

**AH GROUP**  
**ألفا القابضة**



[www.alfaholding.com](http://www.alfaholding.com)



**ALFA**  
**ELECTRIC**

# ALFA ELECTRIC LIBYA

## INTRODUCTION

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Alfa Electric is a leading distribution company ,we are a distributer for many of reputable brands such as TCL ,Samsung, Haier.

Alfa Electric is one of Alfa Holding Group of companies.

Our working capital is more the 10 M USD.

We have branches all over Libya

We have more then 50 employees .

We are using the most advanced ERP'S .

We have a professional operations and logistics management team

We have a professional sales team

we have a big number of resellers in all regions

# ALFA ELECTRIC

INFRASTRUCTURE -LIBYA

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**+7**

Showroom

**+4**

Warehouses

**+2**

SERVICE CENTERS

**+2**

OFFICEIS

**+52**

EMPLOYEES



# ALFA ELECTRIC LIBYA

FY '23

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**+3**  
BRANDS



**+180**  
CUSTOMERS



**+US \$11M**  
MARKET CAP



**+US \$27M**  
MARKET CAP

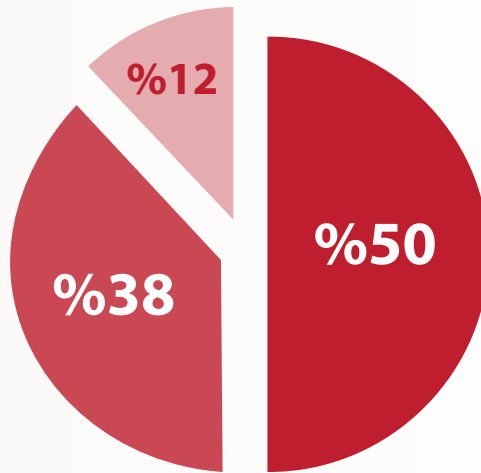
# ALFA ELECTRIC

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- WESTERN
- EASTERN
- CENTRAL



## Revenue Split

### Tripoli

Sales office (1)  
Stock Point (2)  
Showrooms (4)

### Benghazi

Sales office (1)  
Stock Point (2)  
Showrooms (3)

### Central

customers (18)  
Stock Point (2)

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**SAMSUNG**

**TCL**

**Haier**







**ALFA**  
**MOTORS**

# Who We are

ALFA MOTORS

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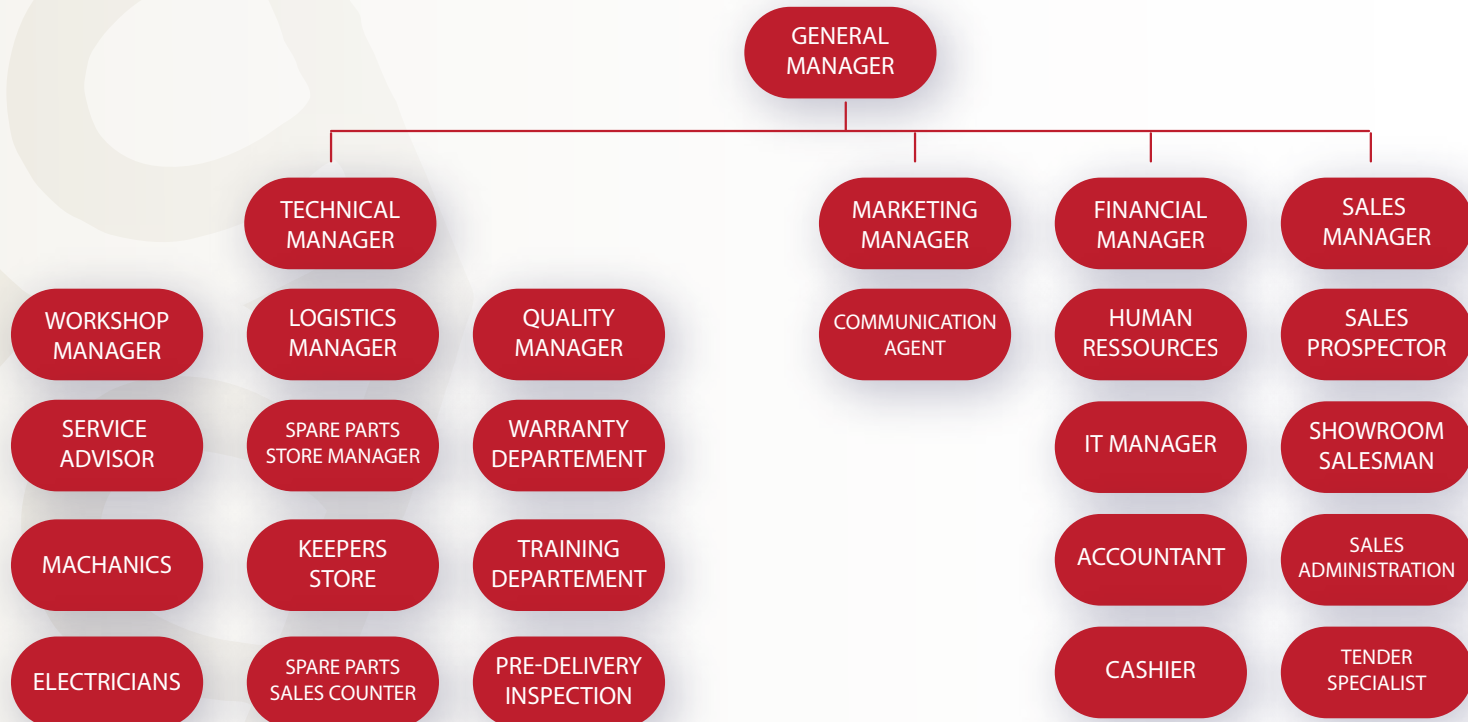
**Alfa Motors** Co. is a company belonging to the Alfa Holding group which was established in 2008. Alfa Motors has become one of the most important companies in the automobile sector through strong cooperation's with major cars manufacturers such as **Nissan** and **GAC Motor** and very soon new cooperation with international manufacturers of construction machinery and industrial cars.

