

Success story

Enhancing reliability at Jorf Lasfar Energy Company in Morocco



Upgrade of the DCS helps the plant produce the most reliable and efficient megawatt/hour (MWh) while prioritizing operators' safety and respecting the environment.

Jorf Lasfar Energy Company is the leading private power station in Morocco. It is composed by 6 coal power plants rated at 2,100 MW in total and it supplies over 50 per cent of the national electricity needs. These new control system orders for 2 groups (No. 3 and 4) had been registered after long time from this customer, since 1998, when Power Systems Italy supplied coal handling and demineralization control systems.

On the way re-building our customer loyalty, a partner company, Alstom, involved ABB for some technical advice and spare parts delivery that gave way to a long-standing relationship with our Local Service and laid the groundwork for future activities plus the right receipt for an appropriate customer penetration strategy. In 2013 and 2014 ABB was awarded both the upgrade of the demineralization and the coal handling systems.

Furthermore, ABB supplied the whole power plant with the control room and a new control system. Earlier this year, the customer asked also for new operator stations, which will be ready next year. Spreading our expansion strategy, we offered specific and tailored Training programs for plant's maintenance and operations.

The customer trusted ABB's technical advice and the many essential parts of equipment supplied throughout the years, and the trustworthy relationship that was built by working together. Timely and satisfactory intervention is everything for plant owners and this is for ABB the best receipt for success!

“We put into practice our experience, professionalism, determination and most of all personal skill and behavior to understand the customer, in order to engage him” said Marco Bertolani, Project Manager and Site Manager of Jorf Lasfar. “Nowadays, these elements make a real difference in the market and step by step, we gained their respect and became preferred suppliers.”

“We want to thank ABB team who has worked reliably to accomplish their tasks and for the responsibility that we had and for their continuum in supporting us.” Said Karim Madih, customer Project Manager. “Thanks to the whole team who was able to develop a sense of listening, cooperation, responsiveness and professionalism during this project.”

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