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Saudi Arabia overview

The Kingdom of Saudi Arabia is one of the largest economies in the Middle East with a population of over 32 million and GDP per capita around US \$21,000. Saudi Arabia is the UK's largest trading partner in the Middle East and there is strong demand for quality UK goods and services at the right price in a wide range of sectors. It accounts for approximately 25% of the Arab world's Gross Domestic Product (GDP).

Major opportunities for trade and investment in Saudi Arabia include traditional sectors such as oil and gas, but also transportation, including rail, metro and airport; health, water and wastewater projects, nuclear energy, education, and mining. The UK is the Kingdom's second largest cumulative investor, with over 200 joint ventures worth an estimated £11.5 billion. More and more UK firms are actively seeking to establish a physical presence in the Kingdom in order to gain a foothold in this high-growth market.

The Kingdom's capital is Riyadh, with an estimated population in the Riyadh Province of around 7.7 million. The two other major urban centres are Jeddah in the west, and the conglomeration of Dammam, Dhahran and Al Khobar in the east. Other urban centres are developing, and smaller cities across the country ranging from Tabuk in the north to Jazan in the south are also witnessing significant growth.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

In our Doing Business in Saudi Arabia Guide we look at the largest of the Gulf nations, which has a geographical size double that of France and Germany combined and a population of well over 30 million. Representing roughly a quarter of Arab GDP, it is a member of the Gulf Cooperation Council, has been ranked among the world's top 25 economies, named as a high-growth market by the Department for International Trade, and ranked 39th in the World Economic Forum's 2018 Global Competitiveness Report.

Though the country has long been associated with its oil exports – it boasts 16% of the world's oil reserves – there has been a significant move towards diversifying the economy to make it less oil-dependent. Its 'Vision 2030' project seeks to draw in investment from around the world as it looks to make the most of its shifting demographics, with 60% of its population aged under 20 years old.

The Saudi Government is accordingly investing heavily in its national infrastructure to cater for the significant economic and structural changes it faces, creating many opportunities for exporters in the water, transport, petrochemicals, communications and education sectors. Indeed, roughly a quarter of the country's budget has been earmarked for education and training – areas in which Britain performs strongly. Saudi Arabia is also the UK's largest market for healthcare products and medical equipment in the Middle East while there are also several opportunities for UK businesses in the financial services, environmental technology, consumer goods, ICT and defence sectors.

Of course, as with any new market, there are various things you need to stay on top of when looking to sell into Saudi Arabia, including the ongoing introduction of VAT in the GCC, various documentary requirements, and their fluctuating currency, the Riyal. As ever, we at the Institute are on hand to support UK exporters through our training, qualifications and helpline.

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

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British Embassy
Riyadh

Foreword from Mr Simon Collis CMG, British Ambassador to Saudi Arabia

Welcome to this edition of the Institute of Export & International Trade's (IOE&IT) Doing Business in Saudi Arabia Guide. Relations between the UK and the Kingdom of Saudi Arabia are built on more than a century of friendship and partnership. The visit by His Royal Highness Crown Prince Mohammed bin Salman to the UK last year, reinforced the historic ties between the UK and the Kingdom of Saudi Arabia. Both countries have committed to developing a deeper and more strategic partnership to enhance mutual interests.

The UK is committed to supporting Vision 2030, and Saudi Arabia's programme for economic diversification and social reform. The UK is strongly placed to be an active partner in the core elements of the vision including public-private partnership, education reform, healthcare reform, promotion of tourism and creative industries and much more.

Saudi Arabia is one of our largest trading partners in the Middle East. The Saudi market offers significant business opportunities for UK firms across a range of sectors including energy, infrastructure, transport, education, healthcare, financial and professional services and more. At present, UK exports of goods and services to Saudi Arabia are around £6.2 billion a year, and our imports are about £3 billion.

You can find out more about these opportunities from the UK's Department for International Trade (DIT). The DIT network in Saudi Arabia has wide ranging sectoral expertise and offices in Riyadh, Jeddah and Al Khobar. The DIT team will be working to support Saudi companies to invest in the UK and UK companies looking to export to Saudi Arabia.

I hope you find this publication useful. I invite you to contact our DIT team to discuss the next steps, and wish you all the best in developing and growing your business in this important market.

Mr Simon Collis CMG

British Ambassador to Saudi Arabia

<https://www.gov.uk/world/organisations/british-embassy-riyadh>



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Department for
International Trade

Introduction from Chad Woodward, Deputy Trade Commissioner for the Middle East and Director of Trade & Investment for Saudi Arabia

With offices at the British Embassy in Riyadh, the British Consulate General in Jeddah and the British Trade Office in Al Khobar, the Department for International Trade offers tailored support to UK companies seeking to expand their business in the Kingdom of Saudi Arabia (KSA).

Through our Overseas Market Introduction Service (OMIS) we provide market access support, country and sector specific business advice as well as targeted in country visits to export-ready UK companies.

We also assist companies who are seeking to grow their UK business through outward direct investment strategies into the KSA.

In addition, we offer extensive support to Saudi firms looking to invest in the United Kingdom – with particular emphasis on large infrastructure projects.

I trust that this guide will allow you to discover the many trade and investment opportunities to be seized in the Kingdom. Our dynamic and experienced international economic promotion team is committed to facilitating your business development.

We look forward to hearing from you.

Chad Woodward

Deputy Trade Commissioner for the Middle East and Director of Trade & Investment for Saudi Arabia

<https://www.gov.uk/world/organisations/department-for-international-trade-saudi-arabia>



SAUDI BRITISH JOINT BUSINESS COUNCIL

Introduction from the Saudi British Joint Business Council (SBJBC)

The Saudi British Joint Business Council (SBJBC) is delighted to contribute to this new edition of 'Doing Business in Saudi Arabia Guide'.

SBJBC is an independent and private sector led association with over 150 members, which aims to develop and enhance business relations at all levels between Saudi Arabia and the United Kingdom.

We are members of the British Chambers of Commerce global business network, and offer a range of advisory services and access to high level governmental and private sector networks in both Kingdoms.

SBJBC UK is chaired by the Rt Hon Baroness Symons of Vernham Dean, and is a not-for-profit company based in Grafton Street, Mayfair. The Saudi Co-Chair is Sheikh Nasser AlMutawa AlOtaibi. The Council of Saudi Chambers of Commerce provides the Saudi Secretariat in Riyadh.

The Council's principal objectives are to:

- Promote business and partnership opportunities in both Kingdoms, particularly for small and medium sized businesses;
- Provide support and advice to SBJBC members and potential members seeking to do business in either Kingdom;
- Offer a voice for business concerns and potential trade impediments with authorities in both countries;
- Facilitate training, technology transfer and knowledge exchange between the UK and Saudi Arabia in support of Saudi Vision 2030 implementation.

Saudi Arabia is engaged in an ambitious programme of economic and social reform which provides many opportunities for UK companies to contribute their expertise. SBJBC works closely with a wide range of Saudi Ministries and private sector organisations to facilitate mutually beneficial partnerships.

For example, SBJBC works closely with the Saudi SME Authority and the Saudi Investment Authority (SAGIA) to encourage the development of an improved business environment particularly for SMEs. Our recent SME Partnership Forum at Level39 in April 2018, focused on smart cities, fintech, cyber security and e-commerce co-operation. We are also working with the Saudi National Centre for Privatisation & PPP on access to UK expertise.

UK companies entering the Saudi market can expect a warm welcome provided they commit to a long-term presence and transfer of skills and expertise. Saudi Arabia is no longer just a market to sell to. The opportunities lie more in joint ventures and partnerships that create jobs and increase local content.

SBJBC has an invaluable network of Saudi and British members who are willing and able to assist companies new to the market, or those seeking to expand their Saudi presence. We work closely with both governments and Saudi and British Chambers of Commerce to facilitate business relations at all levels.

We welcome new members and have a variety of membership options including Individual, SME and Corporate. For more information on the Council and its activities please consult our website: www.sbjbc.org, or contact one of our team on: Tel +44 (0) 20 824 1933, Email: info@sbjbc.org.



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Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

General enquiry number: +44 (0) 207 215 5000
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Website and Mobile App features include:

- Latest business news
- Up-to-date travel advice
- Interactive 'Supporting Organisations' and 'Market Experts' profiles
- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to the Department for International Trade (DIT) support services.

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Saudi Arabia Guide** is to provide you with basic knowledge about Saudi Arabia; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Saudi Arabia. Full contact details are available in this guide.

To help your business succeed in Saudi Arabia we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- website: www.SaudiArabia.DoingBusinessGuide.co.uk
- a 'free' downloadable 'mobile device-friendly' app
- this full colour hard-copy brochure
- PDF download/e-flipbook (available on the guide website)

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SAUDI ARABIA

The Saudi economy remains dominated by hydrocarbons, primarily the extraction and export of crude oil. It has the second largest proven oil reserves in the world. Saudi Arabia has been the world's largest oil exporter for over a decade. The Ghawar oil field (the world's largest) has been producing since 1951.



The Kaaba at the Great Mosque of Mecca



Why Saudi Arabia?

Summary

Area:

2,150,000 km²

Population:

32.6 million

Urban population:

83.6%

Population density:

15.3 people per km²

Population growth rate (change):

2.0%

Capital city:

Riyadh

Official language:

Arabic

Currency:

Saudi Riyal (SR)

Nominal GDP:

US \$686.7 billion

Real annual GDP growth:

-0.9%

GDP per capita:

US \$21,096.4

Annual inflation rate:

-0.9%

General government gross debt:

17.2% of GDP

Fiscal balance:

-9.3% of GDP

Current account balance:

US \$15.2 billion/2.2% of GDP

Exports of goods to UK:

£2,239 million

Exports of services to UK:

£525 million

Imports of goods from UK:

£4,213 million

Imports of services from UK:

£1,973 million

*[Source – mostly FCO Economics Unit,
Oct 2018]*

Geography

The Kingdom of Saudi Arabia lies between the Red Sea and the Arabian Gulf and has a land mass about the size of Western Europe. It contains the world's largest continuous sand desert, known as the Empty Quarter, and it is the biggest and most dominant country of the Arabian Peninsula.

Saudi Arabia is bordered by Jordan to the north; Iraq and Kuwait to the northeast; Qatar and the United Arab Emirates to the east; and Yemen and the Sultanate of Oman to the south.

Riyadh is the Kingdom's capital with an estimated population approaching eight million, the main Saudi Government offices are also situated here. Other key cities are Jeddah, the commercial capital, which is located on the Red Sea coast and Dammam on the Arabian Gulf.

Political situation

Saudi Arabia is named after the ruling Al Saud family. The Kingdom was established by King Abdul Aziz Bin Abdul Rahman Al Saud in 1932. Since his death in 1953, Saudi Arabia has been ruled by a succession of his sons. The King is formally responsible for making all major decisions, often based on consensus within a small circle of senior Princes, trusted advisors and the religious establishment.

The Kingdom is an absolute monarchy and is currently ruled by King Salman bin Abdul Aziz Al Saud, Custodian of the Two Holy

Mosques. The King is Head of Government and Commander of the Armed Forces. Crown Prince Mohammed bin Naif is Deputy Prime Minister and Interior Minister. The King's son, Prince Mohammed bin Salman, is Deputy Crown Prince, Second Deputy Prime Minister and Defence Minister.

Executive power rests with the Council of Ministers (Cabinet), whose members are appointed by the King. On 29th January 2015, King Salman issued a Royal Decree establishing two committees: one to oversee political and security matters, chaired by Crown Prince Mohammed bin Naif; the other on economic and development affairs, chaired by Deputy Crown Prince Mohammed bin Salman.

The 1st March 1992 Basic Rule of Governance established that the Holy Quran and Sunnah are the constitution of the country as well as the basis of Islamic Law (Sharia). A national Consultative Council, the Majlis al-Shura, was formed in 1993. The King appoints all 150 Shura members, who have an increasingly important advisory role and have powers to review and provide consultation on issues of public interest. In 2013, 30 women were appointed to the Shura. Local government is administered through general municipal councils, district councils and tribal and village councils. Two thirds of each council is elected and a third appointed. Political parties are banned by law. In municipal elections in December 2015, the first elections in which women could vote and stand as candidates, 21 women were elected and 17 appointed.

The country is divided into 13 provinces, each with a prince (who performs the role of governor) and deputy governor. Each province has its own council that advises the governor and deals with the development of the province. These councils deliberate on their constituency needs, work on development budgets, consider future development plans and monitor ongoing projects. The governor and deputy governor of each province serve as chairman and vice-chairman of their respective provincial councils.

[Source – FCO Overseas Business Risk/gov.uk]

Business and human rights

Whilst the use of the death penalty and Sharia practices such as corporal punishment remain a concern for the UK, significant social and political changes are taking place within the Kingdom. Many visitors to Saudi Arabia find the negative stereotypes that prevail in the West to be not wholly accurate.

Child labour

Saudi Arabia has signed the International Labour Organization's Minimum Age Convention. It has also enacted regulations in line with the Worst Forms of Child Labour Convention since 2001. Tightened immigration rules mean foreign companies are unlikely to encounter the risk of hiring underage employees.

Nationality and migrant workers

Saudi Arabia's enormous oil reserves and historical development as a state mean Saudi nationals are underrepresented in the labour force (government data suggests 76% of workers in the Kingdom are foreign). This poses significant challenges for Saudi Arabia's economic sustainability.

The most successful British companies operating in Saudi Arabia will be those that are able to transfer technology and upskilling of local people, manufacturing or assembly in the Kingdom, those that incorporate as much local content as possible (including direct employment of Saudis), and that are able to adapt to Saudi Arabia's rapidly evolving (and generally improving) labour market and immigration regulations.