# ALFA MOTORS

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## Org chart







## our vision

"Strengthen the relationship between the brand and the customer.

Build loyalty among our customers and win their trust.

To be a company with global standards to provide the best after-sales services.

To be the leading car dealer in North Africa.

Develop and become a company that offers employment opportunities to develop the local cadres.

## our mission

To provide an experience to all customers that is beyond their expectations in a professional and efficient manner.

To set new standards for the after sales services and services centers in the markets that we work within.

To make our employees feel home and working for themselves



## Current Business Update

with the current team and since May 2023, we have succeeded in signing the official distribution contract with **GAC Motors**, and we are currently studying the feasibility of signing distribution contracts with other international companies in the near future.



**GAC MOTOR**



# Who is GAC

**GAC Motor**, is one of the Chinese automobile manufacturing companies developed in 2008, and it is located in Guangzhou.

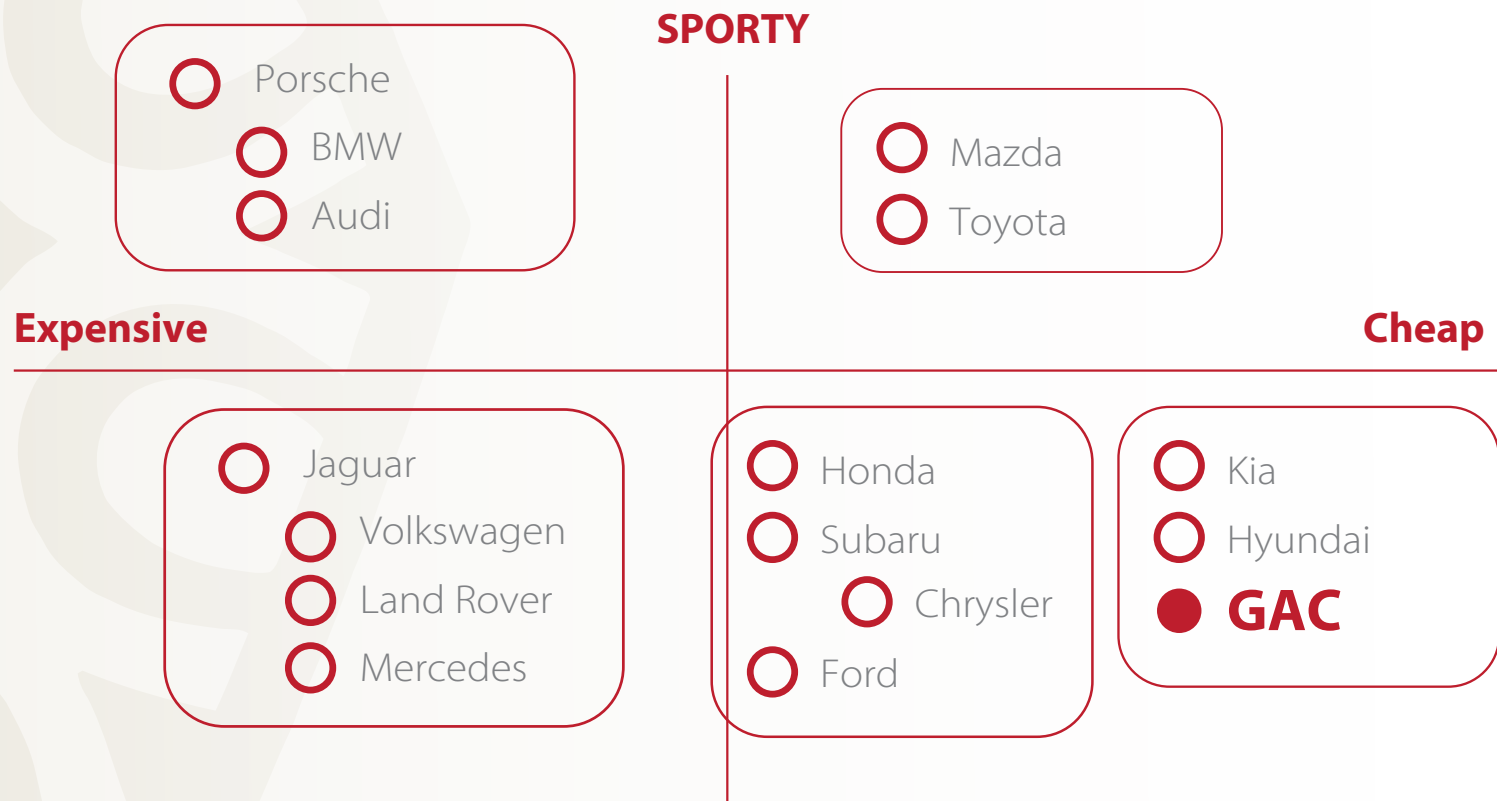
Fully owned by **GAC Group**, it focuses on manufacturing and marketing complete vehicles and auto parts.



**GAC MOTOR**

# Brand Position

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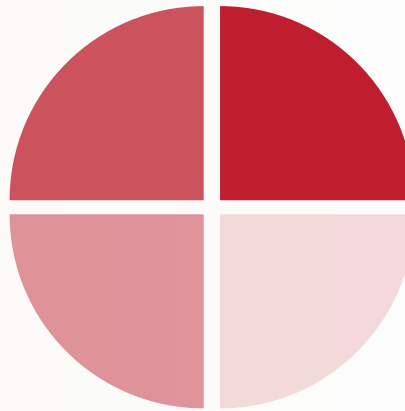
# Market Perspective

The specific type of consumer that our product will be provided for:

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## Target Market



government departments  
Oil companies  
Building Contractors  
Governmental entities

government departments  
