

Redington Inaugurates New Office in Riyadh

Strengthening Commitment to Saudi Arabia's Digital Future

Riyadh, Saudi Arabia, 21st May 2025 – Redington, a leading technology aggregator and innovation powerhouse across emerging markets, today announced the inauguration of its new office in Riyadh, Kingdom of Saudi Arabia. This milestone marks a significant step in Redington's commitment to deepening its presence in the region and supporting the Kingdom's ambitious digital transformation goals under Vision 2030.

Strategically located in the heart of Riyadh's thriving technology district in Al Olaya, just steps away from the iconic Kingdom Tower, the new head office is designed to be a central hub for collaboration and innovation. It will support partner growth and help deliver tailored, cutting-edge technology solutions that meet the evolving needs of the Saudi market.

"Our presence in Saudi Arabia is not new—but this new headquarters represents a renewed and future-ready approach to how we engage with our partners, customers, and the broader tech ecosystem," said **Rawad Ayash, President, Saudi Arabia, Redington**. "The Kingdom is undergoing a remarkable transformation, and we are proud to be part of that journey—bringing global innovation, local insights, and long-term value to the market."

The new space has been designed with a focus on sustainability, collaboration, and employee well-being. It blends Redington's global values with local cultural sensibilities, fostering a dynamic environment where talent, technology, and innovation converge.

As Saudi Arabia accelerates its path to becoming a global technology hub, Redington's new Riyadh office reinforces its role as a trusted partner—delivering cloud, cybersecurity, AI, and emerging technology solutions through a vast ecosystem of partners, startups, and alliances.

"This new office is a foundation for the culture we're building—one that inspires curiosity, encourages bold thinking, and puts people at the center of everything we do. It's a space designed to spark ideas, foster collaboration, and drive meaningful progress as we help shape Saudi Arabia's digital future," added Ayash.

The inauguration ceremony was graced by dignitaries from the Ministry of Investment of Saudi Arabia and representatives of the Indian embassy, highlighting the Kingdom's support for private sector collaboration in driving Vision 2030 – alongside our key technology vendors and channel partners. This new chapter reflects Redington's deepened commitment to supporting Saudi Arabia's digital ambitions—through stronger presence, closer collaboration, and greater impact.

About Redington

Redington is a thriving technology solutions provider with over US\$11 billion in revenues, with a network of 450+ international brands across 40 markets in the IT space. Redington was ranked 7th globally by renowned research firm Canalys based on 2023 revenues. It is projected to be one of the fastest-growing distributors in the world.

Redington not only bridges the gap between innovation and adoption; it masterfully navigates and dissolves the complexities of technology friction—the multifaceted challenges that emerge as technology evolves and integrates into various markets. Addressing key market, technology, and knowledge frictions, Redington empowers businesses to thrive in complex and evolving landscapes. By transforming these frictions into opportunities, we drive profound technological impact and accessibility. Redington ensures seamless distribution across IT/ITeS, Telecom, Lifestyle, and Solar sectors in regions including India, South East Asia, the Middle East, Africa, and Turkey.

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