

IN CONVERSATION WITH...

BASSAM NAES

GROUP MARKETING DIRECTOR, RIYADH CABLES GROUP COMPANY



Tell us about yourself and Riyadh Cables

BM: Riyadh Cables is a pioneer in the wire and cable industry in Middle East. The company manufactures and supplies all types of wire and cables, from its latest state of the art facilities in Riyadh/Saudi Arabia, United Arab Emirates and Iraq republic.

Ever since it's establishment, in 1984, the company has established a comprehensive quality management program which is in charge of evaluating and monitoring all corrective and proactive action plans.

WHAT ARE THE CURRENT TRENDS IN THE SAUDI POWER MARKET?

BM: The installed power capacity in Saudi Arabia is expected to grow at a CAGR of approximately 1.50% during the forecast period of 2019 – 2024. Energy demand in the country is growing by 8-10% per year and peak demand is expected to be 70 GW by 2020 and 120 GW by 2032, driven partly by desalination increase. To meet the electricity demand, the Kingdom is estimated to increase its power generation capacity from 77 GW in 2014 to 156 GW by 2040. It includes installing 5 GW capacity and distribution infrastructure every year through 2020. To achieve the aim, the government is planning to invest USD 5 billion in electricity generation and USD 4 billion in distribution. However, the geopolitical tensions in the country and its fiscal deficit are expected to negatively impact the power market in the coming years.



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

BM: Social media is beginning to play an important role in lives of Saudi Arabians and its usage has expanded rapidly. From just being a networking platform, social media has morphed into a potent force for social change in Saudi society.



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

BM: The business as usual scenario can no longer be sustained and GCC countries need to devise new policies to face some of the medium and long-term challenges related to their energy consumption patterns and their energy mix:

- The need for future, home-grown creative solutions to the GCC states' rising energy consumption, including in the areas of energy pricing and in tackling "legacies" that encourage wasteful domestic energy consumption
- The importance to the GCC of looking at more concrete policies and strategies, with the possible inclusion of certain region-wide initiatives, that would push the GCC states' energy agendas over the coming years
- An overarching need for more pro-active policy planning for and the critical assessment of the various options available to the GCC economies to enable them to contribute towards regional win-win solutions for citizens and their governments

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

BM: We will be showcasing Extra High Voltage Power Cables & Renewable energy solar and wind cables



WHAT CONTRIBUTION DOES MEE SAUDI HAVE ON THE POWER SECTOR?

In line with Saudi Vision 2030, Middle East Electricity Saudi (MEE Saudi) attracts several international power players looking to invest in the country. It brings together a range of key stakeholders, from power manufacturers, suppliers, domestic wholesalers and distributors to thousands of visitors from across the Kingdom and neighbouring countries.

This leading exhibition provides the ideal platform for organisations to position themselves as thought leaders in one of the most dynamic GCC Power and Electricity markets. MEE Saudi serves as a comprehensive showcase for core segments of the power and energy industry, including: power generation, transmission & distribution, lighting, solar and energy storage & management.



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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