Gender

In keeping with local traditions and culture, Saudi Arabian society remains heavily segregated.

The Nitaqat system is tilted significantly towards women, and employers are rewarded for hiring Saudi females over Saudi males. Women still face more obstacles to participating in the labour force than men, owing to the wali (guardian system) which can limit their ability to travel.

However, attitudes are changing. More and more women are receiving higher education (the majority of students in Saudi universities are female), more young people are being educated abroad and an increasing number of work and public places are becoming non-segregated. 20% of the Majlis al-Shura are female, and women were elected and appointed in the municipal elections.

The most successful British companies will be those that can tap into this highly educated pool of Saudi females, whilst accepting that the forces of social conservatism mean Western styles of working will remain exceptions rather than the norm in the short to medium-term.

Lesbian, Gay, Bisexual and Transgender

Homosexual acts are illegal in Saudi Arabia and can be subject to severe sanctions – as can adultery.

Working conditions and occupational safety

Saudi Arabia has a range of regulations and decrees specifying minimum standards of health and safety, and working conditions (covering everything from working hours to maximum temperatures), but British companies should aim to import health and safety best practice from their European operations to Saudi Arabia.

Rights of association (trade unions)

As with most forms of political association in Saudi Arabia, trade unions, industrial action and public protests by workers are illegal. Legal provisions for ‘workers’ committees’ in companies with over 100 employees have recently come into force. These are designed to be fora through which employers and employees can meet to discuss wages, conditions and health and safety. In practice, their effects remain to be felt on a large scale.

[Source – FCO Overseas Business Risk/gov.uk]

Economic overview

Saudi Arabia has an oil-based economy with strong government controls over major economic activities.

The Kingdom possesses around 25% of the world’s oil reserves, and plays a leading role in Organization of the Petroleum Exporting Countries (OPEC).

The petroleum sector accounts for roughly:

- 80% of budget revenues

- 45% of GDP
- 90% of export earnings

The Saudi economy remains dominated by hydrocarbons, primarily the extraction and export of crude oil. It has the second largest proven oil reserves in the world.

Saudi Arabia has been the world’s largest oil exporter for over a decade. The Ghawar field (the world’s largest) has been producing since 1951.

Saudi Arabia also has gas reserves of 290.8 Tcf (4.4% of the global total), but its annual production of around 4 Tcf is consumed domestically.

The Kingdom has ambitious plans to diversify its productive base and move towards private sector-led growth. Much government spending goes towards enhancing the human and physical capital of the Kingdom. Examples include new schools, universities, hospitals, transport networks and industrial sites.

The government is also working to improve regulation and the performance of its financial markets, and opened its stock market to large institutional foreign investors in June 2015.

Saudi Arabia is also working to increase the number of its own nationals in the labour force. In 2012, it introduced Nitaqat, a system which defines minima for the number of Saudi employees required in different industries and business operations.

This has been followed with a drive to remove illegal foreign workers from the Kingdom: non-Saudis represent just 32% of the total population, but 89% of the private sector labour force.

Separately, the Saudi Government is looking to preserve its reserves of crude oil for export or higher value-added refining, by investing heavily in alternative forms of energy. Ambitious current targets would see 54GW of renewable generating capacity, and 18GW of nuclear generating capacity by 2040.

As Saudi Arabia attempts to diversify its economy, there will be opportunities in construction, transport infrastructure, project management, financial services, health and education.

[Source – FCO Overseas Business Risk/gov.uk]

Saudi Arabia is ranked 92nd out of 190 countries in the World Bank's 2019 Ease of Doing Business Rankings:
<http://www.doingbusiness.org/en/rankings>.

Benefits for UK businesses

Benefits for UK businesses exporting to Saudi Arabia include:

- UK's largest trading partner in the Middle East
- growing diversification within the Saudi economy
- massive government investment in transport, infrastructure, healthcare, education and energy
- common use of English in business

Strengths of the Saudi market

Strengths of the Saudi market include:

- no taxation on personal income
- proximity to other Gulf markets

- key member of the Gulf Cooperation Council (GCC)
- largest economy and population in the Gulf region

Growth potential

Economic growth

Saudi Arabia has had a period of relatively high growth and economic progress over the past few years. It is predicted to grow by at least 3% for the next couple of years. With 50% of Saudis under 25 years old, the Saudi population is one of the fastest growing in the world. The current population of over 32 million is expected to increase to over 35 million by 2020. The large youth population generally lacks the education and technical skills the private sector needs.

Massive investment will be required to meet the needs of this growing population. The Kingdom has substantially increased spending on employer-led vocational training and education. This includes opening a number of new women's colleges and the women-only Princess Noura University.

The government is also encouraging foreign companies to invest in vocational and technical training in support of Saudisation.

The Saudi Government is pursuing a strategy of economic diversification and reform to:

- grow the private sector and reduce reliance on oil and gas
- open up previously restricted industries to foreign investment

- increase employment opportunities for Saudis

The government is also focused on getting private and foreign investment in important sectors such as:

- petrochemicals
- automobile assembly
- biotechnology
- other knowledge-driven industries, particularly those involved in R&D and IT where there is an opportunity for knowledge transfer

Free trade agreements

Saudi Arabia is the largest free economic market in the Middle East and North Africa (MENA) region. It is part of the Gulf Cooperation Council (GCC) and has free trade agreements with:

- the Greater Arab Free Trade Area (GAFTA)
- the European Free Trade Association (EFTA)
- Singapore

UK and Saudi Arabia trade

The UK has a strong historic relationship with Saudi Arabia. The Kingdom is the UK's largest trading partner in the Middle East.

The UK exported around £6.2 billion goods and services in 2017 – goods exports were 4.57 billion. Over 6,000 UK firms actively export goods to Saudi Arabia.

The top UK exports to Saudi Arabia are:

- transport related equipment
- power generating machinery and equipment
- medicinal and pharmaceutical products
- general industrial machinery
- professional and scientific instruments
- road vehicles and parts
- foodstuffs and other consumables

The UK is the Kingdom's second largest cumulative investor with approximately 200 joint ventures, estimated to be worth over £10 billion.

There is considerable Saudi investment in the UK.

[Source – DIT/gov.uk]

World rankings

In addition:

- In Transparency International's 2018 Corruption Perceptions Index, Saudi Arabia was ranked 58th out of 180 countries (the UK ranked 11th): <https://www.transparency.org/cpi2018>

- Saudi Arabia is ranked 92nd out of 190 countries in the World Bank's 2019 Ease of Doing Business Index (the UK ranks 9th): <http://www.doingbusiness.org/en/rankings>
- The World Economic Forum's Global Competitiveness Report 2018 ranks Saudi Arabia 39th out of 140 (the UK is ranked 8th): <http://www3.weforum.org/docs/GCR2018/05/FullReport/TheGlobalCompetitivenessReport2018.pdf>
- Saudi Arabia is ranked 98th out of 180 countries in the Heritage Foundation's 2018 Index of Economic Freedom (the UK ranks 8th): <https://www.heritage.org/index/country/saudi-arabia>

Contact a DIT export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Saudi Arabia.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Saudi Arabia. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#saudi-arabia>.

[Source – DIT/UKEF/gov.uk]



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SAUDI ARABIA

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales.

Riyadh Skyline





HELP AVAILABLE FOR YOU

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international
clients



300

employees



Help available for you

Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

Business opportunities

If you are a UK-registered company you can benefit from a unique programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries

- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.great.gov.uk/contact/triage/location/>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy

- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferential-rates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#expertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find-a-buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show-off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Saudi Arabia. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Saudi Arabian customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Saudi Arabia
- support to participate in trade fairs in Saudi Arabia
- opportunities to participate in sector-based trade missions and seminars

- access to major buyers, local government and supply chains in Saudi Arabia
- advice on forming international joint ventures and partnerships
- exploratory visits to Saudi Arabia
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already export, and have decided Saudi Arabia is part of your business strategy, you are advised to contact DIT at the British Embassy Riyadh prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-saudi-arabia#contact-us>.

They can provide a range of Saudi Arabia-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you.

In addition, they can also organise events for you to meet contacts in Saudi Arabia, or to promote your company and your products/services. For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

[Source – DIT/gov.uk]



SAUDI • BRITISH SOCIETY

الجمعية السعودية البريطانية



Joining The Saudi British Society would enable you to find out about working and living in Saudi Arabia through meeting the Society's members at events held in London.



As a UK-based registered charity the Society aims to bring together British citizens who have an interest in Saudi Arabia (whether professional, commercial, cultural or otherwise) and Saudi Arabian citizens who are resident in, visitors to, or interested in the UK.



It also provides a medium through which hospitality may be offered to Saudis visiting or living in the UK. Membership of the Society is open to all, and Sponsorship is welcome.



For details and membership forms see: www.saudibritishsociety.org.uk
or contact: secretary@saudibritishsociety.org.uk.

Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade.

See: <https://www.export.org.uk/page/TrainingCourses>.

- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other. Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]

Support from the Saudi British Joint Business Council (SBJBC)

The Saudi British Joint Business Council is an independent and private sector-led body, which aims to develop and enhance business relations at all levels between Saudi Arabia and the United Kingdom. Through its British and Saudi members and its Secretariat in London and Riyadh, it offers a range of advisory services, as well as access to high-level governmental and private sector networks in both Saudi Arabia and the UK.

See: <http://www.sbjbc.org/> for further information.

[Source – SBJBC]

SAUDI ARABIA

All visitors, including pilgrims, need a visa to enter Saudi Arabia. Visa applications must first be notified to the Ministry of Foreign Affairs in Riyadh. You should apply for a visa through visa agencies accredited to the Royal Embassy of Saudi Arabia.





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Getting here and advice about your stay

Entry requirements

Passport validity

Your passport should be valid for a minimum period of six months beyond the date you intend to leave Saudi Arabia.

Visas

All visitors, including pilgrims, need a visa to enter Saudi Arabia. Visa applications must first be notified to the Ministry of Foreign Affairs at: <http://www.mofa.gov.sa/sites/mofaen/pages/default.aspx> in Riyadh. You should apply for a visa through visa agencies accredited to the Royal Embassy of Saudi Arabia. If you overstay your visa you will be fined and deported.

If you are transiting through Saudi Arabia, you may need a transit visa if the connecting time between your flights is more than 12 hours. Once the ticket is issued, you should confirm with your airline or travel agency if you need a transit visa. You should be able to apply for a transit visa through your airline, travel agency or through an established agent via the visa section of the Royal Embassy of Saudi Arabia in London, at: <http://embassies.mofa.gov.sa/sites/uk/EN/Pages/default.aspx>.

The Saudi authorities have announced that all Muslims not holding Hajj visas will not be permitted to enter Saudi Arabia via Jeddah or Madina airports during Hajj. The only exceptions are those holding Saudi residency permits. These rules do not apply to entry via Saudi Arabia's other international airports.

If you are a non-Muslim visitor travelling to these destinations, you may be asked to explain the purpose of your trip or asked to show evidence of an appointment before being allowed to board a flight to Jeddah. For further detailed advice on visa requirements for Hajj and Umrah, contact the Royal Embassy of Saudi Arabia in London, at: <http://embassies.mofa.gov.sa/sites/uk/EN/Pages/default.aspx>.

British residents in Saudi Arabia will need a valid exit or re-entry permit from the Saudi Ministry of Interior to leave the country.

Yellow fever certificate requirements

Check whether you need a yellow fever certificate by visiting the National Travel Health Network and Centre's TravelHealth-Pro website at: https://travelhealthpro.org.uk/country/191/saudi-arabia#Vaccine_recommendations.

UK Emergency Travel Documents

UK Emergency Travel Documents (ETDs) are not valid for entry into Saudi Arabia or for transiting through Saudi Arabia. However, ETDs are accepted for exit from Saudi Arabia.

Previous travel to Israel

You may be refused entry to Saudi Arabia if your passport contains evidence of previous travel to Israel or indicates Israel as your birthplace.

Female travellers

If you are a female visitor or resident you must be met by your sponsor on arrival. Otherwise you may face delays before being allowed to enter the country or to continue on other flights.

Foreign women married to Saudi nationals must have permission from their husband to leave Saudi Arabia.

[Source – DIT/gov.uk]

Safety and security

Public demonstrations

Public demonstrations are illegal in Saudi Arabia. Follow local media and be alert to local and regional developments which might trigger public disturbances. You should avoid public gatherings or demonstrations. Despite warnings issued by the authorities, demonstrations do take place from time to time, mainly in the Shia communities in the Qatif area of the Eastern Province, including Al Musawara village in Al-Awamiya, and Al Hasa. Violent clashes have occurred between demonstrators and security forces.

Saudi Arabia-Yemen border

The Foreign and Commonwealth Office advise against all travel to within 10 km of the border with Yemen, and against all but essential travel between 10 km and 80 km of this border. If you are currently in an area to which the FCO advise against all but essential travel, you should consider whether you have an essential reason to remain. If you do not, you should leave the area.

Since March 2015, Saudi Arabia has been leading coalition air strikes in Yemen following the request for support from President Hadi to deter continued Houthis aggression. Clashes along the Saudi-Yemeni border continue, resulting in both military and civilian casualties.

Since the coalition action there began, ballistic missiles and unmanned aerial systems (drones) have periodically been fired into Saudi Arabia from Yemen. Most of these have been intercepted and destroyed by Saudi air defence systems, but there have been a small number of casualties and three fatalities. Military facilities in Najran, Asir and Jazan Provinces are likely to continue to be targeted but attacks may be made on other locations in Saudi Arabia too, including Riyadh and Jeddah, and in the Red Sea.

