



**Al Sayegh Group**

**AL SAYEGH GROUP BROCHURE**

## CHAIRMAN'S MESSAGE

It is My pleasure to welcome you to the United Arab Emirates and to Al Sayegh Group. The UAE and Al Sayegh Group have been inseparable for over 30 years, each having been enriched by the brands, sister companies, and people we have invited to our shores. Relationships have been central to our evolution.

This relationship centers and starts from within and expands outwards. We value our staff as an extension of our family.

They in return build enduring bonds with customers. There is a seamless interface between the principals we partner with and those who deliver on the ground. In good and challenging times, relationship will continue to power our future. In the end, the real equity of Al Sayegh Group is in its relationships.

A traditional quality that will lead us to the next 30 years, contributing to the steady growth of the UAE, our partners and ourselves.

**Abdul Jabbar Al Sayegh - Chairman & CEO**

## **ABOUT US**

The United Arab Emirates (UAE) is at the crossroads of the Middle East, Africa and South Asia. It is a vibrant trading and retail environment, offering superlative lifestyles with a distinctive local culture. This is where leading brands are presented to the region's discerning consumers. For over 3 decades, Al Sayegh Group a conglomerate in the UAE in the fields of Electronics, Engineering & Construction (Oil and Gas), Life Style and Apparels, Food & Beverage (Restaurants), Catering & Facility Management, Language Centers, Solar Systems, Technical Supplies, Recruitment Services, Auto Engineering, Integrations Systems, Exchange Houses and Construction. Established in 1980 by Abdul Jabbar Al Sayegh, the Group comprises of 100% wholly owned companies. Al Sayegh Group has exclusive distribution rights for several prestigious international brands.

Apart from its widespread presence in the UAE, Al Sayegh Group has business interests in Qatar, Oman, Jordan and India. Committed partners, loyal customers, dedicated staff and a vast retail network to ensure that world-class products continue to support the growing needs of the UAE.

## **OUR MISSION**

Our mission is leading in all the sectors we are in, and servicing the UAE community by continuing to responsibly introduce innovative products and quality services to the region.

## INTRODUCTION

Over 3 decades ago we set new paradigm for partnership which was underlined by our commitments to continuously invest in our people, the multinational partners we represent and our customers who remained loyal to us. Today the same firm principles still prevail in every business category we handle as we continue to bring our customers the best experience ever.

### **The fields Al Sayegh Group is into:**

- Electronics
- Engineering & Construction (Oil and Gas)
- Life Style and Apparels
- Food & Beverage (Restaurants)
- Catering & Facility Management
- Language Centers
- Solar Systems
- Technical Supplies
- Recruitment Services
- Auto Engineering
- Integrations Systems
- Exchange Houses
- Construction



# GROUP COMPANIES

## ENGINEER & CONSTRUCTION & OIL& GAS

Alsa Engineering & Construction:(ALSA) was established in 2004 as a continuation of the activities being carried out of ALSA Technical Services for the preceding decade. ALSA dedicates itself to multi-dimensional engineering and construction projects in the UAE, focusing mostly on the oil and gas sector.

- **ALSA TECHNICAL SUPPLIES:** ALSA Tech is trading arm of the group and primarily deals with the oil, gas, petrochemical, power and water industry.
- **ALSA APOLLO KITCHENS:** Alsa Apollo Kitchens in the field of designing and manufacturing of kitchens.
- **ALSA HEAVY INDUSTRIES:** ALSA Heavy Industries brings these specialized fabrication capabilities to the group, ranging from pressure vessels, boilers and heat exchangers to heavy steel structures and storage tanks.
- **ALSA SOLAR:** Alsa Solar Systems aims to design, source, install, commission, operate and maintain Solar Power Systems through close cooperation with our technology providers and our regional network of business model partners.
- **ALSA LIFESTYLE & APPARELS:** Based out of Abu Dhabi and Dubai, The main areas of concentration for Alsa Life Style are Fashion, Watches, Cosmetics and Confectionary.
- **CIVILTECH CONTRACTING:** Civiltech General Contracting a contracting company established in 2005, specialized in the general building construction and civil works for infrastructure projects.
- **AL SAYEGH ELECTRONICS:** Al Sayegh Electronics has been the exclusive distributor for LG TV, AV, Mobiles & Car Audio Products in the UAE for last 12 years.

