



GSBM

GERMAN-SAUDI BUSINESS MAGAZINE

JUNE 2024

TOP STORIES

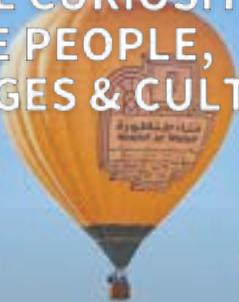
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Delegation der Deutschen Wirtschaft für Saudi-Arabien, Bahrain und Jemen
German-Saudi Arabian Liaison Office for Economic Affairs (GESALO)
مكتب الإتصال الألماني السعودي للشؤون الاقتصادية



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PREFACE —

Shaping the Transformation in Tourism & Entertainment

We are already looking back at the first part of the year facilitating several delegations to both Saudi Arabia and Germany, organizing roundtable discussions and events to enhance the bilateral business relationships.

The visit of H.E. Dr Robert Habeck, German Federal Minister of Economic Affairs and Energy with a large business delegation to Riyadh in January underpins to great interest of German businesses in the economic opportunities in Saudi Arabia. The positive outlook and momentum got confirmed in the Spring 2024 edition of the AHK World Business Outlook: German companies in KSA are significantly more optimistic compared to their global peers and are more bullish about investments compared to the overall global outlook. Also, our panel discussion organized at Hannover Trade Fair on Business Opportunities in Saudi Arabia saw an overwhelming interest.

The megaprojects are proceeding, and we see a lot of participation by German companies. One interesting sector illustrating the transformation is the entertainment sector. Its development and how German companies helping to shape the industry is described in this issue.

Furthermore, new sectors are getting in the focus: GESALO organized with its partners a delegation on Mining and Mineral Resources. The high turnout at the Mining symposium and the following meetings and discussions with local stakeholders, proofed that the German companies timed their visit well to participate in this evolving sector.

While a lot of the events and meetings are focusing on Riyadh the GESALO Team explored the West Coast with a visit to Yanbu in the Western Province. With multiple partners we explored the training sector as well as opportunities in Tourism, Energy or Logistics. Most of the business attention is naturally focused on Saudi Arabia in these days, but Bahrain as business hub should not be overlooked as we showcase in the issue.

[Enjoy reading another exciting issue of our GSBM!](#)



A handwritten signature in blue ink that reads "D. Samra-Rohte".

Dr. Dalia Samra-Rohte

Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen



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MOVING THE WORLD, TOGETHER.



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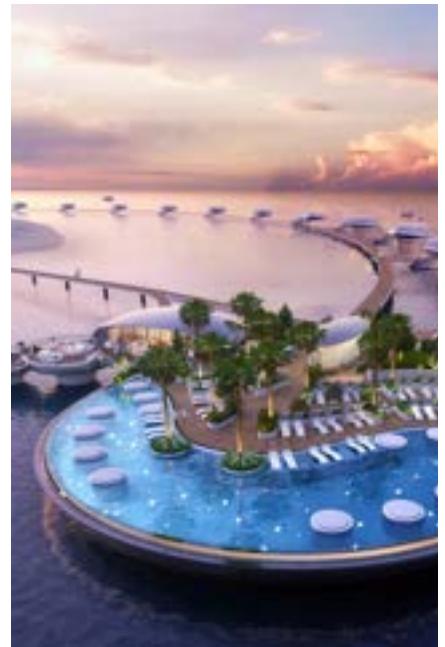
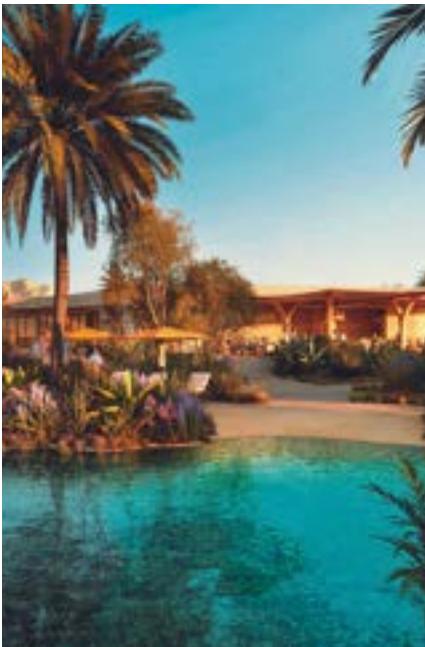
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— TOP STORY

Saudi Arabia - Experiencing a Rapid Transformation Between Tradition and Modernity

Spectacular landscapes, historical and cultural treasures, as well as warm hospitality: Saudi Arabia is an exciting travel destination experiencing rapid transitions between tradition and modernity.

The Red Sea & Amaala

The Red Sea and Amaala are two travel destinations on the west coast of Saudi Arabia that combine adventure, culture, luxury, and nature. Spanning an area of 28,000 square kilometers with desert dunes, mountain gorges, 90 islands, extinct volcanoes, and historical sites, The Red Sea will include 16 hotels, residential buildings, a golf course, and leisure facilities in its first phase. Every element has been designed in harmony with nature, with sustainability at the forefront. The first hotel in The Red Sea opened in 2023, and Amaala will start welcoming guests from 2025.

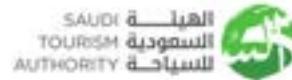
Qiddiya

Qiddiya City will be a global hub for entertainment, sports, and culture, welcoming Saudi nationals, residents, and tourists alike. It will feature international sports arenas, concert and entertainment venues, academies for sports and arts, racetracks, outdoor and adventure activities, as well as family-friendly theme parks—including a Six Flags theme park and a water theme park.

NEOM

NEOM will become the world's most ambitious futuristic and sustainable ecosystem for living and working, over 33 times larger than New York. Aiming to be home and workplace for more than one million citizens from around the world, NEOM will be a haven for those wanting to contribute to a new model of sustainable living, aiming to operate completely free of emissions. Work on NEOM has already begun, and the majority of its construction is expected to be completed by 2030.

CONTRIBUTOR



Janine Brauner
Communication
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DACH Region



— TOP STORY



Tech is Key to Sustainable Tourism

Tourism must go further than simply being sustainable. It must move towards being regenerative, actively improving environments rather than just protecting them.

This can only become a reality through innovation. Red Sea Global (RSG), the developer behind The Red Sea, Thuwal and AMAALA, is bringing the concept to life on a vast scale, delivering benefits for the planet through technology.

Restoring and regenerating the natural environment is top of RSG's agenda, but it requires the latest intelligence to be able to strengthen local fauna and flora. RSG is using robots and machine learning to monitor coral cover. Soon, it will begin testing 3-D printed materials to create artificial substrates for transplanting large coral colonies. Eventually, this will allow it to build small, highly functional, high-value reefs to support abundant marine life.

A clean energy network is also crucial to regenerative tourism. RSG powers its destinations with 100% renewable energy.

The Red Sea is powered by five solar farms with 760,000 photovoltaic panels and boasts the world's largest battery storage facility. It is also home to the world's first zero-carbon 5G network.

Guests are also experiencing innovation across land, sea and sky. They are travelling in a diverse fleet of EVs, running on 100% locally sourced sustainable biofuel, and are taking to the skies aboard new electric seaplanes from what is on track to be the Middle East's first zero-carbon airport, Red Sea International.

RSG is showing how innovation can make regenerative tourism a reality. The developer looks forward to collaborating with ambitious partners across Saudi Arabia and Germany to inspire change across the industry.



AUTHOR

Dr Ahmed Alsohaily
Group Head of Technology
Red Sea Global

Photos: Red Sea Global



TOP STORY

Diriyah: Rediscovering the Birthplace of Saudi Arabia

Diriyah, located on the outskirts of Saudi Arabia's capital, Riyadh, is a historic landmark with roots dating back to 1446. In 1727, it rose to prominence as the capital of the First Saudi State.





DiriyahGate | JACOBS

Fast forward to today, the Diriyah Company, established in 2023, is embarking on a transformative journey to revitalize this storied area, introducing the City of Earth, a unique mixed-use community that spans a remarkable 14 square kilometers—equivalent to the size of Geneva. This ambitious project aims to weave together the rich tapestry of Diriyah's past with its vibrant future promise, creating an unparalleled destination for culture, history, and living.

History, Culture, and Lifestyle

The project stands as a cornerstone of Saudi Arabia's Vision 2030 initiative, poised to transform the Kingdom and position Diriyah as a premier historical, cultural, and lifestyle destination. Two significant attractions, At-Turaif, a UNESCO World Heritage Site, and Bujairi Terrace, a vibrant dining precinct featuring over 20 restaurants—including Michelin-starred brands and traditional Saudi offerings—are already welcoming visitors.

Upcoming developments will embrace the traditional Najdi architectural style, drawing in those with a passion for history, sports, cuisine, fashion, nature, and art. Diriyah has already played host to notable events such as Diriyah Season, the Saudi Design Festival, and Formula E, alongside major global gatherings like the G20 virtual summit and a UNESCO World Heritage Committee meeting.

By 2030, Diriyah will be a thriving community, home to 100,000 residents and over 300 luxury residences. The 'City of Earth' is projected to attract over 50 million visits annually, generating a staggering 178,000 jobs and contributing SAR 70 billion to the economy. The comprehensive redevelopment plan includes over 40 world-class hotels, 1.6 square kilometers of commercial space, extensive retail and dining options, multiple museums, and iconic landmarks like the Royal Diriyah Opera House.

This ambitious project is not just about modern development but about reviving and celebrating Diriyah's rich heritage. It promises to elevate Diriyah to a global cultural landmark, embodying Saudi Arabia's proud history and visionary future..



CONTACT

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Global Public Relations Assistant Manager
Diriyah Company



Qiddiya - a Mega Project of Vision 2030

During the visit of H.E. Dr. Robert Habeck, Minister of the Federal Ministry for Economic Affairs and Climate Action to Saudi Arabia in January and during the Delegation on Transport and Logistics to Saudi Arabia in February 2024, the GESALO team was honored and appreciative for the opportunity to visit the Qiddiya project firsthand. Their visit allowed them gaining new insights and perspectives.

Qiddiya City stands as one of the mega project of Vision 2030, propelled by the vision of King Salman bin Abdulaziz. Initiated in 2018, it is spearheaded by the Qiddiya Investment Company (QIC), a subsidiary of the Public Investment Fund (PIF).

Situated, just 40 minutes southwest of Riyadh stretching across 376 square kilometers, Qiddiya City is a planned entertainment and tourism project with pillars of entertainment, sports, and culture. The development plans project a destination with family-friendly theme parks, state-of-the-art sports arenas fitting for international competitions, and aiming to cater to diverse interests and demographics.

The project's significance extends beyond mere leisure, targeting the youthful demographic of Saudi Arabia. With 67% of Saudis under 35 year olds, Qiddiya City holds the promise of providing not just entertainment but also employment and enrichment opportunities.

It is supposed to accommodate around 600.000 residents and generates over 325.000 job opportunities. From sports academies to concert venues, racetracks to adventure activities, Qiddiya's offerings aim on reaching an estimated GDP of more than SAR 135 billion per year.

Additionally, Qiddiya City expects to attract an anticipated 48 million visits per year. Recent milestones include the awarding of a SAR 2.8 billion contract for the region's largest water park, marking a significant step towards realizing Qiddiya's vision.

Another milestone was the announcement of the launch of the Dragon Ball theme park on March 22, 2024, by the Board of Directors of the Qiddiya Investment Company (QIC). This anime-themed attraction promises to amaze visitors from all over the world, covering over half a million square meters. It will recreate the storylines, moments, and characters from all sagas of the series.

By positioning itself as a world-class tourism destination, Qiddiya City aims to stimulate economic growth, create jobs, and foster a vibrant society. Ultimately, Qiddiya City aspires to elevate Riyadh into a global economic powerhouse and establish Saudi Arabia as a premier destination for cultural, sports, and entertainment experiences, all while enhancing the quality of life for its residents and visitors alike.



AUTHOR

Anis Lardi

Team DEInternational
GESALO

Maurer Rides Supplies Interactive Roller Coaster for Six Flags Qiddiya City



Riyadh, Saudi Arabia - Maurer Rides, manufacturer of roller coasters and amusement rides, is pleased to announce the upcoming opening of its newest attraction, The Sea Stallion, at Six Flags Qiddiya City in Saudi Arabia. This thrilling new addition will provide park visitors with an unforgettable, interactively controlled ride and enhance Qiddiya City's breathtaking ambience for entertainment and tourism.

Six Flags Qiddiya City, a partnership between Qiddiya Investment Company and Six Flags Entertainment, is part of Qiddiya's inaugural project, Qiddiya City, a new global destination built from scratch on the foundations of play. Located at the heart of the Tuwaiq Mountains just 40 minutes from Riyadh, the vibrant city brings entertainment, sports and culture together in a way never seen before. With six uniquely themed lands, the park offers a variety of attractions that transport visitors into a world of adventure and entertainment.

The Sea Stallion roller coaster will be located in "Discovery Springs", which will be themed around the timeless relationship between the desert and the sea. This attraction epitomises the fusion of the elements of earth and water, offering visitors a wild ride on a sea stallion through a magical land of waterfalls, caves and geysers. The technical specifications of the rollercoaster are just as impressive as its design. You can experience the high-speed ride on the Maurer Spike Racing Coaster, which offers space for two people per vehicle.

The Sea Stallion reaches a track length of 510 metres and will be equipped with 8 vehicles. The interactive features, including speed control and a boost button, promise a dynamic ride experience for visitors of all ages. The special feature of this roller coaster are the dueling sections with a Möbius layout, which enables a parallel track layout and creates exciting racing situations between the vehicles. The layout close to the ground and the interaction with the neighbouring water ride enhance the adventure experience and make The Sea Stallion a unique attraction.

"The special thing about the design of the ride was to develop a layout that incorporates the terrain and the neighbouring water attraction and thus offers visitors an exciting and varied experience of the elements. In addition, Six Flags Qiddiya City found the idea of dueling very exciting with the requirement to realise this feature not with two, but only in one layout, so that the idea of the Möbius loop was born," comments designer Torsten Schmidt.

