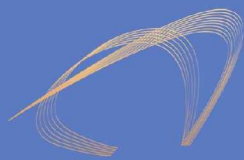


# Corporate Profile



Adel Group of companies

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# The Company

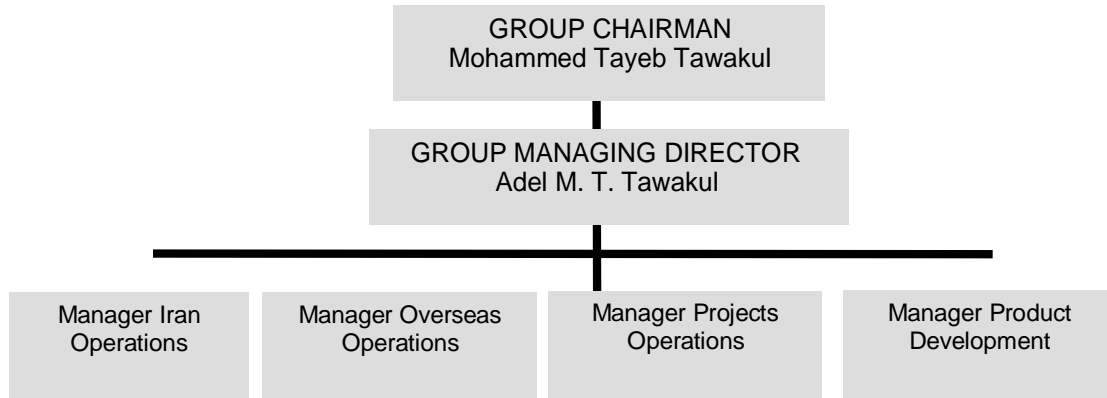
In the year 1978 eminent businessman and group Chairman Mr. M.T. Tawakul envisioned a strong demand in the electronics product industry and added an electronics trading company to his established group.

Since the beginning the direction was clear i.e. latest products delivered to customers at a very high level of service. In order to achieve the set objective an uncompromising commitment was made for the development of a professional team for sourcing and distribution of goods from leading suppliers globally. Even today with a high degree of diversification and geographically expanded operations, the company continues to steer with the same customer care and product focus.

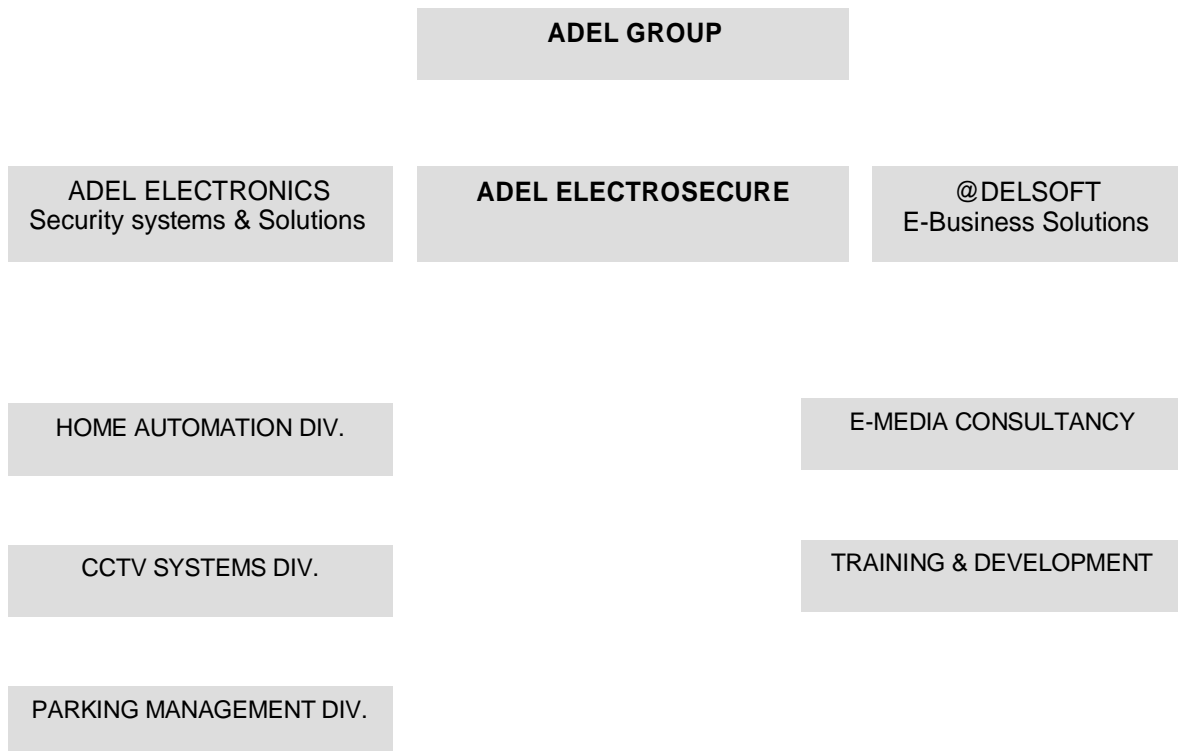
This electronics company underwent transformation in 1997 becoming Adel Electronics exclusively operating as a security products and solutions company. Adel E-Consultancy and Adel Electro-Secure soon followed adding to the flagship and thus forming 'Adel Group'.

