



Company profile






A Trustworthy Agent - Representing Global Premium Manufacturers in Local Markets

We don't follow the traditional vendor playbook we write our own.

Explore how **Amra** bridges the gap between international manufacturers and local End Users & Distributors in Saudi Arabia and GCC markets.



Who We Are ?

Official manufacturers representative

We are a dedicated manufacturers' representative, specializing in connecting premier engineering solutions Providers with dynamic markets across Saudi Arabia and GCC countries.

Our aim is to serve as a strategic bridge between global manufacturers and regional clients by employing bespoke strategies, comprehensive technical expertise, and an in-depth understanding of local market dynamics.

Our team offers more than just technology skills. We understand the people we work with, the changing market conditions, and the standards needed in today's industrial sectors.




Vision

To be recognized, in the Electrical and Networking industries, as the premier gateway for global manufacturers entering local markets and; the trusted partner for clients seeking innovative, world-class engineering solutions that drive progress and transformation.

Mission

To cultivate strategic alliances with leading international manufacturers and solution providers, delivering cutting-edge portfolios that empower sustainable growth across Electrical and Networking local industries.

We are committed to guiding our clients in defining their technical needs and seamlessly linking them with best-in-class global suppliers to achieve superior technical performance and optimal financial outcomes.





Values

- **Trust** – We build enduring relationships founded on integrity and reliability.
- **Transparency** – We ensure clarity, honesty, and openness in every transaction.
- **Agility** – We adapt swiftly to market shifts and client needs with precision and speed.
- **Excellence** – We strive for the highest standards, delivering results that exceed expectations.

Amra's Expertise and Services

This agenda outlines how Amra connects global manufacturers to local Saudi clients through our extensive knowledge and services.

①

A strategic growth partner, delivering reliable engineering solutions backed by deep technical knowledge and a strong local presence.

②

Specializing in connecting world-class legacy brands with dynamic markets in the local market.

③

Strong relationship all over Saudi Arabia with the Customers, Contractors, System Integrators and Consultants.

④

A team capable of reaching, negotiating, convincing and selling your products in the local market





Connecting Global Markets

Amra specializes in providing exceptional services to connect international manufacturers with local clients.

With extensive market knowledge and a strong network, **Amra** has established successful partnerships that drive growth and innovation in electrical and networking infrastructure business.

Key insights on Saudi Arabia's Electrical & Networking market growth opportunities

**8-11%
Growth Rate
Through 2030**

Indicating robust potential for future expansion

This growth rate clearly demonstrates the significant demand for your products in Saudi Arabia, and here comes our turn, as we link leading global manufacturers and local clients, guaranteeing access to the electrical and networking projects, putting your brand on the map, and growing your sales in the local market.





Successful Partnerships with Amra



Manufacturers' Extended Arm

Extended Arm that can drive sales growth and market expansion in a highly active market



Expertise in Electrical and Networking Solutions

With deep understanding of local business culture and technical standards needed, our dedicated team offers unparalleled expertise to ensure tailored solutions for every client's needs.



Building Strong Relationships for Success

We foster long-term partnerships that drive innovation and growth for both manufacturers and local clients

Our Client Network

We work with influential organizations that demand performance and reliability, including:

Major government utilities and ministries
Smart city and urban development projects
Large-scale construction and contracting firms





WHERE GLOBAL EXPERTISE MEETS LOCAL INSIGHTS

THANK YOU



✉ info@amraengr.com

🌐 www.amraengr.com