Saudi GE:

A Commitment to the Nation
The Kingdom of Saudi Arabia has outlined a comprehensive strategy for overall growth and development through its Vision 2020. The Vision outlines the emergence of Saudi Arabia as "a diversified and prosperous economy that guarantees the existence of rewarding job opportunities and higher levels of economic welfare for Saudi citizens, and a provision of education and healthcare for the population to equip the labor force with adequate skills."

Among the cornerstones of Saudi Vision 2020 are a focus on economic diversification, the development of human resources, and the important role that the private sector can play in the achievement of these goals. Manufacturing will serve as a strategic engine for deploying new technologies and promoting innovation, which is essential for the success of the Kingdom in today's global economy. The development of human resources will be led by raising the standards of technical, vocational and scientific education in the Kingdom, enhancing managerial competence and developing a national innovation system.

GE is committed to supporting the development of the manufacturing sector, creating jobs for young Saudis and strengthening a culture of innovation that will form the backbone of a knowledge-based economy.
Welcome to Saudi GE.

As a Saudi national and a 15-year GE veteran, it gives me great personal pride as I read the concise history of GE in Saudi Arabia outlined in the following pages.

GE established its footprint in the Kingdom in the 1940s through the shipment of gas turbines for power generation. Today, nearly 50 percent of the total electricity distributed in the Kingdom is powered by GE technology.

The numbers are equally impressive across other sectors that have a direct influence on the lives of the people of Saudi Arabia. GE is associated with the distribution of some 180 million liters of clean water in the Kingdom, while our technologies are deployed in 90 percent of the hospitals. GE has the largest country operation in the Middle East in Saudi Arabia, employing more than 1,000 professionals. We have invested multi-billion SAR in localization and manufacturing across energy, healthcare, oil & gas, water and aviation.

While GE brings the advantage of advanced technologies, I believe that the opportunity for the Company to partner in the Kingdoms’ growth owes to the farsighted vision and leadership of the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud.

Focused on promoting partnerships that enhance the socio-economic welfare of the Saudis, this leadership has created an ideal platform for growth, which is reiterated in the Saudi Vision 2020.

Vision 2020 emphasizes on strengthening the Kingdom’s manufacturing sector, diversifying the economy and driving innovation by leveraging the skills of its young talent.

GE is complementing it through our investments that promote localized manufacturing, exports, job creation and human capital development.

Our approach to Saudi Arabia rests on the pillars of partnership, knowledge sharing, localization and building the skills of young Saudi professionals.

We have been privileged to be associated with true visionaries and thought leaders as partners, and we continue to learn from their experience and expertise.

In our journey forward, we will draw on our experience of nearly 80 years in the Kingdom as well as commit to a clear roadmap that meets the development goals outlined by the Saudi Vision. In doing so, we are continuing GE’s illustrious track-record in the Kingdom without losing sight of the fundamental needs of the country and its people.

Hisham Albahkali
President and CEO
GE Saudi Arabia & Bahrain
The active participation of GE in the infrastructure growth of the Kingdom has its roots in the late 1930s, when GE’s former Gas Turbine Division established its first operations in Saudi Arabia.

Even before the tectonic shifts in growth that oil discovery would bring to the Kingdom, GE was a recognized brand in many homes in Saudi through its appliances. According to GE archives, the first GE gas turbine to be shipped to Saudi Arabia was the 5000 HP MS 3002 unit. In the 1940s, this unit was the top-in-class of GE’s gas turbine technology, developed for industrial power applications.

Also in the 40s, GE formed one of its first long-term strategic partnerships in Saudi Arabia with E. A. Juffali & Brothers, to supply electricity in Makkah. Into the 1950s, GE continued to establish vital partnerships in the Kingdom, and made a solid commitment to the country’s infrastructure development and power demands.

The Force of History

This is a story of how GE, a company with an illustrious legacy of nearly 130 years, established and nurtured its relationships with Saudi Arabia some eight decades ago, and continues to leave an indelible mark, touching the lives of people through the power of innovation.
Following the entrance of GE’s gas turbines into commercial service, the Company’s credentials as a technology partner were cemented, and GE was called upon to assist in meeting the country’s growing electricity needs.

