



شركة المشاريع العربية  
ARABIAN ENTERPRISES  
C O M P A N Y

**Arabian Enterprises Company (AEC)**

Trusted Coating Solutions Since 1993

## Company Overview:

Arabian Enterprises Company (AEC) is a leading Syrian company specializing in the supply of high-quality building materials, infrastructure, and advanced coating solutions.

AEC has grown from a single Damascus center in 1993 to **52 centers** all over Syria **by 2011**, to become a trusted partner for all major sectors across Syria, delivering reliable, internationally certified products and services for the third consecutive decade.

Through exclusive partnerships with prestigious global brands such as **Jotun** since 1999, AEC provides comprehensive solutions that meet the highest international standards of quality, safety, and performance.

## Our Legacy & Resilience

Since its establishment in 1993, AEC has maintained a carefully managed level of operations throughout challenging periods in the Syrian market. During years of instability, the company continued operating primarily to support its existing clients, preserve its skilled workforce, and sustain its professional network, ensuring long-term continuity and readiness for future growth.

This continuity reflects not only operational strength, but also a deep commitment to the Syrian market, its institutions, and its future. AEC's resilience has positioned it as a dependable partner for long-term projects where reliability and consistency are critical.

# Vision and Mission

## Our Vision

To be Syria's most trusted partner for engineered coating solutions and premium building materials.

## Our Mission

To deliver durable, innovative, and globally certified solutions that support essential sectors, protect critical assets, and contribute to sustainable nation-scale development.



### Centers Nationwide

Peak coverage  
by **2011**



### Years Of Excellence

Continuous service  
since **1993**



## Our Core Values



### **Reliability and Consistency**

Unwavering commitment to delivering dependable solutions and maintaining operational excellence.



### **Quality Excellence**

Meeting the highest international standards in every product and service we provide.



### **Technical Integrity**

Providing expert guidance and specification support backed by comprehensive documentation.



### **Long-term Partnership**

Building relationships based on trust, continuity, and shared responsibility for the future.



### **Commitment to National Progress**

Dedicated to supporting Syria's development and rebuilding with sustainable solutions.



### **Sustainability & Innovation**

Embracing eco-friendly advanced technology for a responsible future.

## Sectors We Serve

AEC proudly serves a diverse range of sectors, delivering tailored solutions designed to meet specific operational, technical, and regulatory requirements across residential, commercial, hospitality, healthcare, governmental, and industrial projects.



### Healthcare

Providing hygienic coatings, sterile solutions, and premium sanitary ware for hospitals, clinics, and medical facilities.



### Infrastructure

Supporting public buildings, transportation facilities, and large-scale civil projects with durable and protective systems.



### Power Sector

Supplying advanced coating and insulation solutions for power plants, substations, and energy infrastructure requiring long-term corrosion protection.



## **Food & Beverage**

Delivering food-safe coatings, epoxy flooring systems, and hygienic solutions in compliance with international standards.



## **Homes & Residential**

Offering decorative paints, insulation materials, and lifestyle solutions for modern living spaces.



## **Hospitality Industry**

Delivering premium decorative finishes, sanitary ware, and protective solutions for hotels with durability, elegance, and high performance.



## **Education Sector**

Supporting educational institutions with safe, durable, and low-maintenance finishes to enhance learning environments while meeting health, safety, and sustainability standards.

# Products & Solutions Portfolio

AEC offers a wide portfolio of integrated solutions, for residential, commercial, hospitality, healthcare, governmental, and Industrial Projects including:

- 1 Decorative interior and exterior paint systems
- 2 Industrial and protective coatings for steel and concrete
- 3 Powder coating solutions for architectural and industrial applications
- 4 Marine and epoxy coating systems
- 5 Thermal, moisture, and energy-efficient insulation materials
- 6 Low-VOC, environmentally responsible products for LEED projects
- 7 Sanitary ware and bathroom solutions including premium fixtures, fittings, and water-efficient systems.

All products are supported by full technical documentation, including Technical Data Sheets (TDS) and Safety Data Sheets (SDS).

