



Company profile 2026

Every entry and exit, under control.

Parking management, access control and site operations
across Saudi Arabia.



Who we are

Genuine Company for Communications and Information Technology is a Jeddah-based systems integrator. We supply, install and operate the technology that controls how vehicles enter, park and leave a site, from a single barrier at a clinic to a full truck marshalling yard at a national port.

We work across the whole life of a site: the hardware at the lane, the software behind it, and the people who run it day to day. That means clients deal with one team from the first survey to years of operation.

01

Supply

Equipment from established manufacturers, held in local stock in Jeddah.

02

Install

Our own engineers survey, install, configure and test every lane.

03

Operate

Staffing, maintenance and reporting under one service contract.

Our mission

To give every site in the Kingdom reliable, well-run vehicle access, using proven technology and a local team that stays accountable after handover.

Our vision

To be the partner Saudi property owners and operators call first for parking, access and site operations, in step with the Kingdom's smart city ambitions.

At a glance

Headquarters	Jeddah, Saudi Arabia
Commercial registration	4030541237
Coverage	Across Saudi Arabia
Technology partners	Orbility, BEA, Centurion
Operations practice	ISO 41001:2018

What we do

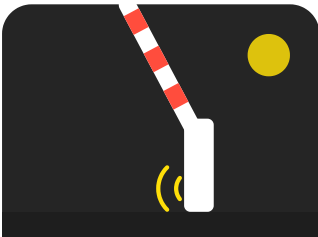
Five service lines that can be taken on their own or combined into a single contract.



Parking management systems

Ticketed and ticketless entry and exit, pay stations, licence plate recognition and central management software for car parks of any size.

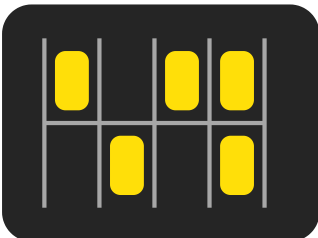
Orbility



Gate barriers and access control

High-duty boom barriers, solar-powered barriers for sites without mains power, and vehicle detection radar that keeps lanes safe and moving.

BEA · Centurion



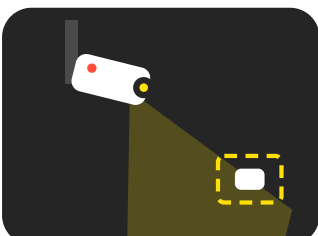
Parking operations

We staff and run car parks for our clients, handling attendants, revenue collection, reporting and maintenance under one contract.



Yard and ground services

Truck marshalling, dispatch, cleaning, utilities, generators and facility maintenance for large operational sites, delivered to ISO 41001 practice.



CCTV, AI analytics and IoT

Camera coverage, AI video analytics and connected gate controllers that let operators see and manage every lane remotely.

Built on proven manufacturers

We distribute, install and support equipment from established European and South African manufacturers, backed by local stock and trained engineers in Jeddah.

Orbility

Parking management systems

France

Entry and exit terminals, pay stations, licence plate recognition and central software for managing car parks at scale.

BEA

Vehicle detection radar

Belgium

Sensors that detect vehicles at the barrier so arms open and close safely, reducing damage and keeping traffic flowing.

Centurion

Solar-powered barriers

South Africa

Barriers that run on solar power with battery backup, ideal for remote gates and sites without a mains connection.

Local stock

Units and spare parts held in Jeddah.

Trained engineers

Installation and servicing by our own team.

