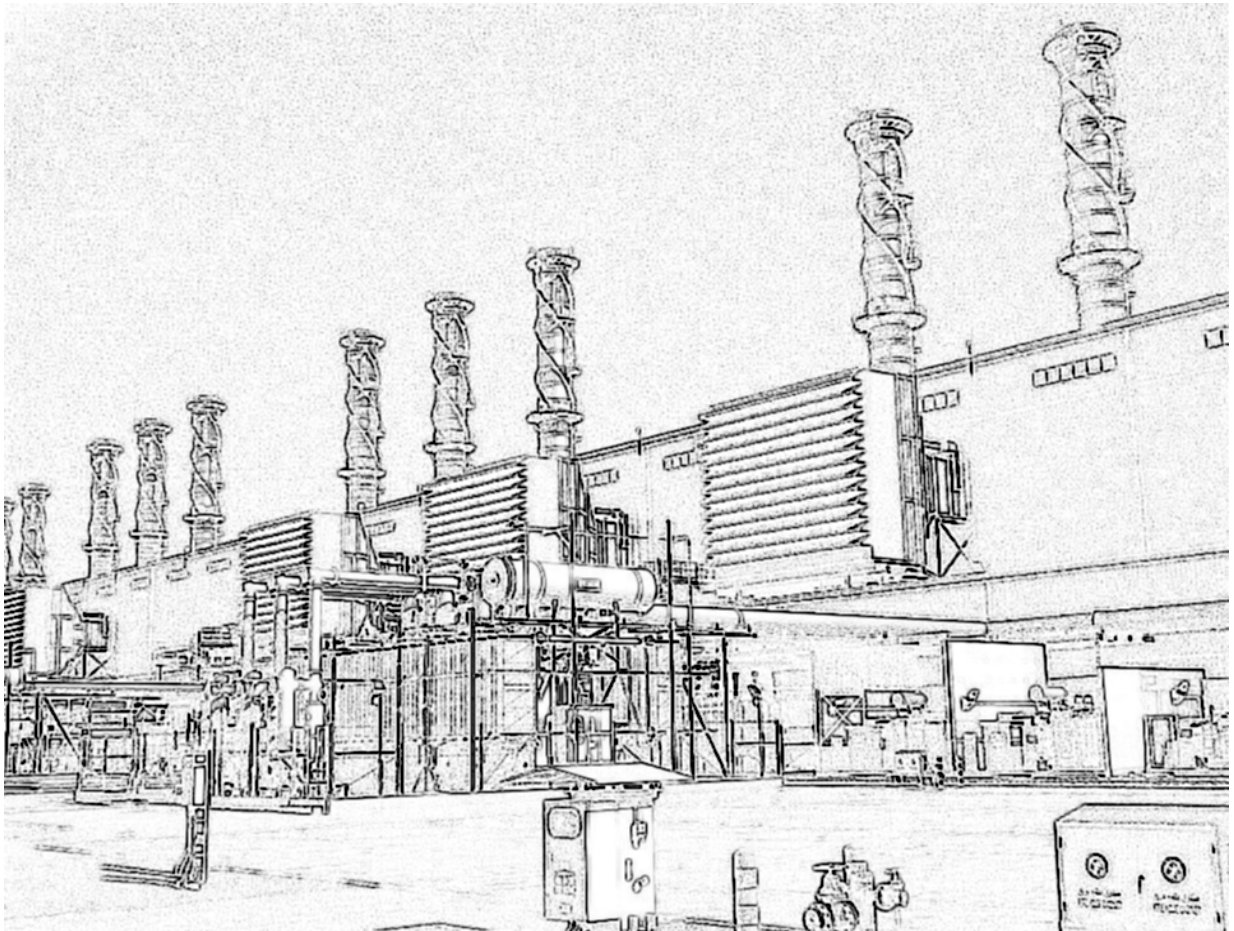


Company Profile



شركة الحلول الذهبية المتكاملة للتجارة
Integrated Golden Solutions Company
Helping you on the road to excellence...



Executive Summary

IGS is a young developing company operating in the field of Engineering within Saudi Arabia and the Middle East. It recently adopted its business strategy to expand agency / representation of Engineering Equipment Manufacturers in the region. It is a local company formed under the laws of Saudi Arabia and complies with all the local "Saudization" employment and company ownership requirements. It is strategically well placed in the centre of growth in the Middle East with links to all the major companies in the area. IGS also has an associate company Ingwe based in Dubai Free Zone that enables low cost operation in the Middle East Region. IGS has the business leadership skills, drive and energy to provide products and services within the region

IGS Company Background

IGS is a Saudi owned company complying with all the governmental requirements thus having all the local preferential business rights.

The company is headed by two local Saudi Business men and an experienced Electrical Engineer / businessman from South Africa. They are:

- Khalid Hilali, a Chemical Engineer by profession and experienced Saudi businessman with MBA ,
- Eid Al Anazi, a Electrical Engineer by profession and experienced in management and well connected in the petro-chemical and power generation industry with an MBA and
- Gert Coetzee, an electrical expert Engineer with many years of experience in the power generation electrical engineering. He also has experience in running his own business in South Africa.

IGS has an associate company called Ingwe Technologies that are based in the free zone area of the United Arab Emirates in Dubai. IGS first development phase was to implement high skilled engineering skilled services within the engineering industry. IGS today has become known for its excellent expert engineering services it provided to mostly the power generation industry in Saudi Arabia as well as to other GCC countries.