## Global Brand Partnerships

**JOTUN** 

AEC is the exclusive representative of Jotun in Syria, delivering world-class decorative, industrial, marine, and powder coating solutions trusted globally for their durability and performance.

# Landmark Projects & References

AEC has contributed to some of the most prestigious projects in Syria, including:

- **Leading hotels within the Hospitality sector**

## **Four Seasons Hotel - Damascus**



Located in Central Damascus, in the heart of the city's downtown and diplomatic/business area.

Standing out as a 23-floor luxury hotel tower with substantial built space "52,000 m<sup>2</sup>" including almost 300 Guest rooms with 66 luxury Suites

### Materials Used:

Fenomastic Pure Colour Enamel

Fenomastic Emulsion Matt

Fenomastic Emulsion Silk

Lady Design Stucco Antica

Lady Design Glaze

Lady Design Pearl



## Royal Samiramis Hotel - Damascus

ROYAL  
SEMIRAMIS  
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Located in the heart of Damascus's central district, The Royal Semiramis Hotel is a recently renovated luxury 5-star hotel blending historic legacy with modern hospitality. Includes elegant public spaces, dining venues, and event facilities. The hotel has 108 guest rooms and 10 luxury suites

### Materials used:

Fenomastic Emulsion Matt  
Fenomastic Emulsion Silk  
Jotashield Topcoat

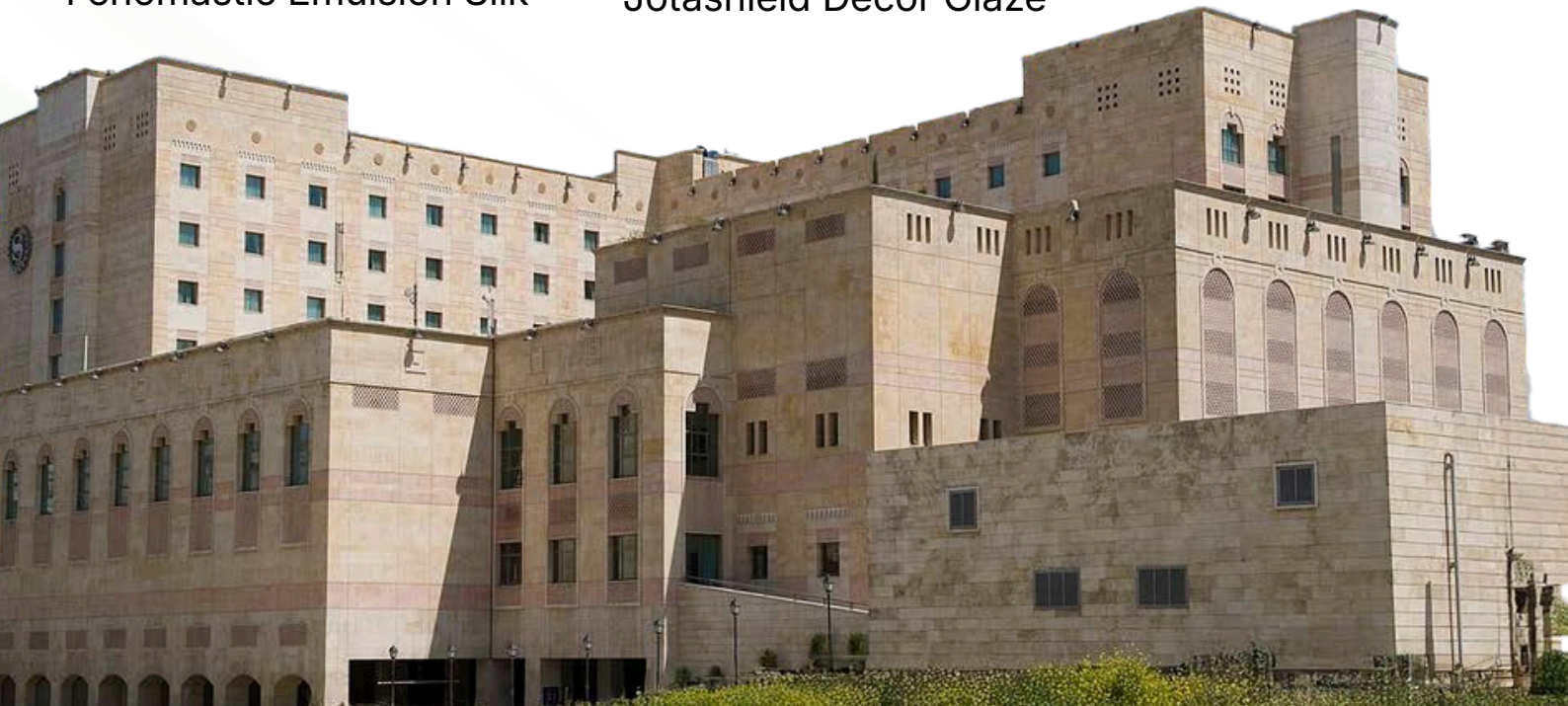
## Sheraton Hotel - Aleppo



The Sheraton Aleppo Hotel is a landmark hotel located in historic Aleppo. Combining traditional Aleppine architecture with modern interiors. Includes 199 rooms and 31 suites and features restaurants, bars, leisure facilities, and recreational amenities

### Materials Used:

Fenomastic Emulsion Matt      Lady Design Glaze  
Fenomastic Emulsion Silk      Jotashield Decor Glaze



- **Public & Commercial Buildings**

## **8th Gate - Damascus Rural Area**

The 8th Gate (Eighth Gate) project is a large-scale mixed-use development situated roughly 15 km from central Damascus, Envisioned as a landmark commercial and lifestyle destination.

The masterplan spans over 400,000 m<sup>2</sup> and is designed to integrate commercial centres, retail and residential components into a cohesive urban-style community, promoting integrated living and modern development south of Damascus.

### Materials Used:

Fenomastic Emulsion Matt	Jotafloor Coating
Fenomastic Emulsion Silk	Jotafloor Topcoat





