PIONEER

PIONEER
Company Profile



Modern Pioneer Company | Corporate Profile

About Us

Pioneer is a leading Saudi-based 5PL provider with over 34 years of experience, delivering efficient sourcing, procurement, and logistics solutions through deep expertise and a global network

PIONEER

WHAT **WE DO**

1

Sourcing

We help our clients source high-quality products and materials from reliable suppliers across the globe. Our team has extensive knowledge of various industries and can assist in finding the best suppliers for your specific requirements.

2

Procurement

Our procurement services cover the entire process, from identifying the right suppliers to negotiating contracts and managing orders. We help our clients optimize their procurement processes, reduce costs, and improve efficiency.

3

Mgt & Logistics

We provide end-to-end logistics solutions to ensure timely and efficient delivery of goods. Our logistics team works closely with our clients to understand their needs and develop customized solutions that meet their specific requirements.

OUR **VISION**

Empowering businesses to thrive while propelling our own sustainable growth. Leveraging unwavering reliability, visionary solutions and a trust-driven approach rooted in Saudi leadership.

OUR **MISSION**

Driving the Nation’s progress as a trusted leader in enabling supply chain & logistics.

PIONEER'S LEGACY

More Than Three Decades Of Innovation, Growth, & Excellence

1991
Foundations in **Jeddah**, through **FMCG** and **Gift Items** from **Taiwan**

1995
Expansion into **Hong Kong** to Access Regional Expertise

2000
Opening **Riyadh Office**

2001
Entry into **Construction Materials**

2003
Formation of **Modern Pioneer Company**

2006
Establishing a **Global Sourcing Hub in China**

2008
Recognition for Excellence in **FMCG**

2010
Expanding **Procurement** and **Electronics Footprint**

2011
Entry into **Furniture and Facility Supplies**

2015
Establishing Leadership in **Automotive Accessories**

2023
Achieving **Operational Excellence** through **Certification in Logistics**

2024
A 5PL Aligning with **Vision 2030 Across Diverse Industries**

GLOBAL REACH & OFFICES



REGIONAL HUBS
JEDAAH HQ . RIYADH OFFICE . CHINA OFFICE

STRATEGIC HUBS
DUBAI . VIETNAM . HONG KONG

GLOBAL NETWORK
TURKEY · PORTUGAL · CHINA · INDIA
PAKISTAN · EGYPT · POLAND · MALAYSIA

CORE BUSINESS LINES

PIONEER

TOURISM & HOSPITALITY
FFE (Furniture, Fixtures & Equipment) and OS&E (Operating Supplies & Equipment) for hotels, resorts, and leisure projects

AUTOMOTIVE
OEM parts, Safety kits, Inflators, Interior Accessories etc

SPECIALIZED BUILDING
Materials Innovative construction and fit-out materials tailored for large-scale development

CORPORATE PROUDUCTS & GIFTS
Corporate gifts, promotional kits, and luxury packaging solutions

FMCG & Retail
Display Unit, Promotional & Consumer Gifts, Packaging, Booths

Full List Of Services

SOURCING & PROCUREMENT	CUSTOMIZATION	PRODUCTION	LOGISTICS	DISTRIBUTION & DELIVERY	VALUE ADDED SERVICES
Need Identification / Innovation	Product Customization	Concept Development & Prototyping	Shipping	Delivery	Saudi Content Consulting
Supplier Pre-Qualification	Private Labelling	Manufacturing Integration	Imports Compliance Pre-Check	Warehousing & Storage	Procurement As A Service
Market Entry Regulation & Compliance	Packing & Packaging	Production & Quality Assurance & Quality Control	Customs Clearance	Fulfillment & Co-Packing	Project Financing
Sourcing & Procurement					

Pioneer’s Value Engineering Approach

Smart sourcing for cost savings without compromising design

DESIGN INTENT

- Project designers set specifications and preferred brands.
- Ensures the look and functionality match the design vision.
- Pioneer respects and aligns with the original intent.

PIONEER ASSESSMENT

- Review brand pricing vs market benchmarks.
- If competitive ➡ source directly from the brand.
- If overpriced ➡ propose equivalent alternatives that meet the same specs.
- Always maintain quality and design standards.

OPTIMIZED OUTCOME

- Client receives options: direct brand or value engineered alternative with quality certificates.
- Ensures cost savings while preserving design intent.
- Adds transparency and flexibility to procurement.

