COMPANY PROFILE for alfanar Company

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alfanar Company – About Us

alfanar Company is a fully-integrated construction, manufacturing and services company with core competence in the electrical power sector and with business interests in the Kingdom of Saudi Arabia, throughout the Gulf region and in International markets. alfanar Company has its head office in Riyadh, Saudi Arabia and has three main divisions: construction, electrical and marketing and distribution. alfanar Company’s full range of businesses and services include: manufacturing, construction, building industry, real estate development, marine services, information technology and communication, industrial ventures and investments.

alfanar Construction executes projects on a turnkey basis (including build-own-operate and build-own-transfer basis) and works with various government agencies, public utilities, and private organizations in the field of power generation, transmission, and distribution.

alfanar Electrical Systems manufactures electrical products and accessories for the Saudi Arabian and international markets under Eletra and Alf brand names.

alfanar Marketing and Distribution is the marketing arm and distributes a wide range of products throughout the Kingdom of Saudi Arabia, in several other countries in the Gulf region, as well as outside to international locations.

We have a global network of manufacturing facilities, design and development centers and branches to deliver products, businesses and services to our customers in Saudi Arabia, in the Gulf region and throughout the world. Our other facilities are located in Dubai, UAE; Doha, Qatar; Cairo, Egypt; Damascus, Syria; Suzhou, China; and Chennai, India.

alfanar Company has a dedicated and skilled resource team with excellent knowledge of the electrical power industry. We are experts in turnkey design, construction and marketing and we excel in executing and completing every project we undertake to very strict deadlines and at minimum cost, with maximum benefit for our clients.

We have established joint ventures and technical agreements with several leading companies such as: Cutler Hammer, US/UK, Groupe Schneider, France and Electro Meccanica Adriatica, Italy. These strategic agreements strengthen our knowledge of the industry, and help us to deliver quality and pass standard – both local and international - conformity tests on a regular basis.

Vision:

To be a major player in electrical manufacturing and construction industry with emphasis on quality products and services, excellence in practices and values that nurture human potential.
THREE MAIN DIVISIONS

*alfanar Construction - About Us*

alfanar Construction is an Engineering, Procurement, and Construction (EPC) company, mainly operating in the electrical construction sector, with business interests throughout the Gulf region. alfanar Construction's head office is in Riyadh, Saudi Arabia, with more than 4000 employees. alfanar Construction is ISO 9001 (2000) certified to satisfy the industry's unique requirements for quality processes and managerial integrity. In Saudi Arabia, alfanar Construction is also classified as a “Grade A” contractor. In the power sector, alfanar Construction focuses on power generation, transmission and distribution, SCADA and telecommunications, civil engineering, industrial building, and electro-mechanical works.

alfanar Construction has capabilities including in-house designing, procurement, project execution, testing, and commissioning, as well as post-execution operation and maintenance services. alfanar Construction is also committed to safety and follows all procedures to ensure the safety of employees, the public, and the environment.

At alfanar Construction, we execute projects on a turnkey basis (including build-own-operate and build-own-transfer basis) and work with different government agencies, public utilities, and private organizations in the field of power generation, transmission, and distribution. In order to achieve success, we have created a team with superior technical skills. We use effective project management techniques and adopt a rigorous quality control system. As a professional company, we regularly take on challenges and consistently pursue advanced goals and higher levels of achievement. Our staff is experienced and qualified to deliver turnkey projects to completion, on time and on budget. We use the latest, most sophisticated construction equipment for executing large construction projects efficiently.

