

JEDDAH CABLES COMPANY

10th March' 2013

Jeddah Cables at MEEE' 2013

Middle East Electricity Exhibition (MEEE) held at Dubai from **17th - 19th Feb' 2013** is the Largest Platform for energy Industry professionals from over 100 Countries Worldwide.

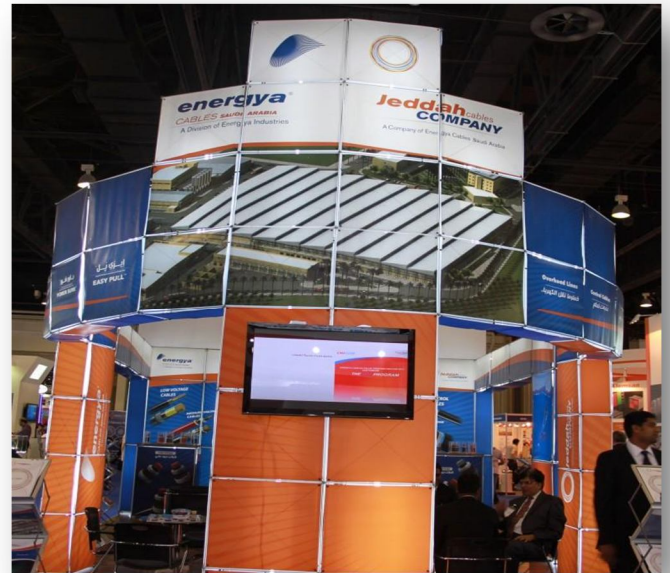
Jeddah Cables Company & Energya Cables Saudi Arabia participated in **MEEE'2013** with the top most management present at **JCC Pavilion** showing highest level of participating commitment

This Year we have hosted great Quality of visitors including highest ranked Government authorities and companies representatives Like **SEC KSA, DEWA, ADWEA, SEWA** and many other Potential Buyers from **MENA Region** and High Quality Raw Material Vendors.

On this Platform where the leading names of the Energy Industry take part, we introduced & showcased all our product ranges including our newest entrants of High Voltage (HV), Extra High Voltage (EHV) and Fire Resistance Cables

Being leading Cable Manufacturer **JCC** was able to close some new business deals and was able to find new business ventures as well

New Prospects from Yemen, Iraq, Jordan, India, Pakistan and North Africa showed Great Interest in doing business with us for our Premium Quality of Products, Capacity & Lean Delivery Schedules that we offered.

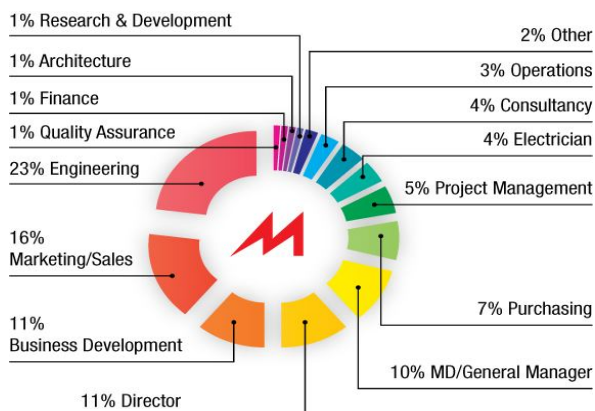


"Jeddah Cable Company Stand in MEEE'2013"



Products Showcase in MEEE'2013

Visitors Job Functions



Source: MEEE Website
(www.middleeastelectricity.com)

Highlights of MEEE

Day 1:

His Royal Highness Sheikh Hamdan bin Rashid Al Maktoum (UAE Minister of Finance & Dubai Deputy Ruler) visited our Stall and showed his interest in our stall and Products

We hosted many existing customers as well as new potential Key prospects and had fruitful business meeting with **SEC-KSA** representatives & new visitors from Lebanon, as well the Utilities of the UAE.

Day 2:

This day we hosted even more Visitors including the Contractors & Trading Companies (from Yemen, Jordan & Iraq) was showing their desire for starting new channels of business with JCC Saudi Arabia.

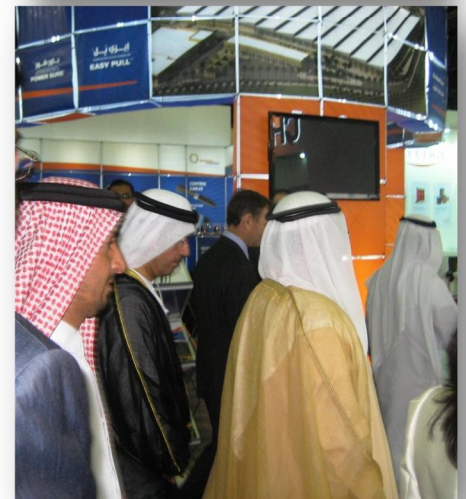
Managing Director **JCC Mr. Mohammad Itani** and Business line Director for **KEMA Testing, Inspection & Certification, Mr. Bas Verhoeven**, have signed an Agreement to further strengthening the co-operation between the **KEMA High Voltage Laboratory** and **Energya Cables** to which Jeddah Cables Company belongs

As well, we managed to close deals worth of 40,000,000 SAR between Dammam, Riyadh & UAE (Dubai & Abu Dhabi) Customers

Day 3:

After a busy day at Exhibition Mr. Mohammad Itani (**Managing Director JCC**) admired & congratulated the Marketing & UAE team for their relentless efforts for making this event a success and putting their efforts for endorsement of Exhibition.

As a leading Cable Manufacturer, we used MEEE as an ideal platform for launching new products and creating our Products awareness, not just in the Middle East region, but also across the globe. We consider the show as a very important event for our growth and development in the region and value our participation at the show.



"His Royal Highness Sheikh Hamdan Bin Rashid Al Maktoum Passing By Our Stall"



"Engaging with Customer"

Jeddah Cables Company

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"JCC Management Team at Stand in MEEE'2013"