- **ALSA AUTOMOTIVE ENGINEERING:** Alsa Auto is in the fields of repairing car engines and body kits, have excellent mechanics and an excellent team.
- **ALSA FOOD RESTAURANT & MANAGEMENT:** Alsa Food focuses on developing restaurant brands and franchising of any sort.
- **HAFEET ELECTRICAL:** Hafeet established in 2007, being primary activity to cater to the electronics and home appliances market in UAE.
- **DELMA EXCHANGE:** Delma Exchange was established in 2009 with an objective to help expatriates in the remit money to their home countries.
- **BERLITZ LANGUAGE:** Berlitz International, Inc. is the world's premier language services firm, providing quality language instruction, translation, and publishing services throughout the world.
- **PETROMAN PETROLEUM CONSULTANTS:** Petroman Petroleum Consultants (PPC) is one of the leading companies in U.A.E. involved in multi discipline Manpower Supply, Engineering, Technical, Contracting, Consultancy Services and Training mainly aimed at meeting the requirement of Oil / Gas Industry, Government and Private Sectors
- **GENESIS INTEGRATION:** GENESIS systems integration expertise helps our clients implement and integrate proven, state-of-the-art technologies to achieve their specific business objectives. GENESIS specializes in design, supply, installation, commissioning and maintaining integrated technology solutions.

• **NETWORK INTELLIGENT PAYMENT SOLUTIONS:** Established in 2010, is a full-service payment solutions provider located in Abu Dhabi, UAE. Network-IPS provides its customers with custom, end-to-end payment solutions spanning from acquiring and point of sale, to reconciliation and posting.

• **MULTI LEVEL TECHNOLOGY:** Multi Level Technology: founded in 2013, MLT is the newest addition to AL Sayegh Group. MLT is hardware and Software Company, specializing in security, mobile, marketing, smart government and banking related technologies.



## **ALSA ENGINEERING & CONSTRUCTION OIL & GAS**

ALSA Engineering and Construction Co. L.L.C. (ALSA) was established in 2004 as a continuation of the activities being carried out of ALSA Technical Services for the preceding decade. ALSA dedicates itself to multi-dimensional engineering and construction projects in the UAE, focusing mostly on the oil and gas sector. Projects have involved civil, mechanical, electrical, instrumentation and protection works. All activities mentioned are performed to the highest standards by ALSA's in house team. ALSA works closely with the ADNOC group of companies, which constitute its main clients. The ALSA team has been selected with time-proven project management professionals to manage the various aspects of company operations. ALSA consists of individuals with more than two decades experience of working with the ADNOC group of companies in the oil and gas sector. More recently, ALSA completed a superfast track project of national importance for GASCO, which was completed in a timely manner and with utmost satisfaction of GASCO and subsequent users.





## **ALSA TECHNICAL SUPPLIES**

ALSA Tech is trading arm of the group and primarily deals with the oil, gas, petrochemical, power and water industry. Alsa Tech represents well known brands of industrial products ranging from different types of valves, pipes, fittings, flanges and also provides clients with the fabrication and coating of piping materials and spools. With this wide range of products and services, ALSA Tech has become as a complete solution provider in specialized projects for various clients and contractors in the country. In business since 1997, it has become a leading and recognized organization in Abu Dhabi. It is constantly looking to keep pace with the industry and continue to diversify and expand its portfolio by increasing its scope of services through sponsorships and / or agency representations.