In the event of an incident, you should stay indoors, monitor local media reports and follow the advice of the local authorities. Airports near the Saudi Arabia-Yemen border have been closed temporarily from time to time. You should check with your airline before travelling to airports near the border.

Crime

The crime rate in Saudi Arabia is low, but take particular care when travelling outside towns and cities.

Road travel

Where possible, keep to major roads. When travelling to more rural areas, take precautions such as travelling in convoy and during daylight.

Standards of driving are poor and there are a high number of serious accidents. You should wear seatbelts at all times. Distances between cities are large and emergency services can take some time to get to any accidents or emergencies.

Some Saudi cities have implemented an automated traffic system. You will need to pay any fines issued through this system before leaving the country. You can pay at the airport but only during regular Saudi office hours.

Sea travel

Oil infrastructure remains a possible terrorist target. Shipping serving the oil installations should make sure SSPs are implemented fully and robustly while operating in the area. All ships should maintain a high state of vigilance while in Saudi Arabian ports, and report anything suspicious to the authorities. Vessels operating in the Gulf of Oman, Northern Arabian Sea, Gulf of Aden and Bab El Mandeb areas may be at increased risk of maritime attack from pirates. For more information and advice, see the UK Government's piracy and armed robbery at sea page at:

<https://www.gov.uk/guidance/sea-river-and-piracy-safety>.

Flooding

Heavy rains can cause flooding between November and February. During this period you should check weather forecasts in the two English language newspapers (Arab News and Saudi Gazette) and follow any advice issued by the Civil Defence.

[Source – FCO Travel Advice/gov.uk]

Terrorism

Terrorists are likely to try to carry out attacks in Saudi Arabia. The main threat is from Daesh (formerly referred to as ISIL). Attacks could be indiscriminate, including in places visited by foreigners. Opportunistic attacks on Saudi or western targets are also possible. You should be vigilant and

follow the advice of the local authorities. The Saudi security forces have successfully disrupted a number of attack plots, but the scale of extremist activity is significant and attacks continue to take place.

Be especially vigilant during periods of religious significance (including the holy month of Ramadan) and public holidays; terrorist groups sometimes call for attacks at these times.

There are posts on jihadist websites and social media encouraging attacks against British, western and other interests, including teachers, schools, oil workers, residential compounds, military, transport and aviation interests, as well as crowded places, including restaurants, hotels, shopping centres and mosques. Further attacks are likely.

If you are living in Saudi Arabia, you should regularly review and make sure you are satisfied with the security measures provided by the management and local authorities at the residential compound where you live, the place where you work and the school where your children study.

There is a heightened threat of terrorist attack globally against UK interests and British nationals from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time.

Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack, at: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

Looking to do business in Saudi Arabia? Get to know what insurance you need!

With over 300 years of experience, the RSA Insurance group knows what it takes to setup operations in foreign markets. As a member of the group, we at AlAlamiya Cooperative Insurance Company know what insurance covers you will need as a new venture in the Kingdom of Saudi Arabia. From employee based covers such as Life and Medical to covering your assets with Property insurance to insuring your goods shipped to or transited with our Marine covers.

With over 40 years operating in the Kingdom, AlAlamiya Cooperative Insurance Company can help you understand the needs and insurance cost of doing business in the Kingdom of Saudi Arabia.

we specialize in commercial insurance from large and complex risks to small and medium enterprises.

- Part of the RSA Global Insurance group (LON: RSA)
- Regional Presence (Saudi, UAE, Oman, Bahrain)
- Publicly listed company in the Saudi Stock Exchange (TASI: 8280)
- Over 40 insurance products including :
 - Engineering covers required for government project bid
 - Fleet and individual Motor covers
 - Personal Accident and workmanship compensation
 - Property all risk insurance
 - Marine and inland transit covers
 - Group Life
 - Employee Medical Coverage

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Get In Touch:

@ insurance@sa.rsagroup.com.sa

☎ call us : + 966 11 4651520

🌐 www.alamiyaiinsurance.com.sa

Health

Visit your GP around four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Check the latest country-specific information and advice from the National Travel Health Network and Centre (NaTHNaC) on the TravelHealthPro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <https://www.nhs.uk/using-the-nhs/healthcare-abroad/>.

Healthcare facilities in major cities in Saudi Arabia are of a high standard. Most towns have a health centre or basic hospital. Serious cases may mean a transfer by ambulance or by air to hospitals in a major city that might be some distance away. Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation.

Contagious diseases spread quickly, particularly during Hajj and Ramadan. Flu, colds and respiratory problems are very common. Bring basic medicines with you and consume adequate liquids and salts. During the period of Hajj and Umrah, pilgrims must have a valid certificate of vaccination against the ACWY strains of meningitis. See the NaTHNaC factsheet at: <https://travelhealthpro.org.uk/factsheet/19/hajj-and-umrah> for further information.

Cases of Middle East respiratory syndrome coronavirus (MERS-CoV) in patients from Saudi Arabia have been reported to the World Health Organization. For the latest information and advice, see the NaTHNaC website at: <https://travelhealthpro.org.uk/news/237/mers-cov-update-travelhealthpro-country-pages>.

If you need emergency medical assistance during your trip, dial 997 and ask for an ambulance. You should contact your insurance/medical assistance company promptly if you are referred to a medical facility for treatment.

[Source – FCO Travel Advice/gov.uk]

Insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.

FCO travel advice

If you are travelling to Saudi Arabia for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

For up-to-the-minute advice please visit the FCO Travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/saudi-arabia>.



SAUDI ARABIA

There are abundant opportunities for UK business to get involved in sectors such as energy, renewables, construction and infrastructure, retail, transport, biotechnology, healthcare, education, IT, project management, financial services and many others.





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Sector-specific opportunities

There are abundant opportunities for UK business to get involved in sectors such as energy, renewables, construction and infrastructure, retail, transport, biotechnology, healthcare, education, IT, project management, financial services and many others.

Research

You should carry out as much market research and planning as possible before exporting to Saudi Arabia using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

Key regions for business

Riyadh

The name Riyadh comes from the Arabic word meaning “meadow”. Although there does not seem to be much greenery around today, before the development that has taken place over the past 30 years, Riyadh was one of the few green areas amid the vast desert.

The Saudi capital is strategically located at a major crossroads of the continents of the world, at the heart of the Kingdom and the eastern part of the Arabian Peninsula, 600m above sea level.

Today Riyadh is a modern Arab metropolis, home to around 6 million people, but only a hundred years ago it was a dusty walled

town with around 20,000 inhabitants. It became the capital of the Kingdom in 1932 when the country was founded. Its growth since then has been phenomenal, thanks mainly to the recent petroleum-fuelled development boom. Much of the city is less than 30 years old.

Today, although there are only two real skyscrapers – the Kingdom tower and the Al Faisaliah Centre – more and more high rise towers are springing up with five lane highways cutting through the city. The King Abdullah Financial District, with its many high rise buildings and modern aesthetic design was completed and functional in 2015, setting the contemporary skyline for modern Riyadh. An ambitious metro system is also under development to reduce traffic congestion.

Eastern Province

The Eastern Province, with a population of around 4 million, is located along the Arabian Gulf Coast. The capital of the region is Dammam, which was originally a fishing village and is now the largest city to the east of Riyadh and the second largest port. Dammam is a hub for commodity trading, wholesale trade and bulk retail sales. There is also some local agriculture with a focus on livestock and dairy products.

Dammam is surrounded by sprawling development, including the nearby cities of Al Khobar, Dhahran, Jubail, Hofuf (said to be the world's biggest oasis), and Abqaiq (a major oil centre through which 60% of Saudi oil production passes). The King Fahad Causeway, completed in 1986 connects Al Khobar in Saudi with neighbouring Bahrain.

The Eastern Province has been dominated by the development of the oil industry since 1933 and latterly by the petrochemical industry since the early 1980s. It is home to the world's largest proven, recoverable reserves of oil and gas, conservatively estimated at 260 billion barrels and over 200 trillion standard cubic feet respectively. The Ghawar Field southwest of Dhahran stretches 280 km by 25 km and is the largest onshore field in the world; while the world's largest offshore field, Safaniyah, lies some 200 km north of Dhahran.

Jubail Industrial City, 120 km to the north of Al Khobar, has seen investment of around US \$15 billion in less than 30 years and is now rated as the world's largest, fully integrated and most modern petrochemical city. Saudi Basic Industries Corp (SABIC) is the world's fourth-largest petrochemical company, and operates 15 of its 17 manufacturing subsidiaries in Jubail. Further expansion in Jubail is expected to attract a further £30 billion worth of investment, creating 55,000 new job opportunities.

In addition to massive oil and gas storage and loading facilities at Ras Tanura and Juaymah on the East Coast, there are two modern bulk cargo and container ports, with a total of 64 berths, at Dammam and Jubail, plus King Fahd Industrial Port to serve the petrochemical industries in Jubail. Dammam is also the headquarters of the Saudi Railways Organization, the Saudi Fisheries Company, and the GCC Interconnection Authority, with the remit to develop a Gulf-wide power grid.

Ras Az Zour Port is a new minerals industrial city on the Gulf coast. This multi-billion dollar city mainly serves the

growing mining industry which is a major contributor to the Saudi economy. The seaport city's main activity is exporting alumina and aluminium, importing raw materials as well as serving the Phosphate Project for its exports and imports. An independent service company operates the port as well as the city's infrastructure, and a 2,400 km long railway linking the mining sites with the port has also been built.

Jeddah

Jeddah, located on the Red Sea coast, is the second largest city in Saudi Arabia, and has been a port and trading city for centuries. It is the Kingdom's commercial capital, and is the main port of the Kingdom, responsible for half of the country's sea traffic. Jeddah is also the hub through which most Muslim pilgrims arrive by air and sea to perform Omrah and Hajj or to visit the two Holy Mosques in Mecca and Medina. Thanks to its air, road and sea transport links and trading history, it has become one of the more ethnically diverse cities in the Kingdom.

Jeddah was originally very small, but spread rapidly during the 20th century. The city's corniche now stretches along the coast for 20 km and Jeddah sprawls over more than 1,500 km². The population is around 4 million and it is considered to be one of the wealthiest cities in the Middle East. Many leading companies such as the Saudi Binladin Group and Saudia have their headquarters in the city.

Jeddah Municipality announced its plans to give the city a facelift, with 86 major projects at a total cost of some US \$600 million. The projects include the study and design of tunnels and bridges at

intersections. The municipality has also prepared a list of some other 100 projects in the municipality's 20-year development programme. Some of these projects will be delivered under the Public-Private Partnerships (PPP) and others under build, operate and transfer (BOT) programmes.

Other projects in Jeddah include the Eastern Forest project, construction of bridges and tunnels at 12 intersections, rainwater drainage projects (worth more than US \$122 million), sewerage water projects (over US \$200 million), upgrading of the King Abdulaziz International Airport (costing about US \$5 billion), the Jeddah Islamic Port development projects (about US \$200 million) and the new King Abdulaziz International Airport (costing about US \$7.2 billion), Jeddah Metro (about US \$6 billion) and what will be the world's tallest building, the Jeddah Tower, formerly Kingdom Tower (estimated to cost about US \$1.5 billion).

DIT's trade specialists can help you identify local representatives for your products in Saudi Arabia. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

DIT provides free international export sales leads from its worldwide network. Find export opportunities in Saudi Arabia at: <https://opportunities.export.great.gov.uk/>.

Government tenders in Saudi Arabia

Foreign companies present in Saudi Arabia are permitted to bid for government contracts independently of a local agent, although their chances of success might be better if they submit a joint bid.

Foreign suppliers to the government, if not already registered to do business in Saudi Arabia, are required to obtain a temporary registration from the Ministry of Commerce and Investment within 30 days of contract signing.

Companies interested in bidding for a government tender must make themselves known to the specific government agency/ministry offering the project.

There is no central tender board in Saudi Arabia. However, the Saudi Government and Procurement Law affirms that all government bids will be announced in the official gazette Umm al-Qoura (in Arabic), in two local newspapers, and online. The Ministry of Finance operates a central government procurement portal where all government tenders are listed.

If you choose to have your tender bids submitted by a domestic company or consultant, you can check with DIT in Saudi Arabia first, at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us> for assistance and information about third-party advisers.

Saudi Arabia is a high-growth market, which offers significant opportunities for UK companies across a range of sectors. Record oil revenues have allowed the Kingdom to increase public spending on infrastructure and welfare. This includes major projects in:

- power
- water
- oil and gas and petrochemicals
- communications
- transport
- mining
- construction
- social infrastructure (including healthcare and education)



Welcome to the British International School Al Khobar

The British International School Al Khobar (BISAK) is an educational community built around an English Independent School that provides diverse and challenging learning experiences for all.

The School will be moving into a brand new purpose-built building, with superb facilities across all the pupils' years of study, in September 2019.

BISAK follows the English National Curriculum and delivers IGCSE, GCSE and A-Level examinations at the end of KS4 and KS5. The school endeavours to motivate pupils to become independent and inquisitive learners, instilling the belief that they can succeed.

The school aims, through its British values in an international environment, to inspire everyone to be positive global citizens by reflecting upon equality, community service and peace. All are welcomed and valued as unique individuals.



Bursar@bisak.org



These High Value Opportunity (HVO) projects will make up an estimated US \$1,000 billion of investment over the next 20 years. In addition to the HVO projects there are many opportunities in the construction, security, financial services and retail sectors.

[Source – DIT/gov.uk]

Airports

New terminals in Riyadh, Jeddah and 33 other airport development projects all provide major opportunities for UK companies.

The UK is seen as a prime source of knowledge and support for this programme.

Contact the Department for International Trade (DIT) Jeddah for more information on airport and general transport opportunities.

