

شركة هواكميان

HOVAG®

ENGINEERING BUSINESS

company profile



About us

Hovag is a company specialized in Trading and diversified engineering business. Its business segments comprise of :



Trading enterprises



Electric power systems
& Automation



Lighting & Home automation

With more than **50 Years of experience**, Hovag is providing the Syrian Market with unique range of electrical supplies from international brands, embedding these supplies to form excellent combination for providing projects with engineering solutions and systems for reliable electrical power distribution and automation that extend from "Medium – Low Voltage systems down to socket outlets in buildings"



Light is Life

Hovag is a leading supplier of integral lighting solutions for professional indoor and outdoor lighting applications that extremely meet the lighting ergonomic requirements. Our prestigious showrooms in the country under brand name of Arteluce exhibit and distribute high end illumination products from various international brands and suppliers.



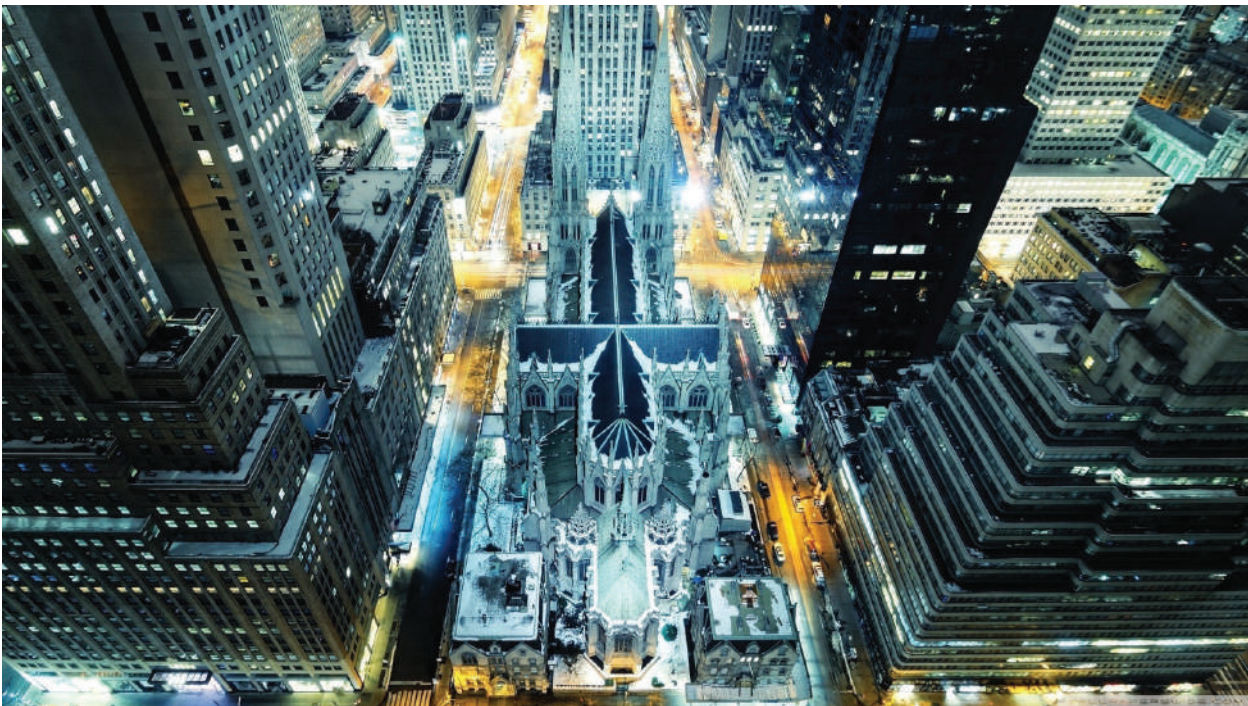
Our Mission

The challenges imposed by the rapid-paced changes of the world lead us to formulate a clear strategy: building a solid partnership with our customers founded on a long-term commitment to keep up to growth and technological development.



Our activities will remain firmly focused on the premium services in our market segments. Our mission is clearly defined to be leading provider of premium products, comprehensive solutions and systems integrating the best possible combination options in projects for: **Power Distribution , Automation , Lighting and Home Automation.**

Our Mission



Our business principles



Our strength to succeed lies in our commitment to our business principles.