The company, as the nation, owes its success to the business mindedness of the nation's leadership and takes immense pride in being a local U.A.E. company with international operations.

## ORGANISATIONAL STRUCTURE



## GROUP SUBSIDIARIES



## **ABOUT THE GROUP**

Adel Group's vision is to be the leading provider of complete solutions in all the selected industries of operation. Expanding regionally and diversifying in related industries the group is committed to extending the growth opportunity to customers and suppliers alike.

### **HUMAN RESOURCE STRENGTH**

Essential to ongoing success is the employment of professional and spirited people, today the group employs over 100 staff and growing. Team members come from Australia, Britain, Canada, Egypt, India, Pakistan, Philippines, Syria, South Africa, Saudi Arabia and the United Arab Emirates. Adel Group recognizes the value of professional development and offers all its members opportunities for both personal and professional growth.

### **PARTNERSHIP STRENGTH**

Adel Group subsidiaries establish and maintain partnerships globally with leading companies to remain competitive and strong. In the past Adel Electronics and @DELSOFT successfully forged partnerships with key companies around the world giving the group strong financial strength for the future.



Founded years earlier as electronics trading company, in 1997 with the appointment of Adel M.T. Tawakul as Managing Director, the company saw a turning point. The new Managing Director decided that the time was ripe to carve a niche and become the largest supplier of security equipment regionally. One of his first steps was to focus solely on security market and develop a business infrastructure that supports suppliers and customers.

Armed with a new vision and name 'Adel Electronics Center' within a few years moved from a single retail outlet in the hotbed electronics market of Deira-Dubai to three spacious showrooms. In-house technical division supports the after sales service through engineers trained by the manufacturers and certified to provide maintenance and repairs. Today the company is rated as one of the largest security products stockist and distributor in the region, supplying to 16 countries internationally, with direct operations in Iran and Saudi Arabia.

Suppliers are assured of total business support for the sales and after sales service of their products along with the protection of their brand through proactive marketing. A dedicated Global Operations Department services a wide network of distributors, directly contributing to their success and growth. Adel Electronics customers benefit totally from the partnership i.e. latest and quality products, economic pricing, sales support as well as credit facility.

Adel Electronics is the flagship of the group, established in 1978 with the foundation of the group. Adel Electronics has been rated as one of the leading security solutions company in the Middle East and one of the largest importer and stockist by several commercial agencies.

