

How we discover  
the space  
for progress

An aerial photograph of Jeddah, Saudi Arabia, at sunset. The city is densely packed with buildings, many of which are illuminated with warm lights. In the center, the Jeddah Fountain is a prominent feature, with a large, bright plume of water rising into the sky. The sky is a mix of orange, pink, and purple, indicating the time is dusk. The Red Sea is visible in the background, with a few ships on the water. The overall scene is a vibrant and modern cityscape.

Helping to  
propel  
our people,  
our partners  
and the nation  
forward.



**Ali, Ibrahim, and Ahmed Juffali;**  
*founding brothers of Juffali*

# To our Customers, Our Partners, and Our Employees

Since 1936, Juffali has been an active and passionate contributor to the Kingdom of Saudi Arabia's growth and prosperity. Built on a tradition of service and quality, with the vision of bringing new ideas, products and services to the Kingdom, we have helped to lay the foundation for our nation. Today, we've become the trusted and dependable partner that international brands look to for bringing their business to the region.

In light of Saudi Vision 2030, our spirit of advancement is more relevant than ever before. In addition to the work we do with our partners, our training center takes an active role in developing the skills of our future thinkers and builders. By helping to build a vibrant, thriving economy in the Kingdom, we continue to bring in whatever the region needs to move forward. Whether it's embracing the localization of manufacturing in Saudi or the most inspiring innovations in technology, we always partner with the extraordinary to deliver.

But even more than who and what we bring together, it's how we do it - since the beginning, we discover spaces to grow businesses and amplify individual ideas. Together with our people and partners, we create opportunities to advance our collective future, confident when to question and push ahead yet humble enough to challenge thoughtfully.

Our legacy provides us with a powerful springboard, but it's our drive that invites us to go further, to stay attuned to the now, and to build what's next. As we enter this promising new era for our Kingdom, our philosophy of people, quality and service is as true today as it was in the past. This, combined with our pioneering spirit, will help us to propel our people, our partners and the nation forward.

On behalf of our stakeholders, I wish to extend thanks to our customers, partners, and employees, for their support and confidence, and look forward to a bright future for us all.

*K. Juffali*

**Khaled Juffali,**  
Chairman of Juffali



# Juffali at a glance

Our promise

We architect  
what's next by  
discovering  
the space  
for progress.

A commitment to continue building the nation with the best new ideas, products and services, all to propel our people, partners and the nation forward.

Our guiding principles

Driven.

We evolve with ambition and understanding.

Dynamic.

We adapt to new approaches and ways of thinking.

Dependable.

We believe relationships are built on trust and authenticity.

# Progressing with our partners

**Our headquarters:** Jeddah, Saudi Arabia

**Our people:** Nearly 10,000 employees of over 60 nationalities

**Our number of partners:** 25 (and counting)

**Our number of factories:** 12

## Business portfolio

### Business sectors (Enterprise segments)

Throughout the years, we have continued to expand our interests into a wide variety of business sectors. We are passionate about developing the region and have helped to bring this about by growing across a broad range of industries.

Today, we are a well-established, key player in the following business sectors:

- Mobility
- Technology
- Engineering
- Services

## Multinational partners

We have many partnerships with major international corporations. These associates and partners have been carefully selected to complement Juffali's tremendous reputation for quality in a diverse range of business markets.

Bosch	Mercedes-Benz (Daimler AG)
Carrier	Michelin
Dow Chemicals	MunichRe
Electrolux	Otis
Ericsson	Siemens
Fluor	Sulzer
Frigidaire	Univar
Fuso (Daimler AG)	Zurich Insurance
Heidelberg	BF Goodrich
IBM	Fiac
Karcher	WIS@key
Kelvinator	Snap-on
Liebherr	



An aerial photograph of a desert construction site. In the center, a large, rectangular, brown-colored structure is under construction, with a yellow crane visible on its side. The structure is surrounded by a network of roads and tracks. The background shows a vast, flat, sandy desert landscape with some distant buildings and infrastructure.

# History of progress

## From pioneer to dynamic architect of next

Entrepreneurial from the very start, three brothers Ebrahim, Ali and Ahmed Juffali established Juffali in 1936, not long after the birth of Saudi Arabia in 1932. From inception, the company focused on the country's most important needs, thinking critically to address vital growth opportunities. With this, Juffali became an instrumental part of the development of Saudi Arabia's growing infrastructure.

From pioneer to dynamic architect of next

With little infrastructure at the time in the Kingdom, we focused on the country's most important needs

**Our history**

In the early years, our search for new markets and products led to our awarding of a concession for the generation and distribution of electricity in Taif. As the nation's first public utility, it was a landmark achievement for the country, and for us.