Customer Orientation

The customer is the center of our interests. We act as a partner with our customers to provide products and services to improve their business operation and performance.

We conduct trainings, seminars and translations of technical literature to enhance and spread technical knowledge.

Market Orientation

We strive to transfer to our market sectors the latest innovation and technologies that contributes to the development of the economy and people.

Employee Orientation

We invest in our employees and create a work environment that enables them to achieve high performance and excellent results.

Ethics

Commitment to ethical business behavior of our employee contributes to our company image

Behave Responsibly

We adhere to our principles to build and maintain trust to each other for better progress with transparency and accountability.



Business Divisions

Hovag Business is based on three divisional structure

Trading Division:

A leading distribution entity for supplying the Syrian market with electrical products and solutions.



Systems & Solutions:

We offer complete range of solutions and systems for efficient power distribution from the transformer to the load site.



Lighting & Home Automation:

This division is dedicated for supplying the market and projects with integral lighting solutions, illumination products, home automation, socket and switches .



Trading Division

premium products for sustainable function

Since its foundation in 1960, Hovag is distributing and providing the Syrian market with a broad range of electrical products and solutions from many international brands and suppliers. We strive always to keep pace with market trends, introduce new standards, products and technologies to be always close to our customers and present in all electrical market sectors.

In order to better meet the need of our customers we develop our distribution networks, positioning our sales force and optimizing our logistics to reduce delivery times.



Sales Network

Through our main branches in Damascus and Aleppo and our large distribution network spread all over Syria, Hovag is a preferred partner for all market sectors and professional customers to offer a unique range of electrical supplies.



Market Sectors & Customers

Hovag offers its expertise and products in the key market: And it supplies products to diversified customers; wholesalers, retailers, electricians, contractors, panel builders, OEMs, key accounts and governmental service companies.

Industrial market

Residential market

Commercial market



Products & Brands

Hovag provides wide range of quality products from famous international manufacturers to meet the customers' needs and keep pace with market standards and requirements. Hand by hand with giant Eaton/ Moeller, we have created an alliance since 1968 and still continues for the purpose of offering every new invention in the electrical market.

Products Families

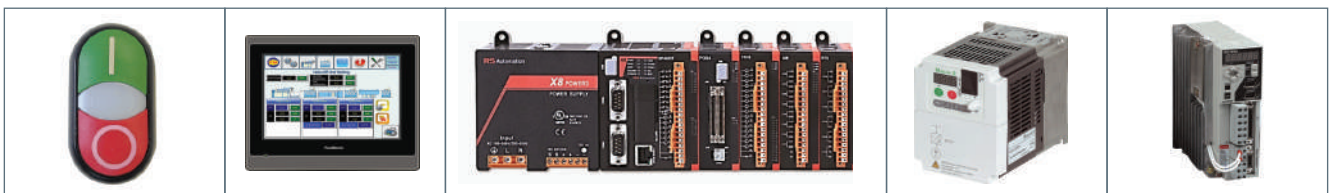
Low Voltage Switchgears: circuit breakers, motor starters, contactors, switching, protection components and capacitor banks.



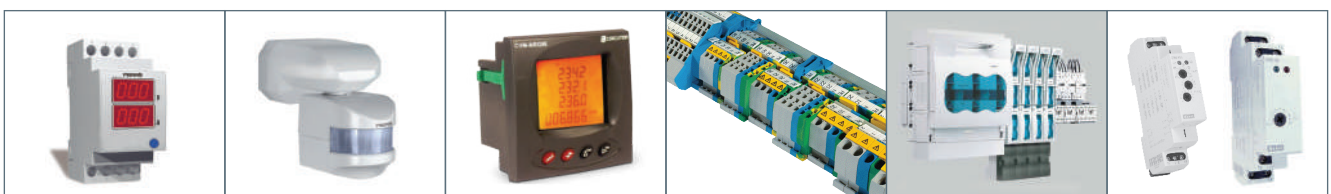
Products for building automation: MCBs, devices for protecting persons and electrical equipment. Automation electrical building functions.



Automation products: controlling and visualization products, variable speed drives and soft starters



Electric measuring and control equipments , measuring devices, control equipments Wiring devices



Trading Division

Brands



Advanced Logistics for punctual delivery

Because electrical products need to be delivered every day to customers, we manage our inventory and stock in big quantities and varieties of products “ready on shelves” to fulfill our customers deliveries in a very short time. Thanks to our motivated procurement and logistics team to make their utmost to meet our commitments to customers.



