

Mohamad El Chbeir (General Manager – SIMCO)

We are leaders in the Saudi market due to our long term experience & exceptionally qualified service

Saudi Industrial Machinery Co. (SIMCO) has served the manufacturing community since 2003 and has rapidly emerged as the major supplier of industrial machinery in Saudi Arabia. It fulfils the all-inclusive demands of customers by offering the widest range of solutions for the processing of aluminum, wood, steel, glass and stone used in building industry. Throughout the years, with its exceptionally qualified sales and after sales service staff and their excellent machine knowledge and experience, SIMCO distinguished itself for the excellent standard of service quality rendered to its customers and thus maintained and reinforced its leading position in the Saudi market and established itself as a synonym for integrity. Mohamad El Chbeir, General Manager of SIMCO was among the prominent people who participated in Saudi Projects 2024 along with several of his colleagues. On the sidelines of the event, Al Bayan Magazine met Mr. El Chbeir and conducted the following interview.



■ ■ ■ *We are keen to deal with reputable suppliers* ■ ■ ■

• **Can you give us an idea about your company?**

- Founded in 2003, Saudi Industrial Machinery Co. Ltd (SIMCO) is a leading trading company in the sector of industrial machinery offering the widest range of solutions for the processing of steel, aluminum, wood, glass and stone used in different industrial segments. In 2014, SIMCO was acquired by Al-Fozan Group which helped in spreading the company in the Kingdom faster and wider taking advantage of the experience and the spreading of the group in this industry. SIMCO serves the manufacturing community in Saudi Arabia through its three branches in Jeddah, Riyadh & Dammam, noting that our business is focused on the local market only, as it represents about 60% of the total Gulf market, given our sector's reliance on maintenance and after-sales services. Throughout the years, SIMCO has developed an experience that has enabled it to be a leader in the market, because of the excellence of the products and the industrial solutions it offers, in addition to the exceptionally qualified sales and after sales service staff.

contracts with the most important and famous brands with international specifications, so the brands we represent are considered pioneers in their field. We also have huge warehouses where the equipment is placed, after which the work team carries out the installation process inside the factories and provides the necessary training on how to use the equipment. In addition, we provide after-sales services to our customers.

“The company has deep experience in the Kingdom’s market”

• **No doubt that a lot of foreign companies are rushing to enter the Saudi market to tap the tremendous opportunities being created as the country undergoes massive development works. Does this represent an incentive or a threat to local companies?**

- After the boom witnessed by the Kingdom of Saudi Arabia and the huge investments in multiple sectors, the intensity of competition has increased at a rapid pace. However, SIMCO has deep experience in the Kingdom's market spanning to 20 years, through which we were able to strengthen our position in our field of work and serve a wide segment of customers. The company

“We import all equipment from the Italian market”

• **From where do you import equipment?**

- We import all equipment from the Italian market through our



also excelled in the quality of service provided, which reflects the needs of our customers, in addition to the fact that the company represents a leading brand in the market, and we are affiliated with Al-Fozan Group, which in turn is a distinguished brand in the world of real estate investment and development.

“Our goal is to contribute to the urban renaissance that the country is witnessing”

- **Do you have the intention to expand into new markets?**
- Our business will currently focus on the Saudi market and contribute to the urban renaissance that the country is witnessing.

“The concept of sustainability is very important”

- **To what extent do you apply the concept of sustainability within your work?**
- The concept of sustainability is more related to the materials used in the industrial machines that we provide to various companies and organizations. But without a doubt, the concept of sustainability has become very important in our current era, with the aim of preserving the environment and supporting economic and social development. It also represents one of the basic pillars of Saudi Vision 2030, as the Kingdom seeks to reach zero emissions by 2060, in addition to building a strong economy, enhancing the business environment and improving life for citizens, by relying on diversified production, increasing competitiveness, supporting the principle of transparency, improving business operations, and developing the digital economy.

“Retaining customers and gaining their loyalty”

- **To what extent do your machines keep pace with technological developments?**
- There are fixed machines that do not undergo any modification, no matter how much technology develops. On the other hand, there are other machines that have been modified and developed over the years, in line with the changes taking place and in line with the needs and requirements of users who are always looking for the best. As a company, we are keen to deal with suppliers who provide excellent quality and have a good reputation to ensure retaining our customers and gaining their loyalty and trust in the long term, noting that we import machines for the aluminum industry from Italy, while machines for the steel industry are imported from China.