We soon realized that the fastest, most effective way to advance local Saudi industry was by establishing partnerships with international leaders in their fields, bringing global knowledge and technology into the local market. As the infrastructure of the Kingdom grew, we expanded our business portfolio and partnerships. Now more than ever, our vision remains to advance Saudi Arabia's economic life and the prosperity of its people.

**Our passion for progress and innovation**

Today, our key business sectors are Mobility, Technology, Engineering and Services, and we continue to have valuable partnerships with multinational corporations. At the heart of these collaborations, mutual loyalty and commitment have allowed these relationships to endure – and thrive – for decades.

Dedicated to helping propel our people, partners and the nation forward, we continue to lead the way in developing the service aspect of industry and trade in Saudi Arabia. Our many divisions offer total solutions and ongoing support to clients, and our long established trading base has evolved into an excellent distribution system.

With our successful track record as an industrial giant throughout the years, and our focus on cutting-edge technologies and helping businesses advance into the future, we are placed in an ideal position to continue contributing to new developments in the Kingdom of Saudi Arabia.



First electric power utilities plant; 1948



Nai Mercedes-Benz assembly factory



Saudi Airconditioning Manufacturing



Siemens gas turbine factory

## Milestones and timelines

Since our establishment, we have played a major role in helping to make Saudi Arabia the flourishing modern economy it is today, introducing new products, innovative services and advanced technologies throughout the decades.

### 1930's

**1936**

Juffali is established and officially registered for importing various electro mechanical products.



Jeddah Old Town;  
c.1940

### 1940's

**1940s**

Addressing the needs of the growing nation, Juffali expands into transportation of pilgrims and building the first electric power utility plant in the Kingdom.



Electric power  
utilities plant; 1948

### 1950's

**1951**

Juffali brings home appliances to the desert through an exclusive distribution partnership with Kalvinator.

**1954**

First telephone call is made in Saudi Arabia, brought about through a new Juffali partnership with Siemens.

**1956**

The Kingdom's growing agricultural sector requires top-class machinery to help till the soil; Juffali partners with Massey Ferguson Ltd for the sales and marketing of tractors and agriculture equipment.

**1959**

Juffali enters the Mobility segment through an exclusive distribution partnership with Mercedes-Benz in KSA.



Ahmed Juffali with Kalvinator  
representatives; 1951

### 1960's

**1960**

As the nation's industrial needs grow, Juffali enters into a partnership with Heidelberg and other leading printing companies such as Polar Mohr and Stahl.

**1961**

Juffali continues to expand into the Mobility segment with an agreement with Michelin & Cie for the sales and marketing of Michelin tires in KSA.

**1965**

- To service the Mobility segment even further, Juffali begins business with Robert Bosch GmbH for electric power tools and automotive spare parts and accessories.

- Communication needs continue to grow across the land, so Juffali enters into business with L.M. Ericsson for telecommunications equipment and cables.

**1966**

As the nation becomes increasingly industrialized, Juffali begins business with Sulzer for the distribution of diesel engines and steam generating plants.

**1968**

Juffali sees the potential for future technology and enters into an agreement with IBM for the sales and marketing of IBM products in KSA.



Ali Juffali managing  
electric power station; c.1960

## 1970's

**1970**

Expanding upon its printing offering in the region, Juffali enters into an agreement with Linotype Hell AG (Germany) for phototypesetting machines and parts.

**1973**

Juffali enters into an exclusive franchise of HD. Sheldon & Co., Inc. (USA), bringing high-end Vulcan stoves and icemakers to the nation.

**1974**

Juffali's integral role in the construction of the Kingdom continues with an agreement with Fluor Daniel for engineering and construction, management services, and the oil, gas and process industry, as well as with Nabors Industries for oil well drilling and work-over services.

**1975**

- Juffali begins business with Butler Manufacturing for sales of pre-engineered metal buildings.

- Juffali moves into the Services segment in KSA and establishes SNIC insurance company in an agreement with Munich Reinsurance Company.

**1977**

- Expanding into the Chemicals segment, Juffali partners with Dow Chemical for product sales.

- In association with Daimler-Benz (Germany), Juffali establishes the Juffali Training Center to help develop a skilled workforce and train young Saudis.

**1979**

Bolstering its position in the Chemicals segment, Juffali partners with DuPont De Nemours Company for chemical product sales.