Our customers – Our Values

Hovag works in close cooperation with its customers whether through our direct contacts or from our sales outlets we provide technical expertise, sales support services and solutions to satisfy our customers and earn loyalty.

Our customers consider Hovag as the local place for obtaining technical information and advice. With our expert staff they can save time to pick up contemporary products, solutions and knowledge.



Our core promises to our customers

- We understand customer needs as we listen closely to their requirements
- Wide range of products presence and availability
- Expert team ready for sales advice and after sales service
- Always attentive to offer latest innovative products and solutions

At Hovag, we are committed to handling power in a creative way. We give power form, function and direction while maximizing its productivity.

This has been the key focus of our company since its foundation in 1960

Today Hovag is one of the leading suppliers in the Syrian market for systems of power distribution and automation that allow us to provide effective and customized solution systems for all industrial and building applications.

Optimum quality for maximum efficiency

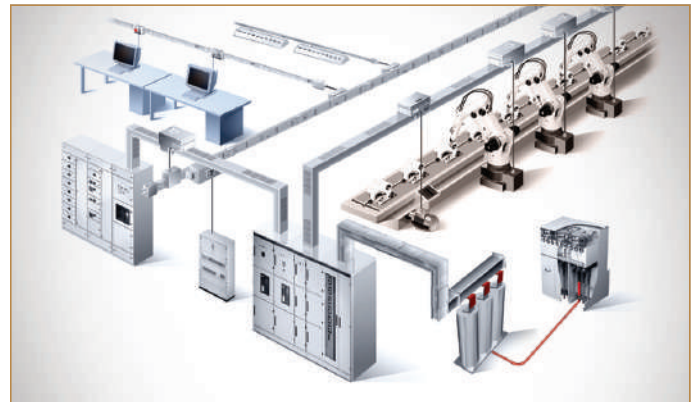


■ Systems fit together for Optimum Harmony

From transformers – medium voltage system to the socket: Hovag offers “single – sourced” holistic solutions for switching and protecting, commanding and controlling, signaling and visualization in industrial parts and buildings.

■ Our comprehensive range of supplies starts from

- Cast resin transformers
- Medium Voltage switchgear
- Automatic transfer switches
- Low Voltage Main distribution boards
- Low Voltage sub main distribution boards
- Consumer distribution boards
- Motor control center
- Control gear
- Power factor correction panels
- Busbar Trunking System
- Services



Systems & Solutions



Transformers



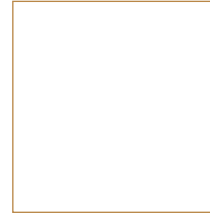
Medium voltage switchgear



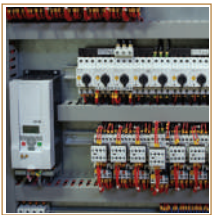
Low voltage power distribution system



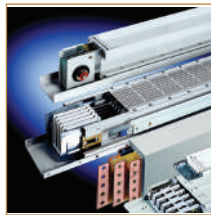
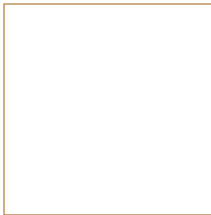
Sub distribution boards



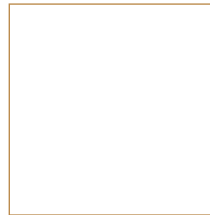
service distribution boards



Control & Automation system



Busbar trunking system



Lighting system and solution



Wiring devices

■ Without compromises

Our many decades of experience have provided us with confidence to handle the entire management of your projects, taking care of important factors such as quality, time and costs- comprehensively, responsibly and without any compromises.

New requirements call for new solutions and we believe that we can deliver optimum technical results and economical solutions that guarantee high standards of safety, reliability and serviceability.



■ A partner you can rely on

Demanding tasks require capable partners, and you can find those partners among our own experienced staff as well as among our strategic and system partners who support us with products and knowledge.

We are always ready to take new challenges.

Our team in the Division make use of proven engineering procedures and software tools to ensure offering new ideas to make power distribution and automation more effective and reliable.

You can be sure that our solution portfolio for your projects will always incorporate the latest technological developments that provide optimum benefit and use.