The rollercoaster is currently being assembled in Qiddiya City, Saudi Arabia and will be extensively tested over the next few months.

PRESS RELEASE



Torsten Schmidt
Business Development
Maurer Rides GmbH
maurer-rides.de



— TOP STORY

Events & Entertainment Sector Saudi Arabia

The Vision 2030 program is inspiring at heart, complicated in implementation, and intriguingly ambitious. A plan to diversify the economy, boost domestic spending and transform the country’s social structure all with a defined completion date.

Photo: Bona Fide & productionglue | Hot Air Balloon Festival



Productionglue | Soundstorm Festival 2023

The entertainment sector is perhaps the most illustrative of the remarkable transformation Saudi Arabia is undergoing with an ambitious capital spending strategy and the fast-paced opening of entertainment.

Mega Projects

Multiple giga projects, master planned developments with various levels of arts and entertainment embedded into their foundational strategies are the most significant players for the future of the entertainment sector regionally.

The Red Sea Project, a resort destination that aims to become a world-class tourism destination. The first three hotels scheduled to open by the end of 2023, with another 50 hotels to open in the coming years. NEOM has several sound stages and film production facilities open for business and has already hosted the X games. Qiddiya is planned to be the world’s largest entertainment city, with a projected size of almost three times that of Walt Disney World, including a 20,000-seat cliff-top stadium, motorsports facilities, and the world’s largest Six Flags theme park.



Bona Fide | AlUla Moments

The General Entertainment Authority has issued thousands of entertainment licenses, attracting over 120 million attendees. Saudi Seasons – an annual series of festivals across cities offering pop concerts, car races, pop-up restaurants, auto shows, and other entertainment programs – demonstrates the significant unmet demand in this sector.



Al Ula Moments
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From football to golf to Formula 1, live sports and sporting events are at the heart of Saudi Arabia aiming to become a global hub, with the objective of attracting globally respected sporting brands, championships, and events to the country.

A diverse marketplace that has no historical legacy is open for business for those with a desire to help build something more than a single project. KSA unlike anywhere else has a boundless appetite for sports and entertainment that requires fresh thinking mixed with tried and tested practices. Unique in so many ways, the entertainment industries in its infancy, ready to grow in a sustainable manner.

As the world looks down the road at large scale sport, culture and entertainment, focus is undeniably on the GCC region and KSA specifically. While other countries weigh the risks and benefits of large-scale capital investment heavy events such as the Olympics, the Kingdom embraces and seeks these opportunities. Already securing World Expo 2030 and Asian Games 2034, while pursuing the World Cup and others.



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Photos: BONA FIDE & productionglue



Al Ula Moments Constellations





— SAUDI FACES
**Natural Curiosity to Explore
People, Languages & Cultures**



At 48, I made the bold choice to become a German-speaking tour guide in Saudi Arabia. What was I thinking? With a German mother and Saudi father, I was raised in a diverse, multilingual and multicultural household. This sparked a natural curiosity in me to explore various peoples, languages, and cultures.

This is likely because I often felt the need to explain my own heritage, to both my Saudi and German sides. Both were equally intrigued to understand the other side. Not only within my immediate encounters but there was a worldwide curiosity towards the Magical Kingdom of Saudi Arabia especially the female presence cloaked in black.

First Tourists to Explore the Kingdom

In September 2019, the first e-visas were issued, enabling global tourists to explore the Kingdom. That year, 1.5 million European tourists visited, a number that continues to rise due to development of the tourism infrastructure. A key addition was the issuance of a Saudi tour guide license. Trained, bilingual, and some multilingual, male and female local guides share their Saudi Arabia with tourists from around the world. Tourists are now able to get first hand encounters with the Saudi culture unravelling what once seemed perplexing and foreign.

Understanding and valuing both cultures allows me to explain their distinctions effectively.



Ammal Farahat

It brings me great joy when visitors express their newfound appreciation for Saudi Arabia.

Located in the heart of the Arabian Peninsula, the Kingdom showcases ancient and diverse landscapes including mountains, valleys, oasis, deserts and beaches. It also offers modern conveniences like skyscrapers, diverse dining options, shopping malls, and entertainment facilities.

There is something here for everyone to enjoy.



As a tour guide,
I get to highlight natural wonders,
historical sites, and the rich heritage of
Saudi Arabia to
German and Austrian
visitors.



AUTHOR



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TOP STORY

Close Cultural Collaboration Between Saudi Arabia and Germany

Biennale (photo: German Embassy)

“Tourism and Entertainment” were not the first words that came to my mind when I was notified about my next posting - Saudi Arabia. However, since my arrival in Riyadh in August 2023, I could witness the rapid cultural transformation unfolding in the country.

As German Embassy, we are pleased to contribute to the fast-changing cultural scene, underscoring the strong ties between our two countries. Through events like the German Film Evening at the Embassy, literature readings or concert nights, we invite Saudis to explore and appreciate the rich cultural landscape of Germany.

First Arabic Opera and Music Festivals

It is with great joy that the first Arabic Opera, Zarqa Al Yamama, which premiered in Riyadh in May 2024, was a Saudi-German collaboration. Musicians from the famous Dresden Symphony Orchestra were instrumental in the production, highlighting the partnership in artistic endeavors.

But we not only care about classical music. Did you hear about the “Wacken Middle East”? The “Wacken Metal Battle Middle East”, taking place in Jeddah in May 2024, is a regional edition of the famous Wacken Open Air heavy metal music festival, which originated in the Northern city Wacken in Germany.



Dresden Symphony Orchestra in the Residence (photo: German Embassy)

Sports, Art Scene & Heritage Preservation

Another significant development is the rise of women's football in the Kingdom, which has benefited from German expertise and support. Monika Staab, a renowned former German footballer, currently serves as the technical director of Saudi's women's national team.

Similarly, Matthias Jaissle, an experienced German professional football trainer, contributes to the advancement of football through his coaching of the Saudi professional club Al-Ahli.



Saudi Female National Soccer Team with Monika Staab, photo © Monika Staab

When it comes to the art scene, the Berlin Art Institute collaborates with the Misk Art Institute to provide Saudi artists with the opportunity to participate in residency programs in Germany. This collaboration offers artists a unique insight into the German cultural scene.

Furthermore, Riyadh appointed German curator Ute Meta Bauer as the artistic director of the second edition of the Diriyah Biennale for Contemporary Art, demonstrating the close cultural collaboration between our countries.



German Ambassador couple in ALUla Maraya ALUla concert venue (photo: privat)

Last but not least, the German Archaeological Institute, which is celebrating its 20th anniversary in Saudi Arabia, contributes significantly to the heritage preservation priorities of Vision 2030.

Currently, the institute works on the "Tell Saq Archeological Project" in partnership with the Royal Commission for ALUla, with the aim of conserving ALUla's cultural heritage and sharing its historical significance with the rest of the world.

Overall, the close collaboration between Saudi Arabia and Germany in various cultural spheres demonstrates the positive impact of Vision 2030 and its associated reforms.



Personally,
I can't wait to see more of the
Kingdom's cultural and dynamic life!"



Michael Kindsgrab
German Ambassador
to the Kingdom of Saudi Arabia

Michael Kindsgrab
H.E. German Ambassador,
Embassy of the Federal Republic
of Germany to Saudi Arabia

— TOP STORIES

**Breaking Barriers: Immersive
Virtual Experiences Showcase
Saudi Culture to the World**

An experience report by Journee

As Saudi Arabia strides towards Vision 2030, the nation is set to redefine its cultural and entertainment landscape, making significant strides in global integration and cultural exchange. Journee is at the forefront of this transformation, utilizing our premium enterprise solutions for virtual experiences to bring Saudi Arabia's rich cultural heritage and vibrant tourism scene to a global audience.

With major milestones like the Riyadh Expo 2030 and upcoming sports and entertainment events beyond 2030, Saudi Arabia is not just a host but a showcase of innovation and culture. Our immersive virtual worlds offer a unique window into this dynamic environment, enabling global users to explore and experience Saudi culture from anywhere in the world on any device, any time. These virtual experiences are crafted to break barriers, making Saudi's culture more accessible and inviting to an international community.



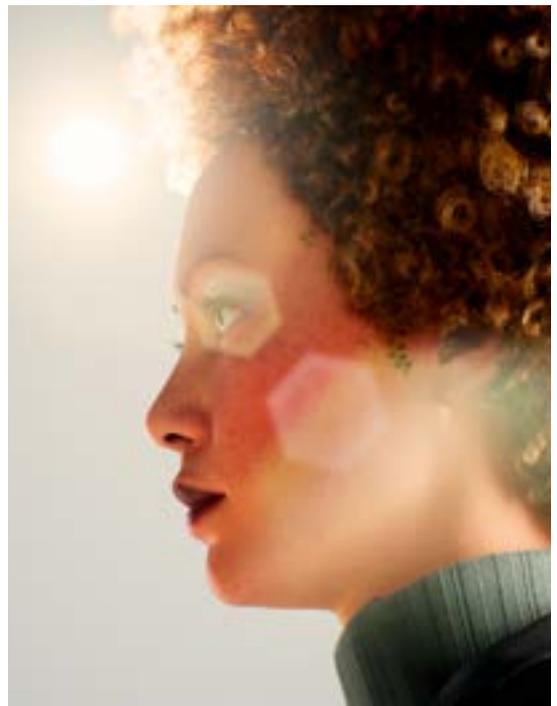
Key Aspects of Saudi Culture and Tourism

Our technology allows for the creation of engaging virtual tours and interactive experiences that highlight key aspects of Saudi culture and tourism. From virtual visits to historical sites and museums to online participation in cultural festivals and events, Journee enables a comprehensive exploration of the Saudi heritage.

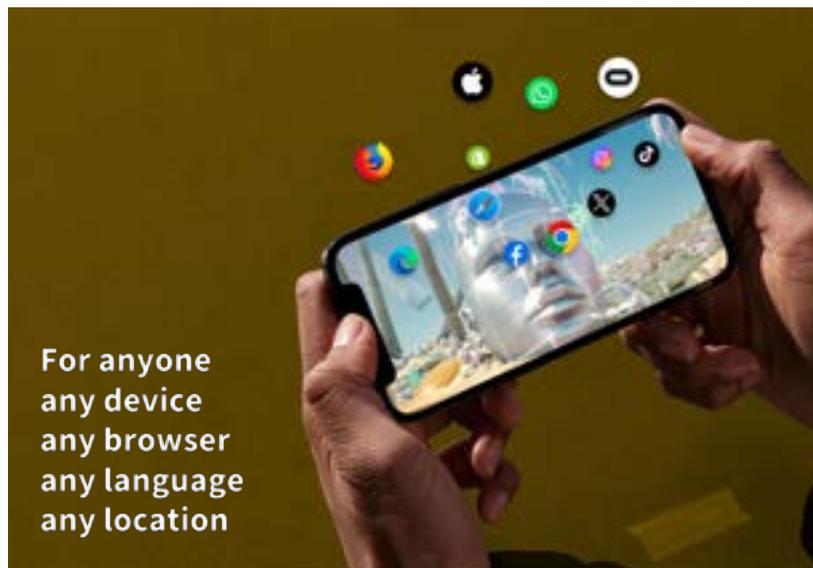
“ Our collaboration with one of the Kingdom's largest ministries demonstrates our commitment to Vision 2030 and Saudi giga projects using Journee's immersive technology and virtual experiences. Our goal is to set the standard for premium virtual experiences in KSA. ”

Our platforms serve not only as a bridge to Saudi culture but also as a tool for planning and enhancing physical visits.

Journee is already actively working in Saudi Arabia and plans to massively expand our presence between now and 2026. Our collaboration with one of the Kingdom's largest ministries is a testament to our commitment to supporting Vision 2030 and the Saudi giga projects with Journee's advanced technology. This collaboration underscores our role in facilitating the Kingdom's cultural renaissance and its efforts to become a global cultural hub.



ENTERTAINMENT & TOURISM SECTOR





Saudi Arabia's "Breaking Barriers" initiative challenges cultural, ideological, geographical, and religious stereotypes. As part of this initiative, our virtual experiences break down these barriers, making Saudi's diverse culture more approachable and appreciated by a global audience. By fostering inclusivity and promoting understanding, we contribute to the Kingdom's broader goals of cultural exchange and global integration.

By offering pre-booking explorations and post-visit digital interactions, we ensure that the engagement with Saudi culture continues beyond the events. Our platforms enable organizers and cultural advocates to extend the lifecycle of cultural exhibitions and performances, turning one-time events into ongoing engagements.

Collaborating with local entities and global partners, Journee's virtual experiences respect local culture and resonate with a global audience. Our commitment to enhancing safety, streamlining operations, and introducing innovative solutions like Blockchain payment methods supports seamless integration into everyday life.

As Saudi Arabia hosts the world through its ambitious projects and events, Journee proudly showcases the Kingdom's cultural richness and touristic appeal. We deliver advanced, impactful virtual experiences that highlight Saudi Arabia's beauty and contribute significantly to its global cultural exchange goals.



New JourneeX

Immerse in the Beauty of Saudi Arabia

The power of Journee's virtual experiences lies in their ability to open up Saudi Arabia to the world, transforming perceptions and fostering a deeper understanding of the Kingdom's traditions and modern aspirations.



AUTHOR

Christian Loclair

CEO

Journee Technologies GmbH

journee.live

— TOP STORY

Saudi Arabia's Transition

A thriving Center for Tourism, Entertainment, and Employment

Vision 2030 has facilitated an economic transformation that has sparked a cultural revolution. The event industry is bridging Saudi Arabia and the rest of the world with its citizens through the growth of new sectors and the digital economy.

Saudi Arabia is undergoing a tremendous transition thanks to the introduction of multiple programs that support the PIF goal and the Quality-of-Life Program. After a few years, it established the Kingdom as a premier sports and entertainment destination, a bustling tourism center, and an attractive place to call home.

