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Al-Hassan Group

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The Omani company is looking to take on more engineering, procurement and construction work

Structure

The history of Oman's Al-Hassan Group dates back to 1975, when brothers [Hassan Ali](#) Salman and Maqbool Ali Salman opened a retail shop for electrical products under the name Al-Hassan Trading & Contracting Company. The shop in Muttrah in the Muscat governorate had a staff of four.

Today, the group employs more than 5,000 people. It consists of 11 companies grouped into three strategic divisions, covering the trading, manufacturing and contracting sectors.

The trading and manufacturing units are led by Luc Van Dingenen. Al-Hassan Group has five trading firms based in the UAE and Oman, including the flagship Al-Hassan Electricals Company, which dates back to the group's founding. Its three manufacturing businesses are all based in Oman. The contracting division, Al-Hassan Engineering Company, is led by Peter Hall and consists of three firms, operating in Oman, Abu Dhabi and Dubai. The subsidiary has been listed on the Muscat Securities Market since 1998. In addition to these subsidiaries, Al-Hassan Group has a joint venture business with India's Asian Paints, which manufactures paints under the Berger Paints brand.

Maqbool Ali Salman has been managing director of the group throughout its history. In 1995, Hassan Ali Salman was appointed chairman. He had previously been a senior vice-president of the Central Bank of Oman.

Operations

From its origins in Oman, Al-Hassan Group now has operations in Dubai and Abu Dhabi, and exports goods to other markets in the GCC.

The contracting unit works with customers in the oil and gas, petrochemicals, power and water, and wastewater sectors. The three firms in this unit offer civil and structural, mechanical, electrical and instrumentation services.

The manufacturing firms are Al-Hassan Switchgear Manufacturing Company, Al-Hassan Power Industries and Al-Hassan Lighting & Fans Industries. Between them they make low and medium-voltage switchboards, control and relay panels, and light fittings at facilities in Muscat and Buraimi, on the UAE border. Al-Hassan Group has a share of 65 per cent of the switchgear market in Oman and exports 60 per cent of its output to other GCC states.

The trading group deals in electrical equipment, lighting products, energy management systems, transmission and distribution units and other products for the construction, oil and gas, petrochemicals and water sectors.

Two of the trading businesses, Al-Hassan Electricals Company and Hi-Tech Services & Supplies, operate in Oman. The first of these has a network of six retail showrooms and more than 400 dealers across the country, supplying power generation, transmission and distribution equipment, as well as industrial and project lighting. Hi-Tech provides engineering products and systems to industrial customers.

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The other three trading companies are based in the UAE. Al-Hamas Trading Company in Dubai focuses on utilities, civil construction, industry, power and instrumentation. Noor al-Khaleej Trading Company and Al-Sahwa Trading Company are both based in Abu Dhabi. The former deals in power generation, distribution and transmission equipment for the industrial and construction sectors, while the latter supplies the oil and gas industry.

Berger Paints Oman started commercial operations in March 2000 with a manufacturing plant at Ghala in Muscat. Its paints and other related products are sold to the local market and also exported to the UAE and Bahrain.

Ambitions

Al-Hassan Group is a relatively small player by GCC standards, but it has an established presence in the Omani market and is a leader in several areas, such as switchgear manufacturing. Developing its position in its existing business sectors is the most obvious route for further expansion and the group is already looking to do this. The group's contracting division is now getting involved in larger engineering, procurement and construction (EPC) projects.

This will most likely entail alliances or partnerships with larger international firms and there is reason to think that the strategy could pay off. In September 2012, the contracting division partnered with Spain's Tecnicas Reunidas to win a three-year EPC contract for the Zauliyah gas plant being developed by state-owned [Petroleum Development Oman](#).

Company snapshot

Date established 1975

Main business sectors Contracting, manufacturing and trading

Main business regions Oman and the UAE

Chairman Hassan Ali Salman

Managing director Maqbool Ali Salman