[Source – DIT/gov.uk]

Education

Saudi Arabia is investing heavily in the public education sector, particularly in further education and vocational training. Saudi Arabia represents the biggest education industry in the region.

Opportunities for the UK education and training sector include:

- teacher training and development
- curriculum development

- developing kindergartens
- Special educational needs (SEN)
- hospitality and tourism/hospital management/logistics management/healthcare training
- marine training/International Maritime Organization (IMO) accreditation

Contact the Department for International Trade (DIT) for more information on education opportunities.

[Source – DIT/gov.uk]

Healthcare

The £60 billion healthcare development programme will lead to large scale investment in:

- infrastructure
- workforce
- systems development

Opportunities for UK companies include:

- commissioning of facilities and clinical services
- training for nursing staff and Accountable Health Partnerships (AHPs)
- design and construction of smart hospitals and health centres
- health centre equipment

- ICT
- facilities management
- delivery of clinical services

Contact the Department for International Trade (DIT) for more information on healthcare opportunities.

[Source – DIT/gov.uk]

Nuclear

Saudi Arabia will invest US \$100 billion in 16 new reactors over the next 20 years.

Opportunities for UK companies include:

- project management
- engineering and technical consultancy
- legal advice
- regulatory and licensing consultancy
- skills and training
- local capability building
- uranium enrichment

Department for International Trade (DIT)
Al Khobar for more information on nuclear sector opportunities.

[Source – DIT/gov.uk]

Railways

The total project value of the railways development programme is likely to exceed £14 billion. The Saudi Railways Organization (SRO) has an ongoing requirement for material, equipment and service providers. See: <https://www.saudirailways.org/sites/sro/Pages/home.aspx>.

There are additional opportunities for light rail systems in Jeddah, Mecca and Riyadh. There are opportunities for UK companies throughout the supply chain.

Contact the Department for International Trade (DIT) for more information on railway and general transport opportunities.

[Source – DIT/gov.uk]

Red Sea natural gas

Saudi Aramco plans to exploit natural gas reserves during this decade off the Red Sea coast to support increased domestic demand. This will involve the use of deep water technologies for drilling below 1,000 m. US \$25 billion capital expenditure is expected.

This programme offers opportunities for UK engineering and service companies with experience in deep water regions, such as the North Sea.

Contact the Department for International Trade (DIT) for more information on natural gas opportunities.

[Source – DIT/gov.uk]

Sadara Petrochemical project

A joint venture between Dow Chemicals and Saudi Aramco will establish a major petrochemical complex. The complex from this US \$20 billion development programme is producing:

- 1.3 million tonnes per year of ethylene
- 400,000 tonnes per year of propylene

Although the 'first stage' of this project was completed in 2015 there are still opportunities for UK firms involved with engineering and procurement. UK Export Finance (UKEF) has signed a finance guarantee of £450 million for UK companies involved.

Department for International Trade (DIT)
Al Khobar for more information on petrochemical opportunities.

[Source – DIT/gov.uk]

Contact the Department for International Trade (DIT) for more information on transport opportunities.

[Source – DIT/gov.uk]

Water

The £30 billion water and wastewater upgrade programme is made up of a number of projects that will be undertaken between 2012 and 2020. These include:

- building 20 new desalination plants
- new sewerage treatment plants

Contact the Department for International Trade (DIT) for more information on water and wastewater opportunities.

[Source – DIT/gov.uk]

Urban transport projects

Five major cities have developed public transportation master plans. These are at various stages of planning and implementation. They involve development of major rail networks, including tram, monorail, light rail and metros.

The UK has established capability in the planning and implementation of mass urban public transit systems. Major opportunities exist in exports of consultancy, products and services.



BAE SYSTEMS

A successful partnership

Working together through our long-term partnership, we are strengthening the Kingdom's skills, technologies and capabilities that will underpin its future security and prosperity.

baesystems.com



Saudi industry delivering a Saudi Vision

We are setting stretching goals to actively develop local industry and our network of local partner companies are carrying out more and more work, increasing their economic contribution and playing a key role in delivering the nation's ambition.

An independent Oxford Economics report found that in 2017, our local partner companies made a contribution of SAR 2.3 billion to the GDP of the Kingdom in their own right.

We are continuing to invest in these businesses to ensure they are delivering more and more defence work in the Kingdom and as we do so, their contribution grows, helping to meet the Kingdom's Vision 2030 goals.

This commitment to developing Saudi industry includes our work in the supply chain. In 2017 alone, we

- Bought SAR 4.3 billion of good and services from Saudi suppliers.
- Stimulated 13,700 full-time equivalent jobs across the supply chain, 21% of which was in utilities, 17% in transport, and 16% in non-oil manufacturing.
- Worked with, and ordered from, more small local businesses than ever before, actively helping them to improve their capabilities, quality standards and efficiency.

Our 50-year partnership with Saudi Arabia has already had a profound effect on the Kingdom's economy and this significant contribution will continue to grow with our ongoing commitment to supporting Vision 2030.

SAUDI ARABIA

Saudi Arabia is a large country, and different regions may have different industry clusters. Good local research is needed and you should consider market-entry requirements using both desk research and market visits.





Preparing to export

Consultation and bespoke research

Visit: <https://www.great.gov.uk/> for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Researching the Saudi Arabian market

Saudi Arabia is a large country, and different regions may have different industry clusters. Good local research is needed and you should consider market-entry requirements using both desk research and market visits.

You need to determine whether:

- there is a market for your product or service
- your pricing is competitive
- to adapt your business model

The questions listed here should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Saudi Arabia strategy, although this may not be necessary or appropriate for all companies.

Your aims:

- Do you wish to buy from Saudi Arabia, sell to Saudi Arabia or both?
- Do you wish to establish your own company presence in Saudi Arabia (for

example setting up your own branch office, forming a joint venture, appointing a local agent, or franchising)?

- Do you need to be involved in Saudi Arabia at all?
- Do you see Saudi Arabia as part of a wider plan including e.g. other Middle Eastern or North African (MENA) markets now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Saudi Arabia? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the Unique Selling Points of your product or service?
- Do you know if there is a market for your product or service in Saudi Arabia?
- Do you know if you can be competitive in Saudi Arabia?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in Saudi Arabia you should start?

- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Saudi Arabia-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more-contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Saudi Arabia will give you access to the most-current advice and such experience can often lead to new insights and form the basis for further research.

There is also some useful guidance on developing a marketing strategy, customer segmentation, competitor and SWOT analyses, etc. on the <https://www.great.gov.uk/> site – and the IOE&IT and British Chamber can help too.

There may be trade shows held in Saudi Arabia each year, which could be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows.

The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> to find upcoming events and missions in Saudi Arabia.

Find out more about marketing your goods and services for Saudi Arabia at: <https://www.great.gov.uk/>.

Contact DIT in Saudi Arabia at: <https://www.gov.uk/world/organisations/departement-for-international-trade-saudi-arabia#contact-us> for events and company launches at British Embassy locations.

Start-up considerations

Visit: www.great.gov.uk for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Getting started in the Saudi Arabian market

You must appoint a Saudi agent to conduct trading activities if you do not have a physical presence in the Kingdom.

You must have a physical presence in Saudi Arabia to be directly involved in the buying and selling of goods. Under Saudi investment law the establishment of a physical presence requires a joint venture with a Saudi partner.

Commercial agents

An agent can be:

- a highly proactive investor, deeply involved in all aspects of management, finance and marketing on a day-to-day basis
- a hands-off agent who just arranges official paperwork and has little other involvement

It is very important to choose the right agent. It should be made clear from the start what services will be provided and what will not.

You should evaluate your business partner thoroughly – take local legal advice and consult the Department for International Trade (DIT) Saudi Arabia at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us>.

There are several ways you can do business in Saudi Arabia. The most common are:

- appoint a local partner, distributor or agent
- set up your own branch office
- form a joint venture
- franchising

You should seek legal advice as the tax and legal obligations of each business structure can differ.

The most common forms of companies are limited-liability companies (LLC), joint stock companies, general partnerships, and limited partnerships. A local lawyer can help you to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity. See: <https://www.gov.uk/government/publications/saudi-arabia-list-of-lawyers> for a list of lawyers in Saudi Arabia.

You should conduct due diligence checks once you have chosen your method of entry into the market. However, if you want to establish a business relationship that goes beyond exporting, you will need to carry out further research.

Direct marketing and e-commerce

Direct marketing is not widely practiced in Saudi Arabia as cash transactions, face-to-face and personal relations play a more important role than in the west. Similarly online selling is not common but is beginning to increase in popularity. However, cybercrime is an issue so companies need to take necessary precautions.

Franchising

Despite the conservative nature of Saudi society, franchising is a popular and successful approach to establish consumer-orientated businesses in Saudi Arabia, and is an ideal business model for small and medium-sized enterprises (SMEs).

Franchising in Saudi Arabia is developing extensively and is one of the most successful mechanisms for entrepreneurship. Most of the franchises are in the restaurant, food and beverage and retail sectors.

We help you do business in Saudi Arabia

Saudi Arabia is a market of unrivalled opportunity.

With a population of 32 million and comprising over 25% of all Middle East & North African GDP, Saudi makes other Gulf markets look small. Despite the huge opportunities, there is a perception that to pursue, win and deliver business in Saudi is 'just too difficult'. AEI was founded to change this perception...

CONSULTANCY The Saudi market can be opaque. We help you decide if Saudi is right for you and, if so, how best to approach the market. We then provide continuous insight so you always stay one step ahead.

SUPPORT SERVICES From accommodation to visas, our cost effective, pay-per-month business support services allow you to rapidly set up, operate and focus on your core business in the Kingdom without distraction.

MANPOWER SERVICES Putting 'boots on the ground' can be complex in the Kingdom. Our Manpower Services allow you to quickly deploy staff in the market, even before you have created your own Saudi entity.

CONSULTING PRACTICE

From first contact to first contract, we help you succeed in Saudi.

We help you decide if Saudi is right for you and, if so, how best to approach it. Once established, we help you stay one step ahead of the rest.

- ✓ Market Insight
- ✓ Market Research
- ✓ Hosted Market Visits (HMF)
- ✓ Route to Market Strategy (RMS)

'Thank you AEI. We truly value your ongoing market insight. With your all round package, this really impresses. Your transport service goes above and beyond. You guys do what you say on the tin and more!'

- Joseph Walker-Cousins MBE, Director, KBR

SUPPORT SERVICES

Saudi clients want suppliers who are committed, not commuting.

From offices and accommodation to any procurement needs, our cost effective, pay-per-month services allow you to rapidly set up and operate in Saudi.

- ✓ Accommodation Solutions
- ✓ Enterprise Incubator (Offices)
- ✓ Transport Solutions
- ✓ Business Services
- ✓ Procurement Support
- ✓ Enterprise Nursery

'AEI's combined accommodation and transport proposal was just under 10% lower in price than our existing providers. Additionally, their professional delivery meant my management team had more time to dedicate to our client on the Saudi North-South railway.'

- Jason Wassermann, Regional Director, Network Rail Consulting

MANPOWER SERVICES

Let us take the hassle out of deploying your staff to the Kingdom.

Whether it is project management or visa sponsorship, we provide the manpower services you need to put boots on the ground.

- ✓ Visit Visas
- ✓ Staff Sponsorship Service
- ✓ Manpower Provision
- ✓ Bespoke Solutions

"Through AEI we were able to quickly deploy a team of western expats in Jeddah, Riyadh and Dammam. AEI provided a turnkey manpower service which meant that once we had approved the candidates, AEI took care of everything else - visas, payroll, accommodation, transport and onboarding. It has been a stress-free experience for us."

- Project Director, Defence Client

IPSOTEK

MARKET ENTRY TO ESTABLISHMENT



An AEI RMS report helped Ipsotek better understand the Saudi market.

Our Residency network provided deployed staff a solid base to win new business.



Now, although Ipsotek's team on the ground are provided through our Manpower Services, Ipsotek are established and have effectively graduated from the AEI incubation process.

CSC

THREE YEAR TEAM DEPLOYMENT



CSC selected AEI through our US partner, Catalyst. After a rigorous US government bidding and value for money process, the AEI proposal was a clear winner and we were awarded a three year contract. This contract was recently extended for a fourth year.



We now provide life support and logistics services to CSC's staff deployed in Riyadh.

DEFENCE CLIENT NATIONWIDE DEPLOYMENT



A global engineering and project management consultancy utilised our Manpower Services to expedite deployment of a multidisciplinary network communications team all around the Kingdom.



We managed all aspects of the deployment logistics including the staff payroll and regulatory compliance.

OUR CLIENTS

AEI has provided services to companies from all over the world. Some of these include:

TATA STEEL



KBR



Norconsult



THE BOLD LOOK OF **KOHLER**



SAUDI BRITISH
JOINT BUSINESS COUNCIL



International
Trade
Export/Virginia.org

SAUDI ARABIA

The most successful British companies operating in Saudi Arabia will be those that are able to transfer technology and upskilling of local people, manufacturing or assembly in the Kingdom, those that incorporate as much local content as possible – including direct employment of Saudis, and that are able to adapt to Saudi Arabia's rapidly evolving labour market and immigration regulations.



DOING BUSINESS IN SAUDI ARABIA

An overview of legal considerations for UK companies

Key principles

Some key principles for doing business in the Kingdom of Saudi Arabia (KSA) are:

- KSA adopted neither a civil code nor a common law system; one must approach Saudi laws, regulations and practices on KSA's terms and not by analogy to another system.
- Shari'ah is the fundamental law, with government-issued laws and regulations addressing specific subjects.
- KSA welcomes, but heavily regulates, foreign investment. Attention to detail and long term commitment are essential to success.
- Regulations and their interpretations change from time to time without advance notice. Often, in-person inquiry with the relevant officials is required to determine what is permissible.
- Increasing employment for Saudi nationals (Saudization) is a primary goal. Complying with Saudization quotas is essential. Increasingly, KSA emphasizes localizing manufacturing, logistics and research and development.