We aim for high quality work and success in all project areas. We have successfully executed projects for a long list of satisfied clients whom we hold in high regard. Our strengths are: unmatched experience in the art of engineering-construction, a willingness to innovate, and a deep commitment to customer satisfaction. Since our success is based on customer satisfaction, we continuously evaluate our performance based on our ability to consistently meet client requirements. If we don’t achieve the client’s goals; we don’t achieve our goals.
We have several specialized units to provide top-quality services – design, civil, mechanical, and SCADA telecommunications – to our customers:

- alfanar Technical Services (ATS) – Testing and Commissioning
- Industrial & Building Electro-Mechanical (IBEM) – Electro-mechanical work
- alfanar Civil – All types of civil works
- alfanar Fabrication – Duct and other fabrication, installation, and erection work

**Vision**
A leading professional company in the Gulf region in the diversified fields of the Power and Water industries, delivering infrastructure projects as an EPC contractor, Operations, and Maintenance Contractor.

**Brief History**
alfanar Construction Company was founded in 1976 to meet the growing demand of the power sector in the Kingdom of Saudi Arabia. Since its inception, alfanar Construction has significantly contributed to the economic development of the region, in particular to the Gulf Region.

**alfanar Electrical Systems – About Us**

alfanar Electrical Systems manufactures electrical products and accessories for the Saudi Arabian and International markets. alfanar Electrical Systems is the industrial unit of alfanar Company and has its head office in Riyadh with more than 900 employees, which include about 600 engineers and technicians. alfanar Electrical Systems has a modern 51,000 square-meter manufacturing plant in Riyadh’s New Industrial Area - Phase II, and manufactures about 800 electrical products – mostly in low and medium voltage segments - in 30 broad categories and all these products are marketed under Eletra and Alf brand names. alfanar Electrical Systems enjoys significant market penetration in key geographical locations.

Our goal is to manufacture high-quality electrical products and cables. In order to achieve this, we follow stringent quality control processes inside our manufacturing plant. Our products – from switches, junction boxes, custom-panels to wires and cables - pass several quality and standard – both local and international - conformity tests on a regular basis.

In order to face the formidable business challenge of today’s electrical industry, we have established joint ventures and technical agreements with several leading companies such as: Cutler Hammer, US/UK, Groupe Schneider, France and Electro Meccanica Adriatica, Italy. These strategic agreements strengthen our knowledge of the industry, and help us to deliver high-quality and durable medium voltage products under technology-transfer agreements.
alfanar Electrical Systems has a large in-house mould design and making (manufacturing) capabilities for manufacturing indigenous electrical products and cables. Since its inception three decades ago, in 1989, its manufacturing division has expanded its current facility to a sprawling 700,000-square-meter manufacturing center to manufacture the following:

**Electrical:**

Medium- and Low-voltage products; Tools and molds; ALF and MCB Assembly; Standard products; Non-standard products; Compact fluorescent lamps; water heaters and many more.

**Cables:**

Power and copper cables; telephone, coaxial and special cables, and PVC.

**alfanar Marketing and Distribution – About Us**

alfanar Marketing and Distribution division is the marketing arm of the parent alfanar company. Its head office is in Riyadh, Saudi Arabia and it has <to be filled in> employees.

alfanar Marketing and Distribution distributes a diverse range of products throughout the Kingdom of Saudi Arabia, in several other countries in the Gulf region, as well as outside to international locations. It has a strong multi-divisional channel, consisting of six sales and marketing arms and a large network of distributors. Each of the six sales and marketing arms specializes in a certain range of products and services and covers a certain geographical spread.

**Technical sales:**

This is a knowledge-intensive sales wing that usually handles leads pertaining to commercial or governmental projects. The members of this team are trained engineers and belong to Alfanar Electrical Systems (AES). The members of this wing market Electra brand, custom-built, low and medium voltage products. This wing also interacts with contractors and consultants for negotiations and agreements on technical as well as commercial levels.

**Exports:**

This is the export wing of alfanar Electrical Systems (AES). It looks after the overseas sales of all Alf and Eletra brand products in as many as 13 countries in the Middle East, Asia, and Africa. This wing also promotes exports in a few European countries through alfanar’s regional offices located in the UAE, Kuwait and Egypt.

