



U.S.-Saudi Business Council  
مجلس الأعمال السعودي الأمريكي

# VIRTUAL TRADE MISSION PROFILES

November 9-12, 2020



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1. **Apfelbaum Industrial, Inc.**

6006 N. Mesa, Suite 510  
El Paso, TX 79912  
Phone (915) 845-2009  
[www.apfelbaumind.com](http://www.apfelbaumind.com)

**Mission Participants:**

Mr. Octavio Manzano  
President  
[octavio@apfelbaumind.com](mailto:octavio@apfelbaumind.com)

**Company Information:**

Apfelbaum Industrial, Inc. supplies products and services to the power and industrial sectors. In the service space, the company provides maintenance and repair services from simple cycle turbines to combine cycle power plants, heat recovery systems and steam turbines. The company also provides recycling of transformer oil.

The Company has four divisions:

- **Power Generation**  
Apfelbaum provides maintenance and repair of simple cycle turbines to Combine Cycle Power Plants with different sizes and configurations. The company also services projects for Combine Heat and Power Heat Recovery Systems.
- **Transmission and Distribution**  
Apfelbaum provides Commissioning, testing, predictive and corrective maintenance to Power Equipment. The company supplies Power Transformers, HV Capacitive Air-Oil Bushings, Switchgears, Mobil Substations and a broad range of material and equipment for Electric Transmission and Distribution.
- **Green Power**  
This division works with Solar and Wind power technologies and provides Capacitor Banks, Harmonic Filters, and Energy Saving devices,
- **Industrial**  
The industrial division provides material and equipment for industrial use to a huge variety of companies.

**Company Objectives:**

- Apfelbaum is looking for partners in the power sector to establish a joint venture in Saudi Arabia for repair and maintenance of combine cycle power turbines.
- Apfelbaum has technology to recycle transformer oil. They are looking for partners for establishing a facility for this service in Saudi Arabia.



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**2. B&B Roadway & Security Solutions, LLC (B&BRSS)**

5900 S. Lake Forest Drive, Suite 230  
McKinney, TX 75070  
Tel: (972) 385-7899  
www.bbrss.com

**Mission Participants:**

Jack Roth  
Outside Sales Manager  
email: [jroth@bb-armr.com](mailto:jroth@bb-armr.com)

**Company Information:**

B&B Roadway & Security Solutions, LLC (B&BRSS) designs, manufactures, and distributes an extensive line of crash rated vehicle barriers and warning gates systems. The B&BRSS brands include B&B ARMOR and B&B Roadway.

B&B ARMOR is an industry leader of crash barrier systems, which includes bollards, wedge barriers, crash gates, drop arm barriers, and gate operators. B&B ARMOR is the first line of defense solution for critical infrastructures vital to national security, economy, public health, and safety.

B&B Roadway is the market leader in the managed lane industry and bridge access. B&B Roadway provides warning gates, resistance barriers and navigational lighting solutions for movable bridges, reversible lanes, and roadway closure systems.

**Company Objectives:**

The company is looking for customers (both security integrators, end-users (like SABIC/SWCC/GACA/Aramco) and possibly a sales agent to represent B&BRSS locally in the Kingdom.



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### 3. Equilibar

320 Rutledge Rd.  
Fletcher, North Carolina, USA  
Tel: 828-276-2075  
www.equilibar.com

#### Mission Participants:

Diane Jacober. M. Eng.  
Technical Marketing Specialist  
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#### Company Information:

Equilibar designs and manufactures series of back pressure control valves. Their technology allows back pressure regulators to be used in demanding applications that require high accuracy or high precision. The regulators and valves are well suited for extreme temperatures, mixed phases, very low-pressure requirements, wide swings in flow rate and aggressive chemical media.

Equilibar back pressure regulator bodies are available in a wide variety of materials. Equilibar capabilities include engineering services, custom design & system integration, back pressure and vacuum control for catalysis and two-phase flow.

Equilibar technology is protected under several patents. All operations, including manufacturing, are based in Western North Carolina.

