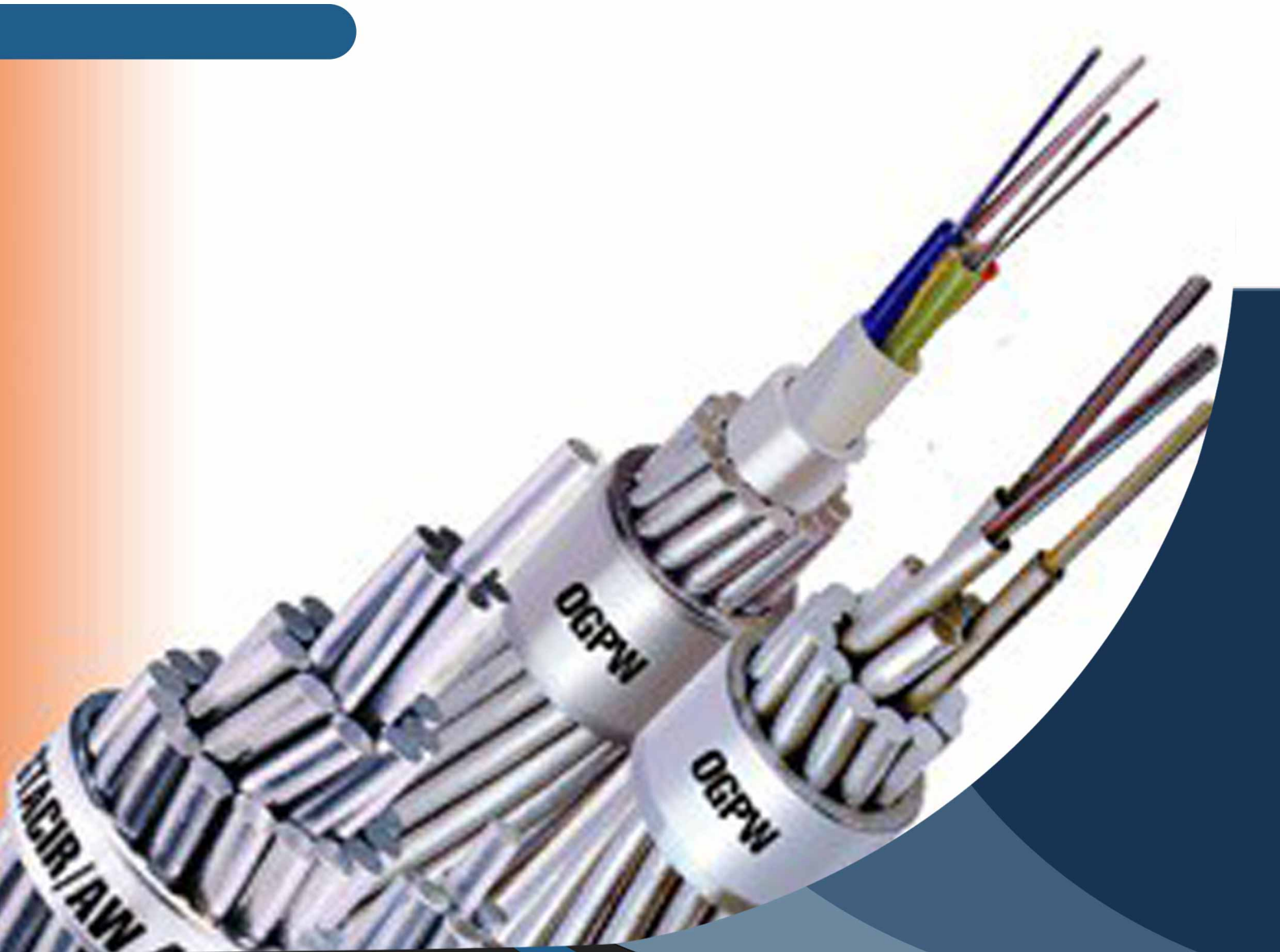


 **SAMA**

**SAMA WIRE AND CABLE**



## Company overview

Sama Trading company has managed to produce high quality and remarkable products in its field of work and it is capable of Producing 9,000 tons of copper and aluminum to be recognized as the most popular and largest producer of cable in the Middle East. Sama Trading company has reached the highest quality by utilizing the experience of its managers and experts in the field of wire and cable production, as well as using high-tech machine and the latest laboratory equipment in the field of testing materials, products and quality control. Sama produces all types of electrical wires and cables, welding, fire proof and low smoke, single-stranded, and sector cables with XLPE, PVC insulation, multi-stranded single-stranded cables and sectors with aluminum conductor (AAC) XLPE, PVC and PVC insulation, self-supporting aluminum (ABC) cables, ACSR insulated and insulated conductors based on meeting the internal and external needs of businessmen. Moreover, this company is recognized as one of the largest producers of wires and cables in the world.



## **Business Description**

Today, the wire and cable industry and electrical equipment have turned into a lucrative market due to the high demand of energy, light and communications. The production of wires and cables has been expanded due to the noticeable growth in population of the world in the telecommunications, internet, telephone, power generation, and engineering.



Therefore, many countries around the world have planned to open new factories as well as production lines to gain a lucrative share of the global market. China ranks first by producing more than 20% of the need in terms of production. The United States, Japan and India rank as the second to fourth largest producers of cables and wires respectively in the world. Sama Trading Company has significantly increased its production by expanding the factory space and human resources. Therefore, it has managed to meet the needs of the traders and businessmen globally and has been recognized as one of the top producers of wires and cables in the Middle East.



## **Vision and values**

Sama trading Company strives to be identified as one of the top producers of wires and cables to meet the needs of all traders in the Middle East.



### Values:

- Paying attention to human resources as the most significant asset of the company
- Utilizing the high quality and proper raw materials
- Protecting the environment
- Promoting customer orientation



### **Mission and targets**

Sama Trading Company has planned to produce high-quality and unique products in the world in order to gain the trust and satisfaction of its customers.



## Targets:

- Producing and offering various wires and cables with the highest quality
- Utilizing the high-quality raw materials
- Expanding the share of market by increasing competitiveness
- Enhancing the knowledge, skills and capabilities of human resources via effective training
- Upgrading the level of technical knowledge and production lines
- Establishing the position of the organization as a reliable company
- Carrying out research and development activities with the aim of innovation and presentation of new products
- Paying equal attention to the needs and expectations of all company shareholders





### **Message from the CEO**

Today changing management with the fast growth of technology is the obligatory task to review the management style. Knowledge and expertise, utilizing technology and creativity are among the essential assets of this growth besides, attention to customer needs in order to gain the satisfaction of loyal customers.



Sama Trading Company is taking big steps through progress in the world by meeting the needs of internal demand. Today, we are capable of producing safety products by observing global standards and using high-quality raw materials to gain the trust and satisfaction of customers as well as increasing the quantity and quality of products.



## Products

- Single isolated wire rod
- Semiconductor wire
- Conductor wire
- PVC Insulated Flexible Wire
- Single stranded cable
- Round multi stranded cable

**Services:**

- Free consultation to make the most economical purchase based on your financial and occupational conditions.
- Guaranteeing the quality of products
- sending specialized product catalogs via social networks and email



## **Delivery and Payment**

Considering the fact that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air, Sama exports its products to different countries easily, conveniently and promptly. Foreign customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, we suggest telegraphic transfer. You can also discuss your desired payment method with our experts.



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