This program supports the growth of the exhibitions and events business, sports and healthy living, and the arts and culture. It's not just about entertainment; it's also about diversifying the economy, generating employment locally, and creating new jobs.

Entertainment Takes Center Stage: Investment Drives Development and Employment Prospects

The General Entertainment Authority is driving a significant investment program that could reach up to \$64 billion by 2028 and support the expansion of the domestic entertainment industry. In just six years, this focused investment has produced remarkable outcomes. More than 120 million people have attended various events since more than 11,400 permits have been granted. Additionally, the industry has supported over 1,000 new businesses and produced over 100,000 jobs.

Sports infrastructure, teams, and events are all being intensively invested in by Saudi Arabia, ranging from video games and football to Formula 1 and golf. More private and international partnerships are anticipated as opportunities in stadium development, sports management, and gaming solutions increase.



The Kingdom aims to establish itself as a top venue for major international athletic events, drawing elite brands and titles. With events like the Diriyah ePrix, the PGA European Tour, WWE Crown Jewel, the Clash on the Dunes boxing title fight, the Saudi Cup horse race, and the much-awaited Saudi Formula 1 Grand Prix, it has an amazing track record. Prominent occasions such as the Red Sea International Film Festival serve to highlight Saudi Arabia's expanding entertainment industry and its dedication to fostering a welcoming atmosphere for tourists from across the world.

Expo 2030 is Secured by Riyadh, Solidifying Saudi Arabia's Role as a Global Events Hub

Riyadh's selection as Expo 2030's host city is a significant victory for Saudi Arabia's tourist sector. With a predicted 64% rise in foreign arrivals as early as Q12023, this esteemed event is predicted to greatly enhance tourism. Expo 2030 is expected to generate employment, investment, and new trade alliances in addition to tourism.

Cosmos Events contribution to the Vision 2030

Leading event management firm in Saudi Arabia, Cosmos Events is committed to creating unique experiences. We have a successful track record that we bring to every project, and we specialize in the careful design and execution of sporting and corporate events.

COSMOS EVENTS EXPERTISE

Corporate Events

We expertly handle every aspect to make sure your event accurately represents your goals and brand, from conferences and award ceremonies to product launches and galas.

Sporting Events

We bring enthusiasm and experience to every facet of managing sports events, ensuring that both competitors and spectators enjoy an exhilarating and well-run experience.

Beyond the ordinary

Cosmos Events does more than just organize events. We are a group of enthusiastic experts that work together with you to comprehend your objectives and vision. We use our wealth of knowledge and creative thinking to provide an event that is exceptional and leaves a lasting impression.

Our Goals at Cosmos Events

is to lead the event management sector in Saudi Arabia. As part of our efforts to build international ties and highlight the Kingdom's potential as a top event location, we actively work to bring international exhibitions to the area.

We aspire to attract more international exhibitions in the future. We are glad to have organized significant events and exhibitions such as the GESALO 45th anniversary, the Thailand Mega Fair and the Turkish Export Trade Fair, the 27th International Business Forum and many more brands...



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— TOP STORY

Sports in Saudi Arabia

An Important Pillar of Vision 2030

In the recent past, not only have major soccer transfers to the Saudi Pro League caused a stir, such as those of Cristiano Ronaldo, but also the staging of renowned sporting events, with which Saudi Arabia aims to position itself as an important player on the international sporting stage.

Voices are already being raised that see large dimensions behind the Saudi investments and consider the country to be the most important player in global sports in the coming decade.

For a Healthier Society

All of the Kingdom's efforts in the sports sector are to be interpreted as part of Vision 2030. Under the "Quality of Life Program" mass sport is to be strongly promoted. New sports associations have been increasingly established since 2019 with the aim of increasing general awareness for up to 50 different sports. [1] The aim is to increase weekly participation in sporting activities from 10% to 40% by 2030 in order to contribute to a healthier and more productive society. [2] [3]

Initial successes have already been recorded in the participation of Saudi women in sports, which, according to the MoS, has increased by 150% since 2015, as well as in mass participation in sports in general, which increased by 23%. [4] A thriving sports sector and the promotion of Saudi athletes is also expected to have a positive impact on the country's image and national identity

For Diversifying the Saudi Economy

In addition to societal objectives, sports should also contribute to strengthening and diversifying the Saudi economy. The hosting of major global sports events will probably play a key role here, because they offer direct opportunities for investments along the sports value chain and contribute to positive spillover effects for the tourism sector, which is also of central importance for the vision of the country.

As a logical consequence, major sports events are already being organized, such as the Formula E, or the specially founded LIV Golf Tour.

[1] Alshathri, Halah (2019) | [2] Quality of Life Program (2023)

[3] Ministry of Sport of Saudi Arabia (2020) | [4] U.S.-Saudi Business Council (2020)

The current highlights of these developments are probably the awardings of the 2029 Asian Winter Games and the 2027 AFC Asian Football Cup to the Kingdom. Moreover, the official awarding of the 2034 FIFA World Cup also appears to be a mere formality, after Saudi Arabia was the only remaining candidate at the end of the bidding period last year. The official confirmation from FIFA is expected by the end of 2024.

Another important sector being promoted is sports tourism. The mega project NEOM for example, will not only serve as the home of global sporting events in the future, but also as a global destination for adventure and trend sports.

Market Development and Opportunities

According to the MoS, the contribution of sports to GDP rose from SAR 2.4 billion in 2016 to SAR 6.5 billion in 2019. The target by 2030 is SAR 18 billion, which would correspond to around 0.6% of GDP (currently 0.2%). [5] [6]

The Kingdom itself is currently still the most important investor for the domestic sports sector. Since the beginning of 2021, around USD 6 billion has been invested from the Public Investment Fund (PIF).

This is four times the amount invested in the previous six years. Most of the spendings in 2023 went to soccer, golf, motor sports and combat sports. This also includes the horrendous expenditures on soccer transfers, which exploded to almost USD 1 billion, compared to an average of USD 50-100 million in previous years. An additional sector to be considered is e-sports, which received by far the largest investment in 2023. [7]

According to the Ministry of Investment of Saudi Arabia (MISA), private investments are to be gradually promoted in the sports sector, which will enable international investors and companies to enter the market. The following sub-sectors represent particularly exciting investment opportunities:

- Sports facilities,
- Technology,
- Services and Operations,
- Medicine,
- Tourism,
- Agencies Specializing in Sports.

Several sports stadium projects are already being planned for the upcoming sporting mega-events, which will require international expertise. A significant proportion of the investment will probably also be required for the expansion of local infrastructure, such as local public transport. [8]



AUTHOR

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Market Entry Consultant
DEinternational GESALO

[5] Arab News (2021) | [6] Alowain, Hanan (2022) | [7] Klemm (2023) | [8] GTAI, Espey (2023)

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E-Sports in Saudi Arabia - a Harbor for a Thriving Gaming Community

Beginning in 2024, the E-Sports World Cup, presented by the E-Sports World Cup Foundation, is set to host global participants in Riyadh, Saudi Arabia for a thrilling eight-week competition. It is promising a fusion of intense competition and diverse entertainment, drawing inspiration from the dynamic domain of video games. The tournament will showcase competitions spanning various E-Sports titles across all genres.

E-Sports Gained Immense Popularity

E-Sports, the abbreviation for electronic sports, denotes the competitive realm of video gaming at a professional level. It involves, individuals or teams competing against each other in diverse video games, typically within structured tournaments or leagues, all in pursuit of recognition, prestige, and substantial price money. Over time, E-Sports has gained immense popularity, attracting global audience of spectators and enthusiasts.

E-Sports has emerged as the favored sport for many individuals, propelled by a youthful, tech-savvy, and digitally native audience. With Saudi Arabia having a significant proportion of young citizens, the country harbors a thriving gaming community. In an increasingly interconnected world, there arises an opportunity to unleash the complete potential of this thriving emerging sport.

Since its inception in late 2017, the Saudi E-Sports Federation has orchestrated numerous top-tier

national and international tournaments and events, drawing investment from local private sector entities and collaborating with international developers to explore opportunities within the Saudi market.

The gaming industry is on track to exceed a \$200 billion valuation soon, securing its position as the premier global entertainment sector, with more than three billion players worldwide. Evolving from a hobby, it has transformed into a serious sport, routinely filling arenas and attracting millions of fans.

Alongside the E-Sports World Cup, organizers are preparing a diverse array of activities and events aimed at drawing visitors and tourists to Riyadh. The indoor tournament is planned to boost Saudi tourism during the summer months.

However, the event isn't only drawing E-Sports enthusiasts to the Kingdom; it's also attracts top brands and sponsors from around the globe, contributing to a total prize pool exceeding \$60 million. This groundbreaking amount marks the largest prize pool ever awarded in the history of E-Sports.



AUTHOR

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— TOP STORY

**Supporting Saudi Arabia's Vision
in Entertainment & Tourism
A Perspective from BeWunder**

Photo: BeWunder

Saudi Arabia is dramatically reshaping its economy under Vision 2030, a strategic plan that focuses on diversifying into sectors such as tourism, entertainment, technology, and renewable energy.

Central to this vision is the creation of NEOM, a \$500 billion futuristic city designed to be a hub for innovation and sustainability. Additionally, the country is enhancing its tourism appeal through relaxed visa regulations and improved cultural landmarks.

The entertainment sector is experiencing a notable shift, with the introduction of new cinemas and the hosting of international concerts and sports events aimed at boosting domestic spending and attracting foreign investments. These initiatives are designed not just to transform Saudi Arabia's economic framework but also to position it as a major cultural and economic player.



BeWunder
Event Production

German Company Involvement

Saudi Arabia's economic transformation is fueling a surge in cultural and entertainment projects to enhance its international tourism and cultural presence. German companies are central to this growth, applying their expertise, technology, and innovative approaches across multiple initiatives. Notably, German engineering and design firms are crucial, introducing advanced architectural designs

and sophisticated project management practices. These firms are helping to construct versatile entertainment venues that merge contemporary design with traditional Saudi cultural elements.

BeWunder and its Projects

'BeWunder' is making significant contributions to Saudi Arabia's cultural sector by integrating into local trade shows and leading the development of 'TeamLab Borderless', the country's first immersive museum featuring interactive digital landscapes that align with Saudi's art and technology ambitions.

The company also plays a significant role in Area15, a mixed-use venue inspired by Las Vegas, and Dragone, founded by Franco Dragone of Cirque du Soleil, which aims to present high-quality theatrical shows that may include acrobatics and multimedia elements. Additionally, 'BeWunder' is involved in the Cartier exhibition "Into the Wild" and Gallery Design, both highlighting a fusion of art, luxury, and contemporary design. To solidify its presence, 'BeWunder' has opened offices in Riyadh and Jeddah and established a local warehouse, affirming its status as a comprehensive turnkey partner in the Kingdom.



bewunder.com



BeWunder
Spatial Experiences

— SAUDI FACES

Experience Lighting Up Stages - Saudi Arabia's Remarkable Transformation

The stage is set, the lights are dimmed, and the spotlight awaits – let the show begin! By Mish'al Samman, Actor & Comedian



In recent years, Saudi Arabia has embarked on a remarkable journey, transforming its entertainment and cultural scene into a vibrant tapestry of excitement and wonder. Picture yourself amidst the dazzling lights of Riyadh that shine on the horizon, where skyscrapers soar high into the night sky, and the air is filled with anticipation. The Kingdom is not just embracing leisure and amusement – it's redefining them, offering an abundance of activities and initiatives that promise to enchant locals and visitors alike.

The buzz surrounding Saudi Arabia's entertainment sector is tangible, and it's no wonder why. Visionaries and policymakers are joining forces to usher in a new era of top-tier entertainment, setting the stage for an experience like no other. From immersive theme parks to world-class cinemas, Saudi Arabia is poised to become the ultimate destination for leisure and enjoyment in the region.

Leading this charge is the Riyadh Season, a spectacular annual event that has captured the hearts of millions since its debut in 2019. This state-funded extravaganza has it all – from thrilling sports events to captivating cultural performances. In 2022, Riyadh Season welcomed over 5 million visitors in just two months, earning multiple Guinness World Records and solidifying its status as a global entertainment hotspot.

But the fun doesn't stop there. Boulevard City, a beloved destination launched during the inaugural Riyadh Season, continues to draw crowds with its diverse array of recreational facilities. From outdoor cinemas to bustling cafes, Boulevard City is where the magic happens, from live theatre to comedy shows, to musical performances, it is happening night after night.

And then there's Boulevard World, the crown jewel of Riyadh Season.

This sprawling complex, inaugurated in 2022, takes visitors on a journey around the globe with its stunning replicas of landmarks from countries far and wide. Whether you're strolling through the streets of Paris or marveling at the wonders of Japan, to eating cuisine from China, Boulevard World offers an experience like no other. And let's not forget about the Lagoon Lake – officially recognized in the Guinness Book of World Records as the largest artificial lake in the world, it's the perfect backdrop for an unforgettable adventure.



Mish'al Samman on stage

That is still not all. Saudi Arabia is gearing up for a wave of upcoming projects that promise to redefine the Kingdom's leisure landscape. Backed by the state's Public Investment Fund, these projects represent a bold vision for the future, with a staggering investment of \$64 billion planned over the next decade.

At the forefront of these initiatives is Qiddiya Entertainment City – a sprawling playground set to become the world's largest entertainment center. With customized experiences under themes like Sports & Wellness and Nature & Environment, Qiddiya promises thrills and excitement for adventurers of all ages. It was also just recently announced that they are going to build the first DragonBall Z Theme park, that has the Anime fan community all a buzz.