Offshore Activities

Sales from offshore

KSA permits sales from offshore directly to end users, or through distributors or commercial agents. KSA courts enforce reasonable termination rights in agency contracts. Commercial agents are not entitled by law to compensation for termination or non-renewal implemented pursuant to the contract.

Supporting distributors

Except for Technical and Scientific Offices for pharmaceuticals and certain other products, KSA does not permit "representative offices", i.e. non-commercial branches that support distributors. To a limited degree, a distributor may employ personnel designated by the manufacturer to assist in the distributor's marketing products.

Licensing franchisees, etc

From offshore foreign companies may license KSA companies as franchisees and/or to manufacture products or provide services.

Onshore Investment

SAGIA

The gate-keeper agency for British companies wishing to invest onshore is the Saudi Arabian General Investment Authority (SAGIA), which issues foreign investment licenses for one specific activity (or a limited number of related specific activities). SAGIA recently changed its system so the investor must select from activities found at:

https://www.stats.gov.sa/sites/default/files/the_national_classification_of_economic_activities_isic4.pdf. Certain activities are not sufficiently related to be licensed to the same company. For example, manufacturing companies with foreign investment may not obtain trading licenses to import and sell after-market spare parts. See, however, “Branches” below. SAGIA licenses must be renewed periodically, which requires being in compliance with relevant regulations.

Commercial registration

All businesses in Saudi Arabia must have a commercial registration (CR) issued by the Ministry of Commerce and Investment (MoCI). CRs must be renewed periodically, also dependent on legal compliance.

Negative list

Not all activities are open to foreign investment, SAGIA maintains and periodically updates the “negative list”. This can be reviewed in the SAGIA Services Manual.

Limits on foreign ownership

Subject to the negative list, foreigners can own 100% of Saudi companies, although “trading” remains protected by barriers to 100% foreign ownership. Manufacturing and services activities have long been eligible for 100% foreign ownership without significant barriers to entry.

Onshore trading

“Trading” is the purchase and sale of products, including their importation and sale. A British investor may own up to 75% of a trading company if it invests at least SAR 20 million for its share of capital (regardless of percentage, up to the limit) and has one or more Saudi partners who, together, own at least 25% of the company. To own 100% of a trading company, a British company must be active in at least three other jurisdictions, invest at least SAR 30 million in share capital, commit to investing at least another SAR 200 million over five years, and meet other commitments.

Types of companies

Corporate forms include professional service companies (for accounting and engineering), and for activities such as commercial activities, joint stock companies and limited liability companies, the latter being the most common vehicle for joint ventures with Saudi companies. Unlike professional service companies, both joint stock companies and limited liability companies offer limited liability to the shareholder /partner in the company. Unincorporated joint ventures and consortia are common for carrying out infrastructure projects – each member is jointly and severally liable for the acts and omissions of the other members.

Branches

A foreign company may establish a branch to perform services. A branch is not a separate entity, and so the foreign company may be liable for the branch's activities. Saudi companies, including those with foreign investment, may also establish branches. Any new location of a business requires obtaining a branch license. Sometimes a branch is established to carry out an activity that the mother company cannot carry out directly. For example, a foreign-owned manufacturing company might establish a branch to engage in trading - provided it meets the requirements for a trading license.

TCRs

A foreign company that obtains a government contract may request what is known as a Temporary Commercial Registration (TCR), which results in a SAGIA license and CR for a branch to perform the contract, but nothing else. Accordingly, such a branch may not perform private sector contracts.

Taxation, accounting

Subject to any tax treaty, foreign investment, including a deemed permanent establishment that is not properly licensed, is subject to a 20% income tax, a potential for capital gains tax on sale of the investment, and withholding tax of 5% on repatriated dividends. Withholding taxes also apply to payments made from Saudi Arabia in the nature of rent, interest, royalties, and payments for services. The rates vary, levels are 5%, 15% and 20% (management

services only). KSA imposed a 5% VAT in 2018. The UK has a tax treaty with KSA. <https://www.gov.uk/government/publications/saudi-arabia-tax-treaties>. All companies must submit annual audited financials to the tax authorities and MoCI.

Courts

Saudi courts and other dispute resolution committees (such as for banking, securities, and labor disputes, and disputes between contractors and government entities related to government contracts) are available to foreign investors. KSA also permits enforcement of foreign judgments and arbitration awards for money damages that meet certain requirements and do not violate Saudi laws (e.g. no enforcement of awards to pay interest). Historically, UK court judgments have not been enforceable due to lack of proven reciprocity and absence of a treaty (the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards supplies the necessary reciprocity to enforce arbitration awards issued in the UK). Saudi Arabia has an arbitration law governing arbitration conducted in Saudi Arabia and has established the Saudi Center for Commercial Arbitration. Saudi courts traditionally do not award speculative or unproven damages or issue extraordinary injunctive relief, and they rely heavily on court appointed experts for any complex issue. As a practical matter, these factors can limit the ability to protect intellectual property.

Legal considerations

Islamic Law (Sharia) is the law of the land in all cases. Other laws are enforced only if they do not violate the rules of Sharia. Unlike in common law jurisdictions, legal judgments are not published so there are no binding precedents.

The main government laws relating to business include:

- government tenders and procurement laws
- foreign investment laws
- employment law, including Saudisation
- Zakat, the religious wealth tax, and income tax law

Contact the DIT team in Saudi Arabia at: <https://www.gov.uk/world/organisations/departement-for-international-trade-saudi-arabia#contact-us> for help finding tax and legal advisers before entering into agreements.

Standards and technical regulations

The Saudi Standards, Metrology and Quality Organization (SASO) at: <https://www.saso.gov.sa/en/pages/default.aspx> has implemented a Conformity Assessment Programme (CAP) covering goods destined for Saudi Arabia.

CAP requires quality checks and inspections on companies looking to export to Saudi Arabia. Proof should be provided in the form of a Certificate of Conformity. See SASO at: https://www.saso.gov.sa/en/quality/Pages/The_Certificate_of_Conformity_Regulations.aspx for details of Certificate of Conformity regulations.

The Saudi Ministry of Commerce and Investment provides details of import procedures. See: <https://www.mci.gov.sa/en/LawsRegulations/Pages/default.aspx>.

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>.

UK companies entering into agreements in Saudi Arabia should contact the DIT team in Riyadh at: <https://www.gov.uk/world/organisations/departement-for-international-trade-saudi-arabia#contact-us> for a list of lawyers offering professional advice.

Export licences for Saudi Arabia

You must apply through the relevant government ministries for licences to do business in Saudi Arabia. Contact DIT in Saudi Arabia for further advice on the appropriate processes, at: <https://www.gov.uk/world/organisations/departement-for-international-trade-saudi-arabia#contact-us>.

You can find out about getting a licence to export dual use goods, services or technology to Saudi Arabia at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>.

To find out which products will need certification or licensing before they can be exported to Saudi Arabia, see: <https://www.gov.uk/starting-to-export/licences>.

Law on marketing and selling

If you are selling to consumers you must be aware of and comply with relevant Saudi Arabian consumer protection laws. It is recommended you consider using an agent in Saudi Arabia to provide customer support services.

Because of the complexity of the regulations, it is recommended you take advice from an agent, or contact DIT at the British Embassy Riyadh first. DIT in Saudi Arabia can help you identify and meet potential agents and distributors. See: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us>.

Taxation

Taxation is a specialised subject and advice should be sought from specialists practising in Saudi Arabia as part of the planning stage for doing business in this market.

Income tax

There are no personal taxes in Saudi Arabia. This includes foreign nationals. Saudi and GCC nationals are subject to Zakat.

Sales tax

There is currently no Value Added Tax (VAT) or sales tax in Saudi Arabia.

Corporation tax

Companies are generally obliged to pay 20% corporate tax. Foreigners who receive net income from investments in Saudi businesses, and self-employed individuals who do business in Saudi Arabia are subject to corporate tax on a sliding scale.

Double-taxation agreement

The UK and Saudi Arabia signed a double taxation agreement. This allows some taxes paid in one country to be deducted in the other. See: www.gov.uk/government/publications/saudi-arabia-tax-treaties.

You can zero-rate the sale of your goods to Saudi Arabia, provided you get and keep evidence of your export, and comply with all other laws. You must also make sure the goods are exported, and you must get the evidence within three months from the time of sale. More information on GST in non-EU markets can be found at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

Excise duty

You should check you have paid excise duty on any energy products, electricity or tobacco products you send to Saudi Arabia.

[Source – DIT/ gov.uk]

Customs

The Saudi Customs website provides information on Saudi customs procedures. See: <https://www.customs.gov.sa/en/International-customs-guide> (the downloadable guide is in Arabic).

Import licences

You must apply through the relevant government ministries for licences to do business in Saudi Arabia. Contact DIT in Saudi Arabia for advice on the latest appropriate processes, at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us>.



ABOUT Innovation-sa



Innovation-sa Integrated Business Solutions entity is a one-stop shop corporate services provider offering a full range of solutions for emerging businesses in the Saudi Arabian market.

Over the last twenty years, we have developed the knowledge and expertise to meet the needs of our clients due to our unique understanding of the business environment and culture.

Our in-house specialists have a wide range and in-depth knowledge of the Saudi Government legislations and regulatory general practices. All processes are implemented in compliance with such regulations with close monitoring and updating to our clients of the Saudi Government scheme of Saudization by employing local talents as a priority. We act as your consulting house that can guide you from the initial stages of establishing your business entity all the way through your day-to-day set up needs until your departure from the Innovation-sa business incubator.

Innovation-sa provides concierge service support to a variety of business industries from banking and finance to defense, oil and gas, IT and real estate developers.

Mission

At Innovation-sa, we believe that effective management, quality service and commitment to our staff, clients and vendors are the only means to maintain, develop and continuously add value and growth to our business relation with our clients.

Vision

Provide first class, one stop shop concierge integrated service package to emerging businesses enabling our clients to focus on their core business.

Why Innovation-sa

- Reduce our client start-up and overhead cost
 - Enable clients to focus on their core business activity by providing integrated end to end service solutions
 - Save clients HR, Personnel and Administrative fees
 - Save staff training and turnover costs
 - Minimise the risk with issues arising from changes in labour regulations, and any government related laws
 - Share the benefits with our clients on economies of scale
 - Orientation on cultural norms and business ethics
 - Represent our clients, build and protect their brand and reputation in the market
- ### Values
- Excellence – We seek excellence in everything we do providing handpicked calibres aiming to build confidence in our business processes and establish a client relationship that focuses on quality not quantity.
- ### Integrity
- Maintain an open book approach, transparency and protect client's confidentiality all the way through our business life even after our service is delivered and after the incubation phase is completed.
- ### Customer satisfaction
- We are fully committed to our client's satisfaction. We solicit our client's ongoing feedback and constantly monitor the completion of our commitments or money back.
- ### Our services
- Set up consultancy
 - PRO services
 - Corporate Immigration Services
 - Certified translation
 - Furnished office space setup and related services
 - Facility operation and maintenance
 - Premium chauffeur services & vehicle leasing
 - IT advisory
 - Human resources
 - Comprehensive personnel management offering
 - Accounting book-keeping
 - Pick and choose service option



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or

United Arab Emirates, Dubai

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Tel: +9714-388 7333

Fax: +9714-388 7373

Sheikh Zayed Road,
P. O. Box 32315

Tariffs

There are import controls on a number of products such as pork products and alcohol. You should therefore check with Saudi Customs that your product is not on their list of prohibited or restricted items.

Import duty and taxes are due when importing goods into Saudi Arabia whether by a private individual or a commercial entity. The valuation method is CIF (cost, insurance and freight), which means that the import duty and taxes payable are calculated on the complete shipping value, which includes the cost of the imported goods, the cost of freight, and the cost of insurance.

Duty rates in Saudi Arabia vary from 0% to 50%, with the average duty rate at 4.58%. Some products can be imported free of duty (e.g. books, laptops and other electronic products).

The customs tariff on the majority of imported goods is 5%. There is also a protective tariff of 12% or 20% on some imports in order to support certain national industries. 50% excise tax is being introduced on soft drinks and a 100% tax on cigarettes, tobacco products, and energy drinks.

Import duties can change at short notice so you should check the Saudi Customs advice for the latest GCC Integrated and Saudi-specific tariffs at: <https://www.customs.gov.sa/en/Integrated-Tariff>.

You can find out about import tariffs at the EU's Market Access Database (MADB). See: <http://madb.europa.eu/madb/indexPubli.htm>.

The MADB also has a full list of trade barriers for Saudi Arabia at: http://madb.europa.eu/madb/barriers_result.htm?isSps=false&countries=SA&measures=15.

Complying with HMRC regulations to export to Saudi Arabia

You must make export declarations to HMRC through the National Export System (NES) to export your goods to Saudi Arabia. See: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>.

You can find out how to declare your exports to Saudi Arabia through the NES at: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>. You must classify your goods as part of the declaration, including a commodity code and a Customs Procedure Code (CPC).

Commodity codes and other measures applying to exports in the UK Trade Tariff can be found at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts> for more help.

You must declare any goods that you take with you in your luggage to sell outside the EU. See: <https://www.gov.uk/take-goods-sell-abroad> for further information.

