

**Samsung**

Stand 2321

Samsung Electronics Co., Ltd

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Samsung Electronics Co., Ltd is a global leader in telecommunication and digital convergence technologies, with consolidated sales of USD 96 billion in 2008. Employing approximately 150,000 people in 62 countries, the company deals in digital media and communications and device solutions. Samsung, a global leader in mobile industry, was the second largest mobile manufacturer in 2007 and plans to base all future growth on a healthy business performance, innovative technology and design focused on its consumer-oriented strategy.

Saudi Arabia Pavilion

Stand 4000

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Saudi Telecom Company (STC) was incorporated in 1998 and accordingly adopted a challenging programme aiming at transforming its business to recognized commercial business standards. STC is the leading national provider of telecommunication services in the Kingdom of Saudi Arabia. The company is working continuously to fulfill and satisfy market requirements, keeping pace with the emerging technologies in the telecommunications sector and satisfying its customers' needs. Believing in the importance of its customers and fulfillment of their needs, STC has adopted its FORWARD Strategy that aims to support and re-enforce its competitive position. Based on this strategy, STC strives to enhance a customer-centric culture in all aspects of its business. This culture has been reflected in the organizational design of the company that comprises a corporate centre, a number of functional units and four key business units focused on key STC customer categories. In the last few years, STC has gone beyond its local borders into international markets, forming a network of businesses and investments in a number of GCC countries, Asia and Africa. The company now has a foothold in Kuwait, India, Indonesia, Malaysia, Turkey, South Africa, Jordan, Lebanon and Bahrain, which has enabled STC to serve a greater number of customers. In culmination to its international expansion, STC has reorganized to better focus on its international operation by creating the STC Group. No doubt this success, supported by the significant financial results achieved, has thrust STC into becoming a global leader to be reckoned with.

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Stand 4000.04 Saudi Arabia Pavilion

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