Sustainable value chains - fueled by renewable energy sources

We are looking at probably the biggest paradigm shift since the industrial revolution and now face the tremendous task to rethink existing infrastructures and build up new sustainable value chains – fueled by renewable energy sources. The core technologies for decarbonizing the industry are available with thyssenkrupp Uhde. Green chemicals: You have the vision, we have the solutions. www.thyssenkrupp-uhde.com

engineering.tomorrow.together.



thyssenkrupp

TOP STORIES | SAUDI FACES: LIGHTING UP STAGES



Then there's The Red Sea Project, a luxurious destination set against the backdrop of the Red Sea's crystal-clear waters. With plans for luxury resorts, yacht marinas, and more, The Red Sea Project is poised to become a haven for travelers seeking indulgence and relaxation.

AMAALA, Al Ula, King Salman Park – the list goes on. From luxury resorts to eco-tourism adventures, these projects are not just about entertainment – they're about creating unforgettable experiences and fostering a sense of community.

Saudi Arabia's entertainment sector continues to evolve, it's not just about leisure – it's about enriching lives and bringing people together. Whether you're exploring the wonders of Boulevard World or immersing yourself in the rich culture of Al Ula, there's something for everyone to enjoy.

As a seasoned comedian and actor with over 15 years of experience lighting up stages from Hollywood to Japan, I never imagined I'd be part of such a groundbreaking journey. Yet here I am, ready to entertain audiences and be part of Saudi Arabia's remarkable transformation. I'm witnessing firsthand the incredible power of entertainment to transform lives and bring people together. Now, as I set my sights on the evolving entertainment scene here in the Kingdom, I'm thrilled by the boundless potential for exploration and expansion. The appetite for quality comedy and engaging performances is very apparent, and I'm excited to be part of this dynamic moment.

The comedy scene is blossoming here in Saudi Arabia, whether it is in Arabic, or special shows for the English audiences, there are new comedy troops emerging and fresh talents taking center stage. Alongside this surge in creativity, there's a growing initiative for comedians to lend their wit to television shows, bringing laughter to audiences across the Kingdom. It's an exciting time to be in the Saudi entertainment market, where the possibilities are as vast as the desert sands.

But my involvement in Saudi entertainment goes beyond just performing on stage. You'll often find me spreading laughter and joy at various venues across the Kingdom, from bustling comedy clubs and events in Riyadh to cultural festivals in Jeddah. Wherever there's an opportunity to share a joke or spin a tale, I'm there, ready to connect with audiences and add my voice to the rich tapestry of Saudi entertainment. And beyond the laughter, I'm passionate about passing on the art of comedy and drama to the next generation, sharing the skills and techniques that have served me well throughout my career. As an active teacher and coach of drama and improv comedy, I relish the opportunity to inspire budding performers and help them find their voice on stage.

The entertainment renaissance unfolding in The Kingdom of Saudi Arabia is nothing short of extraordinary, a testament to the Kingdom's commitment to innovation and progress. With a vision that knows no bounds and a spirit of boundless creativity, Saudi Arabia is poised to captivate the world with its vibrant cultural offerings. So come, join us on this remarkable journey, and experience the magic of Saudi entertainment firsthand.



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— TOP STORY

Green is Life.

Especially in the Metropolis of Riyadh



Saudi Arabia has changed rapidly over the past 10 years. It has become more open, more colourful and even greener. Bödeker Landscape Architects have been helping to make it greener for 50 years.

According to Vision 2030, parks and gardens, the greening of the city of Riyadh as a whole, are one of the most important goals for increasing the quality of life and improving the health of people in Riyadh.

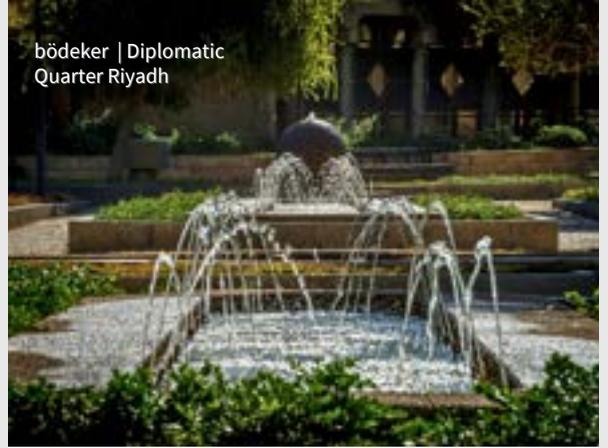
Not only can trees cool the atmospheric temperature between 8 and 12°C through evaporation and shade.

They also filter particulate matter from the air. This is in addition to all the other positive effects of the Eco System Services that trees have to offer.

Bödeker Landscape Architects and its team of international landscape architects are currently also involved in one of the RCRC's largest greening programmes, Green Riyadh.

Green Riyadh

7.5 million trees are to be planted and irrigated with recycled process water. The office coordinates tree nurseries, supplies projects with trees, establishes a green academy for green business, creates an urban



forest master plan, as well as standards and guidelines such as the tree protection statute and the SNAP, the Saudi Nursery Accreditation Programme for maintaining the quality of trees in local nurseries.

After decades of planning and realizing open spaces, the knowledge of plants, understanding of natural conditions and construction management in dealing with local companies is particularly valuable experience. When the Diplomatic Quarter was built in 1979, the parks and gardens were already overcrowded within a very short time of their completion. The demand for green spaces in Riyadh has increased many times over since then, considering that Riyadh has grown from around 500,000 inhabitants in the 1970s to 7 million in 2024.

“ Gardens play a fundamental role in Saudi society. They not only provide food but are also a center for family get-togethers. ”

So when it comes to entertainment, gardens offer the most popular setting for socialising and being entertained.

Improving the Climate in Riyadh

But Bödeker landscape architects are not only involved in the construction of open spaces in the city. The re-naturalisation and greening of the wadis surrounding Riyadh are an important part of improving the climate in Riyadh. Riyadh is surrounded by two wadis, Wadi Hanifah and Wadi Sulai. Overgrazing by dromedaries, sheep and goats, which went hand in hand with the increasing meat consumption of the growing population, caused sandstorms to occur more frequently in the past.

Reforestation measures are intended to help create a green framework and buffer of trees around Riyadh to protect the city from incoming hot winds from the surrounding escarpments (steep slopes of the high plateaus, including the Tuwaiq Escarpment) and from sandstorms.

The appreciation for greenery, especially for trees, is deepening in Saudi society. Many people have realised that trees give life and, above all, quality of life. There is a large majority of people in Riyadh and Saudi Arabia, with an overwhelming proportion of young people, for whom planting trees and protecting them is a matter close to their hearts.

Increasing greenery on the scale that the Kingdom of Saudi Arabia plans and implements is exemplary. One would hope that this endeavour to plant and preserve trees will continue to spread worldwide. Programmes such as the Great Green Wall on the edge of the Sahel have proven that the greening of desert regions can be sustainable.

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— DISCOVERY

Yanbu - Port City Steeped in History

Discovery Report by Barbara Schumacher |
German Journalist and Photographer

Photo: Barbara Schumacher

Yanbu, which is at least 2,500 years old and was originally founded as a trading center on the Yemen-Egypt-Mediterranean route. It is a port of call for cruise ships since 2021. Therefore, it is attracting the interest of tourists. A new visitor center provides information about the rich history, the archaeological sites and the attractive old town in Yanbu Al-Nahr, which is currently being renovated. The sister city of Yanbu "An-Nakhl" is also worth a visit. The industrial center of the Royal Commission is located in the south of the city.

“ For thousands of years, Yanbu has not only benefited from its location on the ancient sea routes and as a natural harbor for the ancient oasis of Medina, but also from the groundwater resources close to the surface. ”

The Director of the Antiquities Authority explains, "Yanbu was a strategically important place, as the city served as a supply and operations base for Arab and British forces fighting against the Ottoman Empire during the First World War. Yanbu remained a small port city until 1975, when the Saudi government declared it one of the country's two new industrial centers - the second being Jubail. The Yanbu Industrial City was founded, and large petrochemical industrial plants were built along the coast. Following, he introduces me to my tour guide Aycha.

The New Visitor Center

On the way to the visitor center, I stroll through the souq ("Heritage Night Market"). Aycha guides me through the exhibition. The professionally presented history of Yanbu is told in English and Arabic supplemented with historical photos.



Yanbu Visitor Center

Old Town in the As Sur District

The historic buildings to the west of the square - where the renovated Sanusi Mosque stands - are secured. Large signs announce that the Heritage Commission of the Ministry of Culture is responsible for renovating the old town houses. The houses are empty and one of the most famous is the house where Laurence of Arabia lived in 1915 and 1916.

In the renovated "Bait Babtaen" building of the Antiquities Authority, I met the director, who invites me into his office, delighted about my interest in the old town.

Yanbu, House of Lawrence of Arabia



ENTERTAINMENT & TOURISM SECTOR

This area has been the scene of several important events over the years, the most significant of which is the Battle of Dhu Al-Ushairah, which took place during the lifetime of the Prophet Mohammed. Several important personalities have lived in the city of Yanbu, such as Thomas Edward Lawrence (Lawrence of Arabia), Abu Abdullah bin Al-Hassan bin Ali bin Abi Taleb and the Prophet's companion, Abu Abdullah Harmala Al-Medlaji.

The port of Yanbu was one of the most important ports on the Red Sea. Archaeologists have found Sumerian, Arcadian and hieroglyphic writing, indicating trade with the Arabian Peninsula, Mesopotamia and Egypt. Other important archaeological sites are Wadi Nikhli, where archaeologists found rock paintings as well as Thamudic and Islamic inscriptions, Sharm Yanbu with finds from the Middle Stone Age and the old town of Yanbu An-Nakhl. My tour guide Aycha pointed to the former house of Laurence of Arabia. She told me: "Old inhabitants of Yanbu say that the house has not been lived in since the famous British guest left. No one dared to stay there even for one night, because rumor say that the house is haunted by evil spirits."

Excursion to Yanbu An-Nakhl

For this tour, guide Ahmed picked me up. We cover the 50 kilometers in 40 minutes. We saw flat desert, many camels against the backdrop of a beautiful mountain landscape; the highest point is Mount Radwa (2280 m). "The area around Yanbu An-Nakhl is known for its many water sources, farms and an abundance of abandoned clay villages," explained Ahmed. Not far away, we walked through a park with a waterfall. Along the Ain Jebriya spring, cultivated fields stretch out at the foot of an elongated ruined village on a hill, where we wanted to stay longer to explore the farms. We met the two local farmers Diad and Said, who gave us a warm welcome. They explained the importance of water management.



Yanbu | Park with Waterfall.

“ The most important thing in this area is the laws of water distribution. Each farm gets a certain amount of water, for 10 minutes or 15 minutes depending on its size, for example - this is precisely defined and all farmers adhere to it ”



Yanbu | Farms and Villages

We walked carefully across the fields along the water channels and finally caught sight of the ruins of a slightly elevated village. Said pointed to one of the houses. "I spent my childhood there", he said and then explained the many different types of trees, bushes and plants in the fields.

Radwa Museum

A sign at the museum entrance prepared us for what awaited us in the best private museum in Yanbu: Owner Salem Al Jottawi welcomed us warmly and offers coffee, tea and dates.



Yanbu | Al Alan Marina

He explained: "We are in the old part of my house. The museum was opened 40 years ago and many exhibits have been added since then". We marveled not only at rooms completely furnished with traditional objects, but also at large collections from a wide variety of areas such as weapons, clothing, jewelry, radios, cameras, handmade textiles and all kinds of fishing equipment. Of particular interest was a corner with old newspaper editions and historical photos, including b/w photos showing King Abdulaziz and King Farouk of Egypt.



Inside Radwa Museum

Royal Commission in Yanbu Al-Sinaiya

The Royal Commission is responsible for two areas: The private residential area (North) and the industrial area "Yanbu Industrial City" in the South. At the Visitor Center, Mohammed greets us. He guided us into a huge tent. "Here we have a very special gift - a large boulder with a commemorative plaque - which was given to King Khaled by Queen Elizabeth II of Great Britain in 1979". The permanent exhibition shows wall-sized photos of the industrial

plants, residential areas and new artificial islands such as Seagull Island. When I asked, where all the water comes from that is needed for the industry and the green city with its large parks, he said, "We have a seawater desalination plant in the industrial area, and we have a sophisticated irrigation system." He added, "As part of the Kingdom's Green Initiative, we are planning a huge production facility for green hydrogen, which means we will obtain the renewable energy required from immediately adjacent solar and wind plants - there is no shortage of sun and wind here."

On the Trail of History

North of Yanbu, we had an appointment with Hanan, Yanbu's first female tourist guide at the Al Alan Marina. We drive towards the beach.

Surrounded by a mosque and souk is the "Oven of King Abdulaziz". "The first legendary meeting between King Abdulaziz and King Farouk of Egypt took place in Yanbu in January 1945, during which King Abdulaziz promised that Saudi Arabia would join the Arab League," explained Hanan. "The ship on which King Farouk came from Egypt docked about 400 meters from here on the coast. Back then, 2,500 loaves of bread were baked in the oven for the many people who had gathered here. King Abdulaziz, accompanied by his sons, spent the night at Dar Mustafa Sabeeh in Yanbu. There he met King Farouk. This historic meeting went down in history as the "Radwa Summit". It was commemorated in the Radwa Private Museum with b/w photos and old newspaper articles.

Text and photos by Barbara Schumacher

Business Exploration Western Province of KSA

In February, Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen was welcomed together with Dr. Eltje Aderhold, German Consul General in Jeddah at The Yanbu Chamber of Commerce and Industry and the Royal Commission at Yanbu (RCY).

The Second Largest Industrial City in KSA

Yanbu, located on Saudi Arabia's red sea coast is offering numerous business opportunities for German companies and is also home to the second largest industrial city in KSA. During the visit, the Yanbu Chamber of Commerce and Industry and the Royal Commission in Yanbu highlighted potential cooperation, e.g. in the field of renewable energy, light and heavy industry sector or minerals. Yanbu's transformation into an important hub for huge industrial investments is impressive.

An excellent example for a German cooperation in Yanbu is the JV FUCHS ALHAMRANI - Fuchs Petroleum Saudi Arabia Ltd. with the German company FUCHS Group and the Alhamrani Group for lubricants. The team of Fuchs shared valuable insights during the impressive company tour.