Temporary export of goods

Saudi Arabia does not recognise the ATA (Admission Temporaire/Temporary

Admission) Carnet system. You therefore need to use a duplicate list to temporarily export goods to Saudi Arabia. As with an ATA Carnet, you do not have to pay customs duty or tax. There is no fee. See: <https://www.gov.uk/taking-goods-out-uk-temporarily/duplicate-list>.

Before you export the goods, prepare a list on company stationery. Including:

- a description of the goods
- how many there are
- serial numbers, if the goods have them
- value of the goods

At customs, you will need to provide:

- two copies of the list
- a completed HMRC form C&E 1246. See: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/374161/ce1246.pdf (PDF, 638 KB)

Contact the HMRC Imports and Exports Helpline in advance to make the arrangements:

- telephone: 0300 200 3700
- textphone: 0300 200 3719
- outside the UK: +44 29 2050 1261
- Monday to Friday, 8am to 6pm

Documentation

The documents required for import and export of goods to and from Saudi Arabia are:

- copy of commercial registration
- invoices – initiated by supplier
- certificate of origin
- bill of lading/air waybill
- insurance documents (if sent CIF)
- documents indicating compliance with health regulations (if applicable)
- packing list
- certificate of conformity with Saudi standards (if applicable)
- certificate of origin of Saudi products (issued by the Ministry of Commerce and Investment at: <https://www.mci.gov.sa/en/Pages/Default.aspx>)

You should consider working with a Saudi Arabian Customs Agent. Contact the DIT team in Saudi Arabia at: <https://www.gov.uk/world/organisations/department-for-international-trade-saudi-arabia#contact-us> for further advice and lists of agents.

[Source – DIT/gov.uk]



www.export.org.uk  [@ioexport](https://twitter.com/ioexport)

Choosing a great export training partner can really help your company take off in international trade! We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business. Our team of experts can help with questions on documentation, export controls, Bribery Act, Customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics...

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Call: +44 (0) 1733 404 400 : email: institute@export.org.uk

Shipping your goods to Saudi Arabia

If you are not knowledgeable about international shipping procedures you can use a freight forwarder to move your goods. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in Saudi Arabia.

You can find freight forwarding companies to help you transport your goods to Saudi Arabia via the British International Freight Association (BIFA) at: <http://www.bifa.org/home> or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Posting goods

You can find out about sending goods by post to Saudi Arabia at: <http://www.royalmail.com/saudi-arabia>.

Shipping restricted, banned and dangerous goods

Special rules apply if you are shipping dangerous goods to Saudi Arabia. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods> for more information.

You should consider working with a local agent who can advise on the latest import licensing requirements. Contact the DIT team in Saudi Arabia at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us> for assistance and information about third-party advisers.

Terms of delivery

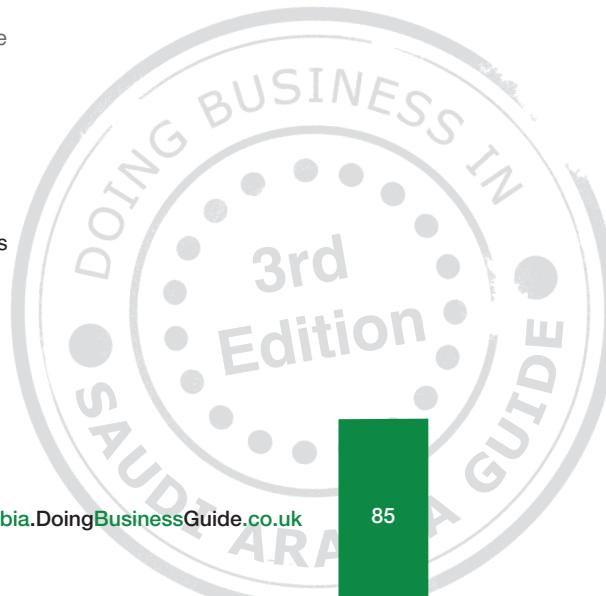
Your contract should include agreement on terms of delivery using incoterms: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The UK Government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Saudi Arabia at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#saudi-arabia>.

[Source – DIT/UKEF/gov.uk]



KINGDOM OF SAUDI ARABIA



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MOST EXTENSIVE COVERAGE OF KSA
+300 LOCATIONS



JEDDAH

AIR AND GROUND OPERATIONS FACILITY AND GATEWAY

- Air and Ground Operations facility and Gateway
- Euro 25 million investment
- 1st and only Express provider to fly into Jeddah
- 6000Sq2 of warehouse space
- 15,000Sq2 Land plot
- Airside and landside dedicated in-house customs clearance capabilities
- Able to handle 4,000 shipments per hour
- Market leading transit time 2 Days



RIYADH

AIR AND GROUND OPERATIONS FACILITY AND GATEWAY

- Air and Ground Operations facility and Gateway
- Euro 15.5 million investment
- 5900Sq2 of warehouse space
- 12,500Sq2 land plot
- Airside and landside dedicated in-house customs clearance capabilities
- On site Import Team with direct access to Ministry Approvals
- Able to handle 4,000 shipments per hour
- Market leading transit time 2 Days



DAMMAM

ROAD GATEWAY

- Road Gateway
- Euro 7.5 million investment
- 4200Sq2 of warehouse space
- 10,000Sq2 land plot
- The fastest direct road connection between the UAE & KSA
- State of the art customs clearance capabilities
- Market leading transit time 4 Days

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SAUDI ARABIA

Saudi Arabia is a Muslim country in which Islamic law is strictly enforced. You should respect local traditions, customs, laws and religions at all times and be aware of your actions to ensure that they do not offend, especially during the holy month of Ramadan or if you intend to visit religious areas.



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Business etiquette, language & culture

Overview

Saudi Arabia is the strictest of all Muslim countries and behaviour in public is subject to inflexible rules. These include:

- strict segregation of the sexes in restaurants and hotel swimming pools/gyms
- no public displays of affection

It is important for people doing business or living in Saudi Arabia to understand the laws and obey them.

Eating and drinking

Alcohol consumption is forbidden and prison sentences vary from a few weeks to several months, with or without flogging. Anyone caught smuggling or distributing alcohol can face a long prison sentence. Do not arrive in Saudi Arabia under the influence of alcohol.

No pork or pork products are allowed.

Medication

If you bring medication with you, carry a doctor's prescription.

Pornography

The possession of pornographic material, or of illustrations of scantily dressed people, especially women, is prohibited.

Drugs

The punishment for smuggling drugs includes the death penalty.

Photography/electronic devices

Photographing government buildings, military installations, and palaces is not allowed. You should avoid photographing local people. Binoculars should not be brought into Saudi Arabia and may be confiscated at the port of entry.

Electronic devices may be screened by customs officials on arrival and departure.

Passports

It is illegal to hold two passports in Saudi Arabia. Second passports will be confiscated by the immigration authorities if they are discovered.

You should carry a photocopy of your passport for identification. Make sure you have included emergency contact details.

Sexual behaviour

Homosexual acts and extra-marital sexual relations, including adultery, are illegal and can be subject to severe penalties or the death penalty. It is also illegal to be transgender. Transgender people travelling to Saudi Arabia are likely to face significant difficulties and risks if this is discovered by the authorities. See the UK Government's information and advice page for the LGBT community before you travel, at: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-transgender-foreign-travel-advice>.

Religion

Saudi Arabia is a Muslim country in which Islamic law is strictly enforced. You should respect local traditions, customs, laws and religions at all times and be aware of your actions to ensure that they do not offend, especially during the holy month of Ramadan or if you intend to visit religious areas. It is forbidden to eat, drink or smoke in public during daylight hours during the month of Ramadan. The law is strictly enforced.

In 2019, the holy month of Ramadan is expected to start on 6th May and finish on 9th June. See the UK Government's advice about travelling during Ramadan, at: <https://www.gov.uk/guidance/travelling-during-ramadan>.

The public practice of any form of religion other than Islam is illegal; as is an intention to convert others. However, the Saudi authorities accept the private practice of religions other than Islam, and you can bring a Bible into the country as long as it is for your personal use. Importing larger quantities than this can carry severe penalties.

The majority of Saudis are Sunni Muslims and many are Wahhabis (puritans), although there are considerable numbers of Shia Muslims in the Eastern Province. Muslims pray five times a day and all shops and many offices will close to observe prayer times.

Religious police

The Muttawa are members of the Commission for the Promotion of Virtue and Prevention of Vice. They maintain a vigilant eye on Saudis and foreigners to ensure that they conform to the Kingdom's

strict dress and behaviour codes. Women approached by the Muttawa and asked to cover their hair, should do so and move on quickly to avoid confrontation.

Travel

Since 24th June 2018 women have been legally able to obtain a licence to drive a car, motorbike and scooter. You should seek guidance from the local authorities on how to apply for a local licence.

Traffic fines

Saudi Arabia has many traffic cameras waiting to catch drivers going through red lights or speeding. The problem is, many people do not know they have been caught and fined until they try to leave the Kingdom and are refused exit by immigration. There is a desk at the airport where you can pay fines, but if it is closed, you will have to wait until it opens.

There are several options to avoid this situation. First of all, do not break any traffic laws and you will be ok. If you are worried you might have been caught by a camera and you have an Iqama you can text the number to 88993 if you are on SAWA mobile, or 625555 if you are on Mobily, and you will get a reply telling you if you have any fines, which you can then pay before you try and leave the country.

Alternatively you could call 01-292 8888 through your landline to know the status of your fine. Just follow the instructions after dialling this number.

The Ministry of Interior has more information about traffic violations at: www.moi.gov.sa.

Business practices

A lot of time has to be spent getting to know people and establishing relationships before doing business. There are many differences between the East, West and Central Provinces of the country, so do not generalise. Similarly, be wary of making comparisons with other Gulf Cooperation Council (GCC) markets.

It can be quite common for meetings to be interrupted by phone calls and people coming in, but it is important not to be put off by this. Patience and courtesy are essential.

Office hours

- Public sector working days are Sunday to Thursday.
- Government office hours are mainly 8.00am to 3.00pm.
- Private sector working days are usually Sunday to Thursday 8.00am to 12.00pm and 4.30pm to 7.00pm.
- Increasingly many private companies are moving to a more practical 8.00am to 5.00pm working day.
- Banking hours are 9.30am to 4.30pm Sunday to Thursday.
- Shopping stores generally open weekdays 10.00am to 12.00pm, Friday 4.00pm to 10.00pm.
- All offices and shops close five times a day for prayer: Fajr at sunrise, Dhuhr at noon, Asr at around 3.00pm, Maghrib at sunset, and Isha at night.
- The weekend is Friday and Saturday.



Working hours during the holy month of Ramadan are reduced – Government offices should be open from 10.00am to 3.00pm. In the private sector many businesses will open at night in Ramadan, normally 10.00pm to 1.00am.

It is best to avoid non-essential business travel around Ramadan and Eid festivals.

Dress

Saudi businessmen often wear the traditional thobe and shemagh head dress in public. For foreign businessmen, business suits are the norm.

Saudi women and foreign women must wear an abaya – a full length black cloak in public. A headscarf need not be worn, but should be carried with you in case you are told by the religious police to cover your head. Under the abaya, women visitors are advised to wear a full-length dress or trousers and top with high neck and long sleeves, in case you are invited to remove the abaya in less-formal business meetings.



السعودية
SAUDIA



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Saudi Arabia public holidays

2019

Date:	Holiday:	Details:
Wednesday 20 th March	March Equinox	Season
Monday 6 th May	Ramadan begins	Observance
Wednesday 5 th June	Eid al-Fitr	National holiday
Thursday 6 th June	Eid al-Fitr Holiday	National holiday
Friday 7 th June	Eid al-Fitr Holiday	National holiday
Saturday 8 th June	Eid al-Fitr Holiday	National holiday
Friday 21 st June	June Solstice	Season
Monday 12 th August	Eid al-Adha	National holiday
Sunday 1 st September	Muharram (Muslim New Year)	Observance
Monday 23 rd September	September Equinox	Season
Monday 23 rd September	Saudi National Day	National holiday
Sunday 10 th November	Prophet's Birthday	Observance
Sunday 22 nd December	December Solstice	Season

(NB some dates may be subject to change)

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

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SAUDI ARABIA

Businesses must employ a certain quota of Saudis to comply with Saudisation rules. Saudisation (Nitaqat) is a Saudi policy which aims to create better employment prospects for Saudi citizens, and rely less on imported foreign labour.



WHAT ARE THE CHALLENGES?

What are the challenges?

Challenges when doing business in Saudi Arabia

A physical presence is very important when establishing a business in Saudi Arabia.

Challenges include:

- identifying suitable sponsors for initial entry into the market
- finding an appropriate Saudi partner for joint ventures
- lead time to establish legal entities and obtain licenses from appropriate ministries

You must apply through the relevant government ministries for licences to do business in Saudi Arabia. You need to contact DIT in Saudi Arabia for advice on the appropriate processes, at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us>.

Businesses must also employ a certain quota of Saudis to comply with Saudisation rules. Saudisation (Nitaqat) is a Saudi policy which aims to create better employment prospects for Saudi citizens, and rely less on imported foreign labour.

You must take a great deal of care when establishing payment terms with private and government entities in Saudi Arabia in order to help ensure you get paid on time. Saudi Arabia is ranked in mid table in the World Bank's ranking for contract enforcement.

See: <http://www.doingbusiness.org/en/data/exploretopics/enforcing-contracts>.

[Source – DIT/FCO/gov.uk]

Business risk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

Bribery is illegal in Saudi Arabia, and is prosecuted with increasing vigour. In 2011, a National Anti-Corruption Commission (Nazaha) was established, which seeks to tackle corruption in all its forms, see: <https://www.nazaha.gov.sa/ar-sa/pages/default.aspx>. Press articles on investigations and prosecutions on corrupt dealings are featured increasingly in the Saudi press.

