

Expansion & Prosperity

Ambitious Vision

Revenue Growth

Sustainable Development

Vibrant Community

Power Supply Security & Reliability

Renewable Energy

Supply Chain Flexibility

Leading Customer Experience

Flexibility & Transformation



Annual Report 2023

Strategic Partnerships

Social Responsibility

Organization & Governance

Operational Excellence

Research & Development

Institutional Excellence

Transparency & Integrity

Support & Empowerment

Improve Efficiency

Local Content

Integrated Nationalization

National Transformation

Our Strategy

The vision of the Saudi Electricity Company is to be a preeminent power provider through exceptional customer experience, innovation, and sustainable solutions

The mission involves delivering best-in-class customer experience and add value to our stakeholders while investing in our people, protecting the environment and endorsing digital transformation in power and beyond. Based on the principle of continuous improvement and development, and recognizing the importance of establishing the foundations of success and devising strategies to achieve our aspirations and attain successive accomplishments, we are committed to enhancing the quality of our business operations, improving the services we provide, and concentrating on excellence in performance. With gratitude, we are pleased to announce the launch of several strategic programs designed to fulfill the company's objectives, outlined as follows:



Strategic Goals



Strategic Programs



Six enablers have been identified to facilitate the implementation of the strategic initiatives of the Saudi Electricity Company



Work is underway to approve the general strategy of the company in coordination with the relevant official authorities.

Our Strategy

The company’s plans provide a clear vision for the future of the energy sector in the Kingdom of Saudi Arabia

Future Plans and Projections

A meticulously crafted investment plan has been designed to span until the year 2030 in line with the Kingdom’s vision and the strategic directions of the Ministry of Energy and electricity sector, encompassing a significant financial commitment reaching hundreds of billions of SAR. This comprehensive strategy aims to develop all aspects of the electricity sector, including generation, transmission, and distribution, as well as non-regulated business. The strategic allocation of resources is expected to yield a remarkable increase in network size, facilitate the accommodation of more customers, all while maintaining system reliability.

The company is committed to a robust and sustainable energy landscape, with a significant focus on heavy investments in Renewable Energy (RE). The company’s goal is to seamlessly integrate all renewable energy produced in the kingdom, which is approximately 50% of the total electricity production capacity, ensuring not only a substantial increase in the company’s renewable capacity but also the security and reliability of the entire grid. Concurrently, the company is dedicated to the expansion of its transmission lines, enhancing security, reliability, and resilience in the supply chain. As part of the company’s strategy to meet the growing demand, it aims to integrate conventional energy sources effectively into the grid.

The company is gearing up to accommodate the rising demand, expanding its distribution network and constructing/reinforcing Main Distribution Network (MDN) substations. Emphasizing the company’s commitment to sustainability, it is working towards the Liquid Displacement initiative, converting power plants from fuel to gas. This strategic move not only facilitates the company’s decarbonization goals but also aligns with its commitment to achieving Net Zero targets. Through these comprehensive initiatives, the company aims to build a resilient, sustainable, and efficient energy infrastructure that can meet the evolving needs of its customers and contribute to a greener future. For a deeper understanding of these initiatives, refer to the Operational Excellence section in the accompanying report.



The company’s strategic plans aim to enhance Saudi Arabia’s sector leadership by:

Generating new employment opportunities and fostering economic diversification.



Integrating cutting-edge technologies, including batteries, electric vehicles (EV), and power-to-gas (P2G), while promoting digital transformation.



Catalyzing Foreign Direct Investments into the Saudi economy through collaboration with suppliers.



Establishing international interconnection to position the Kingdom as a hub for energy exchange.



The strategic initiatives outlined above are directed towards elevating the company’s market standing and establishing a notable presence by:

Emerging as a frontrunner in delivering unparalleled service excellence and ensuring a reliable supply of energy.



Enhancing SEC’s key role in Saudi Arabia’s energy transition.



Cultivating a stronger reputation among customers, suppliers, and investors alike.



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