Effective Training of Saudi Youth

Training, Skilled Workers, Operational Specialization of employees are key for a successful economic development. GESALO was honored to be welcomed at EWA - The Energy and Water Academy, Yanbu.



Dr. Dalia Samra-Rohte and Dr. Eltje Aderhold, were received by Eng. Mutar Alanezi, the Director General of the National Center for Strategic Partnerships, and Mr. Tariq Alshamrani, the CEO of Energy and Water Academy, and valued the insightful tour through the facilities on the campus.

EWA is specialized in Technical and Vocational Training in the water and energy sector. The team provides training programs for effective training of Saudi youth in the fields of maintenance and operation with specializations in mechanical, electrical, instrumentation and process control.



Between Coral Reefs and Oil Refineries

The city of Yanbu experienced a rapid development and run through massive infrastructure projects. Yanbu plays an important role in the economy of the country - with three oil refineries, a major petroleum shipping hub, and industry for plastics as well as other petrochemical products. The district Yanbu Al-Sina'iya is the modern industrial area in the southern part of Yanbu.

Our GESALO team with Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Omar Hassan Hamza, Head Legal Affairs and Rawabi Basyouni, Head of the Jeddah GESALO Office finished their business trip in the city of Yanbu which has a history dating back approximately 2,500 years.



GESALO is very thankful for the kind hospitality. With great appreciation and respect, we thank for the insights and hospitality provided by Yanbu Chamber of Commerce and Industry, the Royal Commission at Yanbu, and JV FUCHS ALHAMRANI, and EWA on training courses enabling people gaining the necessary skills in the relevant fields to shape the local economy landscape.

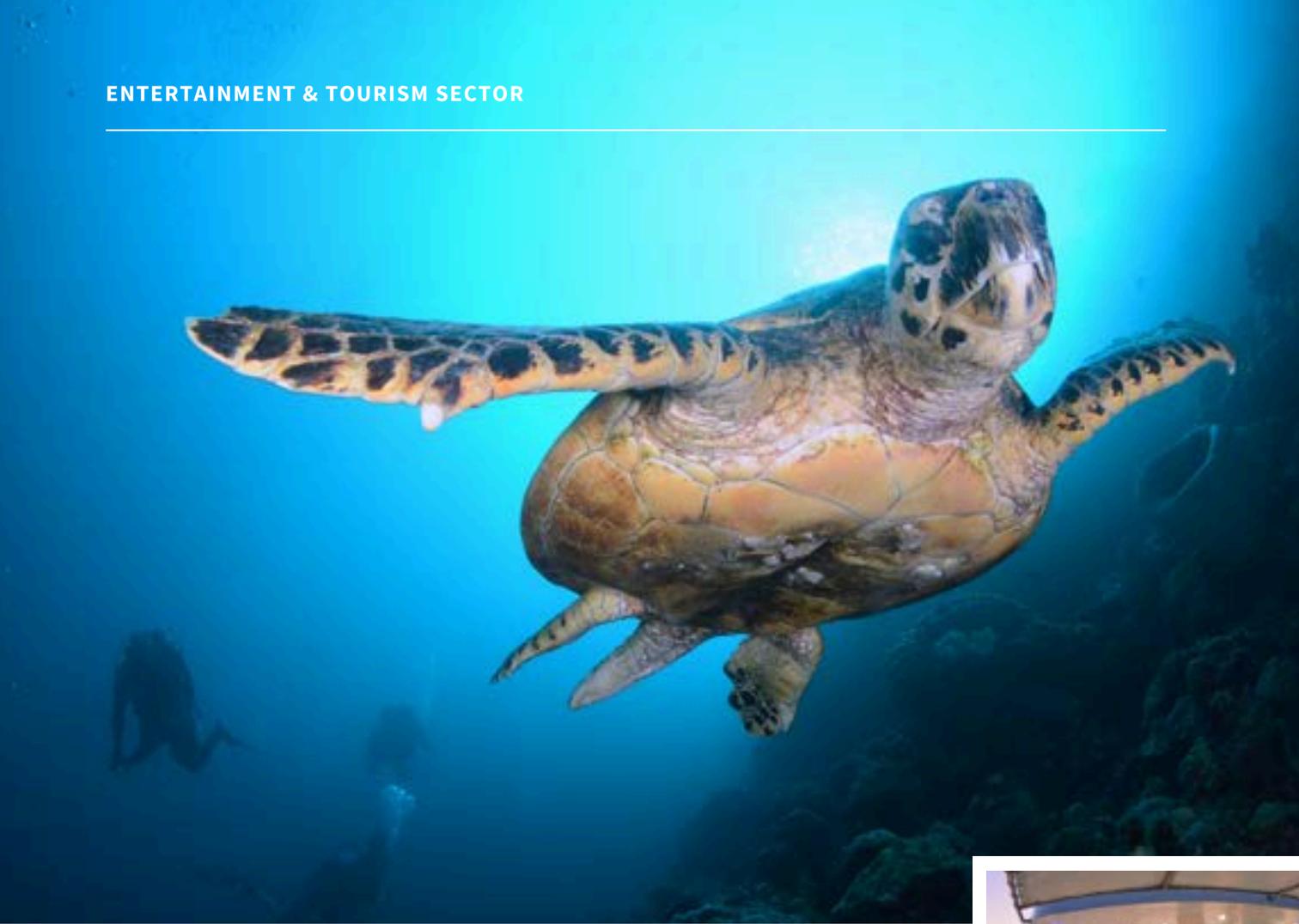
Photos: GESALO | EWA - The Energy and Water Academy



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— TOP STORY

Saudi Arabia Puts Adventure Back into Diving

Discovery Report by Daniel Brinckmann | Journalist and Photographer, Germany

The Red Sea ranks among the best diving destinations in the world, yet many sites have become crowded. Unlike the pristine reefs of Saudi Arabia that present a big chance for international tourism.



Photo: Daniel Brinckmann

DIVING IN SAUDI ARABIA



Sea turtles occasionally can be inquisitive, but this Saudi resident reptile simply is 100 pounds of sheer curiosity. Curiously eyeing its own reflection in the camera lens, it is obvious this animal has never met a scuba diver before.

Half an hour earlier diving aficionados from Europe, Dubai and Kuwait hovered over a deep coral shoal, met an elegant silky shark and a 2-meter emerald-colored napoleon wrasse while an armada of hundreds of small barracudas rushed the plateau. A taste of the Red Sea of yesteryears.

Surprisingly, to guide Ahmed Gomaa the dive leaves something to be desired: “Malatu Reef is reliable for sightings of schools of hammerhead sharks”, he shrugged. They will show later during our week aboard the MY Almonda, just like dolphins and other inhabitants of a string of offshore reefs south of Al-Lith called Farasan Banks. Only once will we meet other divers.

“MY Almonda” is the first diving operation in the country to make a significant splash on the European markets with booking numbers steadily climbing.

“ We are covering almost a thousand kilometers of reefs that hardly anybody ever visited. ”

Hussam Alnajjar,
Oceanbreeze Liveboards

This asset could well be one of Saudi Arabia’s biggest future tourism draws. Coral gardens and walls in clear waters, wrecks, dugongs, mantas, dolphins and sharks have attracted divers since the late 1960s.

All signs point to Saudi Arabia, where divers can be explorers again after all these decades.



“Actually, this is only one in four routes that we cover depending on the season”, explains Hussam Alnajjar, whose company Oceanbreeze Liveboards operates the 40 meters long safari boat for 24 guests, including double and master cabins, jacuzzi and a professional staff for weekly trips.



— BAHRAIN

A Hub for Entertainment in the Middle East

Bahrain's economic landscape is undergoing a dynamic transformation, underscored by a strategic pivot from its traditional oil-based economy to a more diverse, sustainable model. Central to this shift is the burgeoning entertainment sector, which plays a pivotal role in the Kingdom's broader economic diversification strategy, outlined in Bahrain Economic Vision 2030.

Attracting a Global Audience

The framework aims at enhancing the overall quality of life for Bahrain's citizens through sustainability, competitiveness, and fairness. At the core of Bahrain's strategy is the creation of modern facilities such as cinemas, theaters, and cultural complexes that host everything from international film festivals to local music concerts. This is complemented by high-profile festivals like the

Spring of Culture, Bahrain Jazz Fest, and the Bahrain Light Festival. Additionally, Bahrain is boosting its international presence by hosting significant events such as the Formula 1 Bahrain Grand Prix and expanding luxury destinations like Amwaj and Dilmunia Islands, attracting a global audience seeking upscale entertainment.

In conclusion, driven by Vision 2030, Bahrain's entertainment sector exemplifies the Kingdom's dedication to fostering a vibrant, diverse economy. This initiative enriches the Kingdom's cultural landscape, positioning the nation as a leading hub for entertainment and cultural tourism in the Middle East.

Festivals in Bahrain

Bahrain annually hosts an array of cultural, entertainment, and sports events that highlight its rich heritage and contemporary vibe.



Spring of Culture Festival

from February to April

Bahrain Food Festival

during February

Bahrain's annual fine arts exhibition

from January to April

Bahrain International Garden Show (BIGS)

Bahrain Intl. Exhibition & Convention Centre.

Bahrain Music Festival

running for several days encompassing two weekends

Bahrain International Jazz

Launched in 2017

Bahrain Light Festival

Merges Art, Technology, & Community Interaction

Bahrain Summer Festival

Rich array of performances at National Theatre

Shop Bahrain

promoting Bahrain as a premier shopping destination

Initiated in 2000, the Amwaj Islands was a groundbreaking project designed to expand beachfront property options in Bahrain. It was largely wrapped up by 2016, marking the completion of essential infrastructure such as electricity, roads, and water systems. Over the last decade, the islands have welcomed a series of luxury hotels. Amwaj Islands, located 10.5 km northeast of Manama, now boasts the necessary infrastructure to host a variety of events, from corporate meetings, international conferences to cultural festivals and music concerts.

Secondly, Dilmunia Island enhances Bahrain's entertainment landscape by offering a varied retail environment and serving as a hub for cultural and community events. The island features advanced medical and wellness centers that provide therapeutic and holistic programs, appealing to those seeking health-focused vacations.

Furthermore, Diyar al Muharraq, covering seven man-made islands at the northern tip of Muharraq Island in Bahrain, is a modern, integrated city. This master-planned, self-sufficient community offers diverse residential, commercial, and leisure facilities. Lastly, the Northern City, also known as Madinat Al Shamal, is a major urban development in Bahrain's northernmost region.

Bahrain's entertainment sector has transformed into a vital part of the national economy. The Kingdom has crafted a strong tourism infrastructure encompassing luxury resort, leisure destinations, and a lively music scene. Through strategic investments Bahrain is establishing itself as a premier entertainment hub in the Middle East.

Creation of Man-Made Islands

Crucially, Bahrain's creation of man-made islands marks a major investment in enhancing its infrastructure and entertainment capabilities. Mainly located within the Muharraq Governorate, these islands are built through extensive land reclamation and sophisticated engineering efforts.



Rania Schneider
Team DEInternational
GESALO

— LISTEN IN Bahrain - A Growing Business Hub

The Bahrain-German relations have been featured in the podcast series “Wirtschaft Welt & Weit von ntv” (Economy in the World, by German broadcaster ntv). The host Andrea Sellmann discussed with her guests Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen and Clemens Hach, German Ambassador to Bahrain how Bahrain positions itself in terms of economic affairs and trade in the new February episode.

Bahrain is a key trade and finance hub in the Middle East, known for its oil, petrochemical, and aluminum industries. It ranks as Germany's 71st largest export partner, importing machinery, vehicles, electronics, and chemical products. Situated in the Persian Gulf, Bahrain is just off the coast of Saudi Arabia. Over the past year, trade between Germany and Bahrain reached €1.27 billion. German technology is highly valued in Bahrain, and the Federal Foreign Office acknowledges the favorable investment conditions for small and medium-sized enterprises.

What defines Bahrain and who benefits from the German-Bahraini economic relationship?

 DR. DALIA SAMRA-ROHTE

Bahrain stands out in the region for its cost advantages, particularly when compared to more prominent neighboring countries. Establishing a business in Bahrain is generally 56% less expensive, featuring lower rental costs and robust infrastructure.

Additionally, the nation benefits from a well-educated local workforce, with the government subsidizing their training in specific sectors during the early phases of business development. These competitive advantages are effectively utilized by the small island state, especially during the Formula 1 season. Small and medium-sized enterprises, vital to Germany's economy, are showing growing interest in Bahrain as a business hub. This interest covers various sectors, especially logistics, which also attracts larger German companies.

“ In Bahrain, foreigners have the distinctive benefit of maintaining full ownership of their companies, a significant deviation from the typical regional requirement of forming local partnerships. ”

Clemens Hach
German Ambassador
to Bahrain



How is Bahrain's economic performance evolving, and what impact do renewable resources have on it?

 DR. DALIA SAMRA-ROHTE

The country hosts many venture capital firms that invest both globally and within domestic markets, actively seeking lucrative investment opportunities. Historically, Bahrain has leveraged its proximity to Saudi Arabia to its advantage. Bahrain has effectively positioned itself in specific sectors, especially for small and medium-sized enterprises. The nation offers attractive conditions in key sectors such as water, renewable energy, healthcare, and logistics.

The goal is to transform Gulf economies to become more energy-efficient and focus on renewable energy, with the aim of achieving climate neutrality by 2060. This transition particularly benefits German companies, which are highly esteemed in this sector. This includes areas such as renewable energy, energy-efficient construction, and specifically for Bahrain, groundwater management. Innovative solutions to reduce water consumption are a key focus of Bahrain's new National Water Strategy 2030. Many German companies are particularly active in offering decentralized solutions for seawater desalination plants or innovative approaches linked to the solar sector.