Ahmed Juffali with King Khalid;  
NAI opening ceremony

## 1980's

**1984**

The nation continues to grow apace, and Juffali partners with Liebherr for the sales of tower mobile cranes and construction equipment.

**1988**

To help improve quality of life in a demanding climate with the top products, Juffali partners with Carrier Corporation for the sales and marketing of Carrier air conditioners.



Juffali headquarters;  
completed in 1984

## 1990's

**1990**

Further expanding upon its offering in the Engineering segment, Juffali enters into an agreement with Grace for the sales and marketing of chemical products.

**1998**

Juffali's history of successful partnerships with prestigious international brands makes Karcher, Germany a natural choice for the marketing of cleaning power equipment in KSA.

**1999**

Always choosing high quality partners, Juffali enters into an agreement with BF Goodrich, France for the sales and marketing of their tires in KSA.



Karcher showroom



Bosch showroom

## 2000's

**2000**

The nation is flying; Juffali partners with Snap-On Tools Aviation Hand Tools, USA.

**2003**

Juffali partners with FIAC Spa for the sales and marketing of compressors that not only inflate tires but also increase productivity.

**2007**

Frigidaire appoints Juffali as its sole distributor in Saudi Arabia.

**2014**

- Juffali continues on its upwardly mobile path with an exclusive partnership with Otis Elevator Company for the sales and marketing of elevators across Saudi Arabia.

- Agreement with Univar Inc., USA for import and export as well as purchase and sale of chemical products.

**2016**

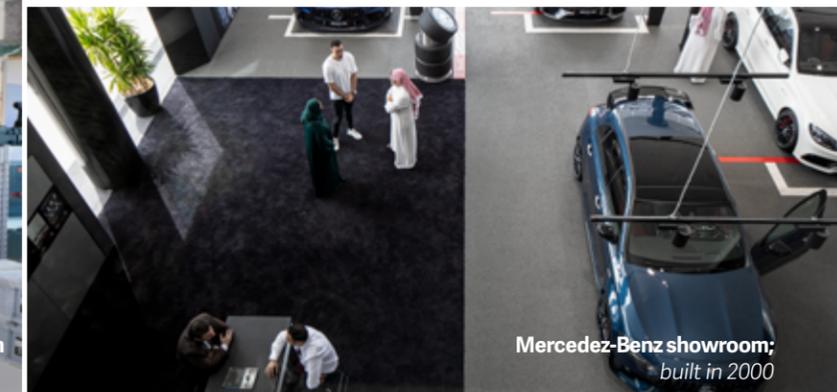
With a vision toward the future, Juffali establishes Saudi Advanced Technology (SAT) to provide world-class cybersecurity and data technology solutions.

**2018**

Mitsubishi appoints Juffali for the distribution of Fuso trucks and buses in KSA, bringing a fresh perspective to the Saudi commercial vehicle market.

**2019**

Juffali joins forces with WISEKey International and SAT to implement a strategy for the development of cybersecurity and the Internet of Things (IoT) market in KSA.



Mercedes-Benz showroom;  
built in 2000

# Enterprise segments

Committed to delivering quality, contributing to the nation's growth and prosperity

Throughout the development of the company, Juffali has continued to expand into a variety of business sectors. Our contribution towards the economic growth of our country has been significant, and the company's reputation for quality goods and services is unparalleled in Saudi Arabia. Today, we are a well-established and prominent player in the Mobility, Technology, Engineering and Services enterprise segments.

# Driving the nation forward



In the 1950s, Juffali first entered the automotive sector through our exclusive association with Mercedes-Benz. Building on this relationship, we are now involved in almost every aspect of the automotive industry with leading international partnerships and local initiatives – including retail, vehicle assembly, tires, parts, bodywork and sheet metal fabrication.



#### **Juffali Automotive**

Juffali became the sole distributor for Mercedes-Benz passenger cars in the Kingdom of Saudi Arabia in 1959. This longstanding, exclusive relationship, based on trust and commitment, continues today. Juffali Automotive Company (JACO) offer an extensive range of models in our showrooms, from the entry-level A-Class to the top-of-the-line AMG and Maybach models, along with world-class aftersales care and highly advanced services and parts centers situated throughout the Kingdom.

#### **Juffali Commercial Vehicles**

National Automobile Industry Company and Juffali Industrial Products Company (NAI + JIPCO) represents global leader Daimler Trucks, Vans & Buses in the Kingdom of Saudi Arabia. Comprised of the brands Mercedes-Benz, MCV Buses, EvoBus, SelecTrucks, Freightliner, Western Star and Fuso, we offer the latest technologies, unrivaled quality and the highest level of customer satisfaction. We are the kingdom's only local assembly partner and distributor for Mercedes-Benz vans, trucks and buses, and the sole agent and distributor for Mitsubishi FUSO trucks and buses.

