

Press Release

Date – April 9, 2019

For Immediate Release

Avanceon Partners with the World's Leading Manufacturer of Power Sector Products and Systems

Partnership Contract Signed between Avanceon Ltd to distribute SEL products in Pakistan

Lahore, Pakistan – Pakistan's leading Automation Control and System Integrator Avanceon signed a distributor partnership agreement with Schweitzer Electric Laboratories (SEL) Middle East FZCO - one of the world's leading manufacturer of digital products and systems that protect power grids.



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SEL serves electric power utilities and industrial companies worldwide through design, manufacture, supply and support of product and services for power system protections, power control automation for sub-stations, and monitoring. SEL technology prevents blackouts and enables customers to improve power system reliability, safety and costs. The company is also a pioneer in the digital protective relay space.

Avanceon is the leading system integrator and automation & control solutions provider in Pakistan. With presence on three continents, Avanceon is looking to tap into the growing demand for intelligent industrial solutions. This agreement will officially mark Avanceon's entry into the Grid Automation space within the industrial sector in Pakistan.

The agreement was signed on March 05, 2019 at SEL Middle East FZCO offices in Dubai, UAE. Nasir Ali, Senior Business Manager for Product Solutions and Jassim Al Hamad, Director at SEL signed the partnership agreement. The signing was attended by the top management from both companies.

With the help of Avanceon's expertise within the automation and control sector and SEL's innovative and reliable products and systems, the partners aim to provide true value to their industrial sector clients in Pakistan by improving reliability and minimizing downtime.

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THE RELIABILITY OF THE
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MINIZING DOWNTIME

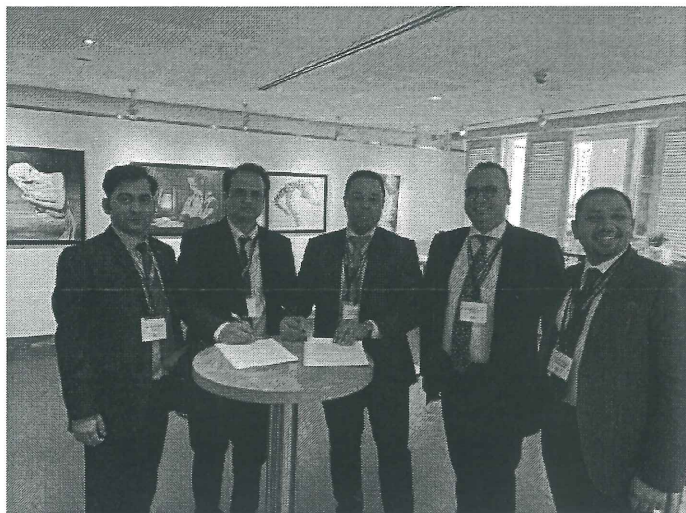


Image: Nasir Ali from Avanceon (2nd left) with Jassim Al Hamad from SEL (middle)



Tomorrow's solutions, today.

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About Avanceon - (PSX: AVN) - Avanceon is an industrial automation consultation and system integration entity in Pakistan, Qatar, UAE, KSA and United States. The company follows an ethical, proactive and sustainable approach to business. As a leading innovator within the automation industry

Avanceon provides state of the art automation solutions on three continents. Established in 1984, Avanceon is committed to providing engineering excellence to its clients and partners. Providing end to end solutions, which include Design, Supply, Engineering, Installation, Testing, Commissioning and Maintenance, Avanceon's executive management has more than a hundred years of experience and insight within the automation and system integration industry.

Find out more about Avanceon at www.avanceon.ae

About SEL: SEL invents, designs, and builds digital products and systems that protect power grids around the world. This technology prevents blackouts and enables customers to improve power system reliability and safety at a reduced cost. A 100 percent employee-owned company headquartered in Pullman, Washington, SEL has manufactured products in the United States since 1984 and now serves customers worldwide.

Find out more about SEL at www.selinc.com