

# EL SEWEDY AUTOMATION S.A.E

EMPOWERING YOUR PRODUCTIVITY  
WITH AUTOMATION SOLUTIONS

COMPANY PROFILE



# WHO WE ARE?

El Sewedy Automation is a leading Egyptian Company in designing, supplying, installing, and commissioning of industrial automation systems for a wide range of industrial markets. Company Founders have over 25 years of proven technical expertise, they established the Legal Form of El Sewedy Automation Company as S.A.E for Industrial Automation Solutions/Services Provider since 2009.

- ▶ Over the years, “El Sewedy Automation” has gained its Goodwill and Reputation for its quality products & services through its talented team who brings their extensive knowledge in industrial automation technology and practices to provide the company customers with innovative, reliable, and cost-effective automation solutions/services “On-time and within Budget”.
- ▶ El Sewedy Automation offers the lowest market price while maintaining the high quality of its solution/service to help its customers to improve business efficiency and maximize their organization’s profitability.
- ▶ El-Sewedy Automation, one of the top ranked companies in Egypt for providing outstanding, remarkable, and professional training courses such as (PLC programming, SCADA systems and HMI...etc.) through its training centre using its own original working stations with the guidance of company’s top talented “PhDs Engineers”..



## OUR MISSION

El-Sewedy Automation Company exists to ensure customer satisfaction through innovative, high-quality, and on-time delivery of its solutions/services supported by its talented team and suppliers' excellency while:

- ▶ Offering outstanding value proposition for our stakeholders.
- ▶ Developing company team members "Pushing them behind their limits".
- ▶ Promoting fair positive competitive environment in its business society

## OUR VISION

"To Become the World Class Strategic and Innovative Engineering Solutions/Services Provider in the Middle East"

---

## OUR TEAM

El-Sewedy Automation Team are "PhD Engineers" with vast experience and skills in automation field practices supported by strong academic background knowledge base.

---



## OUR VALUES

El-Sewedy Automation is committed to be the choice of adding value for all its stakeholders through the following company core values:

### **Integrity**

Interact with integrity and high ethical standards.

### **Customer Focus**

Focus on customer Insights through significant CRM to provide adequate solutions that are efficient and cost effective.

### **People**

Our primary focus is our team; we are creating an outstanding work model that pushing our team members behind their limits to ensure their growth and prosperity.

### **Quality**

We always strive for improvement and perfect quality; therefore, we challenge ourselves toward high standard benchmark in providing our services.

### **Health and safety Policy**

We are focused on creating an environment with zero harm to people, property, and the environment.

### **Commitment**

We embrace our personal duty to fulfil our obligations and promises for our clients, colleagues, partners, and the communities in which we operate while accepting the consequences of our actions.

# OUR HISTORY

1998



EL-Sewedy  
Electrical  
Enterprise  
Rockwell  
Automation  
exclusive agent

2004



First Allen  
Bradley  
Authorized  
training center  
for SLC & PLC5

2009



El-Sewedy  
Automation  
has been  
established as  
SAE company

2009



Rockwell  
Automation  
Authorized  
System  
Integrator

2014



Bilateral  
business relation  
in the field of  
Industrial  
Control and  
Automation with  
ICS  
Total Solution  
GmbH to  
perform support  
and services in  
EMEA

2016



New Agency  
Agreements with  
Deutschmann  
Automation  
GmbH



New Distribution  
Agreement with  
GHM  
Messtechnik  
GmbH

2017



El-Sewedy  
Automation  
Rebranding;  
changed its  
company brand  
logo as a part of  
its business  
development  
plans.