#### **Juffali Michelin**

Juffali Tyres Company offering a wide selection of products and services, Juffali has represented Michelin tires in Saudi Arabia since 1961. As a joint venture since 2002, we offer tires and related solutions, and our B2B offers include multi-brand Michelin Group tires (Michelin, BFGoodrich and Tigar) to fleets and mobility operators across the Kingdom. Our tire management programs use the most up-to-date digital technologies and our franchise programs TyrePlus and Michelin Truck Service Center provide top-end tire and mechanical services.

#### **Arabian Metal Industries (AMI)**

To meet the growing requirement in Saudi Arabia for a broad range of commercial vehicle superstructures, our partner Arabian Metal Industries (AMI) was established independently in 1976. Today, AMI's modern facilities manufacture virtually any product requiring metal fabrication, welding and machining – ranging from tanks to truck bodies to semi-trailers to customized defense-related products and more. As the main supplier for most of the large fleet owners and contractors in the Kingdom, AMI holds the biggest market share and the most diversified factory of its kind in the Middle East.

# An eye for the future

Juffali was a pioneer in bringing technology to the Kingdom, establishing early alliances with global leaders in the industry. Today, with our partners, we provide cutting-edge solutions in related sectors of business and day-to-day life – from printing, telecommunications and business systems to power generation, cybersecurity, healthcare and home appliances.



## Commercial solutions



### Juffali Printing Systems

As the technology leader in the region, Juffali Printing Systems is very well represented in Saudi Arabia as well as in the U.A.E, Oman, Bahrain and Iraq. Our main foreign business partner, Heidelberg AG, is the international leader in supplying printing systems. Today, we are the preferred direct solution provider for the graphic arts industry in the region, with a strong focus on the latest digital technologies.

### Juffali Ericsson

Juffali Ericsson has been a key provider of information and communication technology networks to Saudi Arabia and wider Middle Eastern markets since 1980. Today, our communication systems are found in major government and public departments, the military, large corporates, financial institutions, leading hospitals, major universities and private organizations throughout the Kingdom and the Middle East.

### Saudi Business Machines (SBM)

Juffali's history with IBM began in ,1968 13 years before Saudi Business Machines (SBM) was formally established. Decades later, SBM, a Juffali company, is the Kingdom's foremost provider of end-to-end enterprise information technology and telecommunications systems. In line with Vision 2030, we are setting our sights to the future with digital transformation initiatives such as artificial intelligence, machine learning, robotic process automation, edge computing, IoT, big data analytics, cloud-based solutions and much more.

### Saudi Advanced Technology

Saudi Advanced Technology (SAT), a Juffali Company, provides world-class

cybersecurity and data center group solutions. We combine value-added technology with predictive market intelligence to boost business growth in a shifting landscape. As the fastest growing value-added distributor in Saudi Arabia and the region, we empower our wide network of reseller customers by carving them a strong position in a competitive market, helping to drive our partners towards a prosperous and profitable future across the region.

### WISeKey

WISeKey, a leading cybersecurity company, has joined forces with SAT, one of the main drivers of technological development in the region, to implement a strategy for the development of cybersecurity and the IoT market in Saudi Arabia. Together, we create significant market opportunities across numerous sectors and deliver easy-to-use and robust security solutions to our clients – who are creating innovative products that are propelling the next age of digital transformation.

### Siemens Saudi Arabia

In 1954, Juffali and Siemens initiated what would become one of Juffali's longest partnerships within the Technology segment. After much success, Siemens Saudi Arabia officially formed in 1999. Together, we have enabled modernization programs within the Kingdom's telecommunications and healthcare industries. Today, we are leading the way with services ranging from the most contemporary transport systems to cutting-edge energy solutions, to exciting educational programs that are preparing the young people of Saudi Arabia for the digital world of work.



## Commercial solutions

### **ISCOSA**

A part of the Siemens portfolio, ISCOA provides business supplies and equipment across the Heavy Industrial Machinery & Electrical Parts sector. The business is headquartered in Dammam.

### **Siemens Healthineers**

Siemens Healthineers is a global innovation pioneer and major player in the MedTech industry. With a strong local presence in Saudi Arabia and over 250 employees, every day thousands of patients benefit from our state-of-the-art technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics (in Saudi Arabia covered through a local partner) and molecular medicine as well as digital health and enterprise services.