“ Given these factors, Bahrain estimates that it can only fulfill 20 to 25% of its future energy requirements using solar power, constrained primarily by the limited available land. ”

Clemens Hach
German Ambassador
to Bahrain

How can Bahrain and Germany leverage each other's expertise?

 DR. DALIA SAMRA-ROHTE

German companies can benefit from Bahrain's advanced digitalization, where governmental procedures, including company registrations and business visa applications, are all handled online. Conversely, Bahrain highly values the strong "Made in Germany" brand, known for its reliability, punctuality, and advanced technology. This mutual appreciation is vital, particularly in light of the differing concepts of time between the Arab world and Germany.



Clemens Hach
German Ambassador
to Bahrain



Dr. Dalia Samra-Rohte
Delegate of German Industry &
Commerce for Saudi Arabia,
Bahrain & Yemen



— FORMULA 1 IN BAHRAIN

The First Country in the Arab World to Host the Grand Prix

The Kingdom of Bahrain is home to 1.5 million people, it is the third smallest country in Asia. With its natural oil-reserves, the oil sector accounts for about 17% of Bahraains real GDP (Q2, 2023) with a GDP in 2022 of 44.38 Billion USD. Bahraains economy is expected to have grown by 2.9% in 2023 and 3.2% in 2024.

Formula 1 came to Bahrain for the first time in 2004, making Bahrain the first country in the Arab world to host the Formula. This year, Bahrain celebrated 20 years of Formula 1. With a contract until 2036, many more races can be expected to bring tourists and fans to the island.

Same as the Jeddah Corniche Circuit and the planned Qiddiya Circuit in Saudi-Arabia, the Bahrain Circuit was built by the German architect Hermann Tilke.

Besides the 20th anniversary of the track, the race on March 2nd was also special as it was the first race held on a Saturday. The following race in Saudi-Arabia was also hosted on a Saturday. The decision to pull the two races forward was taken due to the beginning of Ramadan, that was expected to fall on Sunday, March the 10th.



Bahrain F1

The changed race weekend this year allowed more attendance from the local audience as in most Islamic countries the weekends are from Friday to Saturday. The circuit provides seating for approximately 50,000 fans. The 2024 race was attended by 37 thousand spectators, with about 100 thousand spectators joining in over the three days of the Grand Prix, building a record for single-day attendance at the Bahrain GP.

I explored Formula 1 in Bahrain at first hand: “The tickets for a Formula 1 weekend included more than F1 races. Next to the F2 and F3 events, the Formular 1 race was accompanied by an astonishing air show. Every year a plane from Gulf Air flies around the track a few times, making for exciting pictures and creating a cheerful atmosphere.

The Bahrain Circuit



Photo: Barbara J.C.

Additionally, there was a performance by paragliders holding the Bahraini Flag, followed by trails of smoke in the colors of the Bahraini Flag.”

“ Seeing cars fly past at speeds of up to 325 kph, with engines that are so loud it is hard to hear your own voice is something special. ”

Formular 1 provides an amazing touristic attraction that is estimated to generate half a billion dollars annually by encouraging tourism and investment in Bahrain. The race day was rounded up by a performance of three times Grammy-winning DJ and producer “DJ Diplo”.

“ The Formula Bahrain GP is more than an event for motorsport fans. It is a chance for Bahrain to invite tourists who have never visited the Middle East. ”

It is a place where Thobes and shorts cheer for the same driver arm in arm and where the country can present itself - with its beautiful beaches, the colorful capital Manama and the generosity and welcoming attitude of the Bahrainis.



AUTHOR

Lasse Schötschel
Team DEInternational
GESALO



— UPCOMING

A Celebration for Football Fans!

Germany Prepares for UEFA EURO 2024™

UEFA EURO 2024™ is just around the corner with Germany hosting the tournament for the first time since 1988. The biggest football event of the year will officially begin in Munich when Germany, led by coach Julian Nagelsmann, take on Scotland.

Be there to witness sporting history being made with the best teams from across Europe competing against each other from 14 June 2024 in a festival of football.

Witness a Unique Once-in-a-Lifetime Experience

As a Hospitality Guest at UEFA EURO 2024™, you can watch the matches from the impressive host stadiums in the very best seats. In the exclusive lounges and skyboxes, you can indulge in first-class catering for up to seven hours on match day. With Hospitality Packages, we help you to create an unforgettable football experience for your existing and potential business partners and customers.



“ We welcome you to this unparalleled football event. Anticipate top-tier consultation from us to prepare your UEFA EURO 2024™ experience. ”

PLEASE CONTACT

Samir Kizaoui: Samir.kizaoui@sportfive.com
Phone +49 170 4566 462 or send a direct email to sales.dubai@sportfive.com and book your Hospitality Package now.

Where Tickets Are Still Available

The ballot for UEFA EURO 2024™ public tickets has closed so for those who want to be part of this unforgettable sporting spectacle.

Hospitality Packages are your way to attend UEFA EURO 2024™ matches in style.





“ The Kingdom of Saudi Arabia and the Federal Republic of Germany are in the midst of a transitional phase. German and Saudi companies are working together to diversify and modernise Saudi Arabia’s economy. ”

Dr. Robert Habeck
Federal Minister for Economic Affairs and Climate Action

*GSBM Dec 2023



Visit of H.E. Dr. Robert Habeck to Riyadh

Vice-Chancellor and Federal Minister
for Economic Affairs and Climate Action

It was an honor to support the business delegation during the visit of the Vice-Chancellor and Minister of the Federal Ministry for Economic Affairs and Climate Action, H.E. Dr. Robert Habeck, in Riyadh on January 10th, 2024.

The day commenced with a business breakfast together with the German Saudi Business Community organized by the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) and moderated by Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen

While the Minister joined several bilateral discussions, GESALO accompanied the high-level business delegation to Qiddiyah, the Ministry of Energy, and the Public Investment Fund (PIF).

In the evening, the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) had the honor to organize a networking reception with Dr. Robert Habeck, Vice-Chancellor and Federal Minister for Economic Affairs and Climate Action, and a high-level Saudi-German business delegation to a in historical Diriyah. In the setting of the unique cultural heritage site, the Minister engaged in a female executive roundtable.

Photos: GESALO (1)



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— GESALO NEWS

Start-Ups in KSA – Growing innovation and opportunities

While the Start-Up sector in KSA is still very young and the market is predominantly occupied by big family offices, the number of Start-Ups in KSA has been significantly increasing in the last few years.

Particularly in new developing sectors, like smart technology, service industries, or IoT solutions, there are significant opportunities for new Start-Ups to come in and meet the demand of the Kingdom.

To increase the presence of Start-Ups and promote the location of KSA to international founders the Kingdom initiated the LEAP Trade Fair Exhibition. Under the slogan “A digital Davos” LEAP invited global tech Start-Ups to exhibit and explore local opportunities. Due to the high attendance of German Start-Ups at the LEAP Trade Fair, GESALO organized a Start-Up Roundtable in its office premises the evening before the start of the exhibition.

17 different start-ups from Germany who aim to establish themselves in the Saudi Market were present and engaged in a vibrant discussion on challenges and opportunities in the Saudi Start-Up market.

Besides a very vivid exchange among the different start-ups, GESALO had invited a representative of the Ministry of Investment (MISA), who highlighted the opportunities and license options for Start-Ups in the Kingdom.

This license targets Start-Ups with a focus on supporting local partners who aspire to develop innovative technologies and utilize the growth potential of the Saudi market.

The founding costs start at around 500 EUR annually and offer attractive opportunities.

Reach out to GESALO if you are a German Start-Up and want to explore your opportunities in KSA.

Photos: GESALO

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Start-up Roundtable





Delegation Power Grids:
Visit at Saudi Electricity Company

Investments in Sustainable Power Grids

Driven by mega-projects spread across the country, Saudi Arabia's demand for a holistic, interconnected power grid is growing. As a result, the Kingdom is investing heavily in the development of sustainable power grids, with a focus on island solutions and the development of new areas. The investment plans for 2023 amount to SAR 30-35 billion, with transmission and distribution infrastructure as a priority.

Electricity infrastructure expansion plans are ambitious, with the goal of automating 23% of the grid and producing 50% of energy needs from renewable sources by 2030.

To achieve these targets, the Kingdom has launched the National Renewable Energy Programme (NREP) to develop renewable energy production and to expand and improve the Kingdom's energy infrastructure.

In addition to national grid development, the Saudi government is increasingly focusing on cross-border development with neighbouring countries such as Jordan and Egypt. In October 2021, Saudi Arabia and Egypt signed construction contracts for a cross-border electricity link that will generate a capacity of 3 gigawatts by 2025.

The extensive development plans for renewable energy supply and automated infrastructure open up promising business opportunities for German manufacturers of smart meters and feed-in solutions.

Photos: GESALO (2)



Delegation Power Grids:
Symposium

Delegation Visit to Saudi Arabia

To showcase the evolving market opportunities to German companies, GESALO organized a delegation visit of German companies on Energy infrastructure and electricity grids in cooperation with the Renewables Academy (RENAC) AG, supported by the German Federal Ministry of Economic Affairs and Climate Action (BMWK).

At Eviq and Red Sea Global different microgrid solutions and the demand of these specific projects were discussed. At Ajlan & Bros Holding the German companies pitched their portfolios to a private sector entity that could become their local partner in retail and implementation of their solutions. During the German Saudi Symposium on Energy Infrastructure with the focus on Energy Grids and Island Grids, the companies pitched their portfolios to a Saudi audience of energy experts. The participants concluded their insightful visit on a positive note with the ambition to intensify their presence in the Saudi market.



Delegation Power Grids:
Visit KAPSARC



Delegation Power Grids:
Visit Red Sea Global

For four days, 6 German companies met with high-level representatives from the government and private sector in the energy and electricity field to present their business cases and discuss room for collaboration.

For more insights or information's GESALO is your partner to establish strategic connections to the relevant market players and understand current market developments.

In appointments with the Ministry of Energy, Principal Buyer (Saudi Power Procurement Company) and the Saudi Electricity Company, and Acwa Power, the companies learned about the plans for grid expansion and enhancement as well as the requirements of doing business as a foreign company in the Kingdom.



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Market Exploration Saudi Arabia

Mining & Mineral Resources

Mining and mineral resources constitute the third pillar of Saudi Arabia’s strategic economic diversification plan under its Vision 2030. To meet its increasing demand for steel, copper, and other rare metals, driven by megaprojects like NEOM, Red Sea Global, and Qiddya, Saudi Arabia aims to shift from import to local production of the critical minerals.



The continued examination of Saudi soil showed a significant volume of unmined mineral and non-mineral resources, estimated to hold a worth of 2,5 trillion USD. The most notable resources are phosphates, gold, and copper as well as bauxite, iron ore, and zinc.

While previously the mining industry had been dominated by the publicly owned Saudi Arabian Mining Company (Ma’aden), Saudi Arabia now aims at higher privatization rates and foreign direct investments.

The 2021 implemented regulations on mining investments marked a significant step towards the privatization of mining in Saudi Arabia and abbreviated the licensing process to a maximum of 60 days. In 2023, a consortium of Ajlan & Bros and Moxico Resources won the tender for the biggest mine in the country, mining copper and zinc in “Khniaguiyah” as the first private-sector-operated mine.



Opportunities for German companies

Saudi Arabia's mining strategy prompts great opportunities for German companies from the mining machinery and data technology sector. To introduce German companies to the locally arising opportunities, GESALO conducted a market exploration visit for 15 German companies as part of the Foreign Market Entry Programme for SMEs of the Federal Ministry for Economic Affairs and Energy (BMWK), which was organized in cooperation with our partner MENA Business GmbH in support by the associations of VDMA Mining and "Fachvereinigung Auslandsbergbau" (FAB).

From April 21 until 25, 2024, 15 German companies met with relevant stakeholders from the government and private sector in Riyadh and the Eastern Province of Saudi Arabia, exploring use cases and local demand for their technologies and solutions.

The market exploration visit was kicked off by the German Saudi Symposium on Mining and Mineral Resources, where the German companies pitched their state-of-the-art technology to more than 80 specialists from the Saudi mining sector.

Additionally, the audience learned about the Saudi Mining Strategy from Abdulaziz Aldakhil, Mining Director at the National Industrial Development Program (NIDLP).

Following extensive networking at the Symposium event, the German market exploration group continued their visit with high-level meetings at NIDLP and the Ministry of Industry and Mineral Resources (MIM).

“ Saudi Arabia is 100% a country of great opportunities! I spent four days in Riyadh and Dammam as a part of the German Industry delegation excellently organized by German-Saudi Arabian AHK office. The itinerary included insightful events like the Mining Symposium, where companies shared their interests in the Kingdom, and productive discussions with both governmental and private entities. The evident determination and strategic planning make investing locally an attractive prospect. I've returned home with numerous avenues to explore and am keen on future ventures in Saudi Arabia. ”

Alexey Shalashinski
Head of Business Development
talpasolutions

Both visits highlighted the strategic development of the sector and the vast potential for the companies to engage in the projects and study the market through NIDLPs DALEEL Platform.

In a meeting with the biggest private actor in the mining field, Ajlan & Bros, the German companies presented their business cases and discussed potential contributions to Ajlan's latest mining projects. Moreover, Manara Minerals, the PIF and Ma'aden joint venture presented Saudi Arabia's investment strategy into mining ventures abroad, an essential augmentation of the national mining development to secure resources.

Exploration in the Eastern Province

In Ras-Al-Khair (RAK), the German companies discovered opportunities to establish a local branch in the industrial city managed by the Royal Commission of Jubail and Yanbu.

In a site visit at Ma’aden Alcoa and Ma’aden Phosphate, German companies explored the technological set-up of the factories and discussed solutions for the current challenges of by-products of Aluminum and fertilizer production in RAK.

During a high-level roundtable at the Asharqia Chamber, the German companies engaged in structured B2B sessions with potential business partners from the Eastern Province. The delegation concluded with a site visit to Zamil Industrial, including Zamil AC and Zamil Steel factory.