Oil companies  
Building Contractors  
Governmental entities

Libya phone  
Libvana phone  
Private companies  
Food companies  
Business person

Banks  
Libya phone  
All government departments  
Ministry of Health  
Hospital clinics  
Schools to transfer students

● Pickups ● Suvs ● Crossover ● Minivan



# Network Development plan

Our commercial strategy for the development of automobiles consists of creating: a company headquarters in Benghazi and at the same time creates our own network of showrooms and after-sales services in two other strategic regions of Libya "Tripoli and Misurata". Create a network of spare parts distributors in the same three regions of Libya. Submit them to local tenders and target



# ALFA LOCATION

Tripoli

Musrata

Benghazi



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ALL NEW  
**EMZOOM**





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ALL NEW  
**GS8**



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The All-new  
**EMPOW**





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**ALFA**  
HEALTHCARE

## **ALFA HEALTHCARE GROUP**

Our team is proud to deliver the best international medical solutions



## our vision

To be the leading healthcare partner of  
"choice in North Africa"



## our mission

Our aim is to provide the highest quality medical services and products to all patients in Middle East and Africa through our distribution channels or by supporting Health Care Institutions. While promoting expansion and growth for our stockholders and developing the healthcare sector.



### **Diversity**

We display behaviors that clearly show respect for others and with all their diversity. And diversity of the solutions offered to customers.