## Consumer solutions

### **Juffali Home Appliances**

Since 1951, Juffali has been marketing air conditioners and home appliances through a large distributor network in the Kingdom of Saudi Arabia. Today, Juffali Home Appliances Company distributes a wide range of brands, including Carrier, Frigidaire, Kelvinator, Smeg, Vulcan and our local brand Falcon, as well as providing full support and after-sales service. To meet the demands of an increasingly digital world and with a vision towards a more sustainable future, we increasingly look to distribute highly-efficient, energy-saving products.

### **Saudi Refrigerators Manufacturing**

Saudi Refrigerators Manufacturing Company (SRMCO), a Juffali Company, is the only factory in the Kingdom that manufactures refrigeration units for home appliances. With 1.2 million units produced, our product development, engineering designs and quality control are all done in-house to the highest standard.

### **Saudi Air Conditioning Manufacturing**

Saudi Air Conditioning Manufacturing Company (SAMCO), a Juffali Partner, is a joint venture between Carrier Corporation USA and Juffali. We manufacture window-type air conditioning units, duct-free split units and commercial product units and supply air conditioning services throughout Saudi Arabia. We offer Kingdom-wide sales and support, providing state-of-the-art maintenance and repair services with our qualified and skilled technicians. With more than 900 employees and over 10 million units produced, we are the leading manufacturer of HVAC solutions in the GCC.



# From vision to infrastructure

Juffali's integral participation in the construction sector dates back to our involvement in helping to set up some of the Kingdom's first major infrastructure projects. Today, we provide a wide range of services and products to the industry – ranging from consultation services to the manufacturing of white goods, equipment and materials. We are also involved in the production, distribution and retail of a comprehensive range of building material and chemical-based products – representing every sector in which they are used and throughout the region.



## **Juffali Electro Mechanical**

Juffali Airconditioning, Mechanical & Electrical Company (JAMED) operates within Saudi Arabia, covering commercial, international brand hotels, industrial and residential applications. We provide turnkey services for engineering, supply, project management installation, testing, commissioning, balancing and maintenance of all kinds of electromechanical installations, and all according to International and Saudi Standards. Our services and activities range from heating, ventilation, and air conditioning (HVAC) to sanitary engineering to fire protection to electromechanical systems for high-sensitive facilities and more.

## **Juffali Marco**

Juffali Marco provides full operation and maintenance services to all kinds of facilities including residential, industrial, commercial and healthcare. The operations and maintenance services include all mechanical, electrical, plumbing and finishing works. Along with training and aftersales support, we also provide specialized services for central air conditioning and industrial refrigeration throughout the Kingdom on a contracting, maintenance, selling spare parts and consultancy basis.

## **Juffali Heavy Equipment**

Juffali Heavy Equipment Company (JHECO) is the exclusive distributor in the Kingdom for several of the world's top suppliers of equipment for the construction and agricultural sectors, including MEVE, Sulzer Chemtech and BUSS-SMS-Canzler. We offer excellent aftersales service on all equipment, supporting our clients with high quality spare parts, supplies and maintenance services through a network of offices and dealers across the Kingdom.

## **Juffali Technical Equipment**

Juffali Technical Equipment Company (JTECO) is a top-end building materials company that manages and markets a wide range of multi-national brands within Saudi Arabia, including Bosch, Karcher, Skil, Telwin, Massey Ferguson and more. Our strong network of sales outlets and a large field sales force guarantee our customers spare parts and excellent aftersales service Kingdom-wide. With Vision 2030 in mind, we continue to expand our territory within the Kingdom to cater for new developments such as the Red Sea Project, NEOM, the King Abdullah Financial District and many others.

## **Juffali Carrier**

Carrier, the world leader in heating, air-conditioning and refrigeration solutions, established a joint venture in 1987 with Juffali. Today, we have comprehensive geographical coverage in Saudi Arabia, allowing us to serve our customers through sales, distribution and aftersales support across the Kingdom. Additionally, we have an extensive distributor network and a wide portfolio of products operating under three business units: Commercial Systems, Residential & Light and Aftermarket.

## **Fluor**

A joint venture between Fluor and Juffali, Fluor has been active in Saudi Arabia since 1974. A global leader in engineering, procurement, fabrication, construction and maintenance (EPFCM), we work closely with governments and companies to design, build and maintain complex capital projects that are the essential building blocks of development and progress. At Fluor, with our integrated life-cycle approach and outstanding environmental record, we have the expertise, reach and financial strength to tackle some of the world's toughest challenges.