Our Clients

Aviation

Saudia
flynas طيران ناس
flyadeal طيران أديل

Telecom

mobily موبايلي
zain زين
stc

Finance

SABB ساب
SNB الأهلي
alinma bank مصرف الإنماء

Automotive

TOYOTA
HYUNDAI
mazda
HONDA
NISSAN
SUZUKI
KIA
CHANGAN

Others

Jazeera Paints دهانات الجزيرة
SIEMENS
International Medical Center المركز الطبي الدولي
Almarai المراعي

Corporate Products & Gifts



Corporate Products & Gifts
Corporate Gifts, VIP Products,
Promotional Items, Executive Gifts



Trophies Recognition Items
Custom,Trophies,Awards,Plaques



Cutural & Custom Gifts
Hajj & Umrah, Gifts, CultureGifts,
Custom, Playing Cards



Apparel & Wearable
Branded Apparel, Caps,
Uniforms, Promotional Clothing



Electronics
Stand Displays, Promotional,
Boxes, Inflatables



Sustainable Gifts
Sustainable Promotional products

FMCG & Retail



Dispaly Unit

Custom POS displays, shelves, Product stands in acrylic, Wood, or metal for effective in-store presentation



Promotional & Consumer Gifts

Classics Gifts, Eco-friendly Gifts, Luxury & Executive Gifts, Industry-specific Gifts, Promotional & Marketing Gifts



Packaging

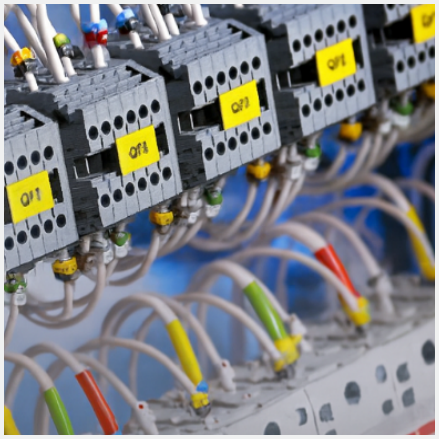
Branded boxes, paper bags, sleeves, pouches, sustainab



Booths

Modular retail booths, kiosks
Pop-up display structures ready for activations and exhibitions.

Specialized Building Materials



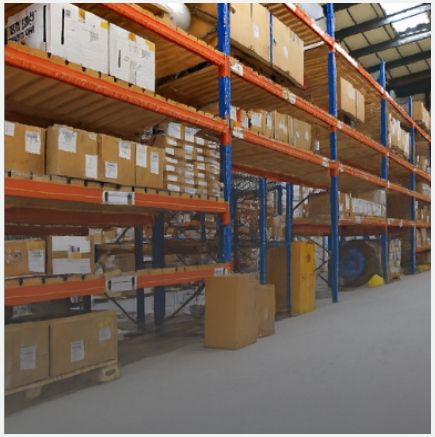
MEP

HVAC Systems, Ducting, Wiring, Plumbing, Fire Protection



Specialized Building Materials

Advanced Concrete Mixes, Acoustic Panels, Thermal Insulation, Specialized Coatings ,Adhesives, Sustainable Building Solutions.



Logistics

Steel Structures, Firefighting Systems, Concrete, Racking System



Mixed Use

General Construction Materials And Multi-use Building Solutions.

Automotive



Safety kits
Comprehensive car, safety kits featuring first-aid boxes, jumper cables, warning triangles, Essential roadside tools.



Off-Road Kits
Heavy-duty off-road gear including: Recovery straps, Air inflators shovels and multi-purpose tools.



Car Mats
Custom-fit rubber, Carpet or leather mats designed for durability, comfort, and premium finish.



Car interior
Interior accessories including: seat covers, organizers, sunshades Detailing tools enhancing practicality and style.

Corporate Products & Gifts



Hospitality & Accommodation

Complete hotel and residential setups including: Furniture, Fixtures, Linens, Tableware, Guest Amenities, Operational supplies



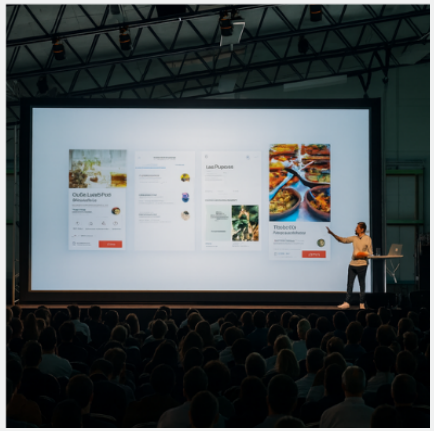
Pilgrimage & Religion Tourism

Kits, travel essentials, prayer sets Hospitality accessories designed for pilgrims.



