

IN CONVERSATION WITH...

ENG. ABDULHADI ABULKHAIR

GROUP PRESIDENT & CEO, SAUDI CABLE COMPANY



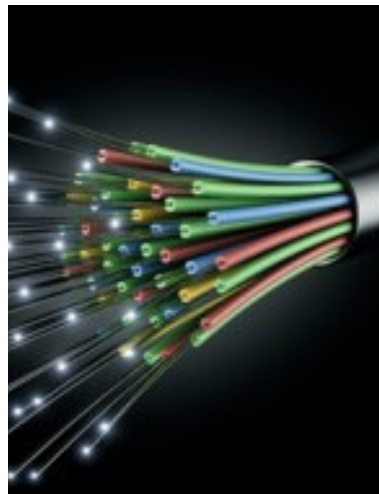
WHAT ARE THE CURRENT TRENDS IN THE SAUDI POWER MARKET?

AA: We are seeing quite a few trends take place in relation to power cables. First we can see a shift from copper to aluminum especially in MV and HV cables. There is also higher specifications in cables as seen in LSHF, SWA, MICA, LEAD and Tinned Copper. Additionally, we are coming across a higher demand for stock with a need for instant delivery. This is leading to a requirement of more flexible payment terms.

Tell us about yourself and Saudi Cable Company

My name is Eng. Abdulhadi Abulkhair. I am the group president and CEO of Saudi Cable Company (SCC). I have 24+ years of vast experience in the Chemical Industry from Production & Quality Control to Sales & Marketing leadership roles.

SCC provides world-class cable products, services and complete turnkey solutions for energy and telecoms networks globally. From design and engineering to manufacturing; from installation and testing to commissioning, our commitment to quality and people has made us one of the Top-10 producers of power and telecommunication products in the world today.



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

AA: There is a challenge with funds and financing. We need to work towards reducing the cash cycle and ensure we are securing contractor payments in a timely manner. There is also more competition from international brands as products are important with different specifications. This needs to be standardized and meet with local requirements.

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

AA: The Kingdom needs to focus on exporting Saudi made products to the GCC and international markets. Those with a high profit margin such as HV and MV will be very beneficial for the country. We also need to enhance our procurement requirements and have a more organised delivery and payment process.



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

AA: SCC will be highlighting all our cable products including:

HV Cables



MV Cables



LV Cables



Control Cables



Instrumentation



Building Wires



Turn Key Solutions



WHAT CONTRIBUTION DOES MEE SAUDI HAVE ON THE POWER SECTOR?

AA: The exhibition is good for highlighting important projects that are taking place in the Kingdom. We are able to learn and understand the demand which is taking place and forecast for the future. This improves available opportunities and shows the competition in the market.



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