



CORPORATE PROFILE

SELIA GROUP CORPORATE PROFILE

**SELIA**  
group

Engineering & Construction  
Asset Management  
Property Development  
Oil & Gas  
Manufacturing & Quarry  
Toll Operations  
Education

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# A Solid Foundation for Growth

## Overview

SELIA Group is today recognised as among the leading engineering and construction companies in Malaysia, and a major player in the ownership of infrastructures regionally and globally.

Since our inception in 1984, the Group has strategically expanded our operation to include diversified business activities in Asset Management, Toll Operations, Property Development and Education.

Having established a highly successful track record in our infrastructure developments and diversified business activities, **SELIA Group** enjoys a long-standing reputation for services, excellence and credibility in the industry.

With a dedicated staff force of more than 400 technical and non technical personnel, the Group has operations in Kuala Lumpur, Melaka, and Johor and has also established a strong presence in Ghana, Bosnia-Herzegovina and India.

As a technology-driven company, **SELIA Group** constantly applies cutting-edge technologies to increase efficiency and competitiveness to ensure highest quality standards and reliability in delivery.

Built on a solid foundation of reputation, integrity, quality workmanship, professional management and innovation, the Group is recognised for our passion and commitment to the growth and prosperity of both our clients and our people.

# Building People through Development

## Message from Group CEO

At **SELIA Group**, we are not merely builders of quality infrastructures. We craft and shape Values, Futures, Leaderships and Partnerships. We believe that our assets are our employees, our customers, our reputation, and the innovative methods by which we deliver our services.

This philosophy coupled with our enthusiastic efforts, persistence and resilience, has over the years helped steer the Group through turbulent business environments, challenges in globalisation and recessions.

Our continued success lies in being able to adapt to client's needs through technological innovations and leveraging on proven expertise in our core sectors. Combining technical expertise and rich human capital with deep knowledge and experience of local markets, **SELIA Group** is equipped with the necessary resources to cater for industry needs.

Our track record and achievements in the past two decades have also opened the door to project opportunities both locally and globally, allowing us to acquire, adapt and apply our technologies in various business fields.

Another critical factor in **SELIA Group's** success has been our team's unwavering commitment to teamwork and professionalism which has been shaped by effective leadership demonstrated throughout the organisation. Thanks to their dedication, reliability, commitment to excellence and shared values, we have been able to fulfil our goals. This has reinforced our genuine belief in the resourcefulness of human capital and their boundless capabilities.

At **SELIA Group**, we strongly believe in keeping abreast with developments, if not staying one step ahead. Our goal is to exceed our client's expectations in terms of quality and delivery. Our commitment to achieve the highest level of competence and diligence in all aspects of our work will stand us in good stead in our pursuit to be a leader and not a follower in the industry.



Datuk Mohamed Zaini Amran  
Group CEO

# Mobilising our Success

## Vision & Mission

### VISION

- To be a globally renowned builder of excellence that drives growth through quality and innovative success.

### MISSION

- **Our Challenge:** To enhance and protect SELIA Group's interest, giving shareholders above average returns.
- **Our Business:** To concentrate on engineering and service industries, emphasize leadership and market share, and focusing on core areas of expertise.
- **Our Customers:** Mankind, end users worldwide
- **Our Shareholders:** Will want protection and enhancement of their investments.
- **Our Bottom Line:** Will focus on reaching goals, effecting real profit growth.
- **Our People:** Knowledgeable, innovative, and will have characteristics of "courage and commitment" and "integrity and fairness" and be focused on the spirit of entrepreneurship.
- **Our Wisdom:** Guiding principle from God, man and the universe, the best from the past and knowledge of the future.

# Reflecting our Essence

## Core Values & Corporate Culture

### CORE VALUES

Our core values shape our identity as an organization and guide us in all our corporate activities. They embody the spirit of the Group and form the foundation of our corporate culture.

SELIA Group's core values :

- ▮ People are our greatest strength
- ▮ Customers are our highest priority
- ▮ Partnerships are our future
- ▮ Innovation and technology are our competitive edge
- ▮ Performance is the key to winning

### CORPORATE CULTURE

Corporate culture that express, stimulate and reward individual and team performance.

# Paving the Way

## Engineering & Construction

We have extensive experience and track record in the construction of roads, highways, bridges, building geotechnical works, erosion control and highway maintenance. We are also involved in the manufacturing of precast concrete products for infrastructure and buildings.

### CORE ACTIVITIES

- Construction of Infrastructures
- Construction of Buildings
- Construction of Townships

# Responsible Management Asset Management

We are at the forefront in evaluating and analysing road and infra asset performances and efficiencies in relation to building inventory & conditions, pavement management system and geographical information system. With our extensive experience and expertise, we combine hands-on consultation with information systems proficiency to collect data, formulate frameworks, analyse as well as give feedback and recommendations before implementation of maintenance programmes.

## CORE ACTIVITIES

- Road Management Services
- Facility Management Services



# Visionary Developments Property Development

We develop projects that not only fulfill the vision of today but inspire development for the future.

## CORE ACTIVITIES

- Property Development
- Property Development Management
- Project Management



# Powering the Future

## Oil & Gas

We serve the oil and gas production and processing industries as an integrated service provider offering turnkey solutions for the design, engineering, procurement, construction and maintenance of oil & gas utilities' pipelines.

### CORE ACTIVITIES

- Management & Installation
- Maintenance Services
- Pipeline Integrity Management Services

# Rock Solid Services

## Manufacturing & Quarry

### MANUFACTURING

We customise and fabricate components tailored to customers' specifications. With a wide selection of machinery including the state-of-the art Coordinate Measurement Machine (CMM), which is designed to achieve high precision accuracy and close tolerance, we are capable of manufacturing various types of metallic components for the aerospace industry.

### QUARRY

We contribute to the nation and community by producing high quality quarry, asphalt and concrete products. We achieve a balance between quarrying and other related activities by safeguarding the environment and the safety of our workers.

### CORE ACTIVITIES

- Manufacturing of Aerospace Components
- Granite Products
- Premix and Readymix Supplies



# Moving Traffic

## Toll Operation

Our vast experience and expertise play an important role in providing safer, faster and efficient expressways. In setting our mark as toll system integrators, we provide a flexible approach which best suits the local conditions and needs of our clients. We have been actively participating in the high growth opportunities in India including the privatisation of Indian Highway Projects with a 30-year toll concession period.

### CORE ACTIVITIES

- Collection of Toll
- Maintenance of Highways

# Investing in People Education

We build dreams by helping people reach their full potential. We are committed through our CSR in developing human capital and improving lives through education and training.

 City University College Of Science and Technology