■ Services



As a part of our daily cooperation with our customers, we have a service team that take care of all service and maintenance operations.

With short notice we can support our customers with all kind of panel related services – break down, rebuilding, extension, commissioning and start up.

Our service engineers have many years of experience with panel systems and are ready to help at any time.

■ Technical Highlights

Our offered Low voltage switchgear assembly systems are designed and verified according to IEC 61439 and have very robust construction whether are used in industrial or infrastructure application, a safe and reliable power supply is guaranteed in projects.

The flexibility of the system, its safety and efficiency help to noticeably reduce investment cost and risks, and guarantee maximum convenience and system availability throughout the entire period of use.

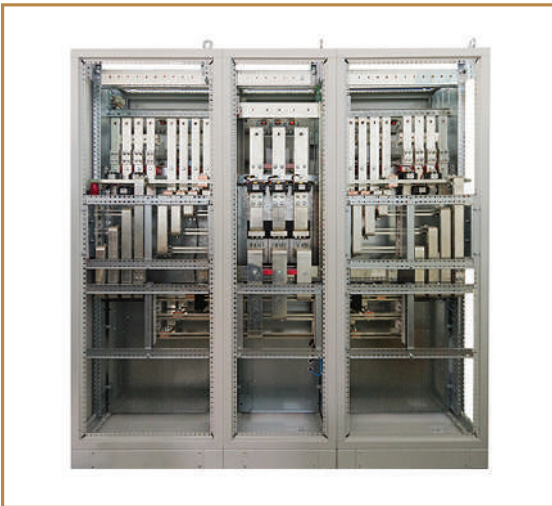




- **Modular design & Robust constructed structural parts**

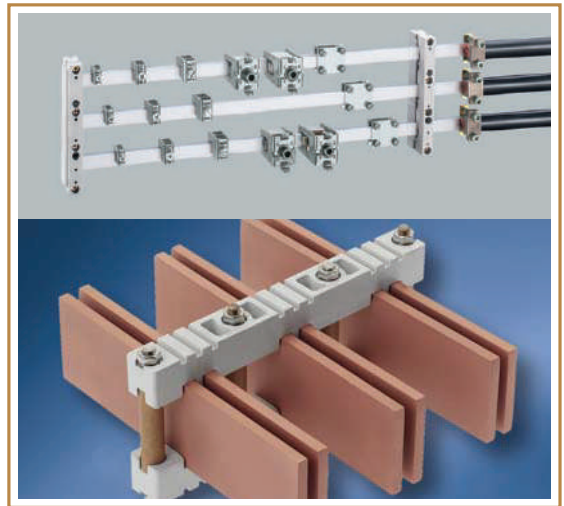


- **Generous space for cable incoming facilitate for connecting numerous and large cables**



- **Busbar System**

The heart of the Low Voltage Panel is the Busbar System. It connects the main busbar to dropper bars and to the circuit breakers. Thus, it is essential that this system must be reliable, rigid, and tested conforming to the temperature rise, short circuit test and other conditions.



- **Accessories**

We use complete range of high quality accessories from European manufacturers for Low Voltage electrical panel board assembling.

The ample range of accessories (Flexible Bars – Busbar Holders - Busbar Clamps - terminals) complies with the latest IEC standards and the relevant guidelines of safety and sustainability

Optimum quality for maximum efficiency



Systems & Solutions



■ UPS & Backup Power Solutions

Hovag is one of the leading suppliers in the Syrian market for providing full range of protection against all power failures.

Our portfolio encompasses a comprehensive range of offering uninterruptible power supplies (UPS's) and DC power solution covering applications for:

- Hospitals & Healthcare
- Computer rooms through large data centers
- Industrial Plants
- Telecom Services
- Banking & Finance Application
- Offices and Utilities



■ UPS Power Ratings

Helping you to maintain power continuity in projects and prevent downtime. Hovag offers high quality and comprehensive portfolio of UPS's from a few KW to MW and a wide range of supply voltages, protecting your entities from power failure threats and outages.

Our Portfolio Contains:

- Single Phase UPS's 600 VA up to 10 KVA
- Three Phase In-Single Phase out 10/15/20 KVA
- Three Phase 10 KVA up to 500 KVA
- Modular UPS's 10 KVA up to 600 KVA



■ Our Partners

In order to meet our customers' needs and fulfill the highest standards in power back up systems with efficient solutions and best price.

