

The background of the entire advertisement is a low-angle, upward-looking photograph of the Kuwait Towers. The towers are white with large, spherical sections covered in a mosaic of blue and green tiles. They are set against a clear, deep blue sky. The overall composition is vertical and emphasizes height and architectural detail.

**SIEMENS**

*Ingenuity for life*

In Kuwait,  
for Kuwait

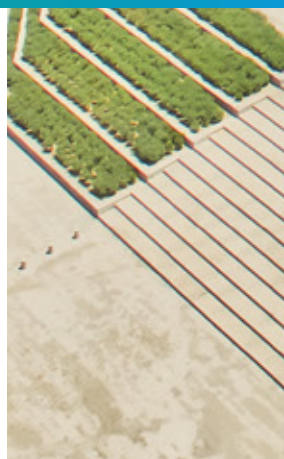
Making real what matters

[siemens.com.kw](https://www.siemens.com.kw)

*Siemens has been a strategic partner to the Middle East for more than 150 years, and actively engaged in Kuwait for over six decades. We align our commitments and business strategies with the Kuwait Vision 2035 and the UN Sustainable Development Goals (SDGs).*

*Siemens is a trusted infrastructure and digitalization partner in Kuwait. We are active in core digital technologies such as additive manufacturing, artificial intelligence, augmented reality, machine learning, blockchain, and IoT-based applications. In addition, we have been a key partner to the Ministry of Electricity and Water, working hand-in-hand to deliver reliable power for the country.*

*We strive to make real what matters to future generations. We call this approach 'business to society'.*





## Driving the economy

Kuwait has seen remarkable change in a short space of time, and much of this has been bolstered by a rapidly growing economy. Now the country is looking to move away from a reliance on oil export revenues, to keep up with a rapidly changing world. Prosperity must be achieved through the development of a diverse economy, and Siemens is proud to have been part of this ongoing focus, in line with the Kuwait Vision 2035. Siemens is dedicated to supporting economic prosperity and transferring knowledge with our Kuwaiti stakeholders.



### Our contribution

Siemens is contributing to the **economic diversification** of Kuwait and committed to supporting long-term sustainable economic growth. More than **83%** of our business is generated in non-oil industries, stimulating a transition towards a future low in carbon emissions.

#### Supporting Kuwaiti industries



**70%**

of electricity distribution in the country is supported by Siemens technology.



**80%**

of automation systems in the Food and Beverages industry are enabled by Siemens technology.



**85%**

of wastewater treatment facilities and 90% of the steel sector make use of our solutions.



**100%**

of Kuwait's cement sector is equipped with Siemens technology.

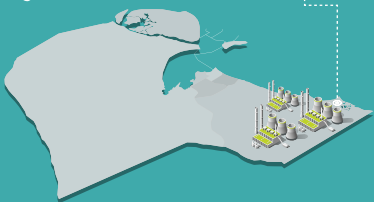
#### Cutting costs with energy efficiency

The latest implementation of our technology increased the efficiency of The Az Zour South 3 power plant by

**15%**

the equivalent of

**263 MW**



#### Promoting emerging green industries

Through Siemens Gamesa Renewable Energy, we played a significant part in implementing the Al-Shagaya wind farm, Kuwait's **first wind park**, currently producing **100%** of Kuwaiti wind power.

**SIEMENS Gamesa**  
RENEWABLE ENERGY



# Developing jobs and skills

As Kuwait looks to reform its economy, it must also prepare its people for a changing employment landscape. The Kuwait Vision 2035 is working to reform the education system to better prepare youth to become competitive and productive members of the workforce under the pillars of Creative Human Capital, Sustainable Diversified Economy and Global Positioning, supporting values also enshrined in the SDGs.

At Siemens, we understand that our people are our most valuable resource and therefore, investing in the development of our employees and stakeholders is an investment in the future.



## Our contribution

### Providing employment opportunities

We directly employ **280** individuals and further enable approximately **500** jobs in Kuwait.



### Training and building capacity

We provide more than **1,000 man-hours** of training to our employees annually.



### Youth development

**90** Kuwaiti nationals undergo Siemens training in various facilities each year.

### Higher education

Knowledge transfer to local talents through internships, an academic credit-based internship program with Kuwait University, and the establishment of the Siemens Power Academy and Siemens Training for Industry (SITRAIN).



# Value-adding innovations

Kuwait focuses on investments in value-adding innovations to stay ahead of a changing global economy. The foundations of innovative development are built on cutting-edge technologies that allow for the rapid exchange and implementation of ideas. Cross-sector innovation is supported by the Sustainable Diversified Economy and Developed Infrastructure pillars of the Kuwait Vision 2035.

Siemens has contributed to value-adding innovation in Kuwait through its cutting-edge technologies and state-of-the-art industry solutions.



## Our contribution

### Investing in pioneering technology

Siemens reinvests more than **6%** of its revenue globally in Research & Development.