## Skaya Tower - Tartus

Skaya Tower is a newly completed high-rise landmark in Tartus, standing as one of Syria's tallest buildings with 33 stories. With a total built-up area of about 18,000 m<sup>2</sup>.

Combining modern office, commercial and mixed-use spaces within a footprint that significantly shapes Tartus's skyline.

### Materials Used:

Fenomastic My Home Smooth Silk  
Jotashield Colorlast  
Jotafloor Topcoat E  
Jotafloor PU Topcoat

## Shahba Mall - Aleppo

Was formerly the largest shopping mall in Syria. The complex covered around 125,000 m<sup>2</sup> of built area. The seven-story facility included 350 retail stores, a large food and entertainment zone, and an attached four-star hotel with 250 rooms.

### Materials Used:

Fenomastic Emulsion Matt  
Fenomastic Emulsion Silk  
Fenomastic Pure Colour Enamel

Jotashield Topcoat  
Jotafloor Coating



## Healthcare Sector

### National University Hospital - Damascus

Located on 17th April Street in central Damascus, the National University Hospital is Syria's largest public teaching hospital, affiliated with Damascus University.

Established in 1988, it has approximately 645 beds, multiple ICUs, and 11 operating rooms, offering advanced diagnostic and surgical services while serving as a major medical training and research center.

#### Materials Used:

Fenomastic Hygiene

Jotafloor Topcoat E



## Al Salam Hospital - Damascus

Al Salam Hospital is a private, multi-specialty hospital located in Damascus, providing comprehensive medical, surgical, and emergency care.

It is equipped with modern diagnostic and treatment technologies, focusing on high standards of patient care across key medical disciplines.

### Materials Used:

Fenomastic Hygiene Emulsion



## Massoud Pharma - Rural Damascus

Located in Rural Damascus, specializing in the production of generic medicines. The facility includes modern manufacturing lines, quality-control laboratories, and warehousing units, supplying the local market in compliance with national pharmaceutical standards.

### Materials Used:

Jotafloor Topcoat E    Jotafloor Coating  
Jotafloor Topcoat    Jotafloor PU Topcoat



## Industrial plants and infrastructure developments

### Deir Ali Power Generation Plant – Rural Damascus

One of Syria's largest power stations. The facility operates on natural gas and conventional fuel, utilizing combined-cycle generation units, playing a key role in supplying the national electricity grid and supporting energy stability.