We are proud to have been a guest of Zamil Industrial! We would like to thank you for the discussions and detailed tours through the production of the progressive air conditioning systems and the precise steel construction. We are looking forward to a future cooperation, starting with the EKV Helios Solar Flex Gen.



Fabian Bong
EKU Power Drives



Seeing such first class production, combined with an experienced and dedicated management team, was for sure a highlight for my visit to the Kingdom



Stephan Oehme
VDMA eV Mining

We would like to thank our partners for making this market exploration trip a success. This delegation highlighted the extensive opportunities for German technology and machinery in the accelerating mining industry in KSA. If you are a German mining company with the ambition to explore your market potential in KSA, reach out to us now.



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GESALO NEWS

Panel Discussion at Hannover Messe 2024

Moderated by Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen



Photos: Copyright: Ullrich Stamm / DIHK DEInternational GmbH



Panel Discussion Business Opportunities Saudi Arabia

Huge Interest in Business Opportunities in Saudi Arabia

The panel discussion on “Business Opportunities Saudi Arabia” during HANNOVER MESSE 2024 was a big success. The extremely high turnout at the panel mirrors the intensive interest in the diverse market opportunities the Kingdom of Saudi Arabia is offering.

We had the honor welcoming our esteemed partners at our panel who have been sharing their insights and testimonials on the rapid economic transformation process in KSA and the tremendous opportunities.

Omar Al Tuwaijri, Director at Ministry of Investment shared with the audience on the inbound investment and instruments the Ministry of Investment is offering to ease doing business. Mr. Saud Al Gublan, VP of Services Exports at SAUDI EXPORTS Development Authority described how to develop an export market and strengthen KSA position as a hub. CEO and Founder of V-LINE, Detlef Daues, has been sharing his experience being present for the last 45 years with a German

company in KSA. Mr. Eng. Talal Khaled Idriss, CEO Bahra Electric Group, provided a comprehensive overview being a Saudi Champion exporting from KSA to over 50 countries.

Saudi Arabia is one of the world's fastest-growing economies and offers a wide range of opportunities doing business in the Kingdom – which ranges from agriculture, technology, healthcare, construction, mining, energy, and entertainment. Plan your market entry to Saudi Arabia with our GESALO team.



Lisa Walther

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Female Executive Roundtable

On May 14th, the GESALO Office hosted the Female Executive Roundtable, uniting female leaders from diverse sectors across the Kingdom. This collaborative event was co-hosted by GESALO and 'AND QFIVE', a renowned training platform known for its comprehensive approach to personal and professional development.

Leading the workshops were Anna Mirow, the managing partner and industry expert at 'AND QFIVE', and Natalie Pietrobon, a pioneering figure as the first former female operational pilot in the Royal Australian Air Force. Their combined expertise facilitated engaging discussions and offered invaluable guidance to participants, empowering them to navigate their professional journeys with confidence and purpose.

'AND QFIVE' specializes in digital leadership, providing a variety of e-learning modules, live sessions, and workshops to improve consulting, coaching, training, and development skills. Anna Mirow, alongside Natalie Pietrobon, introduced the session "Let's Face Reality," guiding participants through an exploration of the key elements essential for ongoing personal and professional development.



Throughout the session, she addressed crucial aspects of harnessing femininity in the professional sphere, fostering discussion on innate female strengths through personal anecdotes and perspectives.

Following a brief energy break, Natalie Pietrobon examined the essential components for long-term success, highlighting key indicators of robust business acumen. She urged participants to exchange their perspectives on the influence they wield in shaping their own perceptions and to reflect on their personal journeys in navigating and altering that power dynamic.

During the discussion, attendees highlighted that this power stems from building resilience and the capacity to undertake recognized initiatives within an organization.

Natalie Pietrobon transitioned to the "Seeking an Advocate" segment, underscoring the importance of establishing strategic relationships and offering advice on recognizing and nurturing a sponsor. Participants were encouraged to consider who might fulfill that role in their careers, and a questionnaire was distributed to prompt reflection and discussion among the attendees.

While discussing the necessary traits and characteristics of an effective leader, Natalie Pietrobon shared her groundbreaking journey as the first female operational pilot in the Australian Air Force. She reflected on her experiences in a male-dominated environment, underscoring the critical importance of cultivating resilience within leadership. She emphasized that her role not only serves as a precedent for aspiring female pilots but also influences the perception of women in the industry. The workshop concluded with networking sessions, capping off the inspiring morning with snacks and the opportunity to forge new connections.



Photos: GESALO (2)



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GSBM JUNE 2024

SEA Expo 2024 in Riyadh

With over five successful years in Riyadh, the Saudi Entertainment and Amusement (SEA) Expo is providing a global stage for networking and collaboration in the entertainment and attraction industry. The event serves as a connection where leading brands from around the world connect with entertainment designers, consultants, contractors, project owners, developers, entrepreneurs, and investors.

The GESALO Team met up with companies from Germany which were exhibiting their high-quality products with advanced technology at the largest gathering of the entertainment and leisure industry in the Middle East.

“As we expand into the growing Saudi Arabian market, Pixel Games and Laserforce is thrilled to showcase some of our most innovative game projects at the upcoming shows! We're excited to capitalise on the region's burgeoning leisure industry and bring our new and exciting ideas to the local audiences. This strategic move reflects our activity in the Saudi market and positions us to shape its exciting future.” says Philip Hacker, CEO of Pixel Games GmbH about his presence at SEA.

SEA Expo offers a dynamic platform for businesses showcasing a variety of different games and devices. The Expo provides a space for forging companies presence in the local entertainment market. “ZIERER is one of the leading suppliers for roller coasters and amusement rides worldwide. This is why we are also present on the Saudi Arabian market as it is one of the most promising markets in

the Middle East.”, said Maximilian Biller, Sales Manager, ZIERER GmbH & Co. KG.

From activity games to roller coasters, water parks, and ice rinks, these companies represented a diverse range of sectors. "Participating in the Saudi Entertainment and Amusement Expo is always an exciting experience for Wibit Sports. With our sights set on expanding our presence in the region, we are thrilled about the growing opportunities the Saudi market offers for our innovative and pioneering water-based leisure projects.", says Ralf Schwung, Managing Director, Wibit Sports GmbH.

The SEA Expo offers a great opportunity to companies interested to enter the Saudi market, or for companies already established in the local market to broaden their network. Christian von Elverfeldt, CEO Mack Rides, emphasizes, “Mack Rides, the most traditional and innovative company in the market is very enthusiastic to see what is happening here in Saudi Arabia. We are honored and proud to be part of the great Qiddiya Six Flags project and are looking forward to offering our long experience, knowledge and high-quality products.”

It was exciting to see the high level of expertise and high-quality technology solutions adding value to the entertainment sector. Learn more about the business opportunities in Saudi Arabia with our GESALO team.



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BIG 5 Construct Saudi

Visit of the German Pavilion: Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia & German Ambassador H.E. Michael Kindsgrab

An Important Pillar of Vision 2030

The BIG 5 Construct Saudi opened its doors for the 12th time in February 2024. Under the motto "Connecting the construction industry in Saudi Arabia", more than 50.000 people attended the largest construction industry trade fair in the Kingdom.

The trade fair took place in Riyadh - with an expanded exhibition space, five new product sectors, and 1,300 exhibitors from 47 countries. The trade fair focuses on shaping the future of construction and support the exchange between experts. Nearly 70 German companies showcased their products here.

Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia and the German Ambassador H.E. Michael Kindsgrab visited the German Pavilion and received excellent and first-hand insights about the state-of-the-art products by the German companies in the construction industry. Furthermore, GESALO invited German companies exhibiting at the BIG 5 construction industry trade fair to its office.

Dr. Samra-Rohte provided a comprehensive overview of the Saudi Arabian market and its potentials.

She outlined Saudi Arabia's developments to diversify its economy beyond oil and gas, setting up robust value chains within the country.

Saudi Arabia's extensive transformation offers opportunities for German companies to establish themselves. The high participation of German companies proves that the Saudi construction market is booming.



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BIG 5: Dr. Dalia Samra-Rohte and H.E. Michael Kindsgrab



— GESALO NEWS

Business Exchange with Matthias Müller, Member of the German Parliament & Saudi Executives

Photos: GESALO (4)

Transforming the Economic Landscape in KSA

Saudi Female Executives from healthcare, engineering, IT, artificial intelligence, automotive and tourism development participated in a very interactive discussion during a business breakfast at the GESALO premises, organized upon the visit of Matthias Müller, Member of the German Parliament, and former Mayor of Berlin together with the German Embassy.



A high percentage of female graduates in the STEM subjects as well as a strong dedication from decision makers led already to 37% of female workforce in the country (2023). All participants were very optimistic that the positive trend will continue.



Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen and Aljoharah Almanssour, HR Director thyssenkrupp



Female Executives from healthcare, engineering, and automotive

The moderated discussion by Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen illustrated the various sectors Saudi Female Executives are actively participating in transforming the economic developments within the Saudi Vision 2030 in the Kingdom.



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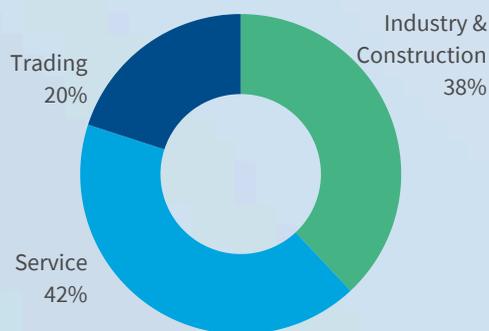
AHK World Business Outlook

SPRING 2024

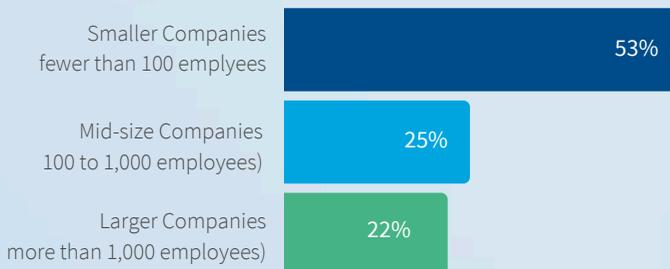
The AHK World Business Outlook is based on a regular DIHK survey of the member companies of the German Chambers of Commerce Abroad, delegations and representative offices (AHKs). In spring 2024, it collects feedback from around 4,300 German companies, branches and subsidiaries worldwide, as well as companies with close ties to Germany. The survey was conducted from March 25 to April 21, 2024.

Responding Companies

by sector



by company size



Economic Expectation of German Companies Worldwide

From the perspective of German companies at their international locations, the global economy will develop somewhat more dynamically overall in the coming twelve months than recently. In Spring 2024, the around 4,300 companies surveyed by the AHKs worldwide are much more optimistic about economic development than in Fall 2023.

31% of companies expect economic development at their locations to improve over the next twelve months (fall: 22%). In contrast, 19% expect the local economy to slow down (Fall: 28%).

Every second company expects stable development based on the current economic situation (Fall: 50%).

The resulting balance of better and worse assessments has thus risen from minus six points in the fall to currently twelve points and is therefore clearly back in positive territory.

The balance is once again noticeably above the long-term average of two points (recorded since 2015). The companies' assessment of economic development at their international locations is more confident than it has been for two years.

Source: AHK World Business Outlook Spring 2024

Prosperous Outlook of German Companies in Saudi Arabia

German companies in the MENA region are currently the most confident about local economic development worldwide.

The balance of better and worse expectations has risen to 37 points (balance 43 points after previously six points, long-term average 19 points), despite the ongoing conflict in the region and the associated uncertainty about the economic impact.

While companies in Saudi Arabia (balance 58 points) and the United Arab Emirates (UAE, balance 33 points) continue to expect good economic development with slight deductions compared to the previous survey, expectations have improved compared to the previous survey, particularly in Morocco (balance 52 points) due to stable consumption and tourism and Egypt (balance 45 points). Due to some easing of last year's liquidity crisis, the Egyptian economy is stabilizing again.



German companies in the MENA region are currently the most confident about local economic development worldwide.

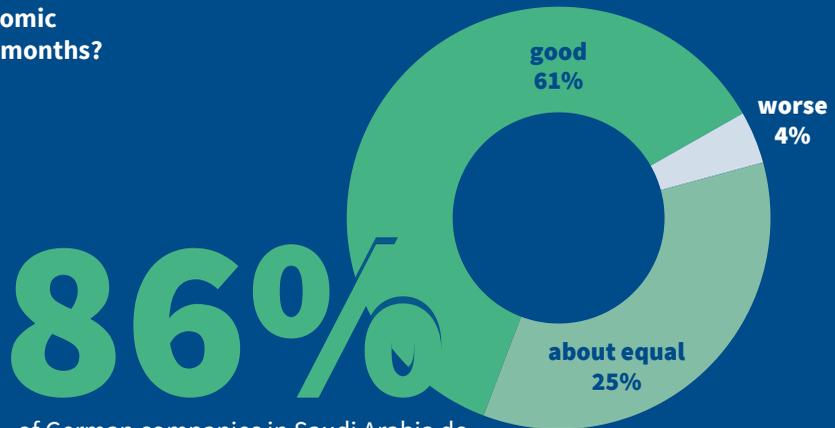


Source: AHK World Business Outlook Spring 2024

Following key figures capture results from German Companies operating in the Kingdom of Saudi Arabia and Bahrain:

How do you judge the local economic development in the next twelve months?

German companies in KSA are significantly more optimistic than in the global trend.



86% of German companies in Saudi Arabia do judge the local economic development positively (good and about equal) .