**alfanar Trading:**

alfanar Trading distributes Electra-brand low-voltage products. It also has a product development department whose primary job is to conceive and add new products to the existing range based on a thorough study of market needs.
**alf Electric:**

Alf Electric markets switches and sockets for the British and European markets.

**alfanar Cables:**

alfanar Cables has a network of 10 branches in the Kingdom of Saudi Arabia. This division manufactures wires and various types of cables, and markets its range of products throughout the Kingdom of Saudi Arabia.

**MATES:**

It is a subsidiary based in Dubai that looks after the marketing of all AES products in the United Arab Emirates, Qatar and Oman.

**SUB-DIVISIONS of alfanar Construction**

**Transmission and Distribution Services**

alfanar Construction Company has experience and expertise in the execution of electrical transmission and distribution projects such as:

- Constructing high voltage substations up to 380 kV– indoor and outdoor
- Laying underground cables and overhead transmission lines that carry high voltage transmission lines
- Implementing Supervisory Control And Data Acquisitions (SCADA) as part of deploying telecommunication networks necessary for electrical power sector construction projects

**Power and Water Services**

alfanar Construction Company can execute projects in the areas of power and water, for example, installing and commissioning:

- Power plants, gas steam turbines and diesel gensets
- Desalination and ultra filtration projects

In particular, alfanar Construction company has considerable experience in commissioning water and waste water treatment plants for municipalities.

**Industrial Building and Electro Mechanical (IBEM) Services**

alfanar Construction specializes in turnkey mechanical and electrical plumbing projects related to industrial as well as building projects. We also specialize in Heating Ventilating Air Conditioning (HVAC) Services and fire protection for industrial buildings and electro mechanical (IBEM) services.
Alfanar Steel

Alfanar steel designs and installs steel structures for various kinds of infrastructures related to transmission and distribution as well as telecommunication systems, for example, towers, masts and antennas.

Alfanar Technical Services (ATS)

ATS provides various engineering services including rewinding, repairing and overhauling of:
- Low-tension LT/HT motors up to 20000HP, 13.8kV
- Power transformer up to 150MVA, 132/220kV
- Turbine, generator and compressor

In addition, we also provide engineering services for:
- Preformed coils for motors, generators and transformers
- Enameling, insulating including paper covering for round/ rectangular conductors

Alfanar Testing and Commissioning (AT & C)

AT & C has the technical expertise and professional experience in the areas of:
- Substation testing and commissioning
- Transformer services including oil filtration
- High voltage testing
- Fiber optic splicing and testing
- Calibration and maintenance of field equipments
- Instrumentation

Alfanar Electrical Systems (AES) manufactures electrical products in the following categories:
- Switch and socket boxes
- Junction boxes
- Standard load centers (IEC Compliant and NEMA Compliant)
- Busbar chambers
- Circuit breaker enclosures
- Modular enclosures
- Service box enclosures
- Telephone enclosures
- Stainless steel enclosures

Switchgear Division:

The switchgear division manufactures products in the following categories:
- LV Switch board MF Type (up to 6300A) - fully Type tested
- Distribution boards MB type (up to 630A)
- Power factor correction panel (capacitor Panel)
• Automatic transfer switch panels
• Motor control centers
• AC/DC distribution boards (SEC Approved)
• Package substation and Unit substation (complies with IEC standards and SEC specifications)

**MCB and MCCB Division:**

This division manufactures products in the following categories:

*alf* Plug-in MCB (complies with the IEC, NEMA & AB-1 standard)
*Eletra* MCCBs (designed to operate at an ambient temperature of 50 degree Celsius)

**MV, Control, Relay Panel and Automation Division:**

This division manufactures products in the following categories:

• Metal clad switchgear (complies with IEC 60298, 60694 & 60529)
• Cubicle switchgear (complies with IEC and Italian standards)
• Customization and retrofit solutions
• Control and relay Panels (SEC approved)

**Wiring Accessories Division:**

This division manufactures wiring accessories under the brand name of *alf*. The main products are switches, sockets and other accessories. The switches and sockets are manufactured in two ranges: British standard and Euro standard.