## Adel Electronics operational setup

### Own offices:

- United Arab Emirates
- Iran

### Exclusive representation offices:

- Saudi Arabia (Al Qaswa)
- Bahrain
- Oman
- Qatar
- Kuwait
- Syria
- Jordan
- Lebanon
- Egypt
- India
- Ivory Coast
- Nigeria
- South Africa
- Russia

### Suppliers

Adel Electronics has a strong commitment towards mutual growth and profitability for its suppliers. In addition to providing sales support AEC also invests in the brand development of its suppliers. Partnering with some of the world's most reputable companies, current network of suppliers virtually connects all the corners i.e. North America, Europe and the Far East.

## Products

Quality of products at Adel Electronics takes a centre stage; all products undergo in-house quality control to be certified for local sale.

## Engineering

After sales technical support is provided by engineering division through personnel trained and certified by the manufacturers for repair and maintenance, saving our customers valuable time and cost. R&D and Quality control is also conducted in-house by Engineering Division.

## Turnkey Projects

Adel Electronics projects division has set a milestone in itself offering exceptional quality in design and implementation of projects.

In-house resources allow for the assembly of a quality team and equipment to deliver high quality projects on time and within budget. Today AEC Project Division is recognized as one of the region's leading security solution and projects contractor. Operating on the philosophy to provide clients with scalable and upgradeable solutions to preserve their investments, the division has been growing with unprecedented customer satisfaction. Success in turnkey projects speaks for itself, some of the esteemed clients are:

- Dubai Courts
- Dubai Immigration and Labor office
- Dubai International Airport (Duty Free)
- International Airport - Saudi Arabia with Dallah Group
- DS group hotels and casinos - Russia
- GEMCOM - Banks, Exhibition Centre and hotels in Ivory Coast

Numerous projects with Shopping Malls, Multi Specialty Hospitals, Schools, Jewellery stores etc.

## TRANSPORT, TRAFFIC & PARKING MANAGEMENT DIVISION

With significant growth in the structure of cities regionally, it is no co-incidence that Transport, Traffic and Parking Management is a challenging yet growing industry. Adel Electronics has successfully established a full function division for the project sales, design, installation and maintenance.

In addition to various small and medium parking management systems, the company has confirmed projects with government and affiliated agencies around the region for Traffic Management, Railway Stations Management and Airport Parking Automation & Management.





Supplying latest, high quality security products fulfills only a part of the customer service pledge of Adel Electronics which is where Adel Electro-Secure delivers on its total solution promise through system design, installation and maintenance for both large and small projects with unprecedented customer satisfaction.

Installation of security system can be in itself challenging but even more demanding is designing a security system configuration to suit the client requirements in an economic and upgradeable manner. Adel Electro-Secure relies on the collective strength of qualified personnel and high quality components enabling AES to meet the most challenging of project requirements. Product and component selection takes important place in the project formulation and the management of AES conduct extensive project study to fully estimate the requirements of the client and matters that preserve the investment, taking fully into account the risk factor.

This is precisely why our teams are engaged in some of the most prestigious commercial, government projects all over GCC and as far and wide as Russia and West Africa. Whether you are in a five star hotel, at the airport, shopping mall, hospital, school or are a guest at a Royal Palace in the region or a visitor to key government buildings; chances are high that you are being watched by an AES security system.

## ADEL COMPUTER CONSULTANCY & TRAINING

From the most basic domestic electronics units to complex commercial equipment, the trend today is towards greater automation which is powered by software. As the company's IT requirements grew and number of products with software functions increased, the management established an @DELSOFT to support the company's automation requirements and competitively operate as a Strategic Business Unit.

@DELSOFT was formed in the year 2002 and since then it has provided the group with ERP leading to considerable enhancement in productivity, as well as has been active in the E-Consultancy and Media development industry for a variety of projects regionally.

Adel Electronics' relationship with component and system manufacturers around the world opened doors for @DELSOFT to have a broader role in the system design and development. @DELSOFT today partners with some of the leading enterprises in the world and is proactive in the development of patented system designs and applications. As with other group subsidiaries @DELSOFT offers Adel Group a strong presence in an emerging industry.