

# Honoring Heritage, Advancing Progress: Hengtong's ESG Partnership with Saudi Arabia

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SHANGHAI, SHANGHAI, CHINA, June 26, 2025 /EINPresswire.com/ -- Every spring, nature stages a spectacular event off Saudi Arabia's Farasan Islands: thousands of parrotfish return, heralding the ancient Al-Harid Fishing Festival. This isn't just a cultural celebration—it's a living lesson in sustainability:

- **Generational Wisdom:** Fishing families perpetuate ocean stewardship traditions, embedding biodiversity conservation into their cultural DNA.
- **Green Infrastructure's Hidden Benefit:** Nearby offshore wind farms and submarine cable zones—where fishing is restricted—have unexpectedly become marine sanctuaries, helping species rebound.
- **Modern Meets Ancient:** Clean energy projects now coexist with centuries-old rituals, demonstrating sustainable development in action.

When Saudi leadership invited [Hengtong](#) to join this cherished festival, we recognized it as more than an honor—it was validation. Our sponsorship reflects our ESG commitment in tangible ways:

- **Community First:** Deepening roots through hyper-local cultural engagement
- **Preserving Legacy:** Safeguarding endangered maritime traditions amid modernization
- **Infrastructure with Purpose:** Proving energy projects can actively regenerate ecosystems

Hengtong's Core Belief: True connection respects the land's heritage while building responsibly for tomorrow.

We're not just laying cables and erecting turbines—we're helping weave Saudi Arabia's sustainable future.

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