

Bahra Cables Company, with headquarters located in the industrial city of Bahra, is fast becoming one of the leading companies operating in the Kingdom of Saudi Arabia rapidly building a fine reputation for its quality wiring and cabling manufactured products.

The company which started from humble beginnings since its inception in 2008 has grown to become one of the largest independent maker and distributors of industrial Wires and Power Cable products including Cable accessories.

The quality products and services it offers have made the company known and recognized highly by all its customers for their exceptional quality assurance, outstanding products and excellence in customer service.

The main markets serviced by Bahra Cables Company are Saudi Arabia and the countries belonging to the Gulf Cooperating Council (GCC).

The company serves the needs of many industrial companies engaged in the field of real estate construction, electric utilities, transport, petro-chemical and marine industries, oil and gas, aero and shipbuilding industries, telecommunications, medical, automotive industries and supplies a wide selection from standard to Power Cables, Wire products and accessories to many distributors in the industrial sector domestically in Saudi Arabia and outside of the Kingdom.

The Cables produced by Bahra Cables Company are compliant to the standards maintained by both American standards (CSA, ANSI and ICEA) and European standards (IEC, BS, NF and VDE specifications).

### The Visionaries

Headed by a team of visionaries and movers, the management has taken a focused approach to managing the team members and associates working at Bahra Cables Company. With a lean vertical management structure designed to integrate with its highly developed IT-base structure, ideas and information flow freely between movers and shakers in this rapidly growing enterprise.

The healthy and continuous flow of information between all players helps facilitate timely and important results to any given situation. This strategy helped shaped the many quality products the company has developed over its young years of operation.

The same strategy has provided the impetus for the transformation of many team member's ideas becoming innovative solutions to the growing services that the company is giving to many happy customers. The same approach has allowed for the management and staff of Bahra Cables Company to operate differently and be distinguished from many of its industry competitors.

## Mission

To consistently deliver our commitment in providing excellence in all our Wire and Cable products to the local market and the world and continuously delight our customers with timely delivery of our products and services at all times.

## Vision

To become the leading Wire, Cable and Cable accessory manufacturing company in the Middle East that is constantly dedicated to delivering the best of high quality cabling products and services to all our customers.

## Bahra Cables Factory

True to its objective to serve the needs of many industrial firms all over Saudi Arabia and GCC, Bahra Cables Company created a specialized unit called Bahra Cables Factory. An important investment made by the owners to give in to the growing expansion stance taken by the company and made to primarily meet the increased demands in the production of Wires and Cables whilst allowing the company to also meet swift satisfy the growing distribution demands of their manufactured products.

## Area

The expansive Bahra Cables Factory was built spanning over 300,000 square meters of prime manufacturing land space in the city of Bahra, just 25km from Jeddah.

The built area comprising of offices and manufacturing plant is over 62,000 sqm. The factory extension which is currently under construction measures over 8,000 sqm. Furthermore, a sizeable area spanning more than 80,000 sqm area is allocated mainly for the materials and product storage.

The sprawling multi-purpose factory also houses the company's associate design offices, laboratories and huge storage area. Equipped with the latest in high technology machineries in the manufacture of solid and high quality Wires and Power Cables, the management considers this investment essential in ensuring top class quality Wires, Cables and Accessories are developed and distributed to the market.

## Product Scope

Our wide range of Wires, Cable products and Cable accessories includes:

- \* Flexible Wires and Cables up to 300 mm<sup>2</sup>
- \* Building Wires, THHN/THWN to UL 83, with conductor size starting form 16 AWG
- \* Building Wires to IEC 60227 and BS 6004 , from 1.5 mm<sup>2</sup> and above
- \* LV Power Cables with PVC and XLPE insulation to IEC 60502-1, BS 5476 and UL 1277
- \* MV Cables to IEC 60502-2 up to 18/30 (36) kV and to BS 6622 up to 19/33 (36) kV
- \* Bahra Cables Company will produce Cables with low emission of smoke and corrosive gases when affected by fire, for LV& MV Cables to BS 7211, BS 6724 and BS 7835
- \* HV Cables up to 69 kV to IEC 60840 , and to ANSI / ICEA S-108-720, with conductor sizes up to 1200 mm<sup>2</sup>.
- \* The future product scope will be extended to Extra High Voltage Cables up to 480 kV and conductor cross sections bigger than 2000 mm<sup>2</sup>

## High Tech Machineries and Processes

All production machineries installed by Bahra Cables Factory are sourced from top of the line Cables machinery suppliers. Beginning from start-up with Wire drawing lines to extrusion lines, from assembly machines up to the laboratories and the final test fields; all technical equipment is provided with the highest European Standards of electronic control and measuring devices ensures that rigid quality requirements are met with precision and high workmanship.

Each product thoroughly goes within the manufacturing process using the most modern decentralized control software at the lines (PLC) combined with an efficient central steering and a planning system focused on the demand of Cable manufacturers. Each machine and all production lines are prepared to gather data communication and data exchange bottom up and top down. In this manner, full traceability will be guaranteed from start of production until the end of the processing line. This intricate procedure allows our production workers and Engineers to determine the machines involved and the material used for each product.

