

IN CONVERSATION WITH...

AHMAD GHADDAR

Saudi Arabia Operation Manager, Ghaddar Machinery



Tell us about yourself and Ghaddar Machinery

My name is Ahmad Ghaddar and I am the Operation Manager of Ghaddar Machinery Co. subsidiary in KSA. Ghaddar Machinery Co. was established in 1980 and operates in the field of Electrical Power Generating Sets, Green and Hybrid Power Solutions, Sound attenuation and all types of Power control and automation systems. In 2016, the company invested in Saudi Arabia and built a factory and a management operation to support its dealers in this market.

WHAT ARE THE CURRENT TRENDS IN THE SAUDI POWER MARKET?

AG: Within our current scope of supply covering the sector of Diesel Powered Generators ranging from 4 to 4000 KVA, the power trend remains pretty much the same being divided across 3 segments. The first segment including small generators and tower lights mainly powers telecom sites and road constructions.



The second, covering the medium size power generators mainly used for building constructions sites since the National grid power is not available during construction and only starts after the completion of the project. The third segment covering the big range used as permanent or standby units for factories and big projects and businesses as their cost of operation remains lower than the cost of supply from the national grid.

WHAT ARE THE MAJOR CHALLENGES FACED IN THE GCC POWER SECTOR?

AG: The major challenges faced in the GCC power sector are the ones related to power transmission due to the vast empty areas in the GCC. This is in addition to the constant increase in demand for power as a result of population and economic growth witnessed across the years.

WHAT PROGRESSIVE TRENDS HAVE YOU SEEN THAT SAUDI ARABIA NEEDS TO ADOPT?

AG: Saudi Arabia has taken positive steps towards adopting alternative energy. However, this transition need to be accelerated and needs to reach various market segments from mega projects to small residential projects.



WHAT PRODUCTS WILL YOU BE HIGHLIGHTING AT THIS YEAR'S EXHIBITION?

AG: We will be displaying our Power Generators of various capacities powered by Kubota, John Deere and Cummins engines as well as Leroy Somer alternators. We will also showcase light-towers.

WHAT CONTRIBUTION DOES MEE SAUDI HAVE ON THE POWER SECTOR?

AG: MEE Saudi will increase awareness about the power sector in general. It will also promote and educate people about the various types of energy solutions available in the region.



ABOUT MIDDLE EAST ELECTRICITY SAUDI

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