

# BUSINESS

## INNOVATION IN ALUMINUM

*Exploring Gulf Extrusions' Industry Leadership*

## GLOBAL EXPANSION

*Gulf Extrusions' Vision for Worldwide Presence*

## LEADING THE INDUSTRY

*Omar Shegem's Vision for Success at Gulf Extrusions*



# OMAR SHEGEM

**CEO OF GULF EXTRUSIONS**

**GULF EXTRUSIONS' GREEN INITIATIVES**



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# EXPLORING GULF EXTRUSIONS' PATH TO SUCCESS

**G**ulf Extrusions is a prime example of innovative and leading national industrial entities.

Gulf Extrusions is a key national company and one of the largest aluminum extrusion factories in the Middle East, with an annual production capacity of 70,000 tons. The company's significance lies in its dominant share of the local market and its export of products to GCC countries, the Middle East, and some other nations.

In an interview, Mr. Omar Shegem, the CEO, shared insights into the company's strategy. He emphasized evaluating the previous six years, focusing on enhancing strengths, addressing weaknesses, and boosting the effectiveness and productivity of the sales team.

Moreover, the company aims to reduce production costs and enhance competitiveness, particularly as global markets prioritize local products and governments impose tariffs on imports.

Furthermore, Gulf Extrusions adopts a sustainable environmental strategy, utilizing renewable energy and recycling raw materials to maintain a clean environment

Regarding the evaluation of the strategy implemented in 2023, Mr. Shegem highlighted improvements in production efficiency, cost reduction, and market expansion, particularly in Saudi Arabia.



The company's sustainable environmental strategy includes utilizing solar energy and recycling raw materials to produce green products. Additionally, Gulf Extrusions aims for global presence by expanding into markets with favorable investment laws, such as Saudi Arabia.

In terms of financial performance in 2023, Gulf Extrusions achieved a 22% growth in productivity, securing a significant market share and distinguishing itself in the market."