# INDUSTRIAL MARKETS

- ▶ Oil & Gas
- ▶ Chemical & Petrochemicals
- ▶ Water & Wastewater
- ▶ Food & Beverage
- ▶ Plastic
- ▶ Metal Forming
- ▶ Electric Power
- ▶ Cabling Industry
- ▶ Mining & Cement
- ▶ Aluminum
- ▶ Automotive
- ▶ Logistic Process & Material Handling

## El Sewedy Automation in Numbers



# SCOPE OF WORK

El-Sewedy Automation Company operates its business through 4 Main Pillars:

- ▶ **“Offering High Standard Industrial Automation Products”** through different Industrial Automation brands.
- ▶ **“Turn-Key Projects”** for Automated Process Solutions for major clients across a variety of industry sectors.
- ▶ **“Providing Technical Support Services”** Enhance our clients’ business performance by providing great that add value and enhance their return on investments.
- ▶ **“Conducting Outstanding Progressive Training Courses”** customized to different industrial automation fields using the most advanced Rockwell-Automation Workstations.

**Rockwell**  
**Automation**

**SIEMENS**  
*Ingenuity for life*

**GHMGROUP**  
Specialists by Competence.

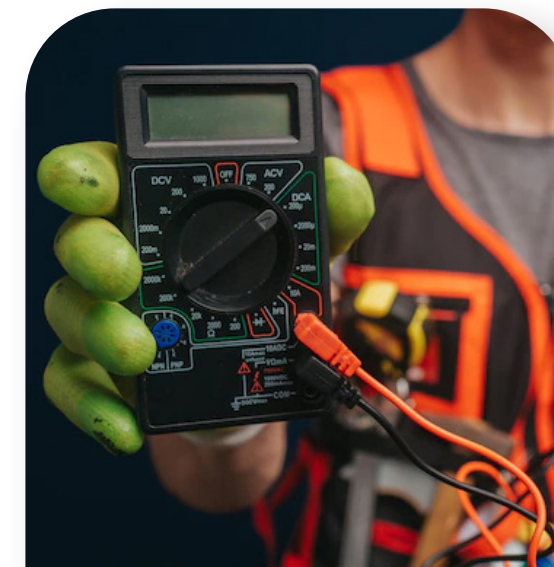
**IDA** **Deutschmann**  
your ticket to all buses



**Process Automation**



**System Integration**



**Retrofit & Maintenance**



**Training & Consultancy**

# OUR PRODUCTS

## Rockwell Automation: Industrial Automation Hardware & Software:

Allen-Bradley® and Rockwell Software® product brands are recognized for innovation and excellence. El-Sewedy Automation has contributed to Egypt industrial sectors using Rockwell Automation products, as well as, to Rockwell Automation projects through CSM team at Middle East to ensure customer high productivity and satisfaction.

## Rockwell Automation Products:

- ▶ Programmable Controllers (PLC and PAC)
- ▶ Input/Output (I/O) Modules
- ▶ Networks Security & Infrastructure
- ▶ Condition Monitoring
- ▶ Motion Control
- ▶ Drives & Motors
- ▶ Power Supplies
- ▶ Rockwell Software (SCADA)
- ▶ Motor Control Contactors
- ▶ Connection Devices
- ▶ Circuit & Load Protection
- ▶ Lighting Control
- ▶ Sensors & Switches
- ▶ Operator Interfaces (HMI)
- ▶ Push Buttons & Signaling Devices
- ▶ Relays & Timers

**Rockwell  
Automation**



# OUR PRODUCTS

## Siemens Automation: Industrial Automation Hardware & Software

- ▶ SIMATIC Controllers
- ▶ Distributed I/O Systems
- ▶ Industrial Controls
- ▶ SIMATIC HMI
- ▶ Field Process Instrumentation
- ▶ Automation & SCADA Software
- ▶ Drive Technology (Low voltage Converters)
- ▶ Drive Technology (Servo Converters)

**SIEMENS**  
*Ingenuity for life*

## Deutschmann Automation: Industrial Ethernet, Gateways and Network Security Solutions

As an exclusive agent to DA, a German company founded exactly 40 years ago, the company has designed and manufactured innovative network components for industrial data communication:

- ▶ Protocol Converter
- ▶ Embedded Solutions
- ▶ Gateways
- ▶ Electronic cam controls
- ▶ Starter Kits & Accessories

