

**CORPORATE NEWS**

February 6, 2025

## **PFISTERER expands in the Middle East** *New site in Saudi Arabia*

Winterbach, Germany – The economic dynamism in the Middle East is driving the demand for electrical energy at a rapid pace and opening up new opportunities for innovative energy solutions. PFISTERER Holding SE, the international quality leader in electrical connection technology for energy infrastructure, is responding to this development and is continuing to expand its international market position as planned. The new branch, including a sales and training center, in the Saudi Arabian capital Riyadh represents another milestone in the company’s expansion strategy.



### **INVESTMENTS IN GRID EXPANSION AND MODERNIZATION**

PFISTERER has been successfully operating in Saudi Arabia for decades. With the opening of a new location in Riyadh, the company is now beginning the first phase of its localization strategy. Further measures to strengthen local presence are already being prepared. PFISTERER has been supplying reliable solutions for medium and high voltage power grids for several decades, including products for underground cables and overhead lines. These products, some of which are already manufactured locally, have been reliably used in the grids of the Saudi Electricity Company (SEC), National Grid (NG) and ARAMCO for years.

With the new location, PFISTERER is expanding its activities in the Middle East and actively supporting the “Saudi Vision 2030”. This government initiative aims at the economic diversification of the country, the development of modern infrastructure and the promotion of renewable energies. Among other things, Saudi Arabia plans to produce 50 percent of its electricity from renewable energy within the next five years and to increase the total installed capacity from these sources from the current level of around 5 GW to 130 GW. To achieve the objectives, significant investments in the expansion and modernization of the grid infrastructure are required.

*Johannes Linden, Member and Spokesperson of the Executive Board of PFISTERER Holding SE (left): “The decision to invest in Saudi Arabia is a central component of our internationalization strategy.” Executive Board Member, Dr. Konstantin Kurfiss (right): “Our new branch in Riyadh includes sales, engineering, a state-of-the-art training center, and comprehensive installation services.”*  
Source: PFISTERER

## INNOVATION, EFFICIENCY AND CUSTOMER PROXIMITY

PFISTERER sees excellent market opportunities and high growth potential through new major projects in the Middle East. DC applications in particular play an important role: They make it possible to transport electricity over long distances of several hundred kilometers with less loss. PFISTERER is about to launch new products specifically aimed at this growing market.

"After expanding westwards with our new plant in Rochester, USA, PFISTERER is now strengthening its activities in the Middle East with this step," says Johannes Linden, Member and Spokesperson of the Executive Board of PFISTERER Holding SE. "Saudi Arabia has set ambitious goals with its Saudi Vision 2030. We are excellently positioned to make an important contribution to achieving these goals with our innovative solutions." Executive Board Member, Dr. Konstantin Kurfiss, adds: "A few weeks ago, PFISTERER opened its new branch in the center of Riyadh. This includes sales, engineering, a state-of-the-art training center and comprehensive installation services. With our new PFISTERER location in Saudi Arabia, we are even closer to the customer and can respond quickly to their needs."

## ABOUT PFISTERER

PFISTERER is a globally leading and independent technology company with head offices in Winterbach near Stuttgart, Germany. The company develops, produces, and sells solutions for the insulation and connection of electrical conductors for power grid interfaces – from the generation to the transmission to the distribution of electrical energy – on land, at sea, and in the air. With its powerful innovation, state-of-the-art production capabilities, and global sales network, PFISTERER offers advanced solutions for the challenges of electrification. Since its founding in 1921, PFISTERER has established itself internationally as a pioneer in modern energy infrastructure and is an attractive employer in a future-oriented industry with exciting development opportunities for more than 1,200 employees at 18 sites and five production facilities around the world. Karl-Heinz Pfisterer, grandson of the company's founder, has made decisive contributions to this development since the 1970's and today is the Chair of the Supervisory Board.

## PRESS CONTACT FOR FURTHER QUESTIONS

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