We do work with well-known suppliers.



Delta UPS Solutions
From 600 VA up to 600 KVA



ABB UPS Systems
From 1 KVA up to 3 MVA



UPS and telecom batteries from Leoch provide a key guarantee for high service life, product performance and consistency



■ Our Sales Philosophy:

To ensure the highest availability and faultless function of backup power in many enterprises—be they industrial plants, offices, healthcare or utilities, it is essential to make professional pre-engineering design and calculations to meet all the performance requirements. Our trained engineering sales team cooperate closely with customers and projects to offer the most advanced technologies from our product portfolio.



■ Our Sales Team Offers:

- Support of products presentation and knowledge.
- Proven engineering procedures by advanced software tools.
- Optimum technical and economical solutions to guarantee safety and serviceability.
- Detailed technical and financial quotations.

■ 24 Hours /Day, 365 days Services:

Offering high quality UPS from famous suppliers is only half of the way:

To guarantee your investment in UPS purchased products, your UPS must be correctly installed, commissioned and maintained.

This is why Hovag invests in its sales and service team by providing comprehensive technical trainings to offer its customers full range of services for the entire useful working life of UPS.



■ Our Services Include:

- 1) Installation and Commissioning.
- 2) Routine maintenance inspections performed by our trained engineers to minimize the potential problems.
- 3) Our service team will always actively manage your UPS diagnostics and reconditioning services.
- 4) Will quickly and professionally respond to all emergency service calls.
- 5) On-site and workshop repairs.
- 6) Spare parts delivery and installation.
- 7) Service agreements

■ Reference Projects:

- Bank Al-Baraka Headquarter 4 x 50 KVA
- Data Centre Bank Al-Baraka 3 x 50 KVA
- Al-Razi Hospital 80 KVA
- Qalamoon Hospital 2 x 120 KVA
- MRI Tartous Centre 120 KVA
- Al-Mouassat Hospital 100 KVA
- Batec Industrial Plant 2 x 30 KVA
- National Homs Hospital 120 KVA
- French Hospital in Damascus 160 KVA
- UNOPS for hospitals in Syria 2 x 120 KVA
- Bassel Al Assad Tartous Hospital 80 KVA

Lighting & Home Automation

Hovag Lighting & Home Automation division is supplying the market with artistic collection of Luminaries and providing the projects with integral lighting solutions for professional interior and exterior lighting applications.

Through our decades of experience, we pursue a comprehensive approach to find the best design and possible solution for our customers, besides our endeavor to use tested products and innovations from international brands and suppliers.



Passion for Light

Having the right light settings is particularly important for any project whether it is an office, hotel, apartment or hospital; the light design has to fulfill the ergonomic requirements and standards. Therefore Hovag has developed experienced and trained engineering team to design innovative lighting solutions and concepts by arousing emotions and senses to make people feel good and show attractiveness of spaces and create lighting scenes to illuminate works of art.

We design Light

To achieve our mission in lighting design our team relies on a broad range of products portfolio from international brands such as Artemide, Reggiani, Ares, Philips; as well as up-to-date engineering tools DIALux & 3DMAX using lighting technology knowhow along with the focus on application. We plan lighting professionally and with enthusiasm. Our range of services covers all fields of architecture indoors and outdoors from lighting homes to prestigious lighting for building and spaces.

Our philosophy in lighting design is to make people feel well, enjoy being in their spaces, activate and fascinate them, thereby facilitating a dialogue between architecture, light and the environment.



Lighting & Home Automation

Our range & services extends to:

- Working in close partnership with architects
- Research projects and project owners
- Consulting & contracting companies