### **Accountability**

We display behaviors that clearly show respect for others and with all their diversity. And diversity of the solutions offered to customers.



### **Teamwork**

We work for the good of the company, not for an individual business or function through matrix teams.



### **Integrity**

We demonstrate high integrity and develop the organization with unquestioned levels of integrity never compromising on the pressures of the day.



### **Customer First**

We create unmatched levels of loyalty through our services by being passionately committed to our customers and all we serve.



### **Encouragement**

We provide an inspiring & motivating environment to allow our people to reach their fullest potential.



## ABOUT ALFA

We Care About You

**Alfa Healthcare** is one of the biggest healthcare providers in Libya. **Alfa Healthcare** is representing a diverse range of multinational pharmaceutical, medical and diagnostics companies, and expanding its operations to global solutions to the whole healthcare sector not only in Libya but in north African countries as well



# AHC Group Presence

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Alfa Healthcare

**Tunisia**  
2018

TUNISIA

Alfa Healthcare

**Libya**  
2006

LIBYA

EGYPT

Alfa Healthcare

**Egypt**  
2016

GroupAHC

**UAE**  
2014

UAE

# Pharmaceuticals Partner

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## Our International Pharmaceuticals Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.

# Consumer Healthcare Partners

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## Our International Pharmaceuticals Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.

# DevicesMedical Partners

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## Our International Medical Consumables Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.

# Medical Equipment Partners

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GE HealthCare



## Our International Medical Equipment Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.

# Diagnostic Partners

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## Our International Diagnostic Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.

# Medical Equipment Partners

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## Our International Medical Equipment Partners

We partner with industry leaders to bring the best quality and safety standards to Libya and North Africa.



# GATE BUILDING



# ABOUT

## GATE Building

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**GATE Building** Supplies Company is one of **GATE Holding companies** in Libya, a specialized company, and it is a strong young company working on the supply of materials specialized in some fields, the full name of the company is **GATE Company** for the import of building materials and sanitary materials, a Libyan joint stock company.

We have two offices, one in Tripoli, western Libya, and the other in Benghazi, for the eastern region

# OUR VISION

## GATE Building

To be the highest value provider of global construction services and technical expertise.

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## Our Scopes

○ Industrial



○ Commercial



○ Residential



○ Healthcare



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BUILDING



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BUILDING

## Our Partners





## Our Solutions



- ❖ Heating, Ventilation and Air Conditioning.
- ❖ Ceiling Panels and Facades.
- ❖ Medical Doors, Xray Doors.
- ❖ Medical Gases plants.
- ❖ Sanitary Products.
- ❖ Flooring and Sealing



- ❖ Heating, Ventilation and Air Conditioning.
- ❖ Ceiling Panels and Facades.
- ❖ Residential Doors.
- ❖ Civil Works.
- ❖ Sanitary Products.
- ❖ Flooring and Sealing.

**GATE**  
BUILDING





## Airport Solutions



01

1. HVAC- Central Air Conditioning

02

2. Ceiling Panels And Facades.

03

3. Sanitary Product [Anti-vandalism]



DELABIE



04

5. Flooring, Sealant & Adhesives

05

6. Lighting & Electrical Accessories.

06

7. Pipes, fitting, connections and all plumbing work accessories







## Residential & Hotel Solutions

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01

Sanitary Products

05

Lighting

02

Residential Doors,  
Exit Doors, Security  
panels

06

PPR Connections  
and Plumbing  
accessories

03

Concrete, Adhesive,  
Sealant, Painting..

07

Ceiling panels &  
Facades.

04

Heating, Ventilation  
& Air Conditioning

08

Electrical Works



MAPEI

Jacot Dalifon  
PARIS

KOHLER



DELABIE



valsir

[illegible]