## ALSA APOLLO KITCHENS

Family owned and operated since 1968, Apollo Kitchens has grown to become one of Australia's leading kitchen designs and manufacturing companies. With a reputation built on innovative and flexible design, expert craftsmanship and exceptional service, we've become the kitchen company of choice for countless home-owners, interior designers, builders and commercial developers. Using state-of-the-art facilities and software, our kitchens are designed, manufactured and installed to the highest standards. Furthermore, our progressive in-house design team can offer you the very latest in trends from around the world. Quite simply, if you're looking for the ultimate kitchen solution for your residential or commercial needs, look no further than Apollo Kitchens. Where will you find our kitchens?

- Private residential
- Multi-storey residential developments
- Contract home developments
- Commercial / Retail
- High rise office fit-outs
- Industrial complexes



## ALSA HEAVY INDUSTRIES

ALSA Heavy Industries operations were fully acquired from the Harsha Group of Companies, which existed in the UAE for the past decade with prestigious projects and fabrication experience. This acquisition enhanced the group's capabilities in meeting the growing demands and specialized fabrication works in the UAE and other MENA countries. ALSA Heavy Industries brings these specialized fabrication capabilities to the group, ranging from pressure vessels, boilers and heat exchangers to heavy steel structures and storage tanks. The company has an experienced management team supported by technical, finance and administration professionals. It has a very skilled work force to meet project challenges while maintaining quality and HSE system requirements to international standards. The several locations of ALSA Heavy Industries across the UAE are ideal for connectivity to all emirates and major ports. All manufacturing facilities are state of the art, with excellent infrastructure concerning utilities, material handling and plant equipment. ISO certifications and ASME stamps (U, S, PP) add work-scope and a range of opportunities for the organization.



## **ALSA AUTOMOTIVE ENGINEERING**

ALSA Automotive Engineering, a state of the art facility located in Abu Dhabi (UAE). ALSA provides research and development, prototyping, and hot weather testing for high-end exclusive vehicles, as well as building race engines and developing tuning kits from scratch. ALSA also provides Race Team services such as Race mechanics along with managing the complete mechanical engineering and on track service part of the Race Teams. Our individual clients can request engine upgrades ranging from simple bolt on parts to custom designed engine upgrades that range anywhere from upwards of 1000 hp twin turbo charged cars to supercharged conversions that are provided by our certified and highly trained engineers and partners.



## CIVILTECH CONTRACTING

In view of the current and upcoming major development taking place in the U.A.E., We take the opportunity of introducing Civiltech General Contracting Co. a contracting company established in Dec. 2005, specialized in the general building construction and civil works for infrastructure projects. The company was established as a partnership between Mr. Abdul Jabbar Al Sayegh and Mr. Elie Abou Nasr. Together they formed and launched 'Civiltech' as a prominent and fast growing general contracting company. Civiltech deals in major projects varying from villa compounds, building, schools, water & power projects, plant, factories, mills with most of the official government authorities, in Abu Dhabi, ADWEA, ADCO, ADNOC, PWD, Municipality & Abu Dhabi Airport, and in Dubai; DEWA, Municipality and Dubai Airport, as well as Fujairah Port. Civiltech is also highly committed to quality, a requirement adhered to in all the prestigious projects executed by Civiltech. In fact the Company has met all the requirements for Quality Management System and its an ISO 9001:2000 certified company today.



## ALSA SOLAR SYSTEMS

Alsa Solar Systems aims to design, source, install, commission, operate and maintain Solar Power Systems through close cooperation with our technology providers and our regional network of business model partners. The Alsa Solar Systems team is based in Abu Dhabi and consists of highly experienced professionals from the Power and Renewable Energy industry, whose backgrounds and drive warrant a successful future. The structure of the company is one of a business focused team, combining the functional expertise and solar experience required to execute projects on time, within budget and with quality. Its business model – in which the customer is always front & center – allows it to be very responsive and flexible through consolidating and channeling its resources and the expert solar knowledge of the team, its key partners and the ALSA group companies towards a project. In doing so it is selecting & providing the best fit in value proposition towards each individual customer.



## **ALSA LIFE STYLE & APPARELS**

Alsa Life Style based out of Abu Dhabi and Dubai, the retail arm of Al Sayegh Group which holds a variety selection of brands from up scale to high street.