In March 1966, GE provided power from portable plants to meet the requirements of the pilgrims to the Holy City of Makkah. Working against a three month deadline, GE installed equipment at the Saudi National Company Ltd for Electric Power in Jeddah, providing light and air-conditioning for thousands of pilgrims.

In December 1967, GE’s expertise was called upon once again - this time, for its communication equipment. Arabian American Oil Company (Saudi Aramco today), was extending its oil field operations, and one of the tools that Aramco applied was a system of radio and telephone communications that connects different operational divisions from oil exploration to drilling, production and pipeline transmission of crude oil. To facilitate the operations, Aramco installed a GE Very High Frequency (VHF) communications network comprising 330 and 80 watt MASTR (a trademark of GE) Progress Line base stations, 80 watt pole mount stations, two-way mobile radios mounted in vehicles, and portable and personal radios.

The 1960s also witnessed the formation of several key partnerships, including an important relationship with Al Khobar based Ali Tamimi. The company has been GE’s representative since 1966, covering the whole of East Coast for non-consumer GE products.
A defining moment in the history of GE’s operations in the Kingdom was the inauguration of Middle East Engineering Ltd, Saudi Arabia (MEELSA) in 1976.

The 1970s witnessed one of the most important eras of growth for GE in the Kingdom of Saudi Arabia. GE’s credentials as a trouble-shooter and true partner were demonstrated in December 1971, when GE’s International Sales Division received two orders to urgently supply gas turbines to avert a power crisis in the Kingdom, expected to hit the capital city in the spring of 1972. Riyadh Electric Company & Suburbs turned to GE for a turnkey installation of a 15,000kW gas turbine plant, which was delivered and installed in less than seven months to avert the crisis.

The year 1976 also saw a defining moment in the history of GE’s operations in the Kingdom with the inauguration of Middle East Engineering Ltd, Saudi Arabia (MEELSA), a joint venture with Ali Tamimi for the repair of several kinds of motors and E-class turbines. Now, some 35 years later, GE has scaled up its repair capabilities with the GE Energy Manufacturing Technology Center in Dammam with the same partner.

Throughout the decade, GE worked with numerous other entities in the Kingdom, including Saudi Consolidated Electric; Saudi Water Conversion Corporation; Dhahran Electric & Power Company; and Riyadh Electric & Suburbs, winning repeat orders. Saudi National Company Ltd. for Electric Power turned to GE to meet its growing demand for power in Jeddah. The major expansion would eventually account for more than one-half of its existing capacity. GE also expanded its partnerships with Karim Al Qurashi, representing the Company for military aircraft engines. By 1979, 161 GE-designed turbines were shipped or on order to Saudi Arabia, logging in excess of 3 million field hours. Additionally, GE’s expertise in communications was called upon through an order for radio equipment for use by the General Civil Defence Administration.
GE trained technicians from Saudi Arabia’s water conversion plants in Riyadh and Jeddah at its learning facilities in Schenectady, New York, empowering them to assume important technical responsibilities.

Over the 1980s and 1990s, some 35 GE businesses were involved in the Kingdom, and distributor or representative agreements were signed with 14 local business groups. Among these partnerships were Shaker Electro Mechanical Service Corporation Ltd with Sheikh Ghassan Shaker; and Jamjoom Electrical Distribution Assemblies Company (JEDAC) with Sheikh Abdulgafar Jamjoom. The two decades marked GE’s fast-paced entrance into diverse sectors such as healthcare, aviation and water, among others.

GE’s joint venture partner Sadelmi-Shaker-Tamimi (SST) was involved in the installation of electrical distribution equipment, a cable network and a chilled water system for Jeddah International Airport. SST also installed 16 GE gas turbines generating 50MW to Riyadh Power Station, a site with the largest concentration of gas turbines in the world at the time.