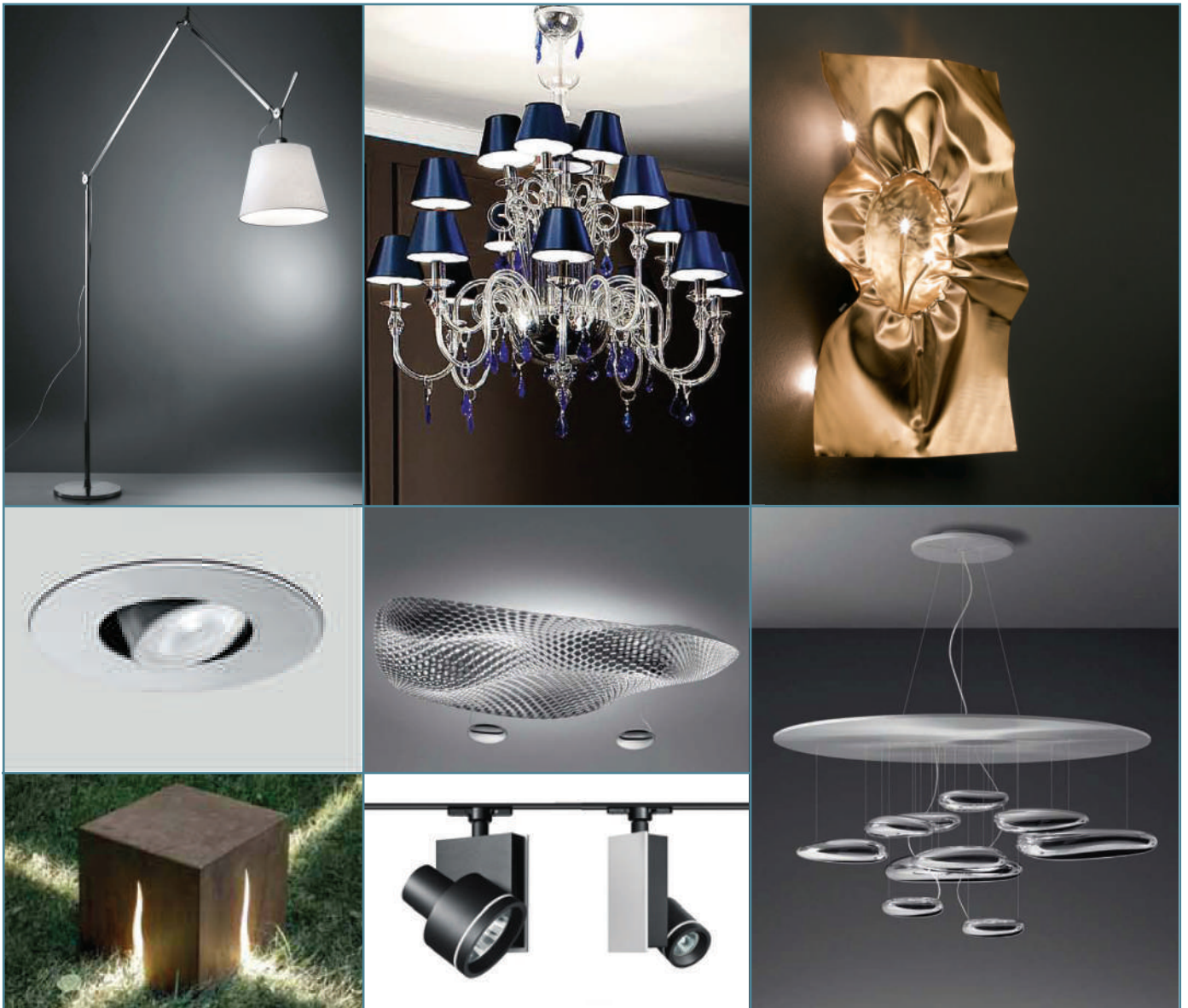
ArteLuce



Under this brand name, our showrooms in Damascus and Aleppo offer a complete range of residential, commercial high-end lighting products and wiring devices that can be seamlessly integrated in any apartments, offices, hotels or stores.

ArteLuce is dedicated to light and the customer.

The showrooms possess artistic products from various international brands that conform to the taste and customer demands.



Lighting & Home Automation

Building Automation

Electrical installation portfolio from Hovag offers a broad range of smart building and home automation wiring devices, socket and switches. In our showrooms we display a wide collection of wiring devices from Niko – Fontini – Simon Connect. The customer can choose of this portfolio products that determine his own style and interior design that makes life at home and work flexible, easier and meet the daily needs.



Smart Home

Hovag offers fully integrated control solution for Home and building automation. Our supplies contain user friendly bus automation and wireless control automation from international suppliers. Our vision is to equip homes with intelligent solutions that secure ultimate comfort, care, security for every life phase and personal needs of its residents.