## Waste Water Solutions

1

Waste Water Screw Pump

2

Screens, Clarifiers and Thickeners

3

Grit Treatment Equipment

4

Compact and septage treatment plant

5

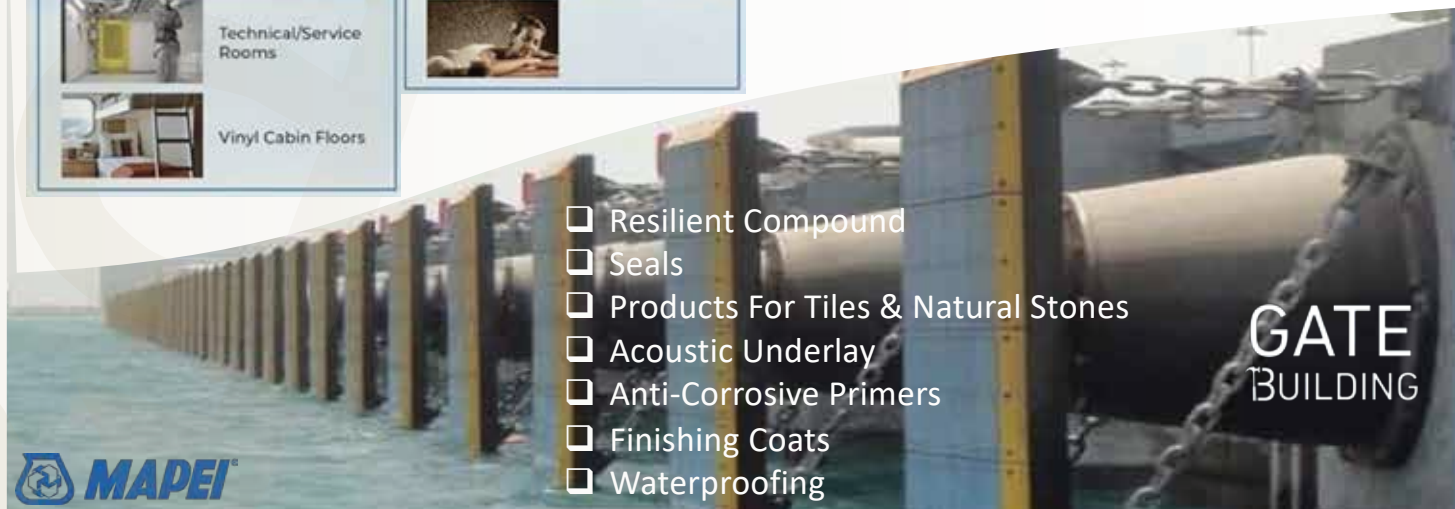
Compactors & Penstocks





## Marine Solutions

<b>PASSENGER CABINS</b> 	<b>PUBLIC AREAS</b> Marble Flooring Wood Flooring Carpet Flooring In Interior	<b>SPORTS AREAS</b> 	<b>OPEN DECKS</b> 
<b>GALLEYS</b> Tiled Flooring Resin Flooring	<b>WATER PARK</b> 	<b>SWIMMING POOLS</b> Mosaic Covering Resin Covering	
<b>INTERNAL CREW AREAS</b> Technical/Service Rooms Vinyl Cabin Floors	<b>SPA AREA</b> 	<b>CHILDREN'S AREA</b> 	



- ☐ Resilient Compound
- ☐ Seals
- ☐ Products For Tiles & Natural Stones
- ☐ Acoustic Underlay
- ☐ Anti-Corrosive Primers
- ☐ Finishing Coats
- ☐ Waterproofing

GATE  
BUILDING







## Infrastructure Solutions



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BUILDING



- ✓ Parking Deck- Infrastructure
- ✓ Structural Strengthening -  
Coatings - Bridges &  
Highways
- ✓ Structural Strengthening -  
Coatings - Bridges &  
Highways
- ✓ Commercial Building -  
Admixtures - Precast –  
Coatings
- ✓ UTT - Tunnels - Bridges &  
Highways - Porcelain tile
- ✓ External walls
- ✓ Reservoir Coating



# GATE SERVICES

جيت للأشغال المدنية والصيانة  
CIVIL WORKS & MAINTENANCE





## ABOUT US

GATE Service Company For Civil Works and Maintenance is a proud member of GATE Holding Group of companies specialized in Engineering, installation and maintenance of Medical equipment and facilities, HVAC Systems, Plumbing, Medical Gases Plant, Electrical works and civil works.

GATE Service Company is Committed to delivering high-quality services with a focus on precision, efficiency, and client satisfaction through its expertise with a skilled team in diverse fields.

GATE Service Company mission is to deliver reliable and sustainable solutions for our clients' infrastructure needs.





## Areas Of Expertise



Medical Equipment  
and Medical  
Infrastructure.