Efforts to tackle corruption in Saudi Arabia are complicated by the culture of patronage and wasta that exists to varying degrees in all Arab states. The late King Abdullah had done much to tackle the market-distorting effects of patronage and wasta that exist in the Kingdom, and compel prominent individuals to play by the rules. Whilst Saudi partners with good social and family connections will remain important to most business dealings in the country for the

foreseeable future, there is a growing tendency to see the quality of a product, and the terms under which it is offered as the primary drivers of a deal.

[Source – FCO Overseas Business Risk/gov.uk]

Transparency International ranked Saudi Arabia 58th out of 180 countries in its 2018 Corruption Perceptions Index (CPI). See: <https://www.transparency.org/cpi2018>.

Visit the Business Anti-Corruption portal at: <http://www.business-anti-corruption.com/country-profiles/saudi-arabia/> for procedures you can establish to protect your company from corruption risks.

You can also find information on the UK Government's website on bribery and corruption at: <https://www.gov.uk/anti-bribery-policy>.

[Source – FCO Overseas Business Risk/gov.uk]

Intellectual Property (IP)

IP rights are territorial, that is they only give protection in the countries where they are granted or registered. If you are thinking about trading internationally, then you should consider registering your IP rights in your export markets.

Saudi Arabia issued and has enforced a patent law since its accession to the World Trade Organization in 2004.

Certificates of Patents granted by the GCC Patent Office (GCCPO) secure legal protection of the inventor's rights in all member states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and UAE). See: <https://www.gccpo.org/DefaultEn.aspx>.

Information is provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>, and at the Intellectual Property Office – the UK Government agency providing free and impartial advice on protecting and registering your IP in the UK and abroad. See: <https://www.gov.uk/government/organisations/intellectual-property-office>.

Saudi Arabia's Intellectual Property Rights Index (IPRI) score increased by 0.054 to 6.187 in 2017-18, placing it 6th in the Middle East and North Africa (MENA) region and 44th in the world. See: <https://www.internationalpropertyrightsindex.org/country/saudi-arabia>.

Terrorism and security

Saudi Arabia continues to work very hard to tackle the threat from violent extremism. However, there remains a high threat of terrorism. Since 2015, Daesh has claimed responsibility for a number of attacks throughout the Kingdom. The Foreign Office warns about travel to the area along the Yemeni border. Crime levels are generally low. For the most up to date information please read the information provided on the terrorism page of the FCO travel advice pages at: <https://www.gov.uk/foreign-travel-advice/saudi-arabia/safety-and-security>.

Cyber security

The Saudi Government inaugurated its National Cyber Security Centre (NCSC) in January 2016. British companies operating in Saudi Arabia, whatever their size, may be subject to cyber-attacks.

Businesses wishing to implement the most important technical controls can apply to be assessed under the National Cyber Security Centre's 'Cyber Essentials Scheme'. See: <https://www.cyberessentials.ncsc.gov.uk/> for more information.

Commercial disputes

Sharia law as practised in Saudi Arabia lacks codification and the convention of precedent. It also tends to provide redress for actual damages suffered, rather than for speculative losses like loss of opportunity or of reputation. Notwithstanding this, and prohibitions against anything else deemed haram (forbidden) in Islam (e.g. financial speculation or gambling), Sharia law in Saudi Arabia allows considerable freedom for private individuals and entities to form contracts as they see fit.

Where possible, many non-Saudi investors and business partners prefer to agree contracts according to laws in foreign jurisdictions, or commit to international arbitration. Where enforcement of the rules of foreign judges or arbitration becomes necessary within Saudi Arabia, claimants must make a representation to the Saudi Board of Grievances (a group of Sharia trained judges separate from the Kingdom's main Sharia court system). The Board of Grievances also has jurisdiction over a series of administrative tribunals (referred to locally as 'committees') which can be used to settle disputes according to government administrative regulations.

There have been instances of invoices not being paid on time and delays in processing payments. You are advised to take expert advice and appropriate measures to mitigate this potential risk, and any British

company wishing to do business in or with Saudi Arabia should enlist the services of a law firm with experience of the country.

The Saudi legal system differs in many ways from the UK. Suspects can be held without charge and are not always allowed quick access to legal representation. The Saudi authorities have detained witnesses and victims of crimes. If you need consular assistance, British Embassy staff will try to visit you as soon as they are aware of the case, but in some instances Embassy staff may not be permitted to do so immediately or may have limited access.

Anyone involved in a commercial dispute with a Saudi company or individual may be prevented from leaving the country pending resolution of the dispute. Government bodies often retain passports for official purposes; sponsors also sometimes retain passports, although this is illegal.

[Source – FCO Overseas Business Risk/gov.uk]

There is no legislation governing franchising in Saudi Arabia, so you should contact DIT in Riyadh at: <https://www.gov.uk/world/organisations/department-for-international-trade-saudi-arabia#contact-us> for advice, or for help to find a legal adviser in Saudi Arabia before establishing a franchise.

Visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

Financial considerations

Getting finance to fulfil an export contract to Saudi Arabia

Globally, Saudi Arabia ranks 112th out of 190 economies in the World Bank's "Doing Business – Ease of Getting Credit" report 2019. See: <http://www.doingbusiness.org/en/data/exploreeconomies/saudi-arabia>.

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to Saudi Arabia. Contact your bank or specialist financial organisation for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports to Saudi Arabia. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#saudi-arabia>. You can contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Getting paid

You are advised to take expert advice and appropriate measures to mitigate the potential risk of invoices not being paid on time and delays in processing payments, and any British company wishing to do business in or with Saudi Arabia should enlist the services of a law firm with experience of the country.

You can contact DIT in Riyadh at: <https://www.gov.uk/world/organisations/departments-for-international-trade-saudi-arabia#contact-us> for help to find a financial adviser in Saudi Arabia.

Payment insurance

UK Export Finance (UKEF) helps UK companies to get paid by insuring against buyer default.

Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting to Saudi Arabia

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling (GBP) or Saudi Riyal (SR) in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

[Source – DIT/UKEF/gov.uk]



SAUDI ARABIA

The Kingdom of Saudi Arabia has a land mass about the size of Western Europe. It contains the world's largest continuous sand desert, known as the Empty Quarter, and it is the biggest and most dominant country of the Arabian Peninsula.

لَا إِلَهَ إِلَّا اللَّهُ



Mohammed Al-Ghamdi Law Firm in association with Norton Rose Fulbright in Saudi Arabia

We have been operating in the Middle East since 1979 and our team has nearly 40 years' experience advising clients in Saudi Arabia. We act for a mix of international and Saudi-based clients. Our lawyers have substantial knowledge of the legal and regulatory environment and the culture and traditions of both the country and the region.

We are market leaders and innovators in Islamic finance, offering extensive experience in structuring transactions in a Shariah-compliant manner. We also regularly advise clients on corporate governance and restructuring, M&A and joint ventures, forming and operating companies, local and international arbitration, as well as general trade regulations throughout the Middle East. In Riyadh, we practice in association with the well-established Mohammed Al-Ghamdi Law Firm, staffed primarily by Arabic speaking lawyers.

Our areas of work include:

Aviation	Employment and immigration
Banking and finance	Projects, P3 and construction
Corporate, M&A and securities	Regulation and investigations
Debt capital markets	Technology and intellectual property
Dispute resolution and litigation	

Al-Nakhlah Tower, 17th Floor
King Fahad Road, As Sahafah
PO Box 52681
Riyadh
Saudi Arabia, 11573

T +966 11 279 5400
riyadh@nortonrosefulbright.com

Global resources



Our office locations

People worldwide

>7000

Legal staff worldwide

>4000

Offices

58

Key industry strengths

Financial institutions

Energy

Infrastructure, mining
and commodities

Transport

Technology and innovation

Life sciences and healthcare

Middle East

Bahrain

Dubai

Riyadh¹

Europe

Amsterdam

Athens

Brussels

Frankfurt

Hamburg

Istanbul

London

Luxembourg

Milan

Monaco

Moscow

Munich

Paris

Piraeus

Warsaw

United States

Austin

Dallas

Denver

Houston

Los Angeles

Minneapolis

New York

St Louis

San Antonio

San Francisco

Washington, DC

Canada

Calgary

Montréal

Ottawa

Québec

Toronto

Vancouver

Latin America

Bogotá

Caracas

Mexico City

Rio de Janeiro

São Paulo

Asia Pacific

Bangkok

Beijing

Brisbane

Canberra

Hong Kong

Jakarta²

Melbourne

Port Moresby
(Papua New
Guinea)

Perth

Shanghai

Singapore

Sydney

Tokyo

Africa

Bujumbura³

Cape Town

Casablanca

Dar es Salaam

Durban

Harare³

Johannesburg

Kampala³

Nairobi¹

¹ Mohammed Al Ghamdi Law Firm in association with Norton Rose Fulbright US LLP

² TNB & Partners in association with Norton Rose Fulbright Australia

³ Alliances



INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade Adviser
- Level 4 Advanced Certificate in International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs Compliance and Regulations
- Level 6 Foundation Degree jointly delivered with *** Anglia Ruskin University
Higher Apprenticeship in International Trade - the first so far.

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

eBusiness internationally was launched in summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year

Our mission:

outstanding technical and professional learning, which raises aspirations, develops skills and changes lives.

Our story

Dudley College of Technology has been working in Saudi Arabia for over five years. The College was originally founded in 1862 at the heart of Britain's manufacturing industry. We've been providing first-class vocational training ever since. Currently we run over 4,000 courses and support more than 14,000 learners and 1,500 employers from all over the world.

Ours is a history of industry and innovation, technology and progress. We work with prestigious organisations including the British Council and the UK government Department of International Trade (DIT) on several programmes – including in education, consultancy and training. We deliver these programmes from our multi-million pound campus here in England, and overseas in our partners' institutes and workplaces.

Our work in Saudi Arabia

Dudley College Worldwide was contracted by the Saudi Arabian government as the first ever overseas college to deliver embedded capacity building programmes in its colleges. This groundbreaking programme saw staff live and work alongside their Saudi colleagues and transfer knowledge and best practice.

With a proven track record of delivering leadership and management training to 77 deans of colleges across Saudi and an executive administration programme that involved 64 delegates visiting the UK, Dudley College Worldwide is a trusted partner for the transmission of skills at a professional level.

A three year contract with the Colleges of Excellence Company – focussing on key leadership and management practices which underpin the successful operation of technical colleges is currently in operation.

This ongoing work has culminated with our largest project. As part of the Saudi Government's 'Capability Building Contracts (CBC)' initiative, seven staff live and work in Hafr al-Batin, supporting the ongoing development of the local girl's college. After our first year of operation, we have achieved a range of impacts, including:

- Being seen as a flagship project, formally sharing best practice with other providers;
- Individualised coaching and mentoring for all Saudi staff;
- Implementing a lesson observation programme to drive up the quality of delivery and to enhance the learner experience
- Expanded job descriptions introduced for teaching and support staff;
- Teaching hours adjusted to allow the delivery of a teacher training programme;
- First student survey carried out to inform course reviews
- Robust Performance Management system put in place to aid Continuous Professional Development amongst business support and teaching staff.

As part of Saudi's 'Vision 2030' Dudley College Worldwide are currently bidding to extend this work beyond the country's Eastern Province.

Providing employment for Saudi nationals is a key priority for the kingdom. To do this more young people- male and female –must enter into high quality training, as currently less than ten per cent of the Saudi workforce takes part in vocational training. Dudley College Worldwide is proud to be lending its expertise to address this.

Dudley College Worldwide has already had significant impact in Saudi Arabia and throughout the world. It is our conviction that our work overseas not only supports our international partners, but our staff and students here in Dudley, placing a small town in the UK at the heart of international training.

Our work around the globe

Dudley College of Technology Worldwide has been established since 2007. To-date we have trained over 4,000 delegates globally, hosted over 300 delegates back in the UK and are currently active in 19 countries. We focus our work on the following territories: Africa, The Far East, India, The Middle East and Europe. Our programmes cover:

- Leadership and management training,
- Employer Engagement strategy and delivery
- Quality Assurance
- Teacher Development
- Curriculum development

We are always keen to explore how we can work with you, whether you are a government agency, an individual training organisation/Institute or a business.

We have a dedicated Chief Officer: Sanjeev Ohri who is responsible for managing our worldwide operations and who works closely with our in-country delivery teams in Saudi Arabia and elsewhere. In 2018 we will be opening our registered office in Jeddah.



We are ready to share our expertise with you and look forward to exploring ways of working – to start a conversation contact us at **+44 (0) 1384 363 000** or visit **worldwide@dudleycol.ac.uk**



British Embassy Riyadh

The British Embassy Riyadh maintains and develops relations between the UK and Saudi Arabia.

Their work covers a range of issues including trade and investment, education, culture, development, energy and climate, security and defence.

Find out more on their UK and Saudi Arabia news page, here: <https://www.gov.uk/world/saudi-arabia/news>. They provide services to British nationals living in and visiting Saudi Arabia. You can access UK Government services while in Saudi Arabia, here: <https://www.gov.uk/world/saudi-arabia>.

Urgent assistance

If you are in Saudi Arabia and you need urgent help (for example, you have been attacked, arrested or someone has died), call +966 (0) 11 4819 100. If you are in the UK and worried about a British national in Saudi Arabia, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British Embassy Riyadh as soon as possible, here: <https://www.gov.uk/world/organisations/british-embassy-riyadh#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Riyadh to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-riyadh#contact-us>.