This division also manufactures *Electra* brand wires for all types of electrical applications in construction, environment and applications – both industrial or domestic – as follows:

• American standard – complies with UL83 & UL 1581
• British standard – complies with BS6004
• Flexible cables – complies with BS 6500 & IEC 227
• Flat cables – complies with BS6004

**Alfanar Moulds:**

This division is a well-equipped factory with state-of-the-art facilities and a competent team of design engineers. It consists of:

• Pro-engineer design software to develop tools and moulds
• Close to 350 press tools and moulds

Note that these moulds and tools are made for in-house as well as for external customers.
**Alfanar Dubai, UAE:**

*This factory manufactures service panels. The salient features of this facility are:*

- Location: Dubai Investment Park
- Total investment: SR 62.5 million
- Production capacity: 480,000 pieces/year
- Number of employees: 88
- Land area: 18,000 square meter

**Alfanar China:**

*This factory manufactures electrical accessories. The salient features of this facility are:*

- Project Scope: Ballast (ESL)
- Location: Suzhou
- Total Investment: US$ 12 Million
- Production capacity: 6 million pieces/year
- Number of employees: 300
- Land Area: 32,000 square meter

**Alf brand:**

This brand is witness to the rapidly changing world in which technology has made unprecedented progress. This brand reflects:

- A harmonious blend of aesthetics and technology
- Unrivalled performance
- Innovation
- Style and elegance
- Quality

**Eletra brand:**

Alfanar *Electrical Systems manufactures products such as* switch boxes, lighting equipments, intercom, switch gears, panel boards, control and relay panels, medium voltage panel, wires and cables under this brand. This brand reflects:

- Quality
- Durability and
- Availability at a reasonable cost
**Careers:**

The alfanar Group offers promising career opportunities to candidates with qualifications and experiences:

You should choose alfanar group because the alfanar group provides:

- Professional work environment that is conducive to career growth
- Performance-based promotional opportunities

The alfanar group also encourages young and fresh graduates to apply. The group offers special career development and intensive leadership programs for fresh graduates.

**Employee advantages:**

Due to its steady growth in business activities, the alfanar group is growing in strength and diversity. Members of the alfanar family enjoy a lot of get-togethers and events like the annual days of its various affiliates, sports, Ramadan and Al-Adha holidays, post-Eid holiday reception, Futoor (fast-breaking) arrangement during Ramadan. Most of these social events and feasts are attended by the members of the Board of Directors and management executives.

**Perks and allowances:**

Employees of the alfanar group enjoy a number of perks and allowances in addition to their basic emoluments. Some of the perks and allowances are:

- Accommodation for bachelors and families or housing allowance, in lieu
- Annual vacation of 21 or 30 days depending on the employment category
- Transportation allowance
- Medical insurance for the employee and all his or her family members
- Annual roundtrip air ticket for employee (and for his or her family members)

**Governmental and recruitment fees:**

The alfanar group bears all the expenses related to government formalities for procuring work permits, residential permits, family visas and change-of-profession in work permits. All expenses incurred for recruiting an employee are borne by the alfanar group.

The alfanar group has a policy that states that a selected candidate does not have to pay any fees to an agency that has recruited him on our behalf.

**Housing for expatriates:**

The alfanar group provides various kinds of accommodation to its employees, depending on their employment level, such as:

- Staff housing that has recreation facilities – for bachelors
- Residential compounds for families – for managers
- Semi-furnished apartments for families
- Furnished rooms for bachelors
Vacation:

An employee is entitled to a paid annual vacation of between 21 to 30 days in accordance with the company policy. He is also entitled to annual air tickets. An employee who has a family is entitled to air tickets for his family.