**DA** **Deutschmann**  
your ticket to all buses

A) Our Main Original Products about SIEMENS



# OUR PRODUCTS

## GHM Group: Industrial Measurement Electronics

As a distributor to GHM Group, GHM is a specialist and full-range supplier for measurement, industrial electronics, environmental measurement, microclimate-analysis, acoustic, light metering, and water-analysis. GHM Messtechnik products for Industrial automation can be classified as follow:

- ▶ Sensors (Level, Flow, Pressure ...etc.)
- ▶ Industrial Electronics
- ▶ Handheld Gauges
- ▶ Sil/Atex Certified
- ▶ Fittings
- ▶ Data Logger
- ▶ Electrical Connection Technology
- ▶ Software & Programming Devices& Accessories
- ▶ Drive Technology (Servo Converters)



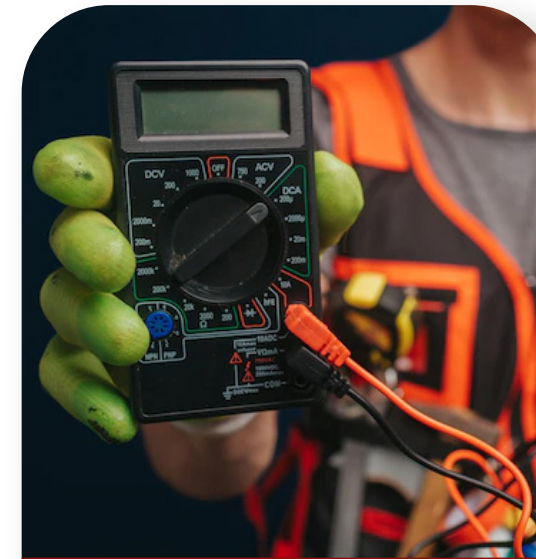
# OUR SOLUTIONS & SERVICES



**Process Automation**



**System Integration**



**Retrofit & Maintenance**



**Training & Consultancy**

## Projects:

- ▶ Integrated Automation System
- ▶ Turnkey Projects
- ▶ Control System Upgrade
- ▶ HMI, SCADA & DCS Design
- ▶ System Improvement
- ▶ SCADA System Implementation
- ▶ Frequency Drives Installation and Commissioning
- ▶ Panel Building Activity
- ▶ Project Management



# OUR SOLUTIONS & SERVICES

## Technical Support:

- ▶ Maintenance Contracts
- ▶ Remote Assistant Services (24/7)
- ▶ Automation System Inspections
- ▶ PLC & HMI & Frequency Drives Backup
- ▶ Providing Obsolete or Difficult to Find Products
- ▶ Repair Services
- ▶ Other Support Services

# OUR TRAINING SERVICES

El-Sewedy Automation offers trainings for both professionals and students in the following fields:

- ▶ PLC, HMI, and SCADA.
- ▶ Industrial Communication.
- ▶ Electrical/Mechanical/Classic Control.
- ▶ Instrumentation and devices.

