

Our Vision.



To be the preferred local partner for supplying and servicing power transformers in the Middle Eastern region.

Our Mission.

We will realize our Vision by:

- Perusing growth and business opportunities in the Middle Eastern market for power transformers, to optimize our market share and to maximize the return on investment while committing to Corporate Social Responsibility.
- Optimizing resources to satisfy our clients' requirements by providing high quality products and services while implementing safe, healthy and environment friendly ways of working.
- Aiming at state-of-the-art product through continuous technology transfer from our licensor.
- Developing our human capital by providing them with dedicated training and sustainable growth and career opportunities.
- Attracting qualified Saudi nationals at the different levels within the organization.