



POWER DIRECTION

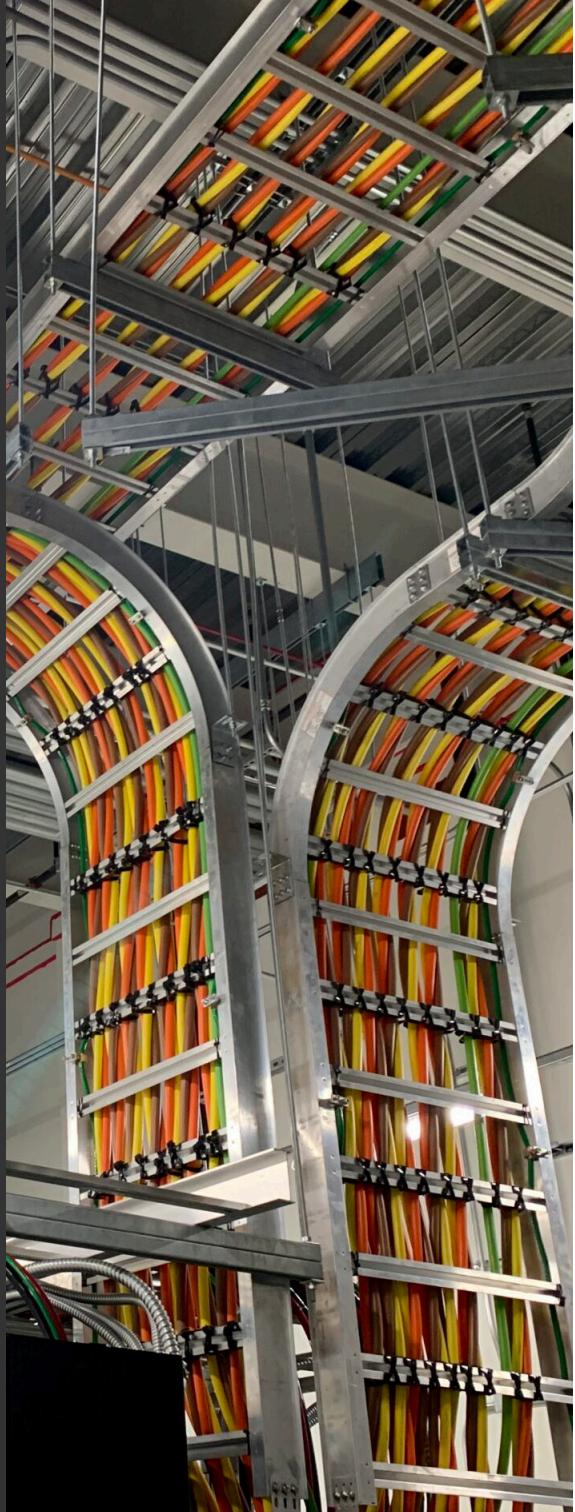
— OPTIMUM SOLUTIONS —



“

Power Direction's dedication to excellence has positioned us as a trusted partner for businesses across Egypt. We are committed to delivering unmatched service, quality, and innovation in every project we undertake.

