

STRATEGIC DIRECTION | MESSAGE OF CEO

23-August-2023

Mohammed Hassan Sherbiny for Commerce is committed to providing high-quality products and services by infusing the wisdom of the past with the innovation of tomorrow. Our mission is to expand our portfolio of locally manufactured products to gain new markets within the kingdom with export opportunities in accordance with the Kingdom's 2030 vision.

We are committed to building a diversified national economy by partnering with leading international manufacturers to localize world-class technologies while creating new jobs for Saudi nationals and achieving our vision. We prioritize high-performance teams and invest in both international and Saudi talent to develop a unique corporate culture.

We are committed to protecting the environment by minimizing waste and energy use while enhancing workplace safety standards. Our new LEED-certified facilities will incorporate innovative sustainable technologies to provide an inspiring environment for our employees and partners.



Majed M. Sherbiny

Chief Executive Officer