## Construction

### Saudi Liebherr

Saudi Liebherr is a joint venture between Juffali and Liebherr Export AG (Nussbaumen, Switzerland). In partnership since 1981, we are both family-owned companies with similar business philosophies, providing tower and mobile cranes, excavators, mining trucks, dozers, concrete mixing plants, truck mixers, concrete pumps and more. Today, there is Liebherr equipment wherever you look across the land, we play a major role in the mega projects of the Kingdom.

### Otis

Established as a joint venture with Juffali in 2014, Otis is the world's leader in elevator and escalator manufacturing, installation and service. From the Riyadh Metro to the palace of King Abdulaziz, Otis is everywhere people move, from the world's most recognizable buildings to the busiest transportation hubs and retail centers.

## Chemicals

### Juffali Chemicals

Juffali Chemicals Company established in 1976 to represent Dow Chemical Company, we were initially committed to developing the market and introducing Dow products into Saudi Arabia. Over the years, we gradually expanded by adding complementary building and chemical products. Today, we are well known throughout the region for our quality and high standards and operate under three divisions: Chemicals, Building Materials, and Water Treatment.

### Juffali Prominent

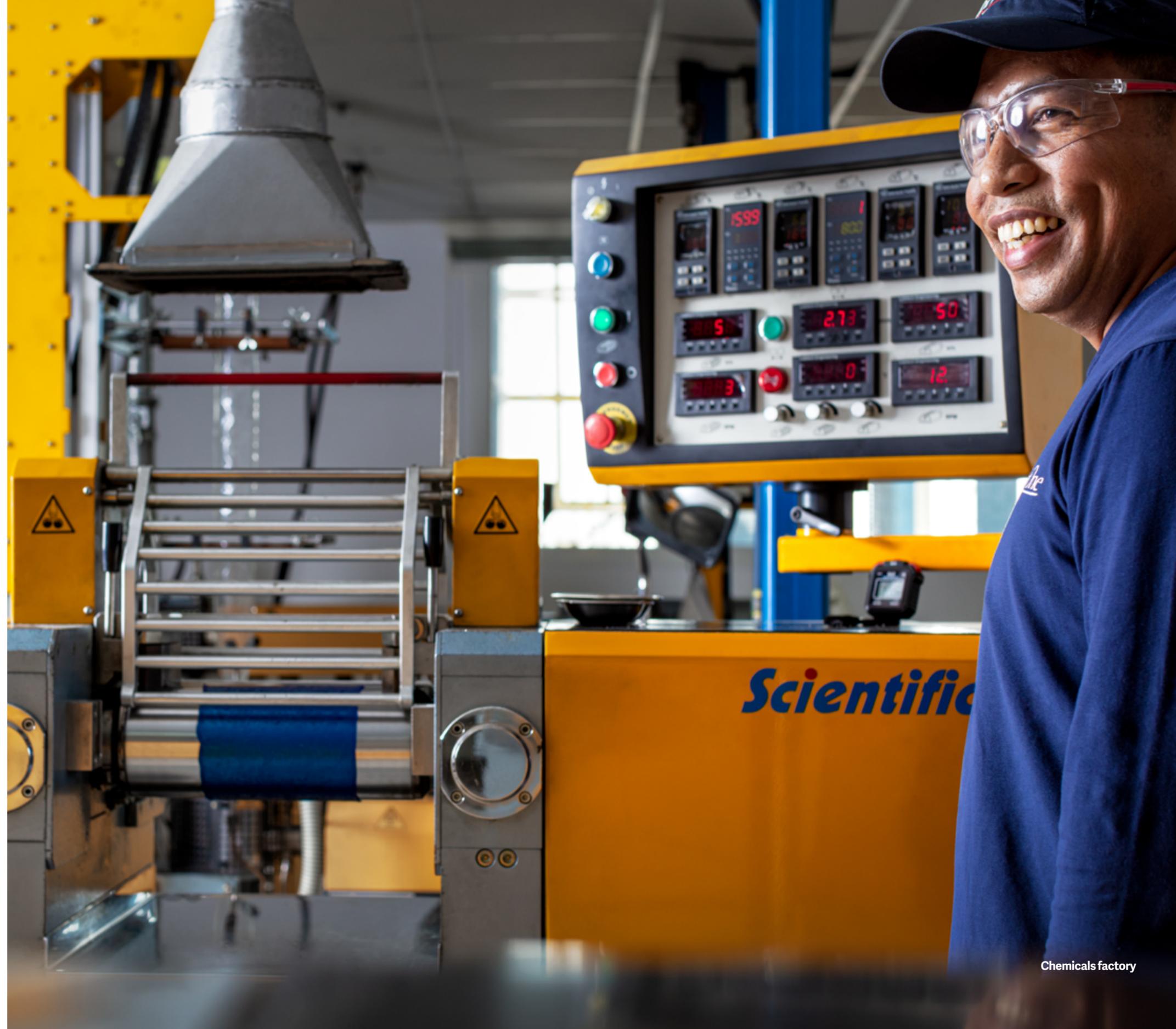
A joint venture with Juffali and Prominent AG (Heidelberg) to market products throughout the Middle East, we offer pumps that cover a wide range of applications such as water, chemicals, and oil and gas. Our Sharjah facility allows for the addition of value through the mounting of pumps on skids as well as storage tanks, gauges and other instrumentations. We also provide inspection prior to delivery to our customers in the region to ensure reliability.

