

IN CONVERSATION WITH...

YANNI SOTIRY

BUSINESS HEAD (DATA & CABLE SOLUTIONS), SETRA-BELDEN



Tell us about yourself and SETRA

My name is Yanni Sotiry, Currently I am working as a Business Head for SETRA's Cabling and Data solutions businesses in Saudi Arabia and Bahrain.

SETRA is a Platinum Distributor Partner for BELDEN products our combined product portfolio includes low current cables, data cables, connectors, I/O modules and network equipment. We have increased our focus on energy efficiency, coupled with the unpredictable nature of green power generation.

WHAT ARE THE CURRENT TRENDS IN THE SAUDI POWER MARKET?

YS: The energy sector in Saudi Arabia aims to achieve its vision 2030 for a more sustainable future in meeting its country's needs. KSA has set an initial target of generating 9.5 Gigawatts of renewable energy and will also seek to localize a significant portion of the renewable energy value chain in the Saudi economy including R&D and manufacturing.

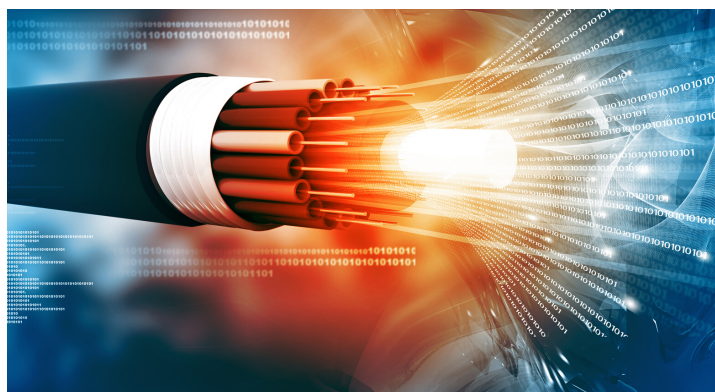


The current reform in government policies in the energy sector is providing a secure environment for the investors to conduct a smooth business and we expect the energy market will grow further and will allow investors to expand their wings into the Saudi market. In coming days launch of King Salman Renewable Energy center which will encourage private-public partnerships. In the Next five years Saudi Arabia will be investing more than 90 Billion Dollars in this sector in fact already few major projects have already been initiated which will produce clean energy like The Faisialiah power project which will be built near Mecca and is expected to produce 2.6 GW of clean energy. Several MoU's have been signed or in line with the vision of the kingdom of Saudi Arabia and efforts are already being made by the Ministry of Energy to diversify the energy system to reach a sustainable mix that will benefit from renewable energy sources

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

YS: The consumption of electricity is increasing at an enormous rate in GCC and with growing demands for energy in both residential and commercial life, and industrial expansion is no doubt the main challenge faced in GCC today.

With the rapid changes in technologies, it becomes very difficult for the organizations to adapt to this trend and in the energy sector, it's not just a change that organizations must prepare for – it's the speed of change. Industrial IoT which is now commonplace in energy sectors understand that the use of IoT devices will transform their operations the problem that this industry faces in the ageing infrastructure, most of the utilities have already begun the process of installing smart meters at business and consumer sites



Cutting edge technologies will help utilities facing the challenging future such as application integration, business intelligence and data analytics which will provide better customer service for companies in this industry.

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

YS: Smart Grids, innovative distribution and efficiency management technologies are the technological trends these days that should be adopted in Saudi Energy markets which will not only lead to better results but will also lead to a sustainable growth.

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

YS: Our new revolutionary award-winning innovated product REV connect system that supports IP Convergence with RJ45 connectivity and BELDEN's new platform that uses a single termination method for Category 5e, Category 6 and Category6A RJ45 Jacks and plugs.

WHAT CONTRIBUTION DOES MEE SAUDI HAVE ON THE POWER SECTOR?

YS: MEE Saudi is the only platform in Saudi Market that is hosting events related to energy sector only. It will provide an ample opportunity to showcase the latest trends and technologies used in the energy sector as well as an opportunity to meet the key players from stakeholders to policy makers or solution provider who are driving the energy market forward.

ABOUT MIDDLE EAST ELECTRICITY SAUDI

MEE Saudi provides the perfect platform for international stakeholders, and those with a vested interest in the KSA power market to meet with local Saudi manufacturers and distributors to boost investments in the largest untapped power market in the GCC and support Saudi in becoming a global hub.

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