Souvenirs & Cultural Memory Gifts

Destination souvenirs, keepsakes, magnets, artisan-crafted cultural items



Events, Festivals & entertainment

Décor elements, stage setups
Branded merchandise



Sports

Team uniforms, Event accessories trophies, Customized kits for sports organizations and tournaments.



Sustainable Products

Environmentally responsible - Hospitality items such as: reusable

Automotive

Empowering Automotive, Industrial, and Ecommerce sectors to deliver superior customer experiences and seamless safety and mobility solutions.

CASE STUDIES

Car Safety Kits for Nissan KSA

Client: Nissan KSA
Project: Provision of Car Safety Kits
Industry: Automotive
Location: Saudi Arabia.



Overview:
Pioneer provided car safety kits to Nissan KSA customers, enhancing road safety and customer satisfaction.

Impact:
Improved road safety for Nissan drivers.
Boosted customer satisfaction and brand trust, reinforcing Nissan's commitment to safety.

Solutions:

- **Procurement Scope**

Fire extinguishers, first aid kits, tire pressure gauges, and reflective triangles.

- **Execution Strategy**

Customized kits with Nissan KSA's branding.
Efficient logistics for timely delivery to dealerships.

Challenges:
Ensuring compliance with Saudi safety regulations, requiring approvals from the Saudi Food and Drug Authority (SFDA) and Civil Defense for the fire extinguishers and safety equipment.
Co-packing multiple items, with some components sourced from China, including the packaging and logistics coordination for items like fire extinguishers within Saudi Arabia.

FMCG

Powering FMCG and Retail businesses with essential products, merchandising, and supply chain solutionsmobility solutions.

CASE STUDIES
CHEES

Client: AlMarai
Project: Elevating In-Store Visibility for Tin Cheese
Industry: Retail / In-Store Solutions
Location: Saudi Arabia.



Overview:
In a fiercely competitive market, Al Marai aimed to establish a stronger foothold in the Western region by launching their tin cheese product line in major supermarket chains. Their mission was clear: amplify brand visibility and drive sales momentum.

Impact:
- **Sales Surge:** Achieved an 18% boost in sales within the first month of launch.

- **Enhanced Brand Recognition:** Customer feedback revealed a 40% rise in brand awareness among health-conscious consumers—a testament to the campaign's effectiveness.

Solution:
We introduced dynamic, eye-catching in-store displays across high-traffic supermarket outlets. These displays emphasized the nutritional advantages of Al Marai's products, combining bold aesthetics with persuasive messaging to captivate the target audience.

Execution Strategy:
- Partnered closely with store managers to secure premium shelf placements, ensuring maximum visibility.

- Designed bespoke displays that featured striking colors and engaging product narratives to resonate with health-conscious shoppers.

- Coordinated seamlessly with Al Marai to align on branding and key messaging for a cohesive, impactful execution.

Overcoming Challenges:
Despite operating within a constrained promotional budget during the launch phase, we prioritized cost-efficient, high-impact solutions to achieve maximum reach.

Procurment As A Service (PAAS)

Powering growth through intelligent procurment as a service

CASE STUDIES
GEMS School

Client: EMAAR Properties
Project: GEMS School, King Abdullah Economic City (KAEC)
Industry: Education and Property Development
Location: Saudi Arabia



Overview:
Pioneer provided procurement services for GEMS School, sourcing nearly 16,000 items to ensure the school's operational readiness within a challenging 3-4 month timeline.

Impact:
- Delivered all items on time and within budget.
- Smooth operational launch, ensuring the school was fully equipped for opening day.

Solution:
Procurement Scope: Classroom and office furniture, sports equipment, lab equipment, cafeteria supplies, books, music instruments, IT equipment, uniforms, and more.

Execution Strategy:
- Collaborated with reputable suppliers to ensure quality and timely delivery.
-
- Managed costs and logistics to meet the tight 3-4 month deadline.
-
- Performed rigorous quality checks before delivery.

Overcoming Challenges:
- Meeting the 3-4 month timeline for such a wide variety of items.

- Ensuring efficient logistics and on-time delivery despite supply chain complexities.