In the area of healthcare, GE created a joint venture, Saudi American General Electrical Company (SAMGE), with five Saudi partners. The company provided high-end computer tomography (CT) scanner systems to leading hospitals in the Kingdom including the King Faisal Specialist Hospital in Riyadh, Jeddah Neuropsychiatric Hospital and Dr. Suleiman Fakheh Hospital. SAMGE also offered a wide array of training courses, from basic skills training to advanced technical and management development.

In 1982 over 20 GE businesses and its Research & Development Center participated in the Science & Technology Exhibition (SATEX), a four-day exhibition featuring the latest technologies in power generation, aerospace, data processing, electronics and medical systems. It was the largest showcase of GE technologies outside of the United States (US) at the time, and included the display of GETRO, GE’s travelling robot, which was programmed to greet and exchange banter. In the 80s and 90s GE made considerable strides in Saudization. GE initiatives included training of Saudi personnel for specific projects such as the King Faisal

Hospitals, the Jeddah Oil Refinery and Dhahran Airport, and for major customers such as Riyadh Electric Company, Saudi Aramco and Saudi Consolidated Electric Company, among others. GE also trained technicians from Saudi Arabia’s water conversion plants in Riyadh and Jeddah at its learning facilities in Schenectady, New York, empowering them to assume important technical responsibilities.

At the university level, GE joined hands with King Saud University to sponsor the Edison Lecture Series, a program involving several university speaking engagements. One of the notable speakers in the series was Dr. Ivar Giaever, the Nobel Prize winning bio-physicist on the staff of the GE Research & Development Center.
Nearly 80 years ago, GE started its journey in the Kingdom of Saudi Arabia. Today, we are proud to be part of the fabric of a nation, partnering to bring healthcare, clean water, electricity and transportation to the Saudi people. GE has made a multi-billion SAR investment in localization and manufacturing projects across these sectors, addressing local needs. We will continue to build on our investments in the Kingdom, supporting manufacturing, industry, and home-grown innovation.

Within our own workforce, we will educate and hire young Saudi talent. By focusing on capacity building and human capital development, we are committing our resources to training young Saudi talent, and creating a talent pipeline of future business leaders and technologists.

We partner with the government and the best in business, promoting public-private partnerships. We will continue to build and strengthen key strategic partnerships with government and customers.

The Kingdom challenges us to push our frontiers. And we will deliver tangible results. This is our commitment to Saudi Arabia and the Saudi people.

We are ‘Saudi GE’
- We are proud to serve as the trusted partner in the Kingdom’s ambitious development plans.
- We will continue to commit our resources to enhance the competitiveness of the Saudi economy.
- We will further dedicate our energy towards localization and talent pool development.
- We will continue to invest in the Kingdom across diverse sectors with a focus on innovation.
GE has made significant investments designed to drive local manufacturing capabilities and further the expansion of the Saudi technical talent pool capable of addressing the challenges in the energy sector.

Responding to the Kingdom’s growing energy demands, growing efficiency drive and need to empower local talents, GE continues to deliver tailored energy solutions and expand its energy presence and commitment to the Kingdom of Saudi Arabia.

Understanding the fundamental role that electricity and water play in economic development, GE has been supporting the Kingdom’s power and water needs for many decades. Today, more than 500 GE turbines generate over 50 percent of Saudi’s electricity, and we deliver 150 million liters of clean water to the most remote corners of the country. GE power generation technology is installed in nearly 40 Saudi Electricity Company (SEC) sites. From delivering the first turbine to Saudi’s first refinery, there are more than 110 GE turbines and nearly 100 GE centrifugal compressors supporting the Kingdom’s oil & gas sector today.

Key projects include the expansion of Saudi Aramco’s Shaybah gas-oil processing facilities. An integrated GE technology solution comprising of generators, compressors, motors and services will support the expansion project that is expected to enable Saudi Aramco enhance its oil recovery efforts and spur further economic growth in the Kingdom.

GE is rolling out an advanced program created to support Saudi Arabia meet its growing energy needs, and by focusing on enhancing the conversion of heavy fuel oil used in power generation. The new technology by GE is designed to support the Kingdom to achieve its energy efficiency goal.