The applications facilitate you to manage and control the lighting, heating, ventilation or roll-down shutters with ease. You can control these applications centrally by using touchscreens or smartphone but also by using traditional switches.

Technical assistance

Our technical sales team cooperates closely with architects, customers or electricians to offer them complete control solutions based on their specific application needs. This empowers our partners to offer in their projects a broad range of home control technology.



Brands



Reference Projects

Syrian Ministry Compound in Damascus

ACC main contracting company of the project relied on Hovag to have the complete package of Low Voltage power distribution system.

We assembled and supplied from Eaton Type Tested Low Voltage main and secondary power distribution system and control panels, the LV power transmission from transformers to the main power boards up to the chillers, we implemented by using Siemens Busbar Trunking System.



Syriatel Tower in Damascus

Hovag has provided complete lighting indoor and outdoor fixtures for the building along with Low Voltage power distribution system and control panels.

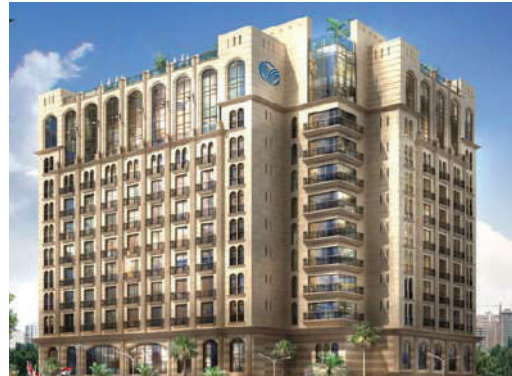


Yasmeen Rotana Hotel Damascus

From many competitors Hovag has been subcontracted by Arabtec construction Dubai to provide the power distribution system.

Our engineering team has been actively involved in the project with contractor and consultant to redesign load schedule.

Our supplies encompassed the Low Voltage main and secondary power distribution boards, motor control center and busbar trunking system.



Art house boutique hotel

In terms of architecture Art House boutique hotel is an eye catching ancient mill.

It combines ancient design of building with new luxury boutique decoration.

Therefore an efficient lighting system was required to illuminate every corner and space.

Our team has collaborated with the architect and Reggiani to set every single fixture to accentuate beauty of the building and the displayed paintings and artefacts



Reference Projects

Al-Assad University Hospital

The largest hospital in Syria constructed in enormous building in 1982. Hovag has been involved in the engineering with the consultant to provide the low voltage power distribution and busbar trunking systems from Klockner Moeller Germany.



Al Kalamoon University

University of Kalamoon was founded in 2001 as the first private university in Syria. It is the largest university in the country that has a spacious campus with numerous buildings. Since 2001 till now with the new ongoing buildings construction Hovag has been the sole supplier of low voltage power distribution system: switchgear, power boards, control panels and components for the buildings and the infrastructure of the project.



Trans Mall

One of the largest shopping malls in Syria constructed on space of 45000 m²

We have supplied the flood lights for parking area ,outdoor and indoor lighting as well as the complete low voltage power distribution system



Middle East sugar refinery

Middle East sugar refinery in the industrial zone in Homs is one of the biggest sugar manufacturer in the middle east with capacity of 1million ton per year.

Hovag was regarded as highly reliable partner in this project. Our engineering team was involved from the first stages of the project and we have supplied the complete LV power distribution system and control panels for switching and protection.



Reference Projects

Albaraka Bank

Licensed by the Central Bank of Bahrain, Al Baraka Banking Group (BSC) is one of the leading Islamic banking companies in the world, offering its unique banking services to nearly one billion people in the countries where it operates.

Hovag has supplied both the bank headquarter in Syria and the main data center with the full power distribution system starting with the medium voltage switchgear, to the low voltage main and secondary power distribution boards, and ending with the uninterruptable power supply units UPS.



Al-Mouwasat University Hospital Expansion

Al-Mouwasat University Hospital was founded in Damascus in 1958. It is mainly composed of 4 major buildings.

The hospital's capacity is 820 beds with a working team consisting of 1700 doctors.

The customer was looking for a reliable, sustainable and safe power distribution. This is why they have chosen Hovag as an accredited supplier to provide and assemble the LV main and secondary power distribution switchgear, embedding Siemens Busbar Trunking system to run the energy from the main supplies sources to the major loads.



