



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

## U.S. Business Development Mission to Future Minerals Forum January 10-12, 2023

### COMPANY PROFILES

#### **Apfelbaum Industrial**

[www.apfelbaumind.com](http://www.apfelbaumind.com)

Mission Participant:

Mr. Octavio Manzano  
President

Apfelbaum Industrial, based in El Paso, Texas, supplies products and services to industrial sectors including oil reclaiming equipment, spare parts for turbine generators and aircraft engine, gensets, pumps, conveyors, gearboxes, speed reducers, and equipment for the mining industry. Apfelbaum has four divisions: 4 divisions: power generation, transmission & distribution, green power, and industrial.

Apfelbaum exports its products to North African as well as Central and South American countries. End users include utilities and energy companies. The company would consider localization of its business in Saudi Arabia.

Objectives:

- Become a supplier for the mining industry.
- Meet potential partners to offer Apfelbaum products in the Kingdom.

#### **2. Lockheed Martin**

[www.lmco.com](http://www.lmco.com)

Mission Participant:

Mr. Jorge Pica  
Senior Manager

Lockheed Martin, known for its position as one of the world's largest defense contractors, also offers some products for undersea mining.

Objective: The company aims to understand the strategic priorities for the development of the mining and supply chain sectors as well as their intersection with localization and other industrialization programs.

#### **3. TechnoImaging LLC**

[www.technoimaging.com](http://www.technoimaging.com)

Mission Participant:  
Dr. Michael Zhdanov  
Chairman and CEO

Established in 2005 in Utah, Technolmaging is a leading geophysics technology company. It conducts geophysical surveys and provides the world's most advanced 3D imaging solutions for all airborne, land, and marine geophysical methods for mineral, hydrological, geothermal, and oil and gas exploration and production. The fundamental advantage of Technolmaging's Glass Earth technology is that is based on the acquisition, interpretation, and inversion of multiphysics geophysical data; it provides integrated 3D geological/geophysical models and images of the subsurface represented by different petrophysical properties of the prospective deposits. These advances help make highly informed decisions related to the assessment and development of the mineral spectrum, groundwater, oil and gas reserves, geoengineering, construction, security, and defense applications.

The company has international collaborations in Australia, Brazil, Italy, Japan, and Norway. Key customers include Anglo American, BAE Systems, Barrick Gold, BHP, Cameco Resources, Duke Exploration ENI, ExxonMobil, Geoscience Australia, Haliburton, JOGMEC, Natural Resources Canada, Nuvia, Petrobras, Rio Tinto, Tullow Oil, Shell, Statoil, Sumitomo, Tech Resources, Total, and USGS, to name just a few. In Saudi Arabia, Technolmaging involvements include:

- Several mineral exploration projects for Ma'aden.
- Glass Earth® (Pilot) Project with King Abdulaziz City for Science and Technology. The collaboration aimed to provide a roadmap for natural resources exploration in the survey area. The project involved the acquisition, processing, and interpretation of airborne electromagnetic, gravity, and magnetic geophysical data over an initial 8,000 sq km area in Saudi Arabia. Technolmaging applied its advanced Glass Earth® technology to identify potential mining targets which can be associated with gold and other base metals deposits such as zinc and copper.
- Collaboration with Saudi Aramco to develop new method of well-logging for oil exploration.

Objectives:

- Meet leading experts to discuss business opportunities in the Kingdom's mining and metals sector.
- Explore ways for Technolmaging to assist Saudi Arabia in developing the mining sector.

#### **4. Tronox Holdings plc**

[www.tronox.com](http://www.tronox.com)

Mission Participants:  
Mr. Hussein Al Bashihab  
Director, Sales

Mr. Fawzi Al Shareef  
Manager, Supply Chain

Tronox is the world's leading vertically integrated producer of titanium dioxide (TiO<sub>2</sub>), which is the base pigment used in all paints and coatings. It also produces titanium dioxide feedstock and

caustic soda. The company supplies to Saudi Arabia as well as Africa, Europe, Asia, and other GCC countries. End users include Benjamin Moore, Sherwin Williams, and AkzoNobel.

Tronox is also one of the world's largest miners of titanium-bearing ore, known as heavy mineral concentrates (HMCs). Together with Tasnee, its largest shareholder, Tronox is developing the world's largest smelter to process HMCs in Jazan City.

Objective:

- Meet with government agencies focused on the development of the industrial and energy sectors and local content.

**5. Voovio**

[www.voovio.com](http://www.voovio.com)

Mission Participant:

Ahmed Alaa

Sales Director, MENA Region

Voovio is a global deep tech company headquartered in Houston (US) and Madrid (Spain). Founded by a group of experts in machine learning, industrial R&D, and automation, Voovio aims to make industrial processes more efficient, profitable, environmentally friendlier, and safer. The company's technology platform allows capturing and analysis of data regarding the system processes and workforce productivity and execution to complement the plant's digital twins, enabling businesses to boost performance, reduce downtime and time required for turnarounds, and solve industrial training and knowledge transfer challenges. It also holds a portfolio of patents for transforming simple 2D photos of assets into 3D interactive spaces.

Clients are leaders in innovation in petrochemicals and process industries, prioritizing development of their staff through digital transformation. Plant managers, unit managers, operations managers, and learning & development professionals use the technology to increase operator competency, save money in training, and avoid incidents/downtime. The company sells in Saudi Arabia and has offices in Dubai and Spain.

Objective:

- Meet with new, potential customers.