INDUSTRIES continued.

## OIL & GAS INDUSTRIES

Selected Samples...

OIL & GAS		
CLIENT	LOCATION	PROJECT TYPE
	Egypt	Air Separations Units DCS Upgrade PLC\Control System Modifications – TCI Sanmar, Portsaid
AKFEL Engineering Power Plants Industry	Egypt	Automation System for Assuit PRMS and Odorant Plant
	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
	Egypt	Zohr Manpower Commissioning Team



# ■ INDUSTRIES continued.

## PETROCHEMICAL

Selected Samples...

## FERTILIZERS & CHEMICALS

### PETROCHEMICAL INDUSTRY

CLIENT	LOCATION	PROJECT TYPE
Alexandria Carbon Black Egypt	Egypt	L3 Protection 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 Industries Co.	Egypt	NPK Project – Sadat Plant
		NPK Project – Abu Zaabal

# ■ INDUSTRIES continued.

## CEMENT INDUSTRY

Selected Samples...




CEMENT		
CLIENT	LOCATION	PROJECT TYPE
 <b>Italcementi</b> <small>HEIDELBERGCEMENT Group</small>	<b>Egypt</b>	Mynia PCS Upgrade
		Tourah L1 & L2
		Suez L1 & L2
		Helwan L1 & L2
		Kattameyah L1
	<b>Egypt</b>	Assiut L1 & L2 & L3
	<b>Philippines</b>	APO Cement Mill
	<b>Egypt</b>	NCC L1 & L2
	<b>Honduras</b>	Lafarge Pledras Azules
	<b>Honduras</b>	Lafarge PPC Upgrade
	<b>Jordan</b>	Rashadya L1 & L2
		Fuhals L1 & L2
	<b>Morocco</b>	Meknes L1
	<b>Egypt</b>	Amreyah L1 & L2
	<b>Egypt</b>	Alexandria Plant Upgrade

# ■ INDUSTRIES continued.

## GLASS INDUSTRY

Selected Samples...

### GLASS INDUSTRY

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

# ■ INDUSTRIES continued.


## GEOLOGY & MINING INDUSTRIES

### GEOLOGY & MINING INDUSTRIES

CLIENT	LOCATION	PROJECT TYPE
	Egypt	PLC



## COMMERCIAL & RESIDENTIAL INDUSTRIES

### COMMERCIAL & RESIDENTIAL INDUSTRIES

CLIENT	LOCATION	PROJECT TYPE
Byet El Mamar	Egypt	Supply of LVBD Panels, McDonald's Haram 2 Branch
		Supply of Distribution Panel
	Egypt	Repair 25 HP crane motor
		Overhaul SR motor 450KW
		Repair 450K

## RAILWAY & TRANSPORTATION

### RAILWAY & TRANSPORTATION

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



# ■ INDUSTRIES continued.

## DATA CENTER INDUSTRY

Selected Samples...

### DATA CENTER INDUSTRY

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

## AGRICULTURAL INDUSTRY

### AGRICULTURAL INDUSTRY

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

■ **SELECTED PROJECTS**

Railway &  
Transportation  
Industry

SPIE ENTRABS CO.



Partner	SPIE ENTRABS CO.
Location	Egypt
Year	2003
Project Type	L.V. Panel Boards of the Extension of the Greater Cairo Metro - Line 2 - Phase 2C.



■ **SELECTED PROJECTS** continued.

Water Treatment  
& WasteWater  
Industry



Partner	ORASCOM Construction
Location	Egypt
Year	2011
Project Type	MCCs, Panel Boards, SCADA and Automation System for NCWWTP Plant.





■ **SELECTED PROJECTS** continued.

Power  
Generation  
Industry



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



# ■ SELECTED PROJECTS continued.

## Railway & Transportation Industry



Partner	Schneider
Location	Egypt
Year	2018 - Ongoing
Project Type	Completion of PLC & Control Panels Port Said (3rd of July Tunnels)



# ■ SELECTED PROJECTS continued.

## Cement Industry



Partner	LAFARAGE
Location	Uganda
Year	2020 - Ongoing
Project Type	Upgrading PCS Control system of Hima Plant Line 3





# ■ SELECTED PROJECTS continued.

## Sugar Industry



Partner	Schneider
Location	Egypt
Year	2020 - Ongoing
Project Type	Sugar Plant (Civil work, Electrical and Mechanical work...)



■ **SELECTED PROJECTS** continued.