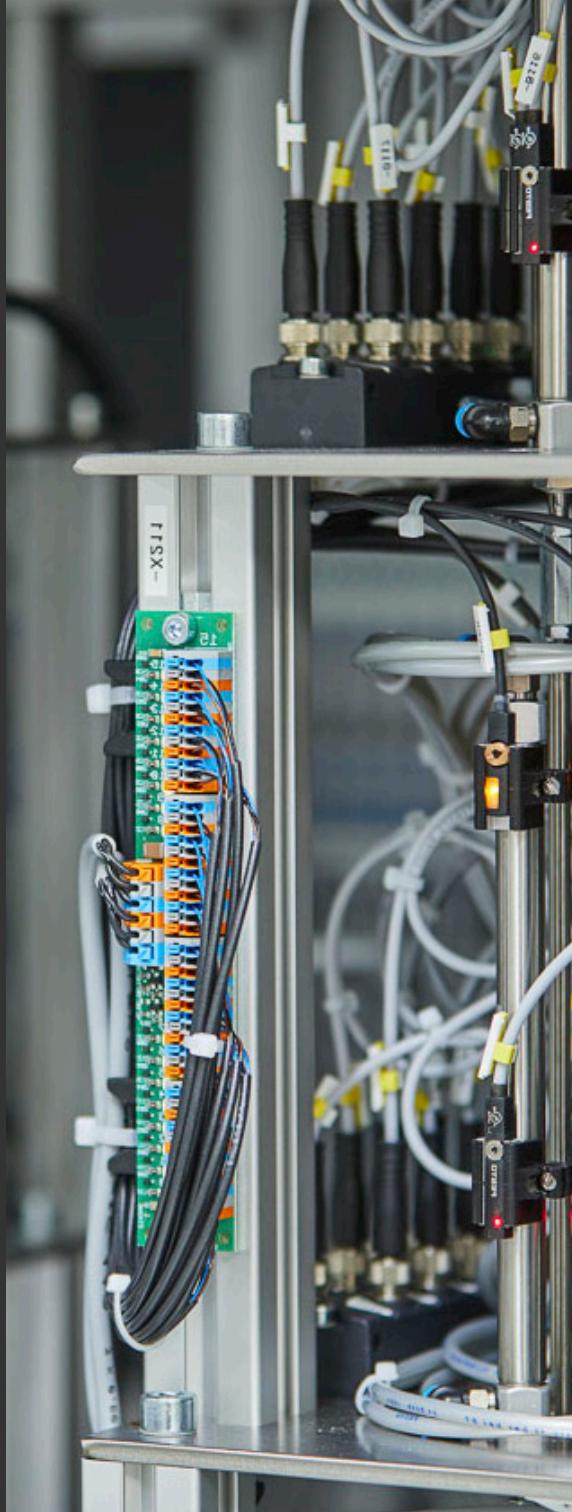
”



About Us

Power Direction is a distinguished player in the field of **electrical contracting** in Egypt. We pride ourselves on delivering high-efficiency solutions across contracting, supplies, and maintenance, all while adapting to market demands without compromising on pricing. Our focus is on offering innovative and effective solutions, along with expert project management and design to meet our clients' evolving needs.





History

Company Development

Founded in 2023, Power Direction emerged as a reliable startup committed to excellence in electrical installations. Over time, we have expanded our offerings to include comprehensive power distribution systems and advanced electrical components. Our growth has been driven by innovation and sustainability, positioning us as a transformative force in Egypt's electrical industry.

In 2024, Power Direction established a manufacturing facility in 10th of Ramadan City, reinforcing our capabilities in producing high-quality electrical components and systems.



Vision

Our vision is to be a leader in electrical contracting by consistently achieving operational efficiency. Power Direction is dedicated to providing innovative, stable, and cost-effective solutions that protect our clients from market fluctuations. We aim to redefine professional project management and design within the industry.

Mission

At Power Direction, our mission is to empower our clients by providing top-tier electrical solutions that prioritize sustainability, efficiency, and cost-effectiveness. We are committed to maintaining long-term client relationships through reliability and innovation in every project.





Scope of Work

Products and Services:

Power Direction specializes in the supply, installation, and maintenance of essential electrical equipment. As the distributor of Lectrobar in Egypt, we deliver:

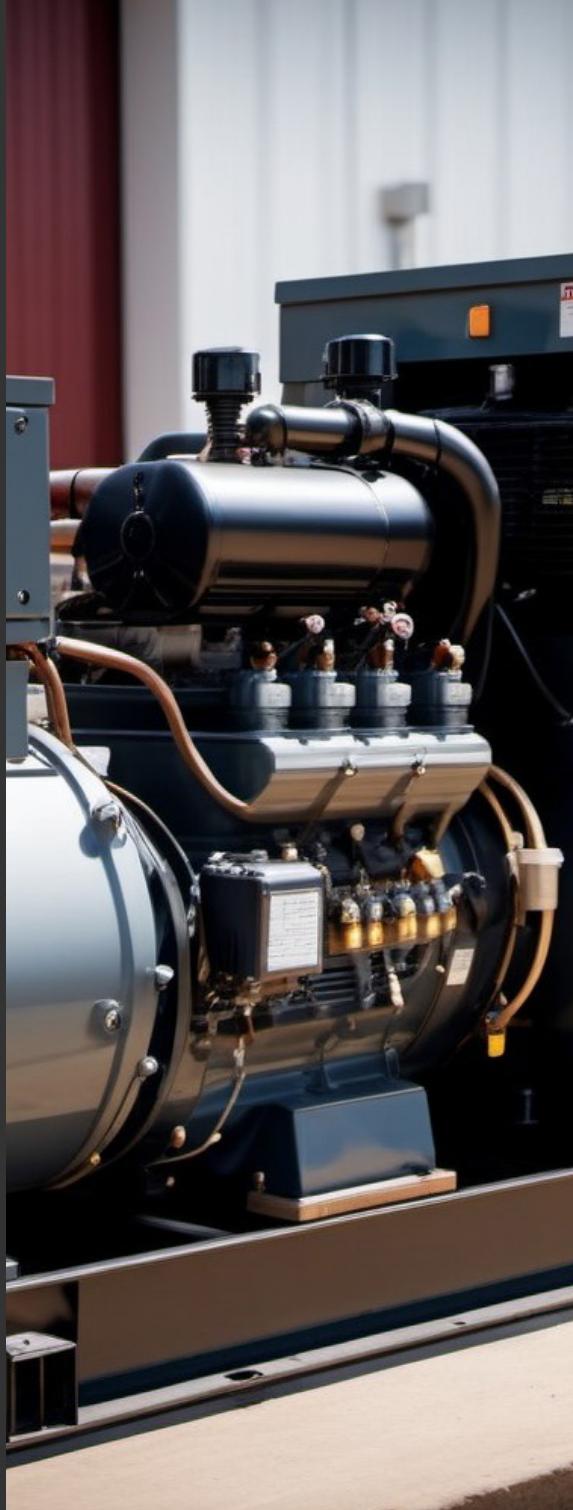
1. Busduct Systems
2. Low Voltage (LV) Panels
3. Cable Trays
4. Ring Main Units (RMU)
5. Transformers
6. Kiosks
7. Generators
8. Distributors

In addition, our range includes a variety of local panels (distribution panels, KWH panels, service panels, etc.).

Maintenance:

We offer flexible maintenance options through monthly and annual contracts, tailored to support the ongoing efficiency of our clients' electrical systems.





Power Direction Structure

Power Direction is led by our dedicated **CEO and founder, Eng. Mohamed Hassan.**

With over 16 years of experience in the industry (2008-2023), including more than 7 years as a technical office manager at Lectrobar, Eng. Hassan brings a wealth of knowledge and leadership to our team. Under his guidance, our team of over 50 professionals—including technical office engineers, site engineers, quality engineers, sales representatives, and skilled technicians—drives Power Direction's continued success.





Our Projects

Our portfolio highlights our expertise and commitment across various sectors. Key projects include:

- 1. Dejoya 1, 2 & 3 Capital Administration**
Taj Misr Company
- 2. Xiaomi Factory, 6th of October**
Etsal Co.
- 3. Benkel Mall, 5th Settlement**
Benkel Company
- 4. Ain Sokhna Logistics Zone**
Karama Company
- 5. Safir Matrouh Hotel**
Al Safa Contracting Company
- 6. Mind House -District 5 - Katamia**
Dar Elkahraba Co
- 7. Damietta Slaughterhouse**
Care Contracting Company
- 8. Sia Villaggio Marina**
Arab Developers Company
- 9. Alfa Frost**
Tech Groups Egypt
- 10. Universal Factory**
Shobaky Electric Group







**Laslky Sq. New Maadi, Cairo
New Smouha, Behind Ittihad Club, Alexandria**
Contact: +20 112 139 1441 / +20 112 139 1442
Email: sales@pdirection.com

www.pdirection.com