#### Materials Used:

Barrier

Resist 78

Primastic

Hardtop XP

Penguard FC

Penguard Special

Penguard Topcoat

Tankguard Storage

Solvalit Aluminum



### Energy Installation: Wind Turbines - Hisyah

Located in the Hisyah Industrial Area, the Wind Turbine Factory is an industrial manufacturing facility dedicated to the production and assembly of wind energy components.

The site supports renewable energy development through large-scale fabrication halls, testing areas, and technical production lines.

#### Materials Used:

Barrier 80

Penguard HSP

Hardtop XP

Jotafloor Coating

Jotafloor Topcoat



## Mega Factories: Afamia Beverages and Bottling Factory



Operates a modern beverage manufacturing plant in the Damascus countryside, producing soft drinks and bottled beverages for the local market. The facility includes automated production lines, bottling units, storage warehouses, and quality-control laboratories.

### Materials Used:

Jotashield Tex-Fine  
Pilot II  
Jotafloor Coating

## Microwave towers for MTN & Syriatel all over Syria

The microwave tower networks for MTN and Syriatel consist of strategically distributed telecommunications towers across Syria.

These installations support wireless backhaul and network connectivity, enabling reliable mobile communication through high-capacity transmission and relay systems.

### Materials Used:

Penguard Special  
Hardtop AS



## Education Sector

### Damascus University Rectorate - Damascus

Located in central Damascus, the Damascus University Rectorate is the historic administrative heart of Syria's oldest public university.

Set within a heritage campus of significant architectural and cultural value, the complex houses the university's executive and academic administration.

#### Materials Used:

Jotashield Tex-Fine

Fenomastic Emulsion Matt

Fenomastic Emulsion Silk

Lady Design Glaze



## WPU Wataniya Private University - Hama

Located in the Hama countryside, Wataniya Private University (WPU) is a modern private university offering programs in medical, engineering, and administrative sciences within a purpose-built academic campus.

### Materials Used:

Fenomastic Emulsion  
Jotashield Colorlast Silk



## SPU Syrian Private University - Rural Damascus

Situated in Rural Damascus, Syrian Private University (SPU) is a leading private university, featuring advanced academic buildings, medical training facilities, and research laboratories supporting higher education.

### Materials Used:

Jotashield Decor HB Fine  
JotashieldTex-Fine  
Jotashield Colorlast Topcoat



## Villas & residential Buildings



These projects stand as long-term references to AEC's technical capability, reliability, and execution excellence.

## Operational Strength & Supply Chain

**AEC maintains strong operational capabilities supported by:**

- Nationwide distribution coverage
- Warehousing and logistics infrastructure
- Continuous product availability
- Dedicated technical support teams
- Reliable after-sales service

This ensures consistent supply and responsive support for projects of all sizes

## Technical Expertise & Compliance

**AEC provides full technical support and specification assistance, including:**

- Product selection consulting
- International compliance documentation
- Quality assurance processes
- On-site and off-site technical guidance

Our solutions are aligned with global industry standards and best practices.

## Environmental Responsibility & Sustainability

**AEC** is committed to promoting environmentally friendly products and practices, across all its operations. We prioritize solutions with lower environmental impact, safer formulations, and long-term sustainability.

Our approach reflects a responsible mentality toward environmental protection, workplace safety, and sustainable construction practices — ensuring that quality today does not compromise tomorrow.

## Future Outlook & Commitment to Global Standards

**AEC** remains committed to continuously upgrading its practices and solutions to align with evolving global standards. Through innovation, digital transformation, and strategic partnerships, **AEC** aims to provide solutions that are durable, sustainable, and future-ready.

### **AEC is a National-Scale, Long-Term Partner.**

For the third consecutive decade, we have stood alongside major sectors in Syria — delivering reliability in times of growth, and resilience in times of challenge. Our commitment goes beyond products; it extends to partnerships built on trust, continuity, and shared responsibility for the future.



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**Our aim is to help build a stronger, safer, and more resilient future for Syria**

## Contact Information

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