The main areas of concentration for Alsa Life Style are Fashion, Watches, Cosmetics and Confectionary. Not only does Alsa Life Style operates in the UAE but also has offices in Jordan, with a fully dedicated team that reports to the UAE on monthly basis and an excellent foot print retail business in UAE & Jordan.

At Alsa Life Style, we set a new parameter for partnership underlined by our commitments and continually investing in our people, and the customers who remain loyal to us.



## AL SAYEGH ELECTRONICS

The LG-CE (Consumer Electronics) distribution division has a substantial share of the market in many categories thanks to the teamwork and timely decisions of the top management. Unstinted support from all retailers, the technology leadership of the brand, the teamwork, efficient distribution system, the relation and the flexibility of the Al Sayegh Electronics team are the major factors responsible for all the laurels the Al Sayegh CE division has achieved.

Al Sayegh Electronics has been the exclusive distributor for LG TV, AV, Mobiles & Car Audio Products in the UAE for last 12 years. LG strives to enhance its customer's life and lifestyle with intelligent product features, intuitive functionality, and exceptional performance. Choosing LG is a form of self-expression and a promise of satisfaction. Our customers take pride in owning an object of excellence and take comfort in knowing they've made a smart, informed purchase, every time.





## HAFEET ELECTRICAL

Established in 2007, Hafet Electrical LLC. is an ambitious distribution entity, with particular focus on utilizing Dubai's reputation as a business hub par excellence in entrenching its own credentials in the regions. The company's primary activities cater to the electronics and home appliances market in UAE.

As an indication of its ambitions, the company distributes a range of products from the consumer giant Haier. This range includes plasma and LCD TVs, refrigerators, microwaves, washing machines and air conditioners. As the world's 2nd largest white goods manufacturer and one of China's Top 100 IT Companies, Haier has written a remarkable success story over the past couple of decades - one based on continuous innovation.



## GENESIS INTEGRATION

GENESIS was created to deliver integration services for LG's Home Net smart home solutions. Today, the GENESIS systems integration expertise helps our clients implement and integrate proven, state-of-the-art technologies to achieve their specific business objectives.

GENESIS specializes in design, supply, installation, commissioning and maintaining integrated technology solutions. Through a powerful blend of project management and technical expertise combined with deep industry knowledge, GENESIS collaborates with business and technology leadership teams to implement the systems and applications that deliver the best results. GENESIS, has started its operation in India, under Genesis Integrated Communications Pvt. Ltd, which is a sister company of Genesis Integration LLC, UAE.



## **ALSA FOOD & RESTAURANT MANAGEMENT**

The food and beverage retail business is a vibrant market and it is a proven fact that international food chains are well accepted in the UAE, owing to its multicultural population. This is why Alsa Foods & Restaurant Management LLC was established in Abu Dhabi & Dubai UAE. It was established with the purpose of introducing international food chains and developing of our own concepts in the UAE.

Under Alsa Food & Restaurants Management are names like TelePizza, Tossd. We also Own a Concept of high end Japanese café and bakery, and our own Indian concept Called Tumiric. Looking into expanding more and more.



## **FLAMINGO CATERING & SERVICES**

Flamingo Catering, based out of Abu Dhabi, A food & beverage entity which is concentrating in the fields of Manufacturing of Products, Banquets, Parties, Weddings, Out Door Events, Labor Camps and Facility Management. Flamingo's kitchen has a total area of 50,000 sqft, doing a production of 50,000 meals per day.



## PETROMAN CONSULTANTS SERVICE

Petroman Petroleum Consultants (PPC) is one of the leading companies in U.A.E. involved in multi discipline Manpower Supply, Engineering, Technical, Contracting, Consultancy Services and Training mainly aimed at meeting the requirement of Oil / Gas Industry, Government and Private Sectors.

Araiage Petroleum Consultants was established in 1995 and the name was changed to Petroman Petroleum Consultants L.L.C. early 2001. With the Head Office in Electra Street, Abu Dhabi, the company's main objective is to serve and support principals by enhancing long-term relationships on effective marketing of their products and services.