Solar  
Industry



Client	Dina Farms
Location	Egypt
Year	2021 - Ongoing
Project Type	6 MW



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# QUALITY ASSURANCE







ISO 14001



ISO 9001

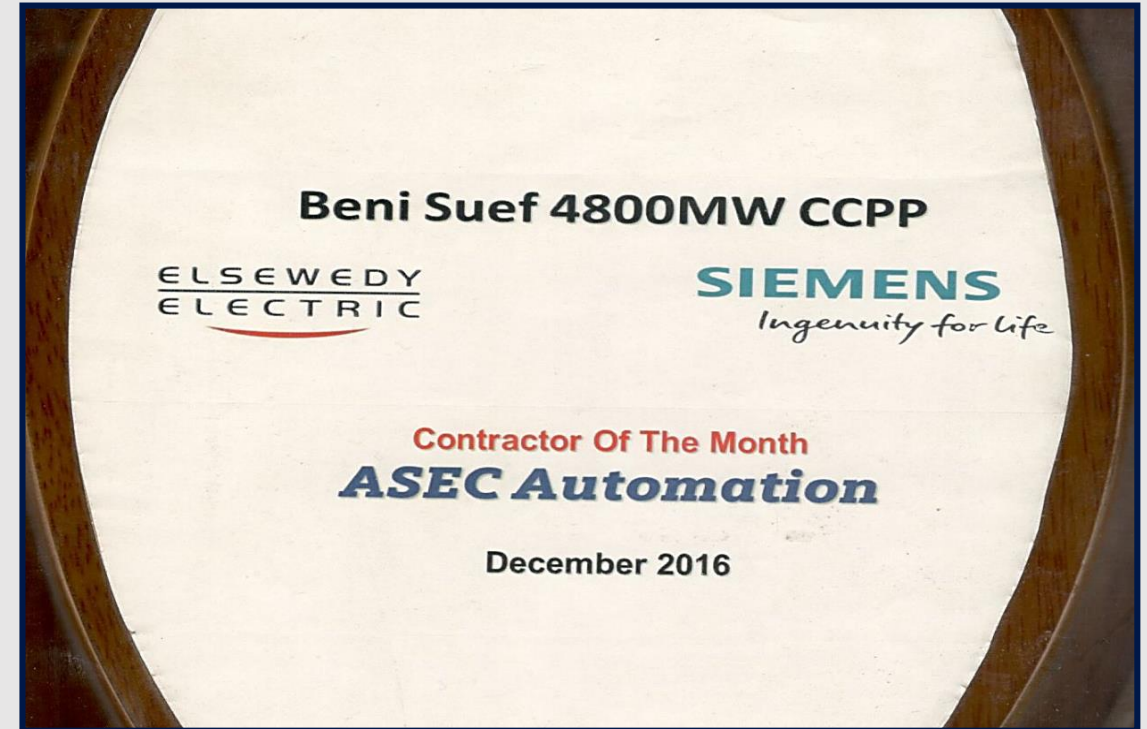
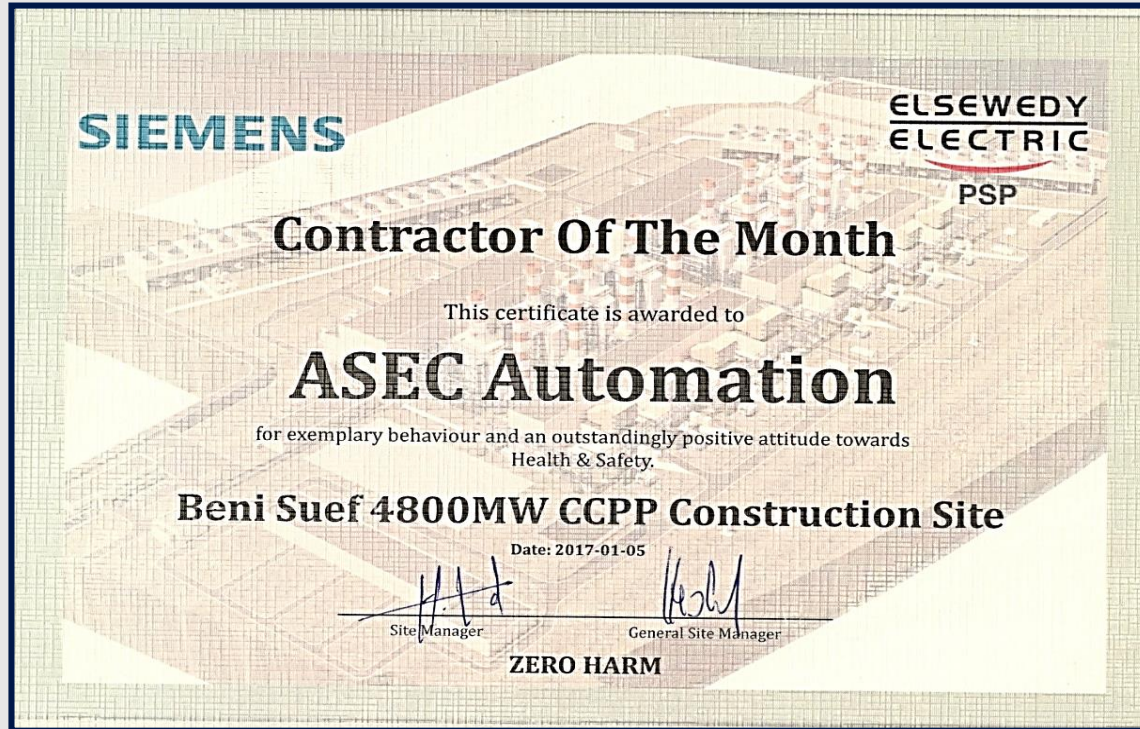


BS OHSAS 18001



SIEMENS Partner

# CERTIFICATIONS & REWARDS



SIEMENS \ ELSEWEDY ELECTRIC: Contractor of the Month

# THANK YOU

## CONTACT US

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