

# GERMAN BREAKFAST & CATALOG SHOW 2018

KINGDOM OF SAUDI ARABIA  
KINGDOM OF BAHRAIN

RIYADH 02.04. | DAMMAM 09.04. |  
MANAMA 10.04. | JEDDAH 16.04. |

Organized by:

In cooperation with:



AHK

Delegation der Deutschen Wirtschaft  
für Saudi-Arabien, Bahrain und Jemen  
German-Saudi Arabian Liaison Office  
for Economic Affairs (GESALO)  
مكتب الإتصال الألماني للشؤون الاقتصادية



مجلس الغرف السعودية  
Council of Saudi Chambers

غرفة الرياض  
Riyadh Chamber

غرفة الشرقية  
ASHARQIA CHAMBER



غرفة تجارة وصناعة البحرين  
BAHRAIN CHAMBER OF COMMERCE AND INDUSTRY

غرفة جدة  
JEDDAH CHAMBER  
— 1943 —

## INTRODUCTION & OBJECTIVES

The German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) in cooperation with the Council of Saudi Chambers and other local chambers, gladly announces The 15th German Breakfast and Catalog Show, which is the social highlight of the year 2018 for German and local companies, institutions, and decision-makers. The German Catalog Show offers German companies a convenient and cost-effective way to present their innovative products and unique services in the form of printed materials (Sample products/ service catalog, company brochure) without the need to be present. This outstanding opportunity is an exclusive platform that allows German companies to reach out to a wide selection of potential business partners, in the four most important trading and industrial centers in Saudi Arabia and Bahrain.

## OVERVIEW OF THE SAUDI ARABIAN & BAHRAINI ECONOMY

**The Kingdom of Saudi Arabia** is the world's 19th largest economy, a member of the G20 and the largest economy in the Middle East North Africa (MENA) region with the third-biggest current account surplus in the world. It is the world's 29th largest importer and the world's 16th largest exporter. It is Germany's second most important Arab trading partner. For its part, Germany is the third largest supplier of Saudi Arabian imports.

The economy has grown very strongly in recent years. The strong economic performance has enabled the Saudi government to carry out massive fiscal spending to diversify the economic base horizontally and vertically, expand the absorptive and productive capacities of the national economy and enhance competitiveness.

The private sector is playing an increasingly larger role in the Saudi economy. The sector is expected to continue growing, especially as Saudi Arabia opens its doors further to foreign investment.

In the future, Saudi Arabia will remain an interesting market for German companies. Industrial diversification is key issue in Saudi Arabia's ambitious Vision 2030 reform program and it's National Transformation Program 2020, which are core areas of German competence.

**The Kingdom of Bahrain**, the "small neighbor", is considered the fastest growing financial center in the Middle East, and it is in the Heart of the Gulf, giving a quick and easy access to the Gulf's growth markets - by road, air and sea. Bahrain has become a key business hub in the GCC with a long and stable track record.

For Bahrain, Germany is not only respected as an important economic partner and manufacturer of quality products, it is also increasingly seen as a global player. Germany enjoys a good reputation in Bahrain as a reliable trading partner.



### For Exhibitors:

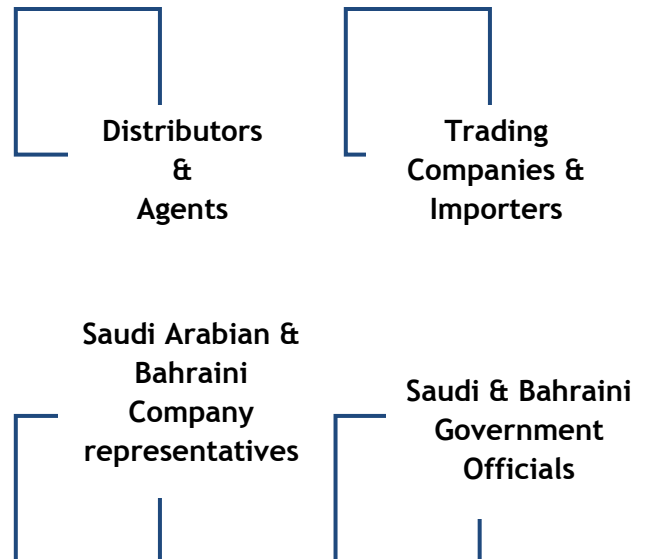
If you would prefer sending your company representative in the region, or would like to be present yourself, please don't hesitate to contact us for visa inquiries.

## WHY EXHIBIT?

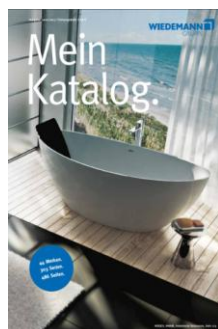
- It's a cost effective way to present your products and services to a wide selection of potential business partners without the need to be present.
- Increase awareness of your products and services within Saudi Arabia and Bahrain.
- Receive legitimate contact information for Saudi Arabian and Bahraini Companies.
- An important platform to strengthen already established business



## WHO YOU'LL REACH?



## Some of Our Previous Exhibitors



THE 2016/2017 CATALOGUE





## Agreement

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

By signing this agreement, we are registering our company as an exhibitor for the German Breakfast and Catalogue Show in Saudi Arabia and Bahrain 2018 with a participation fee of 1,300 Euros plus VAT and will transfer the amount mentioned within 14 days after registration to the DIHK / Saudi Arabia. You will receive the invoice upon receipt of the payment or upon proof of a transfer.

\_\_\_\_\_

Place & Date

\_\_\_\_\_

Signature & Stamp

If you have any questions, please don't hesitate to contact Ms. Shaden Altoukhi by email [altoukhi@ahk-arabia.com](mailto:altoukhi@ahk-arabia.com) or By phone: +966-92 000 5863 ext. 140