HVAC



Medical Gases



Plumbing Works



Electrical Works



Civil Works





## Medical Equipment and medical infrastructure

- The mission of our specialized medical equipment installation and maintenance company is rooted in a commitment to advancing healthcare infrastructure and ensuring the optimal functionality of critical medical systems. We specialize in the installation and maintenance of capital medical equipment, including but not limited to MRIs, Cardiac Tomography, Cath lab machines, Ultrasounds, radiology equipment, Sterilizers, laboratory apparatus, and Operating Theatres. Our overarching goal is to contribute to the seamless operation of healthcare facilities by providing unparalleled expertise in the setup and maintenance of these sophisticated medical instruments.
- Through meticulous installation processes, we ensure that cutting-edge medical technologies are integrated seamlessly into healthcare environments. Simultaneously, our maintenance services guarantee the longevity and precision performance of these crucial medical assets, promoting patient care excellence and the advancement of healthcare outcomes. Committed to the highest standards of quality and precision, our mission is to be the trusted partner ensuring the reliability and efficiency of medical equipment vital to the healthcare landscape.

GE Healthcare



**PHILIPS**  
Healthcare

**SIEMENS**

**HITACHI**  
Inspire the Next

**FUJIFILM**  
MEDICAL SYSTEMS

**TOSHIBA**  
**MEDICAL**



## HVAC Works

At the core of our specialized HVAC company's mission is the unwavering commitment to creating optimal indoor environments through comprehensive engineering, installation, and maintenance services. We are dedicated to delivering tailored Heating, Ventilation, and Air Conditioning (HVAC) solutions that ensure comfort, energy efficiency, and environmental sustainability. Our mission encompasses the meticulous engineering of HVAC systems, where we leverage cutting-edge technology and industry expertise to design solutions that precisely meet the unique needs of each client. During the installation phase, we bring these designs to life, employing skilled technicians and utilizing top-quality materials to implement HVAC systems seamlessly. Beyond installation, our commitment extends to ongoing maintenance services, where we proactively ensure the longevity and peak performance of HVAC systems. From routine inspections to emergency repairs, our mission is to be the trusted partner in creating and maintaining environments where people thrive and businesses flourish, all while contributing to a greener and more sustainable future.





## Medical Gases Plants

At the heart of our specialized company's mission in medical gas infrastructure is a commitment to advancing healthcare by ensuring the seamless, reliable, and safe distribution of critical gases. From engineering to installation and ongoing maintenance, our mission encompasses the entire lifecycle of medical gas systems, with a primary focus on Oxygen and Nitrogen. In the engineering phase, we leverage our expertise to design robust and efficient systems tailored to the unique requirements of healthcare facilities. During installation, our skilled technicians ensure the precise setup of medical gas infrastructure, accounting for different sizes and capacities to meet the specific demands of medical applications. Our commitment extends beyond installation to meticulous maintenance services, where we proactively inspect, troubleshoot, and optimize medical gas systems to guarantee their continual performance. Dedicated to upholding the highest standards of safety and compliance, our mission is to be the trusted partner in creating and sustaining medical gas infrastructure that plays a vital role in patient care and healthcare facility operations.





GATE  
Energy



# About us

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GATE Company. for importation of Chemicals and Oil products is a private Libyan Company and part of ALFA Holding Group with main activity of supplying the best quality Oil & Gas equipment and spare parts to its clients in different parts of Libya, with an excellent service and support level.

We maintain an excellent business relationship with all leading equipment and tool manufacturers that manufacture internationally recognized ISO and API certified products. The company started with the philosophy of starting and completing projects in accordance with International Standards & Specifications to the satisfaction of our valued clients.



# Our Services

GATE Company for importation of Chemicals and Oil products guarantees general providing the good quality products from recognized suppliers in time and competitive rate for the following supplies:

Transportation  
equipment



Laboratory Equipment



Civil Engineering and  
Handling Equipment



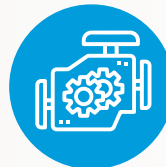
Storage Installation



Sundry Consumables



Engines



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Industrial Building



Drilling Equipment



Consumable Materials



Production Equipment



Electrical Equipment





**شركة ميثاق للتأمين**

Meethaq Insurance Company



## Our Services

Insurance Service for Individuals, Companies and Institutions. - Insurance Service for Hospital Management and Operation.

## Our Vision

Establishing and Developing a Group of Company Branches in the cities of Libya, to Provide General and Life insurance Services, Whose Credibility is Trusted by Customers, Whether they are Companies or individuals, Because of the Value-added Services They Provided Through multiple Services and Distribution Channels that suit the needs of Our Partners and Customers Alike.