As a key growth partner in the development of Saudi Arabia’s energy sector, GE has made significant investments designed to drive local manufacturing capabilities and further the expansion of the Saudi technical talent pool capable of addressing the challenges in the energy sector.

A flagship energy investment in the Kingdom, the SAR 1 billion Dammam-based Manufacturing Technology Center celebrated its first year of operations in June 2012 with key milestones in the delivery of service technology to Saudi and global customers, enabling enhanced operational efficiencies along the entire energy value chain. These achievements complement the Kingdom’s Vision 2020 goals of promoting localization and empowering national talent towards a knowledge-based economy.
CURING
In the Kingdom of Saudi Arabia, GE Healthcare works closely with key government and private partners including the Ministry of Health (MOH) to bring about transformational change in healthcare delivery by providing advanced technologies, training and performance solutions to help our customers deliver better quality of care.

Today, more than 20,000 GE Healthcare technologies are deployed across the Kingdom’s hospitals. Moreover, GE has provided training to more than 3,000 healthcare professionals, including over 150 MOH Directors. In partnership with MOH, GE has also transformed operating rooms in 20 hospitals and seven emergency rooms across hospitals in the Kingdom through tools and methodologies aimed at enhancing business and management efficiencies.

GE has also invested in strategic service support centers in Riyadh, Jeddah and Dammam. These centers are strongly supported by experienced local service and technical support teams resulting in quicker customer response times, and thereby minimizing equipment downtime.

Among key partnerships in the Kingdom, GE Healthcare has established a joint venture with El Seif Development, called GE El Seif Healthcare. This joint venture brings GE Healthcare’s global diagnostic and imaging equipment, patient monitoring and data systems, and network storage software to Saudi Arabia. Other strategic alliances in the Kingdom include an ongoing partnership with Dr. Sulaiman Al Habib Medical Group.

Today, more than 20,000 GE Healthcare technologies are deployed across the Kingdom’s hospitals providing patients with the best possible care.
GE has played a key role in the growth of the aviation industry in the Kingdom of Saudi Arabia. An airplane equipped with GE technology takes off every 10 minutes in the Kingdom, moving more than 42,500 people every day. More than 1,000 GE jet engines are serving the Saudi aviation industry in both commercial and military segments.

Building on a two-decade partnership, GE and Saudi Arabian Airlines, the national carrier of Saudi Arabia, signed an exclusive 10-year material agreement in 2009 to cover its fleet of CFM56-5B engines powering its Airbus A320 fleet. With this agreement, Saudi Arabian Airlines exclusively uses genuine CFM parts in the maintenance and overhaul of this fleet.

GE is also supporting Saudi Arabian Airline’s state-of-the-art facility at King Abdul Aziz Airport in Jeddah, in addition to the airline’s plan to launch overhaul services on the GE90, CF6 and CF34 engines.

The Company’s joint venture with Snecma called CFM International also supplies CFM56-5B engines to National Air Services, a Saudi Arabian airline. The agreement with the airline includes service and support, highlighting the long-term relationship that GE has forged with its aviation partners in the Kingdom.

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One of the central goals of Saudi Vision 2020 is to promote Saudi talent development and to create jobs for its skilled young nationals. GE is supporting the Kingdom’s vision through its commitment to empowering the national workforce through training, knowledge transfer and building research capabilities.

Today we have 1,000 employees serving the country. By 2015, the Company plans to increase its workforce to 2,000 employees, and build a strong talent pipeline through its corporate Saudi leadership programs.

Over the years, GE has trained thousands of Saudi professionals in the healthcare, energy and aviation sectors. In the energy sector, the training center established at the GE Manufacturing Technology Center (GEMTEC) in Dammam offers the latest technology and managerial courses to technical talent. In partnership with the Technical and Vocational Training Corporation, the Company also developed the GE Joint Technical Program, which trains 150 select Saudi technical graduates at GEMTEC every year.

GE is proud to have developed Saudi talent for nearly 80 years. We have 1,000 employees serving the country today, and aim to double this number by 2015.

To support knowledge transfer in healthcare, GE is establishing a new Healthcare Learning and Simulation Center which will promote research and development, as well as provide clinical, technical and leadership training to strengthen the capabilities of Saudi healthcare professionals.