## Logistics and Planning System

Bahra Cables Company undertakes a careful logistical system allowing all material inflow from incoming raw material up to outgoing Wires and Power Cables are planned and controlled by a complete logistic management software system.

The company is enhancing a classical ERP system completed by the most modern MES (Manufacturing Executive System) to uniquely focus on specific problem issues of Cables manufacturing with longitudinal products being winded up and winded off.

There is also a Planning System actively put in place at all level of the manufacturing and delivery process. A central database is created to permanently capture all master data's (such as material properties, dimensions, type, etc.) ensuring that each product is created to deliver proper functionality based on Cable design, planning of sales orders and planning of production orders.

## Data Communication

Overall during the manufacturing process of every products developed at Bahra Cables Company, the exchange of dates is important in several areas. Data are important for incoming inspection, and also important to determine raw materials, the status of production orders, determining finished goods until its shipping and delivery.

Departmental Divisions

Managing Director & General Manager

Sales and Marketing

Quality Assurance

Technical

Human Resources

Finance

Information Technology

Research and Development

Manufacturing

Quality Control

Maintenance

Purchasing

Stores and Shipments

## Quality First

Bahra Cables Company maintains a strict standard of Quality both in products and services. Their commitment to delivering high quality products is based on the establishment of strong technological base, continuing improvement, maintaining high quality standards whilst exceeding customer expectations.

## Research and Development

Understanding the needs of the market as well as technical expertise is an essential strategy at Bahra Cables Company in its continuous journey of product improvement.

## Customer Service

Customers of Bahra Cables Company will find our sales teams truly committed to delivering services to their utmost satisfaction. Our sales officers are experts and highly experienced in handling any queries, cost estimates or orders about Wires, Cables and Cable accessories. Whether your placed order requires customized designs and specification, Bahra Cables Company is confident it can deliver orders with quick turnaround and prompt deliveries.

## Quality Management System

Totally committed to manufacturing and delivering top class Wires and Cables; Bahra Cables Company have been awarded the ISO 9001:2008, ISO14001:2004 and OHSAS 18001:2007 certification for its Quality Management System. Following a unique business model and world class systematized manufacturing technique has allowed Bahra Cables Company to produce high quality Wire and Cable products made in high quality design and precision.

Bahra Cables Company utilizes the cutting edge European Technology in the manufacturing process of all products. Following a quality assurance standards process, the company adheres to strict implementation using core technologies in the production processes, including material applications and logistic procedures as provided and supervised by skilled and expert Engineer Consultants from Germany.

## Marketing Policy

To continuously differentiate itself from other Cable manufacturer players in Saudi Arabia, Bahra Cables Company considers our customers satisfaction at heart at all times. It is our desire to consistently delight them by being able to offer them high quality standard product that are also cost efficient.

With a diverse market of users, Bahra Cables Company's vision is to be able to offer its market a wide choice of Wire and Cable products range made of the highest quality.

Our objective of putting our customer's satisfaction first means Bahra Cables Company will continually improve its services, expand its product range and will further invest in its manpower, their training skills, equipment upgrade, enhance methodology processes and undertake modern system installations.

We shall do this with regular consultation with our customers, knowing their requirements and meeting the required international standards. We will continue to assess the market demands, improve our systems and methodologies, and will continue to identify and establish marketing and distribution channels locally and internationally.

## Development of Human Resources

Bahra Cables Company seriously takes its role in helping the government provide ample employment opportunities for the Saudi locals. This is made possible with the human resource approaches taken by the company. In an effort to contribute strongly in attracting Saudi nationals to work in all functions possible within the company, the management is continuously developing the local talents in the Saudi marketplace.

The company considers mentoring and training as some of the best motivating factors in making the local and expatriate work force become efficient in their work roles. With these the management takes on an ambitious human resource development and training programmes to serve its growing customers and eventually transform Bahra Cables Company become one of the most preferred company to work for in KSA.

## Exports

Whilst continuously serving the needs of the local market, Bahra Cables Company is embarking on an important mission to extend its reach not only to countries belonging to the Gulf Cooperating Countries (GCC) but also to the rest of the world. With a strong infrastructure and solid business model, Bahra Cables Company is able to establish itself as a regional supplier and is rapidly extending its network overseas with strong interest in areas outside of KSA.

With expert guidance from foreign consultants and trainers, the company is able to execute a competitive and successful exporting policy of its products. A rigorous market research covering local and international fronts, surveys, geographical issues, demand, trends, price competition, supply channel and customer needs helped the company to slowly penetrate the overseas market starting off with areas outside of KSA.

## Economic Development

The Kingdom of Saudi Arabia has witnessed a dramatic shift with economic changes due to its free trade policy, and this change has brought so much development to the country. The policy of free trade movement of goods, trade, capital and services and these helped enhance investments from public and private sectors furthering their development. All these helped raise the rate of development.

This sustained economic development motivated investors in Bahra Cables Company where the company was created out of a need to fulfill a growing market demand. The company envisioned was a world class facility that would provide customers with a wider choice while it commits itself to being the best in the eyes of its customers. Since its inception, Bahra Cables Company is a contributor to the economic progress of the region while supporting the national economy of KSA.

Onward to the future, Bahra Cables Company will strive to consistently play a catalyst role for the continued economic development of the country where it operates and to locations it serves.