



# THE SAUDI BRITISH TRADE DIRECTORY

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## New appointment for regular Saudi visitor

Following his appointment as vice chairman of the BSIA Export Council, John Davies, Managing Director of access control specialist TDSi, has been appointed to UKTI DSO's Security Sector Advisory Group.

This recently-formed Group has been established to advise the Security Directorate in UKTI's Defence and Security Organisation on its strategy for promoting UK security solutions in overseas markets. Commenting on the role, John said: "I'm delighted to be part of this new Group; it's a great opportunity for representatives from the UK's leading security businesses to work together to help shape UKTI's overseas strategy".

No stranger to Saudi Arabia, John's company TDSi is well established in Saudi Arabia and represented by a number of local agents with specialisms in various market sectors. These partners have successfully delivered unique security solutions for customers such as the Ministry of Interior, Ministry of Foreign Affairs, the King Fahd Cardiac Centre, The Saad Group, Al Marai and the Royal Saudi Bank.

## Summit Medical Ltd secures first order from Saudi Arabian market.

Following an initial visit to the Kingdom as part of the UKTI arranged Healthcare Trade Mission in March 2008, the orthopaedics products specialist Summit Medical Ltd has just despatched the first order to their exclusive distributor for KSA.

The order, for orthopaedic bone cement mixing systems used by surgeons in theatre, is destined for the University Hospital in Dammam, one of those numerous potential users visited by Summit's Head of Overseas Business Neil White as part of the visit in March. It is hoped that the order, valued in excess of US \$ 20,000 will be the first of many supplied into the market by their exclusive distributor Al Mofadaly Est who have offices in Riyadh, Jeddah and Dammam.

Neil White said : " ...there is no doubt that the supported UKTI Mission allowed us to accelerate the rate at which our products were introduced to the surgeons and ensure that our distributor sales teams were familiar with our products. I am always

looking out for another supported Trade Mission to such markets."

## UK Companies seek Saudi Distributor

PowerBeads can dramatically reduce the amount of time it takes to prepare a substrate for rendering by allowing the contractor to fix the PVCu beads directly to the blockwork without the need for adhesive mortar or dabs of render. As soon as the beads are fixed, they are ready to accept render.

PowerBeads are manufactured by Renderplas, a company based in Worcestershire in the UK and despite having shipped over 20 million metres of beading profiles around the globe they are not formally represented in Saudi Arabia and would welcome enquiries from experienced resellers in the market.

Another UK Company seeking representation is Trelawny SPT Ltd. Trelawny is an independent manufacturer of pneumatic tools and surface preparation equipment operating from its headquarters in the engineering heart of the UK in Leamington Spa. For over 50 years Trelawny has been offering a range of equipment for the preparation of concrete, steel and stone in a wide range of industries.

Contact details for all of the companies mentioned can be found in the latest edition of the Saudi British Trade Directory, an annual publication from the British Embassy which serves to identify local sources of British supplied goods and services in Saudi Arabia. In addition the directory serves as a platform for British Companies not formally represented to indicate their desire to trade in the Kingdom.

[www.sbtld.co.uk](http://www.sbtld.co.uk) carries details of all the companies contained in the Directory as well as several other contacts and useful links.

Copies of the directory are available from the British Embassy, the British Consulate in jeddah and the British Trade Office in AlKhubar.

