**Press release**

**Schmersal Group opens new branch in Saudi Arabia**

**Specialist in machine safety is heading for markets in the Middle East**

**Wuppertal / Riyadh, 28. November 2023**. The Schmersal Group is further expanding its global network and, with its new subsidiary " Schmersal Middle East Industrial Equipment Trading LLC" in Riyadh, Saudi Arabia, is focusing on the economic potential of the markets in the Middle East, a region with around 430 million inhabitants. The company with headquarters in Wuppertal, Germany, is represented with its own corporations and distribution partners in over 60 countries - and now also with its own branch in Saudi Arabia. The company had already opened a branch in Dubai in 2019.

"With the founding of Schmersal Middle East Industrial Equipment Trading LLC in Riyadh, we are further expanding our business activities towards the Middle East," says Uwe Seeger, Director of Asia Pacific Middle East at Schmersal Group. "With this step, we are moving a closer to our local customers, which we see as a great advantage, as we believe that Saudi Arabia has great business potential for us.”

Saudi Arabia is one of the most important markets in the Middle East and is investing heavily in infrastructure development and large-scale projects such as NEOM, Red Sea Project and Qiddiya. These projects require advanced automation and safety solutions to ensure smooth operations and high safety standards.

Although well known, NEOM is only one of 14 Giga projects in the country. The series of giant developments, many of which were on display at the Cityscape conference in Riyadh, were developed as part of Crown Prince Mohammad bin Salman's Vision 2030 plan to transform the country. The Vision 2030 initiative emphasizes the growth of the non-oil sectors, including manufacturing and industrial development. Automation and safety solutions are critical components in achieving efficiency, productivity, and safety in various industries.

The Schmersal Group, a globally recognized specialist in machine safety, not only supplies its customers in the MENA region (Middle East and North Africa) with high-quality safety-related products and systems, but also offers them the comprehensive safety services program of tec.nicum. "Our services division named tec.nicum is a worldwide network with TÜV Rheinland certified Functional Safety Engineers. This means that the services of the international organization tec.nicum can now be easily and conveniently called up in Saudi Arabia", says Uwe Seeger.

The contact details of our new branch in Saudi Arabia:

**Schmersal Middle East Industrial Equipment**

**Trading LLC**

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**Photo in print quality for download:**

https://products.schmersal.com/media/images/PHO\_DES\_BUI\_008f133\_SALL\_AINL\_V1.jpg

**Image caption:**

The Schmersal Group has established its new subsidiary "Schmersal Middle East Industrial Equipment Trading LLC" in Riyadh, Saudi Arabia.

Photo: Muflih Alhababi, Pixabay

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**About the Schmersal Group**

The Schmersal Group is an international market leader in the challenging field of machine safety. With the world’s most comprehensive range of safety switchgear products, the Schmersal Group develops safety systems and solutions for special requirements in a variety of user industries. Schmersal’s tec.nicum business division offers a comprehensive service portfolio to complement the range of solutions offered by Schmersal.

Founded in 1945, the company is represented by seven manufacturing sites on three continents with its own companies and sales partners in more than 60 countries. The Schmersal Group employs about 2000 people worldwide.

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