### Industry 4.0

Our Product Lifecycle Management (PLM) software covers all aspects and phases of designing, developing and testing products in a virtual environment, at an optimized cost.



### Digitalization

Our digitalization technology helps streamline and optimize transportation, communication, energy distribution, and resource management throughout the country. We aim to automate the Kuwaiti economy through our intelligent technologies and services.

### Green building technology

Our technology can increase the energy efficiency of buildings by over **40%**.



# Sustaining the environment

Kuwait has seen both a growing population and an improving quality of life over recent decades. To sustain these developments, the living environment must be protected. As a water scarce country with developing infrastructure, air, water and energy provision are of critical concern to Kuwait. These concerns receive considerable focus under the Sustainable Living Environment pillar of the Kuwait Vision 2035, but also factor into the pillars of High Quality Health Care and Sustainable Diversified Economy.



## Our contribution

### Producing clean energy

The Al-Shagaya Wind Farm reduces carbon emissions by

**25,000** metric tons of carbon dioxide equivalent annually, helping Kuwait reduce its **CO<sub>2</sub>** emissions.



### Reducing our own carbon emissions

Siemens is investing



**€100 million**

until 2020 to become the world's first CO<sub>2</sub> neutral industrial company by 2030.

### Fighting desertification



In collaboration with the Kuwait Institute of Scientific Research (KISR), Siemens aided rehabilitation of the desert ecosystem in the Al-Liyah Preserved Area. Siemens sponsored and helped in planting **1,000** indigenous plants.





# Improving quality of life

As Kuwait sees a growing economy and a growing population, it must commit to continuing to improve quality of life for all society. Through the High Quality Health Care pillar of the Kuwait Vision 2035, the country is committed to developing the public healthcare system by improving service quality and national capacities, while maintaining reasonable costs for users.



## Our contribution

Providing electricity



**22%**

of the electricity in Kuwait is generated by Siemens technology (4,100 MW out of Kuwait's total power output of 18,800 MW).

Protecting our stakeholders



More than **4 million** safe working hours since 2014.

Improving healthcare

**2,000,000**

medical decisions are supported annually by our technology through Siemens Healthineers in Kuwait.



We have also improved care delivery as **30%** of patients with heart diseases avoided invasive examination procedures thanks to our medical solutions.

# Supporting transformation

Kuwait hosts more than 3.1 million expatriates (70% of its population). The country is working to diversify in all spheres while maintaining its valued heritage and culture. The Global Positioning pillar and the Creative Human Capital pillar of the Kuwait Vision 2035 gives particular attention to these values, as do the Developed Infrastructure and the Diversified Sustainable Economy pillars.



## Our contribution

Siemens supports Kuwait's transformation by encouraging cultural diversity, upholding ethical standards, and implementing best practices that promote inclusion and the wellbeing of all Kuwaitis and Siemens stakeholders.

Supporting cultural diversity



We embrace the multicultural and international nature of Kuwait and employ a workforce of **21 different nationalities**.

National security



Our integrated technology helps detect and prevent cyber attacks in the oil and gas, energy and industrial sectors.

Business ethics

Siemens is committed to the highest standards of ethical business and integrity.

# The SDGs and KNDP 2035

## THE SDGs

In 2015, the United Nations announced a call to action to end poverty, tackle climate change and ensure peace and prosperity by 2030. To focus global efforts around a common set of goals, the 17 Sustainable Development Goals (SDGs) were adopted. These goals remind us at Siemens of our role in working with society, for society. By aligning our corporate sustainability goals with the SDGs, we are able to contribute to the global endeavor of creating a more sustainable future.



## New Kuwait: The Kuwait National Development Plan 2035

The Kuwait National Development Plan 2035 (KNDP 2035) stems from His Highness the Emir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah's conceptualized vision of a New Kuwait by 2035. Work is currently under way to mobilize all efforts to achieve the objectives of the development plan across seven pillars, targeting the transformation of Kuwait into a leading regional financial, commercial and cultural hub by 2035.

GLOBAL POSITIONING		HIGH QUALITY HEALTH CARE	
DEVELOPED INFRASTRUCTURE		SUSTAINABLE DIVERSIFIED ECONOMY	
CREATIVE HUMAN CAPITAL		SUSTAINABLE LIVING ENVIRONMENT	
EFFECTIVE PUBLIC ADMINISTRATION			

For more information, please contact our regional Customer Support Center.  
E-mail: [info.kw@siemens.com](mailto:info.kw@siemens.com)

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Siemens Electrical & Electronics Services  
K.S.C.C Building 84  
Street 70  
Ardiya Industrial Area  
4990  
Kuwait  
Kuwait City  
Safat 1305  
Tel: +965 24646000  
Fax: +965 24646460  
 [siemens\\_me](https://www.instagram.com/siemens_me)  
 [siemens\\_me](https://twitter.com/siemens_me)  
Visit: [siemens.com.kw](https://www.siemens.com.kw)  
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