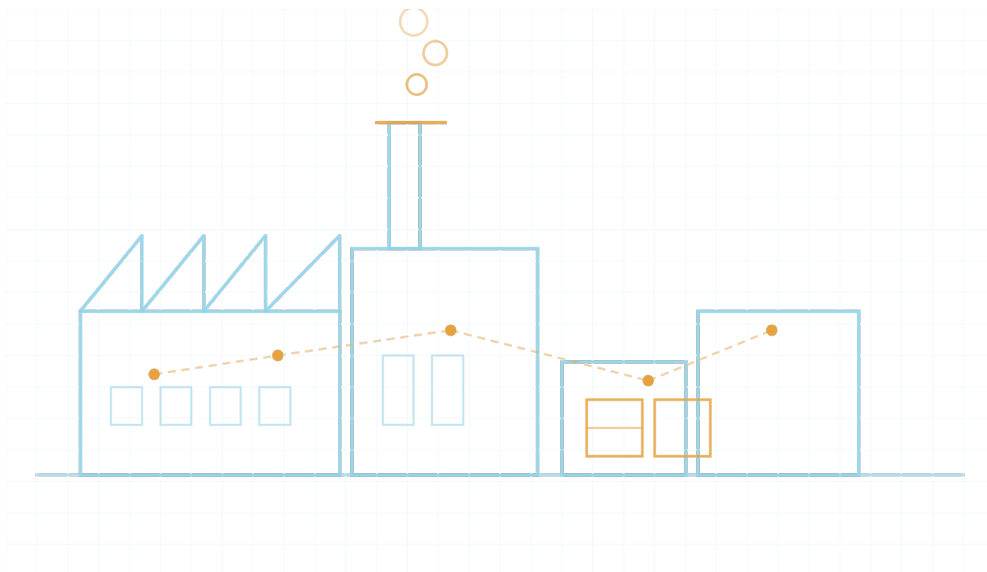


How Saudi Manufacturers Can Increase Business Opportunities Through Digital Transformation

Building a Competitive Manufacturing Ecosystem for Vision 2030



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An industrial digitalization briefing for Saudi manufacturers

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BRIEFING 01

The Manufacturing Landscape Is Changing

Saudi Arabia is experiencing one of the most significant industrial transformations in its history. Under Vision 2030, the Kingdom is investing heavily in manufacturing, industrial localization, supply chain resilience, advanced technologies, and economic diversification across sectors including defense, energy, mining, construction, petrochemicals, automotive, pharmaceuticals, food processing, and advanced manufacturing.

While these developments present enormous growth potential, they have also changed the way manufacturers compete. Winning new business is no longer determined solely by production capacity, competitive pricing, or product quality. Buyers now expect manufacturers to demonstrate their capabilities through accurate, structured, and trusted digital information that can be accessed instantly.

For many manufacturers, the real challenge is no longer whether they can produce a product — it is whether potential customers can discover their capabilities before procurement decisions are made.

Traditionally, manufacturers built their businesses through long-standing customer relationships, industry exhibitions, printed brochures, and direct sales activities. Although these methods retain value, they are no longer sufficient on their own. Today's procurement professionals expect immediate access to reliable business information before ever making contact.

Increasingly, supplier selection begins online rather than through personal introductions. Manufacturers that cannot present their capabilities digitally risk being overlooked — not because they lack technical expertise, but because buyers cannot easily identify or evaluate them.



BRIEFING 02

Digital Transformation Extends Beyond Factory Automation

Many organizations associate digital transformation with robotics, automation, or smart manufacturing technologies. While these innovations are important, digital transformation also changes how manufacturers communicate with the market.

A digitally enabled manufacturer can present standardized information about its products, manufacturing capabilities, certifications, production capacity, and industrial expertise. Procurement documents can be exchanged electronically, RFQs can be managed more efficiently, and supplier information can remain accurate and accessible at all times.

The result is greater operational efficiency, stronger customer confidence, and increased visibility across domestic and international markets. Digital transformation therefore strengthens both internal operations and external business development.



BRIEFING 03

Your Digital Factory Profile Is Becoming a Strategic Asset

One of the most valuable investments a manufacturer can make is the creation of a comprehensive digital factory profile. Rather than relying on a simple company brochure, manufacturers increasingly need structured information that accurately represents their industrial capabilities.

DIGITAL FACTORY PROFILE
Verified Industrial Capability Record

- MANUFACTURING ACTIVITY**
Metal Fabrication · Machined Components
- PRODUCTION CAPACITY**
12,000 units / month
- CERTIFICATIONS**
ISO 9001 · AS9100 · SASO
- EQUIPMENT & TECHNOLOGY**
CNC Machining · Robotic Welding
- LOCAL CONTENT**
68% verified Saudi content
- CLASSIFICATION**
UNSPSC 31000000 · HS 8479

VERIFIED

A modern digital profile should communicate the organization's manufacturing activities, production processes, machinery, equipment, factory locations, workforce capabilities, production capacity, certifications, export experience, and quality standards.