## Who Can Join?

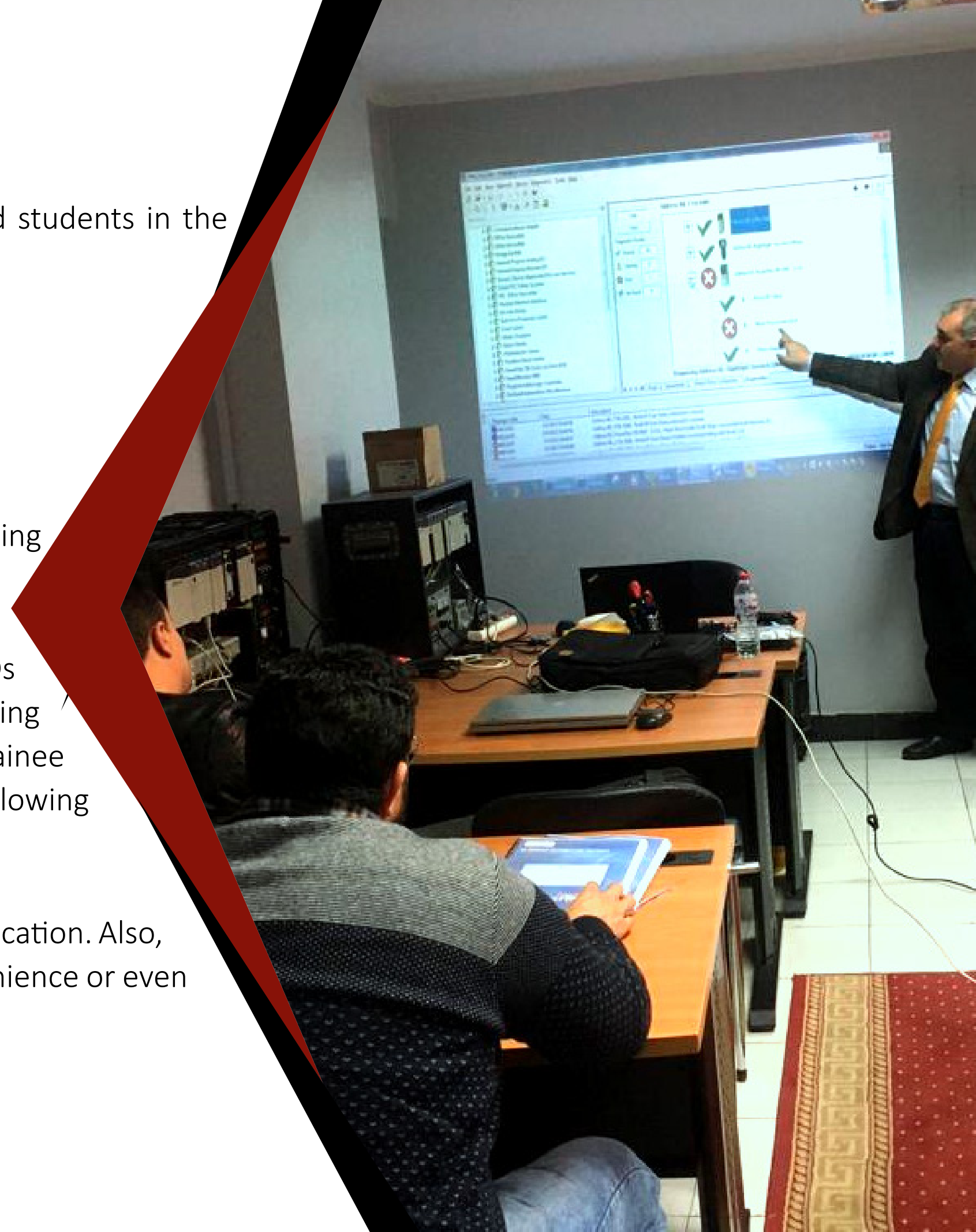
Maintenance Engineers, Programmers, and there are special training programs for students.

## Who Are Your Instructors?

El-Sewedy Automation have a team of professionals “Group of PhDs Engineers” in Allen Bradley, SIMATIC, SCADA, HMI and Drives. Training team is using training kits dedicated for training courses to let trainee test and check his automation exercises practically as shown in the following figures:

## Where Training Courses Can Be Conducted?

El-Sewedy Automation have its own training class in the company location. Also, El-Sewedy Automation offer onsite training for its customer convenience or even in any suitable training places (hotels, training centers...etc.)



# OUR CLIENTS

## OIL & GAS



# OUR CLIENTS

## FOOD & BEVERAGE



FRONERI



JUHAYNA



## STEEL & SHEET



## ALUMINUM & MINING

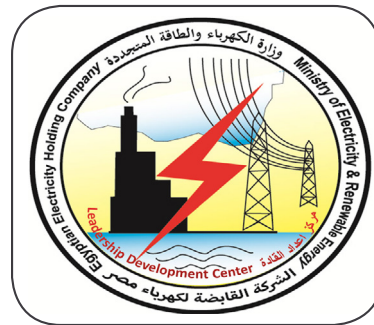


# OUR CLIENTS

## CHEMICALS & COSMETICS



## POWER & WATER & OTHERS



# REFERENCES



**Industry Type:** Oil & Gas

**Client Name:** Chevron

## Work Description:

During our maintenance contract with Chevron Company, many projects and services had been developed:

- ▶ **HMI Immigration and Upgrade:** El-Sewedy Automation succeeded in upgrading and replacing obsolete HMIs with a brand-new Allen Bradley HMIs product including all system parameters with professional flexibility and user-friendly methods.
- ▶ **PLC System Upgrade:** El-Sewedy Automation helped Chevron to replace the old PLC system from a different brand with a brand-new Allen Bradley PLC.
- ▶ **Frequency Drives Upgrade and Installation:** El-Sewedy Automation succeeded in replacing some old Frequency Drives with a new Allen Bradley product (Various Power Rating). Installing and Programing of various mode of operations and control methods to serve operating needs.
- ▶ **Modifying All PLC Programs:** El-Sewedy Automation had modified the ongoing programs for all existing Allen Bradley PLCs to cope with operating needs..



# REFERENCES



**Industry Type:** Food & Beverage

**Client Name:** FRONERI / NESTLE

## Work Description:

El Sewedy Automation succeeded in upgrading one of the most important production lines of FRONERI / NESTLE company named “Vita-1” through:

- ▶ Site survey for checking the old system and selecting the suitable new control system (BOM list).
- ▶ Providing a new Allen Bradley PLC control panel with signals modules.
- ▶ Providing HMI panel design, programing, and simulation.
- ▶ Panel Building; Preparing wiring connections for the new Allen Bradley control station.
- ▶ Testing of the new project at our company workshop.
- ▶ onsite Reconfiguration of all related communication and instrumentation systems.
- ▶ Programming, Commissioning and Startup.



# REFERENCES



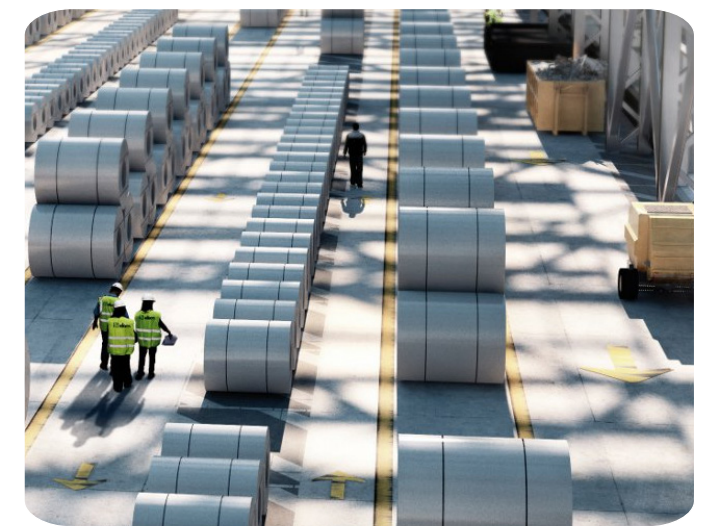
**Industry Type:** Mining & Aluminium

**Client Name:** Maaden Bauxite - Saudi Arabia

## Work Description:

El Sewedy Automation delivered its solution and services in Saudi Arabia through Rockwell Automation outsourcing in upgrading scheme (Project Name; Maaden / Dragados Gulf). Scope of Work was (Controllogix 7500 PLC (Mine Site Area) and For Controllogix 7600 PLC (Mine Village and Explosives Magazine Area):

- ▶ El Sewedy Automation delivered its solution and services in Saudi Arabia through Rockwell Automation outsourcing in upgrading scheme (Project Name; Maaden / Dragados Gulf). Scope of Work was (Controllogix 7500 PLC (Mine Site Area) and For Controllogix 7600 PLC (Mine Village and Explosives Magazine Area):
- ▶ Termination, MA injection for Loop checking (Transmitter side), Calibration and Justify values in PLC. Transmitter type EH Pressure, Level and Flow.
- ▶ Loop Check and Function Test and Operation Philosophy.
- ▶ All Pumps are tested in Local and Remote and Running.
- ▶ VSD is Configured and Tested in Local and Remote and Running Modes.
- ▶ All Pumps Operation is Tested and Running Perfectly.
- ▶ All MOV's (Control Valves) are tested in Local and Remote and Running.
- ▶ Read Common Alarm and Communication Fault for All UPS and BC.
- ▶ Read and Implement Logic to Calculate the Active, Reactive and Apparent Power for Relays.
- ▶ Configure the Prosoft Modules to Fully Communicate to UPS and Relays and Battery Charger and UOMC to a Honeywell DCS.