#### Company Objectives:

Equilibar is looking to venture into the Saudi market to supply their products to Saudi Aramco, SABIC and other large petrochemical companies. The company is looking to work with qualified agents or distributors to build their business in Saudi Arabia.



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#### **4. Fajon Turbine Services. Inc.**

P.O.Box 20692  
Phoenix, Arizona 85036  
Phone: (602) 462-5992  
www.fajoon.us

##### **Mission Participants:**

Jerry Booden  
President  
jbooden@fajon.us

##### **Company Information:**

Fajon provides products and services to the power generation industry. The company is specialized in providing repair and maintenance of steam and gas turbines. The company supplies aftermarket steam and gas turbine replacement parts which will meet or exceed original equipment manufacturer specifications. Fajon is based out of Phoenix, Arizona.

Below please find list of technical services provided by Fajon:

- Technical Direction
- Laser Alignment
- Steam Path Audits
- Scheduling
- Project Management
- Outage Planning
- Reverse Engineering
- Major and Minor Repairs
- Nozzles
- Diaphragms

##### **Company Objectives:**

Fajon is looking for a partner in Saudi Arabia to establish a joint venture for repair and maintenance of steam and gas turbines.



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## 5. Genesis Water Technologies

555 Winderley Place  
Suite 300, Maitland, FL 32751 USA  
Tel: (321) 280-2742  
[www.genesiswatertech.com](http://www.genesiswatertech.com)

### Mission Participants:

Nick Nicholas  
Technical Director  
[nick@genesiswatertech.com](mailto:nick@genesiswatertech.com)

### Company Information:

Genesis Water Technologies is a manufacturer of water and wastewater treatment, filtration, and purification solutions for the commercial, municipal, industrial, and agricultural markets. Genesis Water Technologies provides following solutions for industries & water utilities.

### Process Optimization Engineering Services

The engineering consulting service is designed around water utility & industrial clients to assist in optimizing the treatment of water or wastewater treatment systems to meet stringent regulatory requirements and reduce overall operational costs.

### Specialized Treatment Medias

Water treatment medias and flocculants to resolve specific water treatment/wastewater treatment needs. These medias comply with AWWA (American Water Works Association) standards for drinking water purposes and have the requisite NSF (National Sanitation Foundation) certification.

### Modular Treatment Systems

Genesis Water Technologies develops custom-tailored applications. The company's modular systems address the specific needs of client's application.

- Reverse Osmosis Desalinization
- Electrocoagulation
- Moving Bed Biofilm Reactor (MBBR)
- Ultrafiltration Technologies
- Advanced Oxidation Process
- Self-Cleaning Centrifugal Filtration

### Company Objectives:

Genesis Water Technologies is looking for a technically qualified partner that has an appropriate network and experience in the water treatment sector to offer the above services in Saudi Arabia.



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#### 6. **Murano Corporation**

68 T.W. Alexander Drive, Suite 207  
Research Triangle Park, NC 27709, USA  
Tel: (919) 314-2897  
[www.muranocorp.com](http://www.muranocorp.com)

#### **Mission Participants:**

Sree Rajagopalan  
President and CEO  
Email: [sr@muranocorp.com](mailto:sr@muranocorp.com)

#### **Company Information:**

Murano Corporation is a privately held company founded in 2009 and headquartered in Research Triangle Park of North Carolina. The company offers advanced cloud, supply chain, and Artificial Intelligence (AI) technologies and best practices to Manufacturers and Distributors.

Murano Corporation uses Supply Chain Artificial Intelligence (AI) to help organizations predict future Supply Chain disruptions using its multi-tenant cloud Supply Chain Manager which combines operational (including ERP), Supply Chain, Analytical, Predictive, and Big Data in a single cloud platform to help reduce inventory costs, invoicing errors, and defects.