## Our Objectives

To Company Began Work in 2014 Though its Head Office in The City of Benghazi in Pursuit of its Vision By Providing Several insurance Services and Products Targeting Both Individuals and institutions. The Company is Also Looking Forward to the Opening of another Branch in the City of Tripoli, with the aim of Attracting individuals and Companies in Libya , Whether Through Direct Sales or Through insurance Brokers.



# EGATE

TECHNOLOGY FOR THE FUTURE



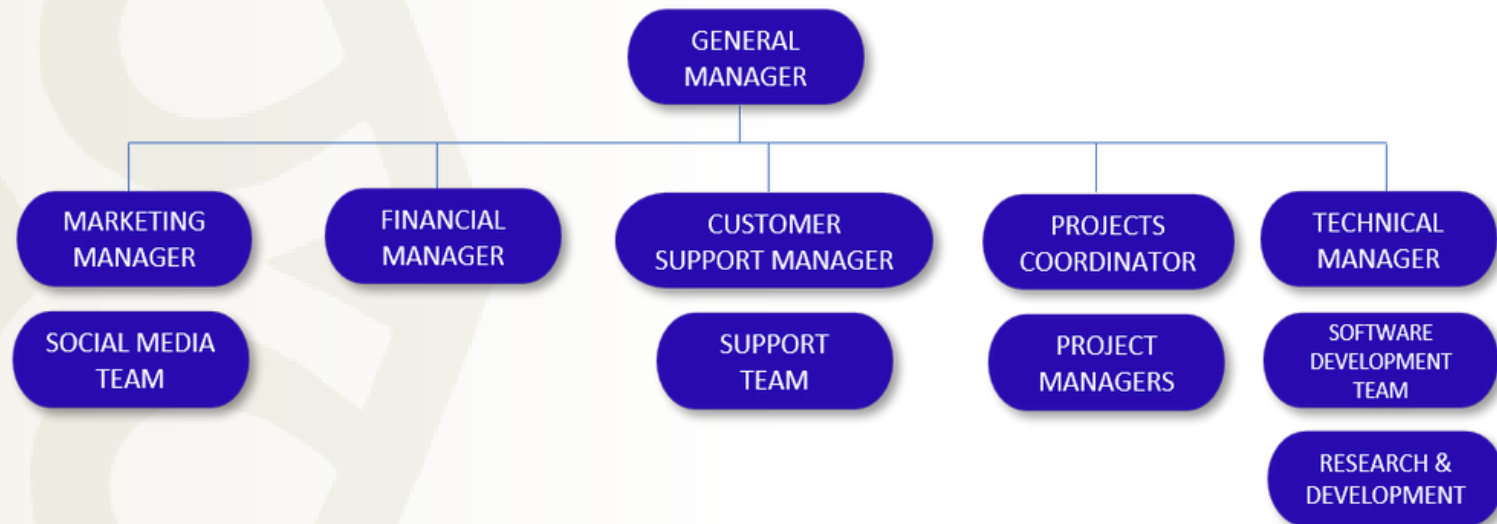


## WHO WE ARE

EGATE is a company belonging to Gate Holding Group. As a leading Libyan IT company, we specialize in providing innovative technology solutions that enhance business efficiency and drive digital transformation.



## ORGANIZATIONAL CHART





## OUR VISION

To build strong, trusted relationships with customers.

Becoming the leading provider of software solutions in North Africa and the Middle East (MENA).

Setting global standards in after-sales services.

Creating opportunities for local talent and driving innovation in the region.

## OUR MISSION

To deliver innovative IT solutions that enhance efficiency.