### Juffali Univar

A joint venture between Juffali and Univar Solutions, we are a global chemical and ingredients distributor and provider of value-added services working with important suppliers worldwide. The key segments we focus on are: Home & Personal Care, General Chemicals, and the Food & Beverage industry. With storage facilities in Saudi Arabia and sales teams across all regions, we position ourselves as the best partner for customers who are interested in growing and innovating.

### Juffali Arabian Chemical Company

Juffali Arabian Chemical Company is a Juffali-Dow joint venture with expertise in polystyrene, insulation and latex for commercial, residential and industrial buildings. We produce a wide range of value-added insulation products such as pipe insulation and air conditioning ducting as well as latex products for the carpet, paper, paint, and construction sectors. Our manufacturing facility utilizes state-of-the-art Dow technology, is environmentally friendly and has the highest capacity in the Middle East, covering the GCC and exporting to North Africa, Australia and Southeast Asia.



Chemicals factory

# Keeping every need in mind

Juffali has been providing integral services to various social and economic aspects of the Kingdom since the early 1970s. Initially providing contracting services to the oil and gas industry, we have now also expanded into partnerships in the insurance and training sectors – with a vision to enter into the lifestyle sector as well.



Diraiyah -old town of Riyadh, Saudi Arabia



## **Wataniya Insurance**

Wataniya Insurance offers a comprehensive range of quality general insurance products that includes, amongst others, motor, general accident and casualty, marine cargo, employee benefits, property and travel. Customer care is of utmost importance at all levels throughout our organization, and we are led by an experienced, highly trained team of over 200 staff providing world-class client service to all of our clients.

## **SNIC Insurance**

Saudi National Insurance Company (SNIC) offers property, marine, motor, engineering, energy, and life and medical insurance services for a wide variety of clients and are capable of underwriting even the biggest projects. In fact, we have participated in insuring a number of government infrastructure projects in the region. Our vision is to empower people and corporations by covering their risks with the most innovative and meaningful solutions, always delivered with a human touch.

## **Juffali Training Center**

Working in conjunction with several Juffali partners, the Juffali Training Center is a non-profit educational center offering technical courses in mechanical, electrical, welding and related trades, preparing young Saudis to contribute to the growth of the nation. With Vision 2030 in sight, we plan to further expand the Training Center and build a new, larger facility that will provide accommodation to encourage students to join us from all parts of the Kingdom.



# Community impact



## Committed to the future

The Kingdom of Saudi Arabia is determined to build a flourishing and knowledge-based economy. Vision 2030 is providing the momentum to propel the nation towards a new era of prosperity, and the government is leading the digital economy by working side-by-side with the private sector in fields such as education, training, infrastructure and healthcare.

To support Vision 2030, we are working with our partners on a number of exciting programs and initiatives, including:

- Working with local universities to upskill Saudi youth
- Developing curriculum for women in engineering, together with Siemens
- Growing the cybersecurity and IoT market in Saudi Arabia
- Minimizing our carbon footprint with an ongoing focus on energy-efficient products
- Continuing to localize our manufacturing and production line

### **Help Center graduate working at SAM Factory;**

The Help Center, founded by Ahmed Juffali, is a non-profit educational institution for individuals with intellectual disabilities

Committed to training youth

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## In line with the objectives of Vision 2030, we plan to further expand the Training Center

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### Juffali Training Center

In 1977, Juffali, in association with Daimler-Benz AG of Germany, set up an educational center to train young Saudis for technical assignment at various Juffali plants. The Center began modestly, with training comprising only two fields (Automotive Engineering and Maintenance Engineering) and only nine trainees.

Over the years, always with future market needs in mind, the Center began cooperating with other business partners as well, including Bosch, Siemens, the TVTC (Technical and Vocational Training Corporation) and the Saudi Institute of German Technology. Our reputation for excellence quickly grew, and we began training employees of many governmental and private sectors.