# REFERENCES



**Industry Type:** Aluminium

**Client Name:** ALBA Company - Bahrain

**Work Description:**

- El Sewedy Automation delivered its solution and services in Bahrain (Project Name; PLC 2 System Conversion to Controllogix5000 – L63). Scope of Work was (Upgrade Allen Bradley PLC2 and PLC10 to Controllogix System at ALBA Bahrain).



# REFERENCES

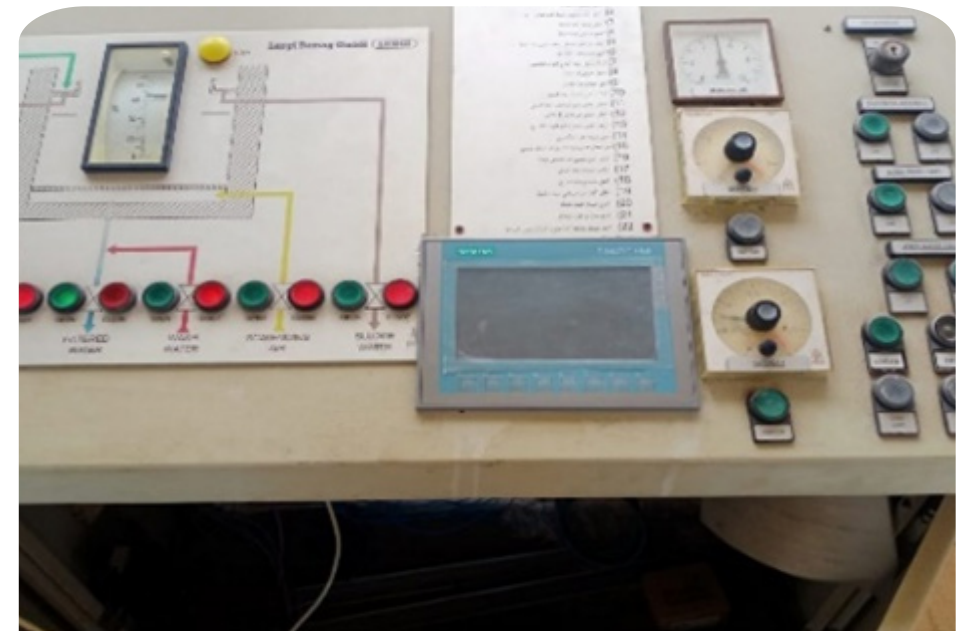
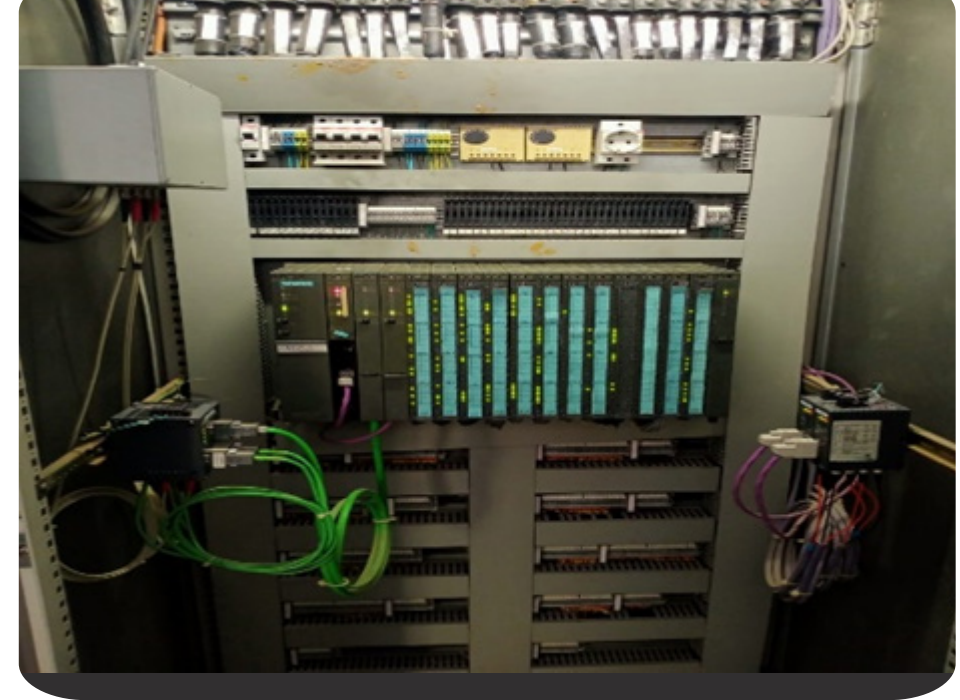