The Company’s Graduate Management Program offers educational and work experience to young Saudi graduates by providing them with first-hand experience working at GE. This year-long post-graduate training initiative in engineering, finance and business helps build a talent pipeline of future leaders.

Through partnerships with academic institutions, GE provides annual scholarships of over SAR 22 million that benefit 60 Saudi university students each year. The Company has extended educational scholarships to 30 students of the King Fahd University of Petroleum & Minerals (KFUPM), and will provide 30 additional scholarships exclusively to female students from various universities in the Kingdom.

GE has also developed several successful co-op programs with leading Saudi institutions such as the King Abdullah University of Science & Technology. To foster knowledge transfer and build research capabilities, GE has also partnered with KFUPM to establish a Fuel Research Center to promote alternative fuels and collaborative research.

Underscoring GE’s commitment to providing solutions and incubating local innovation, the Company is launching an Innovation Center in Dhahran Techno Valley. The Center will connect customers, academic institutions and industry groups to foster the co-creation of solutions addressing the Kingdom’s pressing needs, from cleaner energy to sustainable and affordable healthcare, to infrastructure technologies.
Healthymagination is GE’s commitment to creating better health for more people at a lower cost. GE is reaching Saudis through innovation and strategic partnerships focused on identifying the biggest challenges facing healthcare consumers and providers.

Around the world, more than 1.4 billion adults, aged 20 and older, are overweight or obese, and at least 2.8 million of them die each year as a result of their weight. In the Kingdom of Saudi Arabia, more than two-thirds of men and women 25-64 years old are overweight or obese.

To address the Kingdom’s increasing incidence of lifestyle diseases, GE launched a public engagement program raising consumer awareness on the importance of healthy living. The program uses digital and social media platforms, to effectively educate consumers on how to make healthier lifestyle choices, whether it’s changing eating habits or incorporating some elements of exercise into their day-to-day lifestyle.

Building on this success, GE partnered with the Ministry of Health (MOH) to fight breast cancer, one of the most prevalent diseases in the Kingdom. Since Saudi women do not get screened early or frequently, nearly 70 percent of those diagnosed are already at an advanced stage by the time they visit a doctor, leading to a lower survival rate.

With the vision to reduce the mortality rate and stress caused by breast cancer, GE and MOH launched an awareness program targeting Saudi women with a focus on early detection. The program aims to give 10,000 Saudi women scans and care. GE has supported the program by training MOH staff, setting-up an appointment call center, structuring screening and care pathways, supplying screening equipment, and launching a dedicated website focused on the disease and the importance of early detection.

Ecomagination is a GE business initiative launched in 2005 to address critical challenges, including the need for cleaner and more-efficient sources of energy, reduced emissions and abundant sources of clean water. Since then, GE has been using its unique energy, technology, manufacturing and infrastructure capabilities to develop solutions to meet customer demands for more energy-efficient products and solutions.

The ecomagination portfolio includes more than 140 products and solutions, spanning from powerful and efficient jet engines, to WattStations for charging electric vehicles, thin film solar panels, and clever home energy use monitoring technology.
GE Facilities in Saudi Arabia

- GE offices in Riyadh, Dammam and Jeddah.
- GE Healthcare Service Support Centers in Riyadh, Jeddah and Dammam.
- GE El Seif Healthcare, a joint venture of GE Healthcare and El Seif Development, in Riyadh and Jeddah.
- GE Manufacturing Technology Center in Dammam.
- The Middle East Engineering Ltd, Saudi Arabia, developed in association with Ali A. Tamimi & Sons Co. in Dammam.
- GE Saudi Water & Process Technology Center in Dammam.
- SASSCO service center, a joint venture of GE Sensing & Inspection Technologies and Ali A. Tamimi Co., in Dammam.
- GE and Abdullah Fouda Holding Company state-of-the-art testing facility in Dammam.
- MEHCO, a joint venture between GE and Al Tamimi Heat Exchanges Manufacturing Facility in Dammam.
- Al Dammam Pressure Control Facility in Dammam.