CERTIFICATIONS

ISO

الموارد البشرية والتنمية الاجتماعية


CERTIFICATE OF REGISTRATION

THIS IS TO CERTIFY THAT THE MANAGEMENT SYSTEM OF

PIONEER

COMPANY TORIDAT AL-RAIDA AL-HADITHA FOR TRADING

Building No. 6278 - Gharrab Al Hilal Street - Al Faisaliah District - P.O 23441 - Kingdom of Saudi Arabia

HAS BEEN AUDITED AND ACCREDITED IN ACCORDANCE WITH THE STANDARD

ISO 13485:2016

(MEDICAL DEVICES – QUALITY MANAGEMENT SYSTEM)

FOR THE FOLLOWING SCOPE

Importer, Distributor, Storage, Wholesale, Retail Trade and Authorized Representative for Medical Devices.

CERT NO.:21052406961 3

Registration Date.: 21-May-2024

1ST Surviliance Date.: 21-Apr-2025

2ND Surviliance Date.: 21-Apr-2026

Recertificate Date : 20-May-2027

IAF UAF

Accredited Management System Certification Body

CB-MS-0992

Accreditation Address :

400, North Center Dr. STE 202, Norfolk, VA 23502, United States of America

To verify the validity of this certificate please visit :-

http://arscert.com & www.iafcertsearch.com

Chief Executive

ISO CERTIFICATION

ISO 9185

ISO CERTIFICATION


QIWA قوى

الموارد البشرية والتنمية الاجتماعية

شهادة التوطين

رقم الشهادة	تاريخ الإصدار	تاريخ انتهاء الصلاحية
753972-17876585	09/03/2025	22/09/2025

تاريخ التحديث/التحديث	24/06/2025
حالة الشهادة	تم التحقق
اسم المنشأة	شركة توريدات الرائدة الحديثة للتجارة
رقم المنشأة	9-2161011
رقم الترخيص	–
الرقم الوطني الموحد	7001459465
مستوى نطاقات	أخضر مرتفع
معدل التوطين	% 44

The Ministry of Human Resources and Social Development certifies that the above-mentioned Establishment has achieved the required Nationalization rate and has been granted this certificate upon request.

The certificate is electronically generated and approved by the authority. It does not require any signature or stamp.

VISION رؤية 2030 KINGDOM OF SAUDI ARABIA

منشآت monsha'at

منشآت monsha'at

أرامكو السعودية saudi aramco

غرفة جدة JEDDAH CHAMBER – 1946 –


تشهد الهيئة العامة للمنشآت الصغيرة والمتوسطة "منشآت" بأن المنشأة المذكورة أعلاه تندرج من ضمن المنشآت الصغيرة والمتوسطة وفقًا للتعريف المعتمد لدى "منشآت"

https://profile.monshaat.gov.sa/validate


منشآت monsha'at

جدير

شهادة تأهيل

تشهد الهيئة العامة للمنشآت الصغيرة والمتوسطة "منشآت" بأن

شركة توريدات الرائدة الحديثة للتجارة(شخص واحد)

قد استكملت متطلبات التأهيل في خدمة جدير، وقد أعطيت هذه الشهادة بناءً على طلبها دون أدنى مسؤولية.


Issuance Date: 03.10.2023

CCC Reference Number: 13-01-031025-N

seven TECHNOLOGIES

Cybersecurity Compliance Certificate

This is to confirm that

Modern Pioneer Supplies Trading Co

Commercial Registration No.: 4030142662

Gharat Al Hilal Street, Al Faisaliah District, Jeddah - Saudi Arabia

was subject to an assessment by Seven Technologies to evaluate its compliance with Saudi Aramco Third Party Cybersecurity Standard (SACS-002). Based on the assessment carried out between February 24, 2025 and March 09, 2025, Modern Pioneer Supplies Trading Co. was found to be compliant with the Standard.

For the classification of:

General Requirements, Type: CCC

This certificate is valid for a period of two years from the date of issuance.

Disclaimer:

seven

Fahad Mk

Authorized Signatory

By Audit Firm


شهادة إشتراك

Membership

This is to certify that يشهد بأن

شركة توريدات الرائدة الحديثة للتجارة

Modern Pioneer Supplies Trading

is a member in the chamber عضو في الغرفة التجارية

Certificate Date	30/09/2024 - 27/03/1446	تاريخ طباعة الشهادة
Date of Membership	-	تاريخ الاشتراك
Date of Expiry	08/07/2029 - 26/03/1451	تاريخ الانتهاء
Subscription Status	فعال	حالة الاشتراك
NUN	7001459465	رقم المنشأة الموحد
Membership No	93068	رقم الإشتراك
Membership Degree	الثانية	درجة الإشتراك
Commercial Record/ License	4030142662	الرخصة / السجل التجاري
P. O. Box	7712	صندوق البريد

التوقيع

محمد أحمد العطاس

مدير إدارة شؤون المشتركين

Let’s Build Momentum Together



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