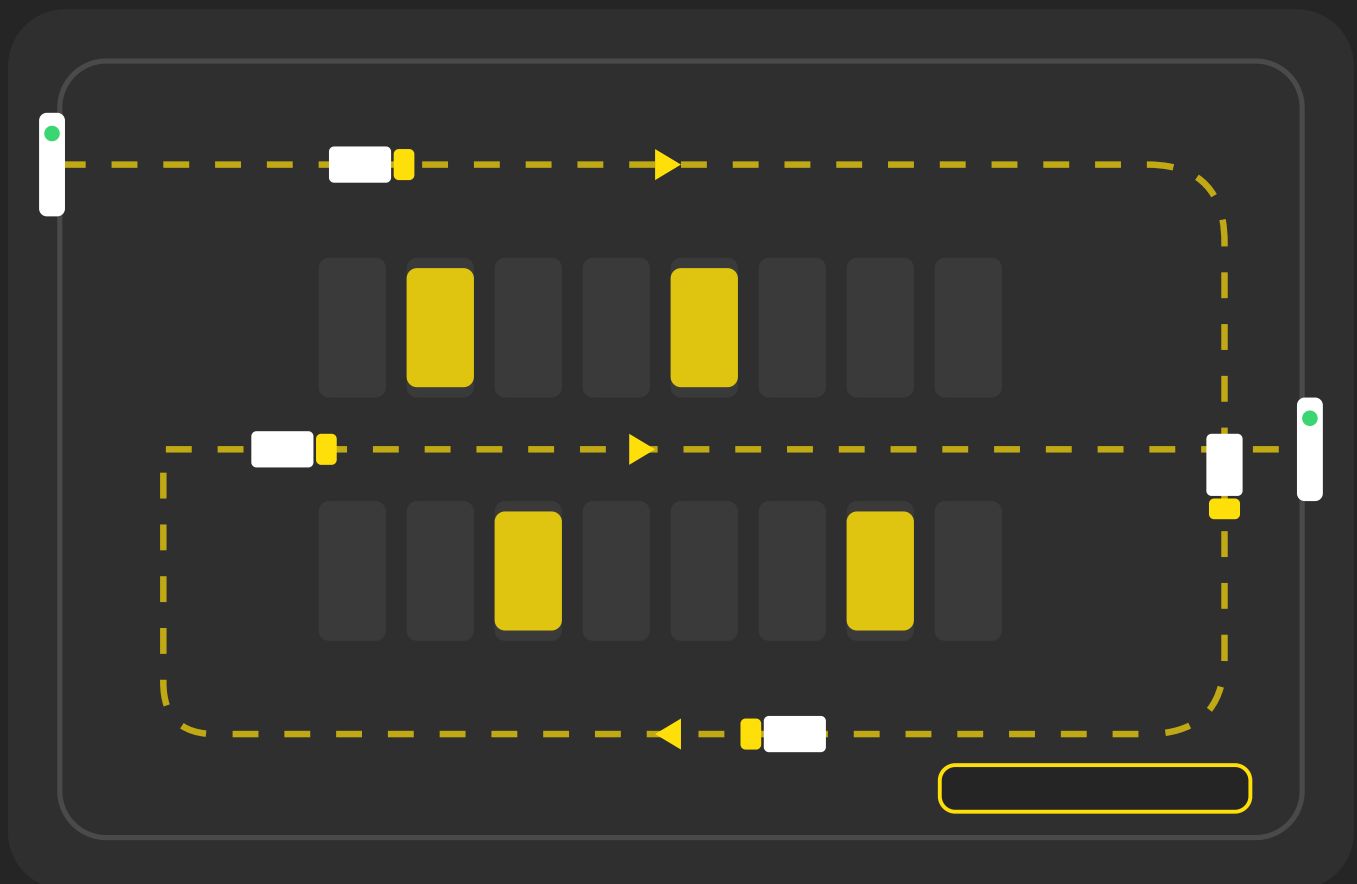
Manufacturer backing

Warranty and technical support through the brand.

Jeddah Islamic Port

Truck marshalling yard ground services

As main contractor, Genuine runs ground services at the port's truck marshalling yard. Our teams stage and dispatch trucks through the gates in a one-way flow, and keep utilities, security systems and facilities running around the clock.



Role
Main contractor, ground services

Scope
Marshalling and dispatch, facility services, CCTV and gate systems

Standard
ISO 41001:2018 facility management practice

Hours
Around the clock operations

Services delivered

- Truck staging and dispatch
- Marshals and ushers on every shift
- Water, fuel and generator supply
- Cleaning and waste management
- CCTV and AI video analytics
- Gate barriers and maintenance

How a project runs



01

Site survey

We walk the site, count lanes and traffic, and note power, network and civil constraints.



02

Design and quote

You get a lane-by-lane design with equipment, software and a clear price.



03

Supply and install

Our engineers install, configure and test every lane before handover.



04

Operate and maintain

We keep it running with preventive maintenance, spare stock and, if you want, full operations.

Sectors we serve



Hospitals and medical centres



Shopping malls and retail



Ports and logistics yards



Offices and business towers



Restaurants and drive-throughs



Residential compounds

Why clients choose Genuine

01**One team, start to finish**

Survey, supply, installation, operation and maintenance under one contract, with one point of contact.

02**Local stock and engineers**

Equipment and spare parts held in Jeddah, so installations start sooner and repairs don't wait on shipping.

03**Proven manufacturers**

We only put our name to equipment from established brands with a long track record in parking and access.

04**Operations experience**

We run live sites ourselves, including a 24-hour truck marshalling yard at Jeddah Islamic Port.

05**Arabic and English**

Documentation, training and field teams in both languages, ready for Saudi government and private clients.



Tell us about your site

Send us the location, number of entry and exit lanes and what you need. We'll come back with a survey date.

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Website

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Office

Jeddah, Saudi Arabia



Scan to visit our website