



COMPANY PROFILE

Ref: VEL-CP-2026-001

Issued: May 2026

VELORA

**Engineering equipment, directly
imported. Delivered Ethiopia-ready.**

Velora Engineering & Trading PLC · Direct importer & supplier of
engineering equipment.

HEADQUARTERS

Addis Ababa, Ethiopia

SOURCING

Türkiye · China · EU

SECTORS

Power · Lifts · Water · Industrial

Engineering-Driven Supply.

Velora Engineering & Trading PLC · Addis Ababa, Ethiopia · www.veloraet.com

1. About Velora

Engineering-Driven Supply. Delivered Ethiopia-Ready.

Velora Engineering & Trading PLC is an Ethiopian engineering and industrial supply company specialising in the direct importation and supply of engineering equipment. We connect verified international OEMs in Turkey, China and the European Union with infrastructure, healthcare, industrial and commercial projects across Ethiopia, providing equipment that is technically appropriate, properly documented and delivered ready for installation.

Operating from Addis Ababa, our team combines technical competence with disciplined sourcing practices to ensure every supplied unit meets the specification, standard and operating context for which it is intended.

2. Vision, Mission & Values

Vision

To be Ethiopia's most trusted engineering and equipment supply partner, recognised for technical accuracy, reliable delivery and long-term project value.

Mission

To supply engineering equipment that is correctly specified, internationally compliant and supported through professional documentation and after-sales coordination.

Core Values

- **Integrity** — transparent commercial and technical conduct.
- **Quality Commitment** — equipment matched to standard, scope and site.
- **Collaboration** — coordinated work with clients, OEMs and consultants.
- **Continuous Improvement** — methodical refinement of supply processes.

3. Scope of Supply

Velora's supply portfolio covers the engineering equipment most frequently required by Ethiopian construction, industrial, healthcare and infrastructure programs.

Power Systems	Diesel generators 10–2500 kVA, ATS panels, synchronisation, fuel systems.
Vertical Transport	Passenger, hospital, freight and panoramic elevators per EN 81-20/50.
Water & Pumping	Centrifugal, submersible, booster and dewatering pump systems.
Industrial Equipment	Compressors, transformers, switchgear and process equipment.
Medical Equipment	Hospital equipment supplied with documentation for tender requirements.
Agricultural Equipment	Mechanisation and post-harvest equipment for commercial farms.

4. Why Velora

Four operating principles define how we deliver.

E**Engineering-Led Sourcing**

Each enquiry is reviewed by technical staff before any quotation, ensuring fit between specification, application and origin.

D**Direct OEM Relationships**

We work directly with established manufacturers — no layered intermediaries, full traceability of brand and origin.

C**Compliance & Documentation**

Equipment supplied with technical data sheets, test certificates, country-of-origin and conformity documentation.

L**Local Delivery Discipline**

Coordinated logistics into Ethiopia, with installation and commissioning support arranged where required.

5. Brands & Manufacturers

Velora supplies equipment from a curated set of internationally established brands. Specific manufacturers are confirmed against project requirements and proposed at quotation stage with full origin traceability.

Türkiye	Robust mid-market manufacturing — strong build quality, competitive value, established export track record.
China (Tier-1 OEMs)	Vetted Tier-1 manufacturers with international certifications, broad selection and cost-efficient supply.
European Union	Premium engineering standards — used where specification, certification or donor requirements demand.

6. How We Work

01	Enquiry & Technical Review We capture the application, capacity, site conditions and compliance requirements.
02	Origin & Brand Selection We propose appropriate OEMs from Türkiye, China and the EU with origin transparency.
03	Submission-Ready Quotation Quotation issued with technical data sheets, INCOTERMS, lead time and documentation list.
04	Order, Production & QA Order placement, production tracking and factory quality acceptance prior to dispatch.
05	Logistics & Delivery Coordinated freight, customs and on-site delivery within Ethiopia.
06	Installation & After-Sales Commissioning support, operational handover and after-sales coordination.

7. Contact

Velora Engineering & Trading PLC

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