

Press release

Jeddah (Saudi Arabia) and Lyon (France), September 29, 2026

Bahra Electric and Sicame Group join forces to serve the fast-growing Saudi and Middle East electricity transmission markets

Bahra Electric (Saudi Arabia) and Sicame Group (France) have formalized a joint venture (JV) agreement to serve the Saudi and Middle East electricity transmission markets. This new JV will be known as Bahra Salvi.



Bahra Electric is one of Saudi Arabia's leading manufacturers and suppliers of electrical products, serving customers across regional and global markets. Its 700,000-square-meter integrated facility in Jeddah encompasses administrative offices, production lines, testing laboratories, and storage warehouses.

Saudi Arabia has historically been an important market for Sicame Group and more specifically for the Salvi transmission range of products which is qualified with Saudi Energy. The past few years have seen a significant rise in investment in transmission networks within Saudi Arabia and in the Middle East and this is due to continue at an accelerated rate for the foreseeable future.

Bahra Electric and Sicame Group have decided to join forces and establish their JV as a leading player in this fast-growing market.

Eng. Talal Idriss, CEO of Bahra Electric, and Vincent Roy, CEO of Sicame Group, shared their strategic vision for the partnership:

"By establishing Bahra Salvi to produce high value-added transmission equipment in Saudi Arabia, we are strengthening our commitment to the Kingdom and the wider Middle East market. We look forward to working closely with Saudi Energy and our customers across the region, while contributing to the continued development of the electrical transmission sector."



About Bahra Electric

Established in 2008 and headquartered in Bahra Industrial City near Jeddah, Saudi Arabia, Bahra Electric is one of the Kingdom's leading manufacturers of electrical equipment and integrated power solutions.

Evolving from its origins as Bahra Cables Company, Bahra Electric today offers a diversified portfolio covering wires and cables up to 400 kV, transformers, busway systems, distribution boards, wiring devices, conduits and cable management systems, earthing and lightning protection solutions, as well as copper and aluminum products.

Operating from advanced manufacturing facilities extending over more than 700,000 square meters, Bahra Electric serves customers across Saudi Arabia, the GCC and international markets.

With exports reaching more than 65 countries, Bahra Electric has built a strong and rapidly expanding international presence across the Middle East, Africa, Europe, Asia and American markets. The company continues to accelerate its international expansion, entering new markets, securing international approvals and supporting major utility, infrastructure, industrial and construction projects worldwide.

Aligned with Saudi Arabia's Vision 2030, Bahra Electric continues to invest in localization, innovation and the expansion of high-value electrical manufacturing, strengthening the global presence of Saudi-made products and its position as a comprehensive provider of electrical solutions.

About Sicame Group

Founded more than 70 years ago, Sicame Group is a French industrial company specialized in products and services related to transmission and distribution of electrical energy, renewables, electro-mobility, safety equipment and industrial applications. With its head office located in Lyon (France), the Group has a workforce of 3,800 people worldwide, is present on 5 continents in 26 countries, through 50 companies and distributes its products in 157 countries. In 2025, the Group achieved a turnover of 638 million euros.

For more information: www.sicame-group.com / www.bahra-electric.com

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