It should also include internationally recognized classifications such as UNSPSC for products and services and HS Codes for internationally traded goods — improving product classification, facilitating international trade, and allowing buyers to identify manufacturers more efficiently through standardized search criteria.

For Saudi manufacturers, digital visibility has become as important as production capability itself.



BRIEFING 04

Trusted Information & Data-Driven Procurement

Industrial procurement increasingly depends on trust. Large organizations cannot base procurement decisions solely on marketing brochures or websites — they require information that is accurate, current, standardized, and verifiable.

Incomplete or inconsistent supplier information often results in lengthy qualification exercises, repeated documentation requests, and delays in procurement decisions. Manufacturers that maintain trusted digital profiles are easier to evaluate, easier to qualify, and more likely to be invited to participate in future opportunities.

Procurement Is Becoming Data-Driven

Instead of relying primarily on existing supplier relationships, organizations increasingly identify suppliers through digital procurement platforms that evaluate objective business information.

- Production capabilities and manufacturing technologies
- Certifications and quality systems
- Production capacity and geographic location
- Compliance requirements and previous experience

For manufacturers, maintaining complete, accurate, and searchable digital information is no longer optional — it is becoming essential for participation in both public and private sector procurement.



BRIEFING 05

Industrial Intelligence Is Reshaping Manufacturing

As industrial ecosystems become larger and more specialized, businesses require more than directories containing company names and contact details. They require Industrial Intelligence.

“Industrial Intelligence enables buyers, investors, government agencies, and prime contractors to identify manufacturers according to their actual capabilities — not simply their company name.”

Organizations can locate suppliers based on manufacturing processes, production technologies, equipment, certifications, local content contribution, factory capabilities, and specialized expertise — supporting supplier discovery, localization initiatives, strategic sourcing, and stronger industrial collaboration throughout Saudi Arabia.



BRIEFING 06

A Platform Example: How Jazalla Supports Manufacturers

Jazalla was developed as The Digital Infrastructure for Modern Commerce and Industry, providing manufacturers with a connected platform that extends far beyond traditional business management software.

Rather than functioning solely as a marketplace or ERP system, Jazalla enables manufacturers to establish a trusted digital presence that showcases their industrial capabilities while connecting them directly with buyers, suppliers, service providers, investors, financial institutions, and government organizations.

Platform Capabilities Referenced in This Briefing

- Business Directory — verified company profiles with factory and production details.
- Industrial Marketplace — publishing products, equipment, and capabilities for discovery.
- Digital Procurement — RFIs, RFQs, RFPs, tenders, and supplier onboarding.
- Payment Protection — secure digital invoicing and escrow-backed transactions.
- Business Management — optional accounting, HR, and project management modules.

Perhaps most notably, Jazalla captures structured industrial information that enables organizations to identify manufacturers based on objective technical capabilities rather than simple keyword searches — creating greater visibility for manufacturers while allowing buyers to make faster, more informed procurement decisions.



BRIEFING 07

Supporting Vision 2030 Through Digital Manufacturing

Vision 2030 places significant emphasis on industrial localization, local content development, supply chain resilience, and expanding the contribution of manufacturing to Saudi Arabia's economy.

Achieving these objectives requires more than investments in factories and production equipment. It requires digital infrastructure capable of connecting manufacturers with procurement opportunities, government initiatives, investors, and industrial partners through trusted and standardized business information.

Manufacturers that embrace digital technologies today will be better positioned to participate in localization programs, attract new customers, strengthen supply chains, and compete successfully in regional and international markets.



BRIEFING 08

Preparing for the Next Generation of Manufacturing

The future of manufacturing will be shaped not only by advanced production technologies but also by the quality of digital information that organizations share across the industrial ecosystem.

Artificial Intelligence will increasingly assist buyers in identifying qualified manufacturers. Digital supplier qualification will become faster and more automated. Local content measurement will depend on standardized business information. Procurement decisions will rely on trusted industrial data rather than fragmented documentation.

Conclusion

Saudi manufacturers possess the technical expertise, production capabilities, and entrepreneurial ambition required to support the Kingdom's industrial transformation. The next stage of growth, however, will depend on making these capabilities visible through trusted, standardized, and digitally accessible information.

Digital transformation is no longer simply about improving factory efficiency. It is about becoming discoverable, credible, connected, and competitive within an increasingly digital industrial economy.

SAUDI INDUSTRIAL OUTLOOK

*For manufacturers seeking sustainable growth, digital transformation is no longer an option.
It is becoming a strategic requirement for long-term success.*

This briefing reflects the independent editorial assessment of Saudi Industrial Outlook and references publicly available platform information current as of 2026.