

PITCH

**MAADEN LOCALIZATION
OPPORTUNITY CARD**



PITCH

OPPORTUNITY SUMMARY

Case Summary

Key Input in Anode Production

Pitch is used as a binder in anode production, with usage linked to aluminum smelting activity

Reliance on Imported Supply

A significant share of demand is currently met through imports, which may involve logistics and supply considerations

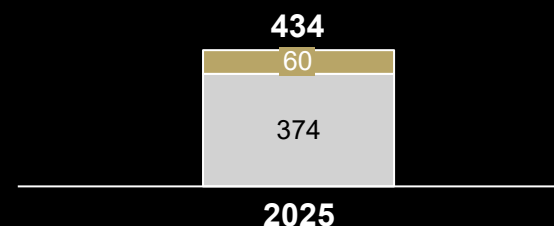
Production Characteristics

Local production typically involves continuous operations and scale considerations

Maaden & Market Demand

GCC demand, kmt (2025)

■ Maaden Demand ■ Rest of GCC Demand



PITCH

LOCALIZATION OPPORTUNITY OVERVIEW

1

Demand Linked to Smelting Activity

“Pitch is used as a binder in anode production for aluminum smelting, with consumption directly linked to aluminum output and relatively stable usage per ton of anode produced.

2

Imported Supply Presence

Saudi pitch demand is largely met through imports, with supply dependent on international logistics, longer lead times, and associated working capital requirements

3

Production Scale Considerations

Pitch production benefits from scale and continuous operation, with a mid-scale plant of ~40–60 ktpa production is typically associated with continuous operations and scale

4

Feedstock and Energy Factors

Production economics are driven by coal tar or petroleum residues and energy, where regional feedstock access and competitive utilities. Production is influenced by feedstock availability and energy costs

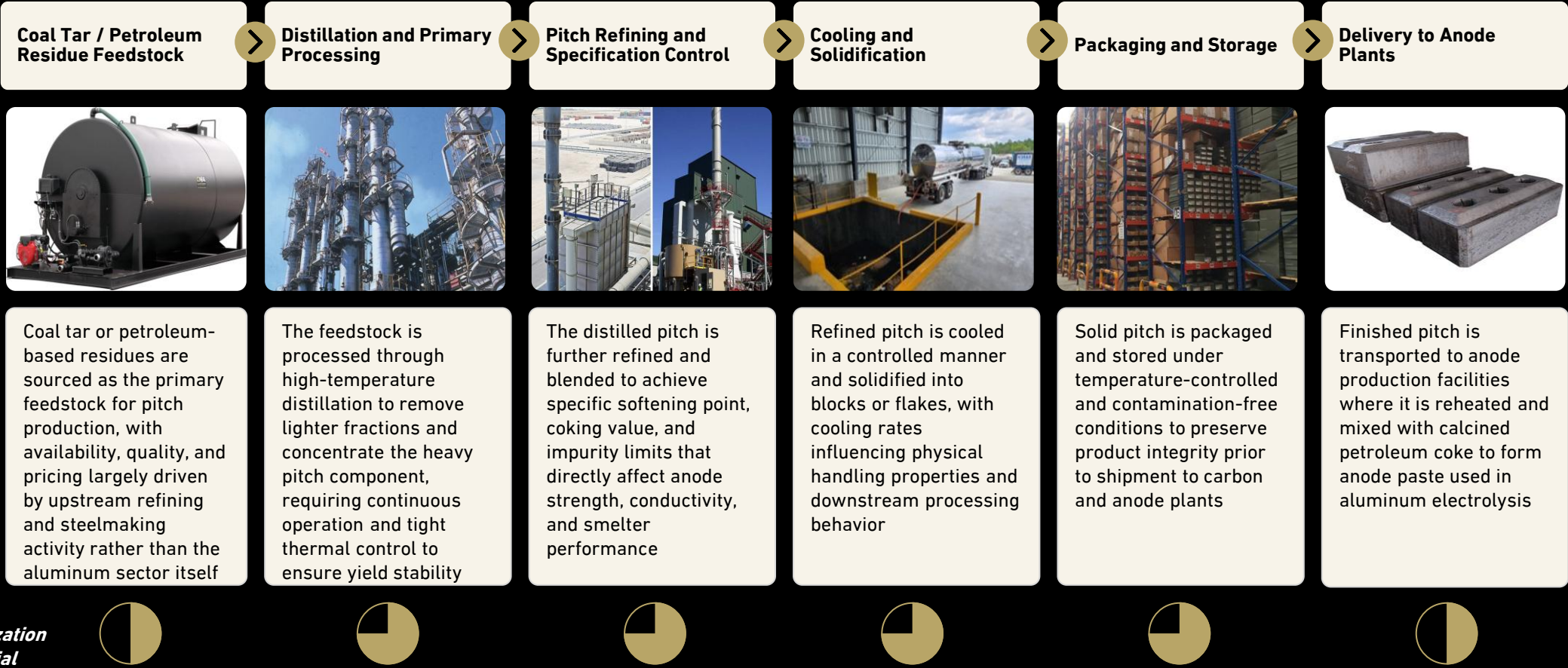
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Regional Supply Potential

A Saudi-based pitch production asset, if established, could serve both domestic and regional demand, supplying aluminum smelters and carbon product producers