Murano Corporation provides services in the following sectors:

#### **Manufacturing**

- Auto
- Food
- Industrial

#### **Distribution**

- Wholesale
- Retail

#### **Company Objectives:**

Murano Corporation is looking for a partner in Saudi Arabia to work with in the industrial, food, wholesale, retail, and defense sectors to provide Supply Chain Artificial Intelligence Solutions.



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## 7. P2S

5000 East Spring Street, Suite 800  
Long Beach, CA 90815  
Tel: (562) 497-2999  
[www.p2sinc.com](http://www.p2sinc.com)

### Mission Participants:

Bryant Mercado

Commissioning Agent

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Mehdi Heydari

Commissioning Agent

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### Company Information:

P2S Inc. is an engineering, commissioning, and construction management firm. P2S designs high-performance building systems and central plants to reduce operating costs while providing quality indoor environmental conditions. As part of the commissioning practice, P2S ensures optimum performance for new and existing buildings. The company offers customized sustainable design services to clients in higher education, healthcare, aerospace, port, manufacturing, municipal, primary/secondary education, and entertainment sectors.

P2S offers a wide range of quality services, helping clients, owners, facility managers and partners achieve quality construction and performance verifications. P2S, provides commissioning management service, a new remote commissioning solution where clients can take advantage of commissioning process led by expert professionals while minimizing costs to clients and maximizing facility personnel training. Commissioning Management Service can fulfill a client advocacy function and serve as a third-party quality process of verifying both new and renovation projects.

### Company Objectives:

P2S is looking to team up with A/E firms, construction managers, developers, construction firms, financiers, government agencies, general contractors, and other construction industry professionals to provide quality commissioning services in Saudi Arabia.

P2S wants to provide services to commercial, manufacturing, hotel, hospital, education, port, and central plant construction industries.



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#### **8. SOS International**

10715 Sikes Place, Suite 114  
Charlotte, NC 28277  
Tel: (704) 752-3534  
[www.sosintl.com](http://www.sosintl.com)

#### **Mission Participants:**

Guillermo E Sabatier  
Director of International Services  
[Guillermo.Sabatier@sosintl.com](mailto:Guillermo.Sabatier@sosintl.com)

#### **Company Information:**

SOS is a leading provider of training and compliance solutions to the power industry.

SOS provides solutions for distribution, transmission, generation, and power markets – tracking, translating, and training for information to manage risk and ensure reliability and resiliency of power grids.

SOS provides the following NERC (North American Electric Reliability Corporation) compliance services, and training advisory services.

#### **Training**

- NERC Certification Preparation
- NERC Continuing Education
- Distribution Operations Training
- NERC Simulation
- Custom Training
- 

#### **Advisory Services**

- Compliance Services
- Training Services

#### **Company Objectives:**

SOS International would like to offer training services to the power and industrial sectors. SOS International is looking to team up with a suitable partner to offer NERC compliance services and training programs in the Kingdom.



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**9. Thermcraft, Inc.**

3950 Overdale Rd.  
Winston Salem, NC 27107 USA  
Phone: (336) 784-4800  
[www.thermcraftinc.com](http://www.thermcraftinc.com)

**Mission Participants:**

Derrick Wilson  
International Sales and Marketing Manager  
dwilson@thermcraftinc.com

**Company Information:**

Thermcraft is a manufacturer of industrial and laboratory furnaces and ovens, high temperature ceramic heaters, high temperature insulation and thermocouples. Equipment manufactured includes transparent tube furnaces, heating elements, custom furnaces, control systems, custom recirculating ovens, tube furnaces, box furnaces, high temperature heaters, diffusion furnace heaters.

Thermcraft product categories range from standard quick-ship designs, to fully customized solutions for application temperatures up to 1800°C (3272°F).

Thermcraft operates in a state-of the-art facility with 3600 square feet of office space and 70,000 square feet of manufacturing space. Thermcraft is considered as a competitive solution provider in the thermal processing equipment.

**Company Objectives:**

Thermcraft is looking to venture into Saudi Arabian market with a local partner that has exposure and experience in the industrial, oil and gas, power and petrochemical sectors.