Batec Gypsum Board Factory

Batec has established a gypsum board factory in the industrial zone of Homs for manufacturing building finishing materials

For this project, Hovag supplied and assembled the complete power distribution switchgear with all comprehensive control, protection and automation solutions.

Our engineering team designed the demanded technical solutions to keep higher levels of productivity and to distribute power safely and efficiently.



Reference Projects

Some reference projects executed recently by HOVAG for supplying power distribution & control systems, Busbar trunking, Lighting and components.

Hospital projects

- Al-Assad University Hospital
- Al-Mouwasat University Hospital Expansion
- Damascus Hospital
- Abasien Medical Center in Damascus
- Basel Al-Assad Hospital in Tartous
- Harasta workers Hospital
- Basil al-Assad Cardiology Hospital in Dumar
- Maart AL-Numan & jsr Al- shgour Hospitals in Edlib
- Police Hospital in Damascus
- Aleppo university hospital
- SIUST University Hospital
- Hospital of Kalamoon University
- Digestive Specialized Hospital

Hospitality projects:

- Yasmeen Rotana Hotel Damascus
- Art house boutique hotel
- Trans Mall in Homs
- Shahba Mall in Aleppo
- Qassion Mall - Damascus
- KalaMall
- Town Mall in Aleppo
- Al-nakhel village Tourism project
- Shahba Sham Hotel in Aleppo
- Regency Park Hotel in Bludan
- Monte Rosa 5 stars Hotel
- Damascus Gate Tourism project
- Hotel Royal Regency Aleppo
- Corel Julia Dumna hotel Aleppo
- Park Hotel in Aleppo
- Hotel Riga Palace Aleppo
- Shahba Rose restaurants in Aleppo

Industrial projects:

- Batec Gypsum Board Factory
- Joud Flour Mil L.L.C - Lattakia
- Middle East Sugar factory
- Middle East Oil refinery
- Al-Carmel Company
- Humesho Metal factory-Homs
- Ein Arab Water treatment plant
- Al- Furat Petroleum company
- Damascus water & Sewage authority
- Carpet Factory Suweida
- Moulding Factory for manufacturing spare parts for Cement factories
- Al Swadea water & Sewage authority
- Spinning company in Damascus
- Nasiriyah Electro turbine station
- Alpha Pharmaceutical Industries in Aleppo
- Maktabi Textile factory Aleppo
- Bawadkji textile Factory Aleppo
- Elegance food factory
- Cable factory in Aleppo

Buildings & services projects:

- Syrian Ministry Compound in Damascus
- Syriatel Tower in Damascus
- Albaraka Bank Headquarter - Syria
- Syrian Private University
- Al Kalamoon University
- SIUST Science and Technology University
- Palace of Qatar Prince in Damascus
- Fishermen Houses in Ras been Hani-Lattakia
- EMMAR offices in Eighth Gate
- Arab- European University
- Ramak free shops
- Ramak Head office in Damascus
- Byblos Bank headquarter
- October War Panorama museum
- Headquarter of the Syrian Army
- Monument of Unknown Soldier in Damascus
- Army officers Club
- Japanese Embassy in Damascus
- Sham TV station
- Presidential Palace
- Damascus International fair ground
- Shweifat school in Damascus & Homs
- Syrian TV and Radio building
- UNDOF – Camp Faouar
- Aleppo Athletic Stadium
- Aleppo Municipality
- Kalamol Shopping Mall



www.hovag.net



Head Office

Rawda, Zuheir Bin Abi Sulma str
Build. No. 16, appartm. 04.
P.O.Box:5093 **Damascus-Syria**
Tel: +963 (11) 3311952
+963 (11) 3311962
Fax: +963 (11) 3322312
Mob: +963 (992)63 0063
E-mail: info@hovag.net

Showroom

Marjeh Rammy Str.
Kazem & Bahri bld.
P.O.Box:5093 **Damascus-Syria**
Tel: +963 (11) 9545
+963 (11) 2218405
+963 (11) 2252438
Fax: +963 (11) 2244869
E-mail: sales@hovag.net

Alazizya, Abara 2 str.

P.O.Box:942 **Aleppo-Syria**
Tel: +963 (21) 2126293
+963 (21) 2114610
Fax: +963 (21) 2116266
Mob: +963 (992)93 0093
E-mail:info-alep@hovag.net