Its prime purpose is to serve the needs of their Clients with prompt, accurate and consistent services. The company specializes in the provision of Technical Services and Consultation, Multi-discipline Manpower Supply, Material Supply, Training for Oil / Gas Industries, Government and Private sector. Such objectives are fully supported by its specialist expertise Principals by enhancing long term relationship on effective marketing of their services and products.

Working closely with well-known Principals, Manufacturers and Suppliers committed to Quality and Service in all fields related to its core business, PPC is committed to the Total Quality Management concept.

Since the beginning PPC has participated in Oil / Gas engineering consultancy services and has reference with ADMA-OPCO, ADGAS, ZADCO, FERTIL, BOROUGE and TAKREER with whom it has participated in major projects. The company is also in close interaction / association with most of EPC contracting companies like TECHNIP, ADD, BECHTEL, PETROFAC, DODSAL and SNAMPROGETTI etc.



## DELMA EXCHANGE

Delma Exchange was established in 2009 with an objective to help expatriates in the remit money to their home countries. In addition to the bank-to-bank remittances the company is in the process of initiating the express money transfer system through the banks by identification of the beneficiary.

Delma Exchange is also registered under the Western Union money transfer system to enable the company to spread out their remittances according to needs of the other nationalities all over the world. It targets a major share of remittances from the expatriates in the UAE through effective marketing strategies and an increasing network of branches placed in strategic locations.



## **BERLITZ LANGUAGE CENTRE**

Berlitz International, Inc. is the world's premier language services firm, providing quality language instruction, translation, and publishing services throughout the world.

Founded in 1878 in Providence (Rhode Island) by Maximilian D. Berlitz, the company has been providing superior language services ever since, with millions of satisfied alumni around the world. The time-proven principles of the Berlitz Method are supplemented by a constant flow of new information and the latest multimedia lesson materials to remain timely and relevant for students. Learn the language of your choice for business, pleasure and travel - quickly, enjoyably, effectively, and with unmatched expertise!

With more than 130 years of experience, 500 centers in over 70 countries and millions of satisfied graduates, Berlitz is the only source you need for effective language instruction and cross-cultural training, whether for business or personal enrichment.



## NETWORK INTELLIGENT PAYMENT SOLUTIONS

NETWORK INTELLIGENT PAYMENT SOLUTIONS: established in 2010, is a full-service payment solutions provider located in Abu Dhabi, UAE. Network-IPS provides its customers with custom, end-to-end payment solutions spanning from acquiring and point of sale, to reconciliation and posting.

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Network IPS developed strategic partnerships with banks, specialized software developers, and point-of-sale hardware manufacturers to work alongside our in-house development team to allow us to provide our clients with truly "custom fit" solutions for any business. NIPS system is configured to be able to link with a variety of payment channels such as: POS/mPOS machines, contactless cards, ATM/CDM machines, kiosks, e-commerce, and mobile payment applications.

Network-IPS is established in 2010 as part of the Al Sayegh Group which has been operating in the UAE for more than 30 years. NIPS solutions are being implemented by both private and government consumers across the UAE.



## MULTI LEVEL TECHNOLOGY

Multi Level Technology: founded in 2013, MLT is the newest addition to Al Sayegh Group. MLT is hardware and Software Company, specializing in security, mobile, marketing, smart government and banking related technologies.

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Multi Level Technologies works hand-in-hand with sister company Network Intelligent Payment Solutions to combine cutting edge technology with deep financial capabilities. Together the two companies provide customized payment solutions for a wide range of customers across the Middle East and North Africa (MENA) region.

Multi Level's products include: Unattended kiosk machines, point of sale machines, specialized tablet computers, Bluetooth beacons, and iSIGN Media proximity marketing devices.

Multi Level's software solutions includes anti-fraud software, mobile two-factor authentication, mobile and tables based point of sale systems, mobile wallet, loyalty and couponing, specialized tablet applications, and general software development.



**Al Sayegh Group**

**THANK YOU**