FFOODS Spectrum
perspectives on food technologies & business
ASIA

SCG International and Tamimi Markets forge strategic alliance to enter Saudi

13 June 2024 | News

MOU aims to introduce Premium Thai and Asian flavours to the Saudi Arabian market under the Siam Signature brand



MOU aims to introduce Premium Thai and Asian flavours to the Saudi Arabian market under the Siam Signature brand

SCG International Corporation Co., Ltd.Â (SCG International), a prominent leader in supply chain management and international trading, announces a strategic alliance with Tamimi Markets, a subsidiary of Tamimi Group, one of Saudi Arabia's premier conglomerates. This partnership is highlighted by signing a Memorandum of Understanding (MOU) that aims to introduce Premium Thai and Asian flavours to the Saudi Arabian market under the Siam Signature brand. This partnership is set to influence the food and beverage sector in Saudi Arabia profoundly.

This initiative marks a significant milestone in SCG International's ambitious strategy to expand into the SAMEA region (South Asia, Middle East, and Africa) building on its successful ventures in construction materials and now advancing into the food and beverage industry.

As the newly appointed sole distributor in Saudi Arabia, SCG International will leverage Tamimi Markets' extensive distribution network to deliver the products to over 32 locations across Saudi Arabia initially. The partnership will also involve consolidating and supplying food and beverage products to Tamimi Markets, along with providing regulatory assistance to ensure compliance with local regulations, thereby enhancing the efficiency of the supply chain.