IGS recently adapted its business strategy to enter into the next phase of development. This is to develop marketing and sales of high quality products that will match our current quality services we provide to our customers. IGS is thus currently seeking manufacturing companies that they can represent in the region. We have prepared our business structures to accommodate this change in Saudi as well as Ingwe in Dubai.

Company Vision

IGS is to be seen as a preferable partner by the customers looking for reliable supplier of engineering equipment and services with the best customer service and technical support through the whole Middle East.

Mission

To enhance market share, identify new business opportunities, and stay ahead of competition by: Providing quality products and services based on market demand. Expanding product, service and business lines through strategic partnerships with world-renowned suppliers. Build and maintain a team of competent leaders and performance-orientated employees. Attain corporate leadership in the region by applying state-of-the-art technology and exercising effective management practices.

Governance and Ethics

IGS subscribes to ethical values that foster integrity, respect, honesty and openness. The ethos of the group includes personal accountability and individual empowerment. Management endorses the principles of fairness, responsibility, and transparency.

- Act in good faith, with integrity and honesty
- Abide by all applicable laws and regulations
- Foster an environment in which people are encouraged to be open
- Respect one another and act in a non-discriminatory manner
- Protect the environment and our natural resources

IGS Competitor Advantage

IGS's advantage over competitors and reason for success are:

- Local Saudi Company – local Saudi Company benefits
- Minimized tax burdens
- Experienced in Saudi business matters such as importing products into Saudi Arabia and handling of complex customs issues, labour and obtaining workers permits and visitors VISAs, contacts and know the procurement systems in large industries such as Aramco, Sabic, SRC, SEC, and IPPS.
- Strong high level technical expertise supported by low cost qualified work force. Reduction in labour & engineering costs.
- Influence and links into the large role player market
- Set on quality and sound service support.
- Competitors large, clumsy, poor service, slow service, lacking local skills, overheads and very expensive.
- In a rapid growing market with extensive opportunities.
- We have no other manufacturer representation, commitment of ties or any trade limitations.
- Strategically well positioned in the centre of the Middle East growth (Saudi Eastern Region) yet flexible to operate from Dubai Free Zone.
- Structures in place to minimize tax and other costs when operating in Saudi as well as outside.

The Market and Marketing Strategy

The markets within Saudi Arabia are mostly the major companies such as Aramco, SEC, SWCC, Sabic, STC, Royal Commission and Marafiq. Most of them are based in the City of Jubail. The markets that IGS will initially intend to target are:

- Tripling up of Jubail Industry –Aramco, Sabic, SWCC, SEC, Royal Commission and Marafiq.
- Ageing plant – particularly Aramco, SEC and SABIC
- New industries establishing themselves here such as Aluminium smelters, oil refineries, steel companies and pipe extrusion plants
- Above companies demand and appreciate quality products and sound service and not so price cut driven.
- Supply product into centralized large company markets.

This we would follow with the other large industries in the GCC Countries. Our marketing strategy would typically be to:

- Register products and services with the large role player listed above.
- Exhibit at key conferences such as Wepower, promote and increase awareness of our products in KSA
- Dedicated regular one day marketing / training seminars.
- Marketing road shows with experts to key large customers such as Aramco, Sabic, SWCC, STC, GdF Suez.
- Advertise in local magazines and technical journals.

Our Customer base and Location

IGS operates internationally and has positioned itself in the centre of the high growth points of the power plant industry with offices in Jubail City, KSA and Dubai.

Jubail City has developed to the largest industrial city over the last 6 years to being one of the biggest of its kind in the world and it is planning even larger expansions. These will be developed over two further phases namely Phase 2, 3 and 4 to be completed 2012, 2018 and 2022 respectively.

Our objective is position ourselves to expand our services meeting the future growth demand from the new facilities, maintaining and expanding our services to the existing facilities, and expanding in the Kingdom whilst maintaining our current international customer base.

We value our sound relationship that we have developed with the major industrial role players in and plan to develop with them into the future.

Jubail Industrial City

Stretching over 30 kilo meters along the Arabian Gulf just north of the town of old Jubail, the project site is vast and impressive, with an ultimate site development potential of 35,000 to over 75,000

hectares.



Jubail is located in the centre of Saudi Arabia major oil producing region, the largest of the Kingdom's new cities, and is a major cornerstone of the Kingdom's economic development program.

One of Saudi Arabia's prime long-term economic development policies is the development and promoting of its non-petroleum sectors. For the past twenty-five years key elements of those policies have emphasized establishing industries which however capitalized on the country's competitive advantage in petroleum based resources and minerals.

Within less than one generation, many of the basic goals of the Saudi government's Jubail program have been achieved and the resulting physical, social, environmental and economic development accomplishments are substantial and continuing. Major components of Jubail's industrial and infrastructure development program, therefore, have been initially completed, although expansions, enhancements and greater efforts at private sector investment are continuing

IGS Offices

Our offices are located in the Industrial Jubail and in Dubai, close to our customer head offices and facilities. This enables us maintain frequent contact with them such that we can provide a quick and efficient service close to our customer head offices and facilities. This enables us maintain frequent contact with them such that we can provide a quick and efficient service.

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