PITCH

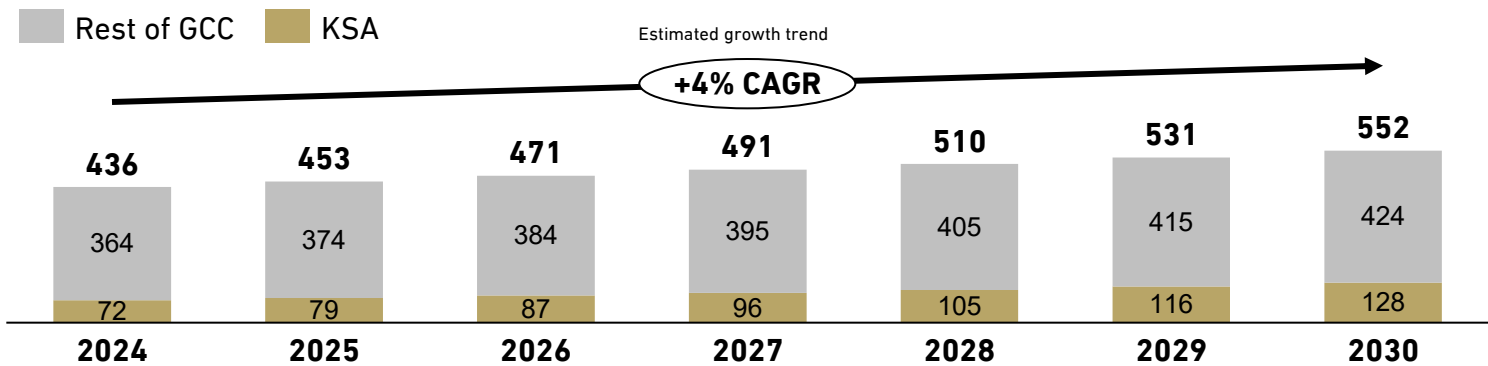
VALUE CHAIN



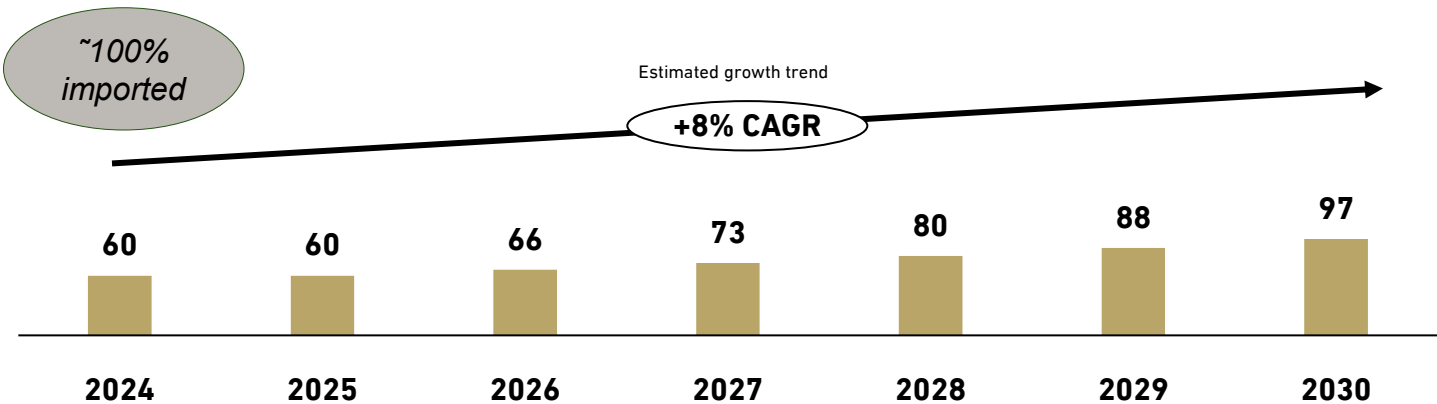
PITCH

MARKET DEMAND & SUPPLY

Market Demand, kmt



Maaden Demand, kmt



Market Trends & Demand Drivers

- 1 Global pitch demand is generally associated with primarily by aluminum smelting activity, with consumption closely linked to anode production volumes rather than short-term aluminum price swings
- 2 Supply is relatively concentrated, as pitch availability depends on coal tar and refining residues, which are constrained by upstream steel and refining economics
- 3 Quality consistency is increasingly considered important, as tighter smelter operating windows heighten sensitivity to pitch softening point, coking value, and impurity levels
- 4 Rising logistics costs and longer import lead times may support the case for regional supply, with pitch production located closer to smelter demand

PITCH

The KSA ecosystem comprises six main categories, supported by key enablers

1. Infra & Supply Chain

 **The Saudi Authority for Industrial Cities and Technology Zones (MODON)**

 **Royal Commission for Jubail and Yanbu (RCJY)**

2. Financing

 **Saudi Industrial Development Fund (SIDF)**

 **Saudi EXIM Bank**

 **SME Bank / Kafalah**

 **Ministry of Industries and Mineral Resources (MIM)**

3. Licensing & Taxation

 **Economic Cities & Special Zones Authority (ECZA)**

 **Zakat, Tax and Customs Authority (ZATCA)**

 **Ministry of Investment (MISA)**

4. Market Access

 **Local Content & Government Procurement Authority (LCGPA)**

 **Saudi Export Development Authority (SEDA)**

 **PIF / Accelerated Manufacturing Program**

5. Workforce

 **Human Resources Development Fund (HRDF)**

6. Technology

 **National Technology Development Program**

7. Enablers

 **الهيئة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.**

 **المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation**

 **منشآت
Monsha'at**

 **المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center**

 **البنك الإسلامي للتنمية
Islamic Development Bank**

 **البنك للتنمية الاجتماعية
SOCIAL DEVELOPMENT BANK**

 **المركز الوطني للتنمية الصناعية
National Center for Industrial Development**

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