Today, Juffali Training Center is a thriving educational center and we have trained over 5,500 students – sometimes even over two generations of families. Working in conjunction with several Juffali partners, our Center offers technical courses in mechanical, electrical, welding and related trades, preparing young Saudis to contribute to the growth of the nation.

In line with the objectives of Vision 2030, we plan to further expand the Training Center and build a new, larger facility that will provide accommodation to encourage students to join us from all parts of the Kingdom. Our goal is to train 350 trainees annually in various sectors, meaning accommodating 700 trainees in various disciplines all under one roof.



# What's next

## Our vision for the future

The long-term objective of Saudi Vision 2030 is to diversify our economy and build upon our country's unique strengths and capabilities. At Juffali, we are excited about the role we will play in this new stage of development for our nation. Since our inception, we've shared the same goal of helping to create a vibrant society in which all citizens can fulfill their dreams, hopes and ambitions to succeed in a thriving economy.

As one of the most diversified companies in the Middle East, we will continue with our tradition of being the partner that helps top brands, emerging businesses and Saudi Arabia advance into the future. At the same

time, we will continue to invest in our profitable portfolio of companies and their operations to ensure healthy growth. We will also look to see how we can help best position these companies and ourselves in the various sectors within this dynamic new landscape.

Additionally, we will continue serving the country in the training and development of Saudi youth through both the Juffali Training Center and our initiatives with Saudi universities. We will support the Kingdom's youth to develop skills and create employment opportunities for the future.

What's next

# Our vision for the future

## Market insights

Throughout our history, at Juffali we have always kept a close watch on the trends that will drive the future and what the market needs next. Today's megatrends are driving rapid change in the world. This is creating significant challenges but also incredible opportunities – something that we at Juffali have embraced since the beginning. How we approach these challenges defines our way forward in whatever we do.

## Globalization

In the last two decades, exported goods have tripled in scale. This trend will continue, and it offers great potential for Saudi Arabia, given the country's geographic location. Consider a mega project like NEOM, located along the Red Sea, where %10 of the world's trade volume already passes. Another example is the National Industrial Development and Logistics Program (NIDLP), which aims to transform Saudi Arabia into an industrial powerhouse and a global leader in logistical services.

## Urbanization

By %68, 2050 of the world population will live in cities. Today, it stands at %55. Around %83 of Saudi Arabia's citizens and residents live in cities. Smart, connected infrastructure for energy, water, transport and healthcare can make cities more competitive, livable and sustainable, which is what the Kingdom is pursuing under Vision 2030.

## Climate change

Mitigating climate change is a global priority. Saudi Arabia, in addition to being a signatory to the 2015 Paris Agreement, is prioritizing renewables as part of its energy mix under the Saudi Vision 2030.

## Digitalization

Today, 30 billion devices are connected and will reach 75 billion by 2025. Saudi Arabia's Vision 2030 sets a clear goal for the country – to lead the digital economy. The Kingdom of Saudi Arabia is well positioned to achieve the next level of competitiveness through digitalization and automation.

## Demographic change

Children and young people currently account for nearly half of MENA's population. Simultaneously, people are living longer and having fewer children. As this generation ages, the first half of the 21st century will see an exponential growth in employable adults. The Human Capital Development Program differentiates the Kingdom, educating and training all ages to upskill future talent.



Jeddah Economic City;  
render courtesy of Dar Al-Handasa



New opportunities

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## Juffali is well placed to achieve the objectives set out for Vision 2030.

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With the above market insights in mind, more and more of our focus is and will be on new technologies and new energy sources – both for our existing partners and in new sectors such as finance, innovation, entertainment, travel and leisure sectors.

As well, with decades of successfully running international partnerships in the region, Juffali is poised to bring our local expertise and global know-how to the table as we enter this new era. Having played an instrumental role in the development of Saudi Arabia's infrastructure, as well as helping to transform the desert into a modern, prosperous urban economy, Juffali is well placed to achieve the objectives set out for Vision 2030.

In a world where solutions can be hosted on the cloud to enable smart cities and appliances, where new renewable energies like hydrogen might power the trucks of tomorrow, where the Internet of Things and artificial intelligence are driving technology to places previously unimagined, and where connectivity will be part of everything we do, our ambition is and always will be to nourish new opportunities for the advancement of our business and our nation.

Together, we look forward to a prosperous future for our people, our partners and the nation – in one of the world's most dynamic markets.

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Juffali