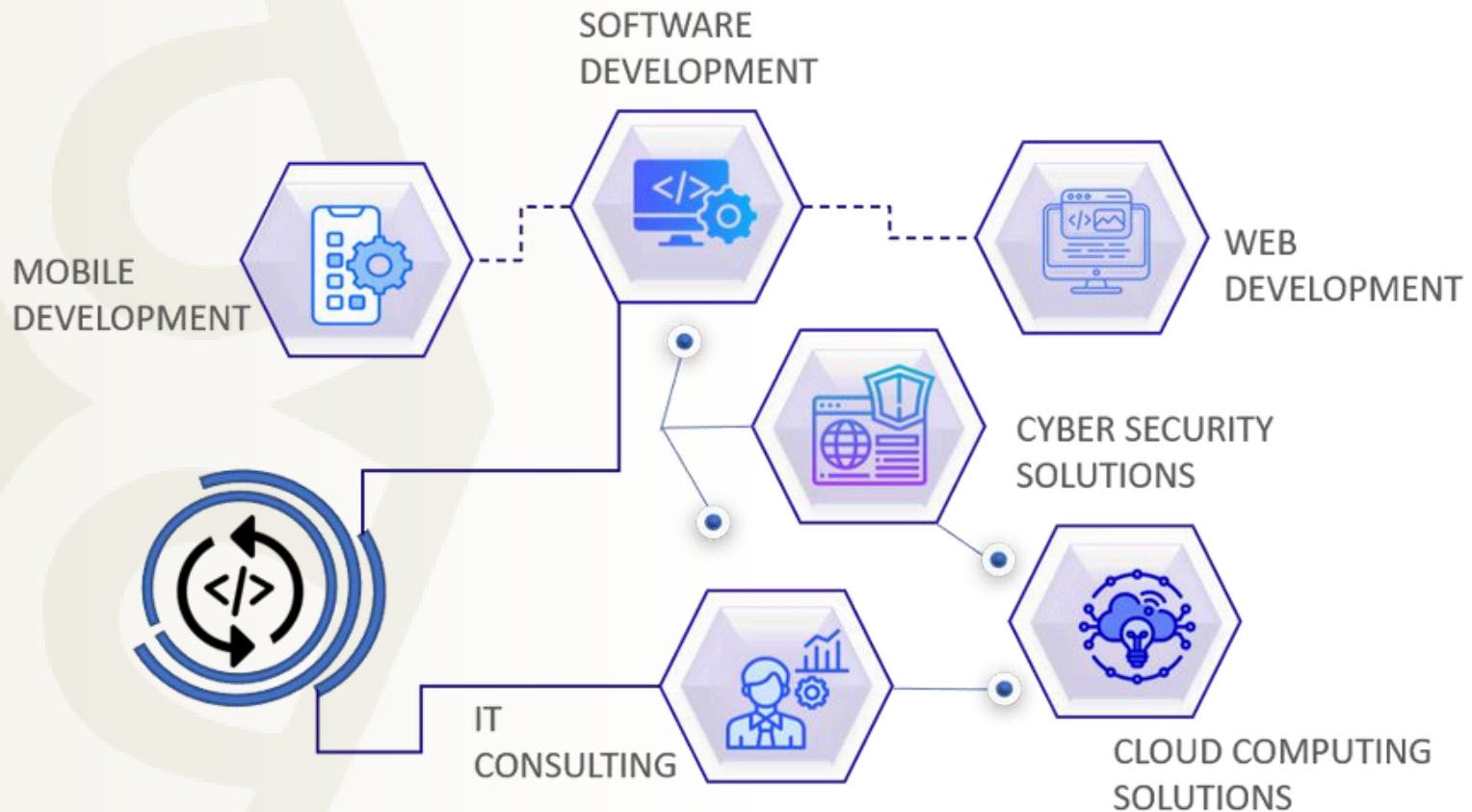
To set new benchmarks for after-sales services in MENA.

To foster a collaborative work environment.

To empower employees to contribute to success and growth.

# OUR SERVICES

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## OUR PRODUCTS



An online pharmacy with medications, delivery, and personalized healthcare advice.

A medical app connecting patients to healthcare providers for appointments, medications, and services



A multivendor marketplace connecting businesses and customers for seamless shopping

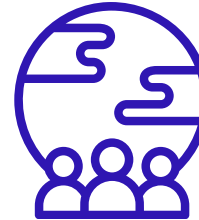
# TECHNOLOGY STACK

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## FRONT END

- Vue.js
- Tailwind CSS
- Element Plus



## BACKEND

- Laravel
- Sanctum
- Flutter





# INVESTMENTS



Alfa Holding Group's investment in the Vision Training Center in Benghazi reflects a shared commitment to empowering local talent and advancing professional development in Libya through high-quality, internationally accredited training.



360  
تنمية  
TANMIA

Alfa Holding Group's partnership with Tanmia 360 highlights a mutual commitment to community development and youth empowerment in Libya. Together, they aim to support initiatives that foster entrepreneurship, education, and civic engagement, driving positive, sustainable change across the country

# Thank You..

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