Once you have contacted them, you will be advised to make an appointment to apply for an emergency travel document at the British Embassy Riyadh, here: https://www.consular-appointments.service.gov.uk/fco/#!/british-embassy-riyadh/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

The British Embassy Riyadh may be able to offer notarial services, including administer an oath, affirmation or affidavit; make a certified copy of a document; prepare a document in English or the local language and arrange consular marriages. See the full list of notarial and documentary services they provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-saudi-arabia>.

Legalisation services

Ask the UK Government to get a UK document legalised (certified as genuine), here: <https://www.gov.uk/get-document-legalised>.

Consular fees

The British Embassy Riyadh charge fees for some of their services. See the full list of consular fees in Saudi Arabia, here: <https://www.gov.uk/government/publications/saudi-arabia-consular-fees>.

The British Embassy Riyadh also provide services in Jeddah, see: <https://www.gov.uk/world/organisations/british-consulate-general-jeddah>.

Contact details

British Embassy Riyadh, main contact

British Embassy
PO Box 94351
11693 Riyadh
Saudi Arabia

Email: Consular.Riyadh@fco.gov.uk

Telephone: 966 (0) 11 4819 100

Fax – information: +966 (0) 11 481 9350

Fax – defence: +966 (0) 11 481 9235

Fax – corporate services: +966 (0) 11 481 9337

DIT: +966 (0) 11 481 9100

UKBA: +966 (0) 11 481 9294

Consular: +966 (0) 11 4819 100

Opening hours:

Sunday to Thursday, 5am to 12pm (GMT)
Sunday to Thursday, 8am to 3pm (Local)

British Consulate General Jeddah

British Consulate General
P.O. Box 393
21411
Saudi Arabia

Telephone: +966 (0)12 622 5550

Fax: +966 (0)12 622 6249

Opening hours:

Sunday to Thursday, 5am to 12pm (GMT)
Sunday to Thursday, 8am to 3pm (Local)

British Trade Office Al Khobar

British Trade Office
PO Box 3672
31952
Saudi Arabia

Telephone: +966 (0)13 882 5300

Telephone: +966 (0)13 882 5146

Telephone: +966 (0)13 882 5470

Fax: +966 (0)13 882 5384

Opening Hours:

Sunday to Thursday, 5am to 12pm (GMT)
Sunday to Thursday, 8am to 3pm (Local)



The Institute of Export & International Trade

Export House, Minerva Business Park
Lynch Wood, Peterborough
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: www.export.org.uk



UK Export Finance

UK Export Finance is the UK's export credit agency and is the operating name of the Export Credits Guarantee Department (ECGD).

UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries:

To check your eligibility for trade finance and insurance:

Visit: www.great.gov.uk/get-finance

Call: +44 (0) 20 7271 8010

Email: customer.service@ukexportfinance.gov.uk



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<https://www.britishexpertise.org/>



UK Department for International Trade (DIT)

If you have a specific enquiry about the Saudi Arabian market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk

Tel: +44 (0)20 7215 5000

Otherwise contact DIT at the British Embassy Riyadh directly, for more information and advice on opportunities for doing business in Saudi Arabia.

UK Department for International Trade Riyadh

British Embassy

PO Box 94351

11693

Saudi Arabia

Email: commercial.riyadh@fco.gov.uk

Enquiries: +966 (0) 11 4819 100

British Consulate General Jeddah

British Consulate General

P.O. Box 393

21411

Saudi Arabia

Telephone: +966 (0)12 622 5550

British Trade Office Al Khobar

British Trade Office

PO Box 3672

31952

Saudi Arabia

Telephone: +966 (0)13 882 5300



International Market Advisor

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2nd Floor, 32 Park Green
Macclesfield SK11 7NA

Email: info@ima.uk.com
General enquiries switchboard
+44 (0) 1298 79562

www.DoingBusinessGuides.com

Media enquiries

Newsdesk & out of hours
+44 (0) 1298 79562



**Saudi British Joint Business Council
(SBJBC)**

23 Grafton Street
London
W1S 4EY

Phone: +44 (0)20 7824 1933
Email: info@sbjbc.org



Saudi British Society

Visit: www.saudibritishsociety.org.uk;

or contact:

secretary@saudibritishsociety.org.uk

Insurance


AlAlamiya Cooperative Insurance Company

Head Office Location:

Office No 203

2nd floor, Abdullatif Building

4710 Prince Muhammad Bin Abdulaziz Rd

As Sullimaniyah, Riyadh

Zip code 12243 6934

P.O.Box 6393, Riyadh

Zip Code 11442

Customer Service No: 9200 15432

International Dial in: +966 11 465 1520

Fax No: +966 11 464 5457

Website: www.alamiyainsurance.com.sa

For inquiries, please contact Adib Bidaoui,

Central Region Director

Adib.bidaoui@sa.rsagroup.com

Company Formation/Business Incubator Services

AEI Saudi

Office 14/15,

Ihsa Commercial Center, Second Floor,

6299 Al Ihsa, Az Zahra,

Riyadh 12815, KSA

Tel: +966 11 4533949

Email address: info@aeisaudi.com

Website: <https://www.aeisaudi.com/>

Contact name: Adam Hosier

Language Services

AST Language Services Ltd

Unit 8, Ayr Street,

Nottingham NG7 4FX United Kingdom

Tel: +44 (0)115 970 5633

Fax: +44 (0)845 051 8780

Email: office@astls.co.uk

www.astlanguage.com

Case Study

BAE SYSTEMS

BAE Systems

Company location
BAE Systems plc
6 Carlton Gardens
London, SW1Y 5AD United Kingdom

Email:
aircommunications@baesystems.com

Website: baesystems.com

Education



The British International School Al Khobar (BISAK)

P.O.BOX 4359 Al Khobar 31952,
Kingdom of Saudi Arabia

T: +966 (1) 3 882 5425 / 5474

Bursar@bisak.org
www.bisak.org

Shipping/Logistics



DHL Express Saudi Arabia

King Fahd Road,
Khobar, Saudi Arabia.

Telephone: 013 8829193
Email: Tarek.sherif@dhl.com

Website: dhl.com.sa

Contact name: Tarek Sherif

Case Study



Dudley College of Technology – Dudley Worldwide

The Broadway
Dudley, West Midlands
United Kingdom DY1 4AS

Email: worldwide@dudleycol.ac.uk

Telephone: +44 (0) 1384 363 000



EMA Partners Saudi Arabia

A member Firm of EMA Partners International Ltd.

3rd Floor Olaya Avenue Building
King Fahad Road
P.O. Box 341977
Riyadh 11333 Saudi Arabia

Tel: +966-11-4537742
Fax: +966-11-4536142
Email: riyadh@ema-partners.com

Website: www.ema-partners.com.sa

Contact name: Hala Merhi
h.merhi@ema-partners.com

Accountants/Professional Business Services



Innovation-sa

Contact details
Saudi Arabia, Riyadh

Centria Mall Office Tower, Fourth Floor
Suite NO. 404 and 406
Olaya Street Tahlia Street Intersection
P.O. Box 9629
Riyadh 11423
Saudi Arabia

Tel: +96611288-5400
Fax: +96611288-5405

Email: info@innovation-sa.com

United Arab Emirates, Dubai

Jumeirah Emarites Towers,
Level 7

Tel: +9714-388 7333
Fax: +9714-388 7373

Sheikh Zayed Road,
P. O. Box 32315

www.innovation-sa.com

Project Management Design Engineering Consultancy

**Mott MacDonald**

Mott MacDonald House
8-10 Sydenham Road
Croydon
CR0 2EE United Kingdom

Telephone: +44 (0)20 8774 2000
Email: marketing@mottmac.com

Website: <https://www.mottmac.com/>

Contact name:
Gary Laing
Country Manager – Bahrain and Saudi Arabia

Telephone: +973 (0)1 757 6400
Email: gary.laing@mottmac.com

Law

**Norton Rose Fulbright LLP**

Mohammed Al-Ghamdi Law Firm in
association with Norton Rose Fulbright

Al-Nakhlah Tower, 17th Floor
King Fahad Road, As Sahafah
P.O. Box 52681
Riyadh
Saudi Arabia 11573

Website:
www.nortonrosefulbright.com/middle-east/offices/riyadh

Banking/Financial Services

**SABB**

Contact details:
Khaled Samih Alhindi
Acting Head of International Business

4th Floor - Eastern Province Management
Office, SABB Building
P.O.Box 394 Al-Khobar 31952,
Kingdom of Saudi Arabia

Phone: +96613-8072048
Email: khalidsalhindi@sabb.com

**SAUDI ARABIAN AIRLINES (SAUDIA)**

P.O Box 620
Jeddah
Kingdom of Saudi Arabia
21231

Website address: www.saudia.com

Commercial Real Estate

**Servcorp**

So much more than just an office space!

Riyadh: +966 11 490 3813
Jeddah: +966 12 229 3396
Khobar: + 966 13 330 8411

E-Mail: Info@servcorp.me

Website: <http://www.servcorp.com.sa/en/>

Contact Person:

Mr Nicolas Hanna,
Senior Manager, nhanna@servcorp.me

ICT/Telecommunications Services

**Saudi Telecom Company (STC)**

Website: www.stc.com.sa/business

Office location Main
King Abdul Aziz Complex
Mursalat, Riyadh
Riyadh 12464 SA

Contact name

Mr. Abdulaziz A. Alaqeel
Position: PR & Events Director
- Marketing Communication

aaalakeel@stc.com.sa
+966505464583
+966114434810

www.stc.com.sa

Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice/saudi-arabia>

Culture and communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

Customs and regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

Economic information:

The Economist:

<https://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

Trade shows:

British Expertise Events:

<https://www.britishexpertise.org/events/>

EventsEye.com online database:
www.eventseye.com

DIT Events Portal:
<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

Travel advice:
FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:
Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<https://www.nhs.uk/using-the-nhs/healthcare-abroad/>

International trade:
British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
www.britishexpertise.org

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
<https://www.gov.uk/guidance/e-exporting>

Export Britain:
<http://exportbritain.org.uk/>

Exporting is GREAT:
<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Heritage Foundation Index of Economic Freedom:
<https://www.heritage.org/index/ranking>

Institute of Directors (IoD):
www.iod.com

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Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/en/rankings>

World Economic Forum Global Competitiveness Report:
<https://www.weforum.org/reports/the-global-competitiveness-report-2018>

Saudi Arabian websites:
Arab-British Chamber of Commerce (ABCC):
<https://www.abcc.org.uk/>

Communications and Information Technology Commission (CITC):
<http://www.citc.gov.sa/en/Pages/default.aspx>

GCC Patent Office (GCCPO):
<https://www.gccpo.org/DefaultEn.aspx>

Ministry of Commerce and Investment (MCI):
<https://www.mci.gov.sa/en/LawsRegulations/Pages/default.aspx>

Ministry of Foreign Affairs (MOFA):
<http://www.mofa.gov.sa/sites/mofaen/pages/default.aspx>

National Anti-Corruption Commission (Nazaha):
<https://www.nazaha.gov.sa/ar-sa/pages/default.aspx>

Royal Embassy of Saudi Arabia in London:
<http://embassies.mofa.gov.sa/sites/uk/EN/Pages/default.aspx>

Saudi Arabian Standards Organisation (SASO):
<https://www.saso.gov.sa/en/pages/default.aspx>

Saudi British Joint Business Council (SBJBC):
<http://www.sbjbc.org/>

Saudi Customs:
<https://www.customs.gov.sa/en>

Saudi Customs, GCC Integrated Tariffs:
<https://www.customs.gov.sa/en/Integrated-Tariff>

Saudi Railways Organization (SRO):
<https://www.saudirailways.org/sites/sro/Pages/home.aspx>

Standards, Metrology and Quality Organization (SASO):
<https://www.saso.gov.sa/en/pages/default.aspx>

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Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshows Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshows-access-programme>.

IOE&IT's events:

www.export.org.uk/events/event_list.asp

10 Times (formerly
BizTradeShows.com):

www.10times.com/saudiArabia

British Expertise Events:

<https://www.britishexpertise.org/events/>

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>





I R A N



KUWAIT
KUWAIT

Jubail

Dammam
Khobar

BAHRAIN
MANAMA

QATAR
DOHA

Hofuf

Salwa

Al-Kharj

UNITED ARAB
EMIRATES

ABU DHABI

Strait of
Hormuz

OMAN

Gulf of Oman

MUSCAT

OMAN

JUBAIA

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Doing Business in Saudi Arabia Guide **Quick Facts**

Location: Middle East, bordering the Persian Gulf and the Red Sea, north of Yemen

Area: 2,150,000 km²

Population: 32.6 million

Urban population: 83.6%

Capital city: Riyadh

GDP per capita: US \$21,096.4

Languages: Arabic (official)

Religion: Muslim (official; citizens are 85-90% Sunni and 10-15% Shia), other (includes Eastern Orthodox, Protestant, Roman Catholic, Jewish, Hindu, Buddhist, and Sikh) (2012 est.)

Government: absolute monarchy

Legal system: Islamic (sharia) legal system with some elements of Egyptian, French, and customary law; note - several secular codes have been introduced; commercial disputes handled by special committees

Currency: Saudi Riyal (SR)

Climate: harsh, dry desert with great temperature extremes

Natural resources: petroleum, natural gas, iron ore, gold, copper

Natural hazards: frequent sand and dust storms; volcanism: despite many volcanic formations, there has been little activity in the past few centuries; volcanoes include Harrat Rahat, Harrat Khaybar, Harrat Lunayyir, and Jabal Yar

Time difference: UTC+3

Internet country code: .sa

National holiday: Saudi National Day (Unification of the Kingdom), 23rd September (1932)

National symbols: palm tree surmounting two crossed swords; national colors: green, white

[Source – FCO Economics Unit, CIA World Factbook (January 2019)]

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