**Industry Type:** Water & Wastewater  
**Client Name:** Sheikh Zayed City Authority

## Work Description:

El Sewedy Automation upgraded the old three filtering systems (S7-200 Siemens PLCs) through:

- ▶ Install a brand new S7-1200 Siemens PLCs.
- ▶ Install a new Siemens HMI system for the Water treatment process.
- ▶ Full reconfiguration of all related communication systems.
- ▶ Installation of two new levels for existing instrumentation system.



# REFERENCES



**Industry Type:** Food & Beverage

**Client Name:** Kamara – Happy Sweet

## Work Description:

El Sewedy Automation gained “Kamara – Happy Sweet” trust through its experts who implement many required projects and services such as:

- **Frequency Drives Installation and Commissioning:** El-Sewedy Automation experts perfectly changed the previous “malfunctional” kinetic motion system to Allen Bradley drives motion (PowerFlex). Install a new Siemens HMI system for the Water treatment process.
- **System Improvement:** El-Sewedy Automation experts were reprogrammed the existing Siemens PLC software including reconfiguration of all related communication and I/O modules to add new production process step based on customer’s requirements which will be integrated with the existing system.



# REFERENCES



**Industry Type:** Food & Beverage

**Client Name:** Middle and West Delta Flour Mills

## **Work Description:**

El Sewedy Automation developed a large project for Middle and West Delta Flour Mills, the project consists of programming PLC01 (Intake) & PLC02 (Cleaning) and developing a new SCADA system including commissioning and start up for intake and wheat cleaning processes:

## **PLC01 (Intake) & PLC02 (Cleaning):**

### **PLC - Program Development:**

- ▶ Collect all input and output definitions.
- ▶ Mapping PLC tags according to physical tags.
- ▶ Test all physical input and output signals.
- ▶ Write PLC program according to intake working philosophy.
- ▶ Functional test for philosophy.

### **PLC- SCADA System:**

- ▶ Building all necessary SCADA displays to monitor all system functions and devices.
- ▶ Building all alarms display to diagnose all malfunctions and tripped devices.
- ▶ Building all trends display to monitor all required signals.
- ▶ Testing the overall performance of PLC control system along with SCADA
- ▶ Commissioning and start up.





AUTOMATION



El-Sewedy Automation Company S.A.E.  
Automation Machinery Manufacturing

**Address:** Head Quarter: 27 Orabi St., 7th Floor, Office (706), Orabi Street,  
Al-Azbakia, 11111 - Cairo.

**Phone:** Tel: +20 (2) 2576 3462 Cell (1): +20100 14 553 56,  
Cell (2): +201028833734, Cell (3): +201028833712, Cell (4):  
+20105772402

**WhatsApp:** +201028833734

**Fax:** +20 (2) 2576 3463

**E-mail:** [info@elsewedy-automation.com](mailto:info@elsewedy-automation.com)

**Website:** <http://www.elsewedy-automation.com>