

IN CONVERSATION WITH...

MR. AGEEL ALMOHAMMEDALI

DEPUTY MANAGING DIRECTOR, FAMCO (AL-FUTTAIM GROUP)



Tell us about yourself and FAMCO

FAMCO is a member of Al-Futtaim Group, one of the largest privately owned businesses in the Gulf region and we are strategic partners of many leading global brands in GCC.

In Saudi we supply many products related to construction, power and industrial sectors. We are the official dealer for Volvo construction equipment in the Kingdom of Saudi Arabia, SDLG heavy equipment, AGG power system, CompAir portable compressors, Himinsa generators and lighting towers and Everdigm hydraulic breakers. FAMCO operates through state of the art facilities in Jeddah, Riyadh, Dammam, Abha & Madinah.

WHAT ARE THE CURRENT TRENDS IN THE SAUDI POWER MARKET?

AA: Currently domestic demand for electricity is growing on average 7% every year and Saudi relies heavily on liquid petroleum for approximately 60 percent of its electricity generation. Saudi Arabia's diesel generator market is the largest in the GCC, we expect the market will grow in the coming year. In general, the power sector will witness a growth of renewable energy as the government is providing more facilities for the development of this sector.



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

AA: We are facing a shift in economic growth over the last decade as result of an increase in oil and gas revenue. Consumption has also risen fast for electricity, which results in power outages during peak times.

The GCC governments are implementing many initiatives to tackle this challenge, among these are electric grid connectivity developments, increasing power generated from renewable energy resources and developing new power plants.

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

AA: The market might change to gas powered generators as governmental emission initiatives are increasing. There is a need to protect the environment but still diesel generators maintain the dominant share in the market. There is an increase in demand for diesel generators, for example in the housing sector demand is growing which accounts for 30 percent of the diesel generator market in Saudi Arabia; the construction sector also remains a major market.



WHAT CONTRIBUTION DOES MEE SAUDI HAVE ON THE POWER SECTOR?

AA: The exhibition is considered a major business and networking hub for electricity generators, electrical solution providers. It also incorporates conferences and session's which covers grid connectivity, renewable energy, electricity efficiency, so it is a good platform to gather stakeholders and suppliers.



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

AA: In the up coming Middle East electricity Saudi exhibition, we will be displaying AGG power generators one of our premium products as FAMCO only distributes top brands and quality products. AGG is a multinational company which operates in more the 80 countries, and manufacturers electrical generators and power system. We have a range of 10 to 4000 kVA generators powered by Cummins, Perkins, Doosan, Volvo, Scania etc.



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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