

INDUSTRIAL EXPANSION ABROAD

Saudi Arabia 2016 | INDUSTRY | B2B



3 minute read

Industry makes up a significant portion of the Saudi economy, and in light of Vision 2030 the Kingdom is becoming an ideal base to satisfy demand throughout the region.



IAN BRADLEY

*General Manager
Modern Chemicals & Services
Company (MCS)*



RYYAN TARABZONI

*General Manager
Rowad National Plastic
Company*

What are your expansion plans?

Ian Bradley MCS caters to the needs of various industry sectors, such as mining, cement, civil engineering, petrochemicals, and construction. Our main market is the fast growing mining sector. The Kingdom is endowed with a variety of minerals, the exploration and production of which involves the use of explosives employing different usage techniques to produce the mineral at an optimum cost. The country has massive deposits of phosphate ore, gold, silver, copper, bauxite (aluminum), limestone, and silica. The growing population requires new houses; hence, the need for cement. Our products and services are used extensively in this sector. The development of various provinces and regions is leading to various infrastructure projects of road construction, railways, metros, seaports, industrial cities, airports, and health and recreational facilities, all of which involve explosive materials usage and drilling and blasting activity at some stages. MCS is involved in all these sectors. Our current emphasis is to expand in the Kingdom and gradually expand to other GCC states and nearby African countries. The reliability of transport and safety and security in transport and shipping does impact exports and poses challenges, which we manage to overcome.

Ryyan Tarabzoni If we visit the Saudi Arabia 2030 vision, one of the key themes is a thriving economy and leveraging our unique position and location. Saudi Arabia is in the center of the Gulf, North Africa, and Europe. For Rowad, it was clear from the beginning, that in order to succeed, we cannot only focus on the local market. There are always opportunities around us and our unique location will give us an advantage and quick access to the region. Saudi Arabia, for example, had some challenges, but also some economic booms, very much related to the construction business. Today, Rowad exports to more than 30 countries regionally and globally, our unique product with high quality made us a key supplier to many of the industries not only in Saudi Arabia but also many countries in the region. The company will continue reaching out to customers and ensure its strong presence in Saudi and the region. We are lucky to be in Saudi Arabia, where there is a lot of support from the government in terms of energy, investment, and support for our export business. This gave us the advantage where we can easily invest and grow the business.

What are your expectations and goals for 2016?

IB We are actively involved with gold mining companies that are interested in Bulk Emulsion technology. We are set to carry out a number of trial blasts for a gold mining company to show what it can expect and benefit from this technology. From there, we will expand into other branches of the gold mining sector that are looking into this technology. What we are doing now is looking at one focal mine where we will carry out test blasts. Once we get the results from this test blast, the test will spread to the other mines, and that is where we are aiming now, to push the technology of bulk emulsion into mining and establish a presence in all areas of the mining sector, such as gold, phosphate, bauxite, and copper, which pose various challenges of logistics and compliance with local regulations due to the sheer volumes involved. As a result, we have established a team and a network of complementing agencies to meet this challenge. That is our focus from now until 2018.

RT We want to be a company that creates opportunities for our supplier, customers, and employees. First, we are working to be more efficient and more productive, which is why we are bringing and deploying a lot of major internal industrial practices that you see in multinational companies. We are stepping up our operation standard to an excellence level by being more efficient with high quality and less cost to be a stronger player in the market; this is part of the overall Tasnee Excellence program. Second, we want to add to our customers; we are putting more focus on our brand and marketing activities, reaching out to more customers, locally and abroad. Third, we want to do the right thing for our people and create opportunities for them. One of the things that many industries learned over time, and Tasnee has been doing it well, is promoting and supporting our people to grow in this company as they are the true assets for our company. We know that challenges are out there so we are focusing on equipping ourselves with the right talent, technology, and logistics to be a stronger competitor in the market.