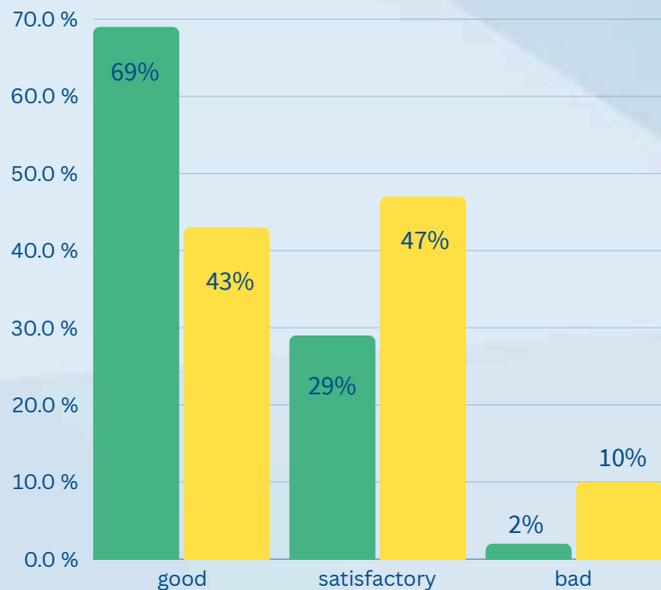
Compare: worldwide 28% of German companies expect a "good" economic development in their international locations .

How do you assess the current situation of your company?

Survey submissions by companies :

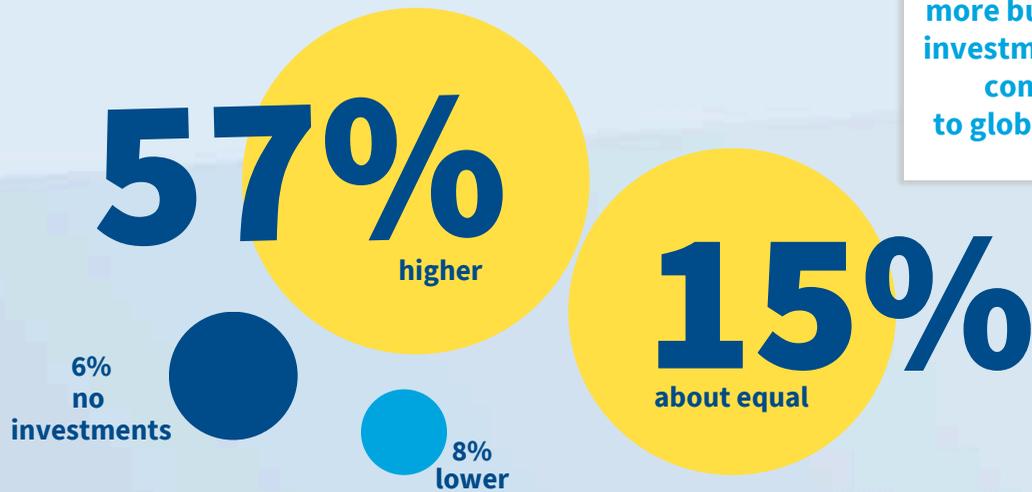
- Saudi Arabia & Bahrain
- Worldwide

98% of German companies located in Saudi Arabia assess their current situation as good or satisfactory.



Source: AHK World Business Outlook Spring 2024

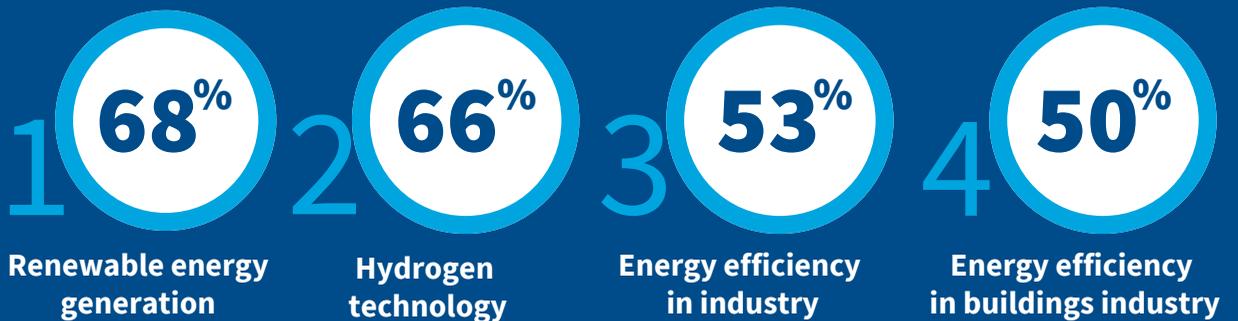
How do you think local investments of your company are likely to develop in the next twelve months?



↳ German companies are more bullish about investments in KSA compared to global outlook.

↳ Compare: Worldwide 33% of the German companies are likely to invest "higher".

Do you see business opportunities in Saudi Arabia in relation to climate protection & energy transition for German or European companies?



Others:



Source: AHK World Business Outlook Spring 2024

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AHK

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

MARKET ENTRY | CONTACT US

You want to enter the Saudi market and explore new business prospects? The Saudi Arabian economy is in a state of change with a lot of new opportunities for German and international companies. Plan your market entry with us!



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GERMAN-SAUDI ARABIAN LIAISON
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Harnessing The Power of AI For Enhanced MRO Efficiency

V-LINE GROUP and Verusen collaborate to optimize inventory with the power of AI

For Maintenance, Repair, and Operations (MRO) procurement and inventory management, improving efficiency is the cornerstone of success. From managing multiple resources to ensuring seamless production, every aspect of MRO demands meticulous attention to detail. However, traditional MRO processes are often plagued by complexities stemming from various challenges such as decentralized management or data dependencies.

“MRO processes rely mostly on data from various repositories such as ERP systems. Inconsistencies and incomplete data pose significant hurdles to effective decision-making, and it takes a lot of time to manually analyze the data. The same goes for diverse supplier bases that undermine cost-saving initiatives due to contract leakage or a lack of category management. Also, finding the balance between risk reduction and cost reduction is difficult due to conflicting priorities”, explains Hasnain Jamil, CEO of V-LINE MIDDLE EAST.

AI-Powered Software to Solve Challenges

The MRO supply chain solution provider with its more than 45 years of business experience in the Kingdom offers a new service to its clients: Inventory Optimization.

Together with its partner Verusen, they use an AI-powered software to solve the challenges that are inherent to MRO inventories: unpredictable demand, balancing material availability and low inventory levels, and production downtime as a worst-case scenario.

Jamil stated: “In this landscape of complexity, the integration of AI proves to be a game-changer, revolutionizing MRO operations and unlocking unprecedented levels of efficiency, productivity and savings.”

Faster Decision-Making

AI emerges as a transformative force, offering unparalleled capabilities to address the inherent challenges of MRO. It makes sense of current data by transcending the limitations of disparate and imperfect data by eliminating the need for extensive data cleansing. Its advanced algorithms can read and analyze large datasets at speeds unmatched by human capabilities. This allows organizations to gain insights for next level decision making faster than ever before.

It also augments the capabilities of MRO professionals by automating mundane tasks and providing actionable insights. It reduces the time required for analysis, facilitates faster decision-making, and fosters collaboration between departments.

AI mitigates operational risks by identifying critical shortages and potential disruptions, enabling proactive measures to maintain service levels and minimize downtime. This ensures uninterrupted production.

AI-powered optimization unveils inefficiencies such as excess and duplicate inventory, facilitating cost-sharing opportunities and avoidance strategies.

Moreover, it provides valuable insights into supplier performance, enabling better contract negotiations and tail spend reduction.

The holistic integration of AI into MRO operations fosters a sense of confidence and peace of mind.

“Leveraging AI insights fosters stronger supplier partnerships, leading to optimized procurement processes and enhanced collaboration opportunities. Consolidating suppliers into a one-stop-shop model streamlines operations, reduces complexity, and ensures consistency in quality and delivery”, explains Mubeen Navaz, Business Development Manager at V-LINE MIDDLE EAST.

“Besides, utilizing a strategic partner with unparalleled quality control measures ensures adherence to stringent standards, minimizing the risk of operational disruptions due to substandard parts or materials. Both is inherent to V-LINE’s solutions. Thus, our new service Inventory Optimization adds significant value by extending the supply chain for our clients here in Saudi Arabia.”

Hasnain Jamil adds: “The integration of AI into MRO operations marks a new era of efficiency, productivity, and savings. We are very proud to offer this game-changing service in our portfolio, maximizing the local value add and transferring knowledge into the Kingdom. We are committed to the Kingdom’s growth and contribute towards achieving Saudi Vision 2030 goals. Embracing AI is not merely a choice but a strategic imperative for organizations seeking to thrive in an increasingly competitive landscape. V-LINE is your strong partner to solve these challenges.”

AUTHOR



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Liebherr is a family-run technology company with a highly diversified product portfolio and one of the largest equipment manufacturers globally. With over 150 companies across all continents, it delivers high-quality, user-oriented products and services. Founded in 1949 by Hans Liebherr, it boasts a workforce of over 50,000 employees.

Following a joint venture with E.A. Juffali, Saudi Liebherr Ltd. was born and for 40 years, it hasn't stopped its impact on Saudi Arabia.

Saudi Liebherr supplies advanced Tower and Construction Cranes, Batching Plants, Truck Mixers, Concrete Pumps, alongside Loaders, Excavators, and Dozers, Maritime Cranes and Foundation Equipment, as well as Mobile and Crawler Cranes, contributing significantly to various sectors. Moreover, it offers comprehensive after-sales support, fostering the local workforce's development in line with Saudi Vision2030.



Photos: Liebherr Group (3)



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MSC Cargo

MSC Saudi

Empowering Multiple Industries

MSC Saudi, a prominent player in the shipping industry, has set its sights on venturing into the world of cruising through its sister company, MSC Cruises. Renowned as the premier cruising company globally, MSC Cruises has taken a significant step forward by inaugurating its first office in Jeddah, Saudi Arabia. This strategic move aligns with MSC Saudi's commitment to contribute to the Saudi Vision 2030, aiming to make a mark in the shipping, entertainment, and tourism sectors.

Photos: MSC (3)



MSC Explora II

Furthermore, MSC supports the entertainment sector by attracting the local and international public to have a memorable experience on MSC Cruises. through strategic promotional activities, events, and collaborations, MSC Saudi taps into the popularity and reach of the entertainment industry to generate excitement and interest supporting the Saudi market.

MSC efforts in shipping and the world of cruising marks a significant milestone in the commitment to the Saudi Vision 2030 and ambition to make a lasting impact in the shipping, entertainment, and tourism sectors.



MSC Orchestra to sail in the Red Sea including Saudi Arabia for winter 23-24 season

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Making Plastics Economy More Circular

Complete systems for industrial-scale plastics recycling from a single source – the merger between Coperion and Herbold Meckesheim makes it possible. Coperion, technology leader in extrusion and compounding, bulk material handling and feeding systems, brings its own expertise in the field of recycling together with that of Herbold Meckesheim, specialist in the mechanical recycling of plastic and plastic waste.

From mechanical processing – shredding, washing, separating, drying and agglomerating of plastics – to bulk material handling as well as feeding and extrusion all the way to compounding and pelletizing, the systems that both companies offer together cover the entire process chain for reclaiming plastics.

End of 2023 Coperion has successfully launched operation of its new Recycling Innovation Center. In this high-tech test center for plastics recycling applications extensively equipped recycling systems are available that can be modified in myriad ways, depending upon the specific requirements of the recyclate to be produced.



Marouane Mansour
General Manager
Coperion Middle East

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AUG

AUG 31 - SEP 08 Caravan Salon | Dusseldorf

SEP

SEP 04-06 Asia Fruit Logistica | Hong Kong

SEP 17-22 IAA | Hanover

SEP 24-27 InnoTrans | Berlin

OCT

OCT 07-09 expo real | Munich

OCT 22-25 Glasstec | Dusseldorf

OCT 16-19 Insights X | Nuremberg

OCT 16-18 IFAT India | Mumbai

NOV

NOV 11-14 MEDICA | Dusseldorf

NOV 12-15 Electronica | Munich

NOV 12-15 EuroTier | Hanover

NOV 26-29 BAUMA China |

DEC

DEC 03-05 ISPO Munich | Munich

DEC 11-14 BAUMA INDIA | Delhi

JAN

JAN 17-26 Int. Green Week | Berlin

JAN 13-17 Bau Munich | Munich

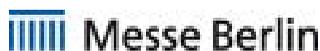
JAN 16-19 Domotex | Hanover

FEB

JAN 28 - FEB 01 Spielwarenmesse | Nuremberg

FEB 05-07 Fruit Logistica | Berlin

GESALO is an experienced partner in the trade fair business. We are organizing individual visits to the trade fairs abroad as well as delegation trips. We are the official representative of Messe Dusseldorf, Messe Munich, Deutsche Messe Hannover, Messe Berlin and Spielwarenmesse Nuremberg.



Deutsche Messe



Hannover Messe April 2024

GESALO organized a High-Level Business Delegation from Saudi Arabia to Hanover

The world's leading industrial trade show was held from 22 until 26 April in Hanover, Germany. More than 130.000 people visited the Hanover Fair grounds. More than 4,000 Exhibitors presented their solutions. This year's key topics were AI & Machine Learning, Carbon-neutral production, Energy for Industry, Industry 4.0 / Manufacturing-X and Hydrogen & Fuel Cells.

We are delighted to welcome a high-level business delegation from Saudi Arabia to Hanover.

H.E. Bandar bin Ibrahim Al-Khorayef, Minister for Industry and Mineral Resources and Chairman of the Board of Directors of the Saudi Export Development Authority (Saudi Exports) attended Hannover trade fair and inaugurated the "Saudi Made" Pavillon. The Pavillon promotes Saudi exports in the global market. It hosted different Saudi industrial companies like Bahra Electric, Alfanar and many more. The companies presented their solutions and innovations along the entire manufacturing value chain.

In Germany, the interest in the Saudi market is growing rapidly. This was shown by the astonishing number of meetings that were held during the trade fair with Dr. Dalia Samra-Rohte, Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen.

Panel Discussion | Business Opportunities in Saudi Arabia

The panel discussion regarding business opportunities in Saudi Arabia that was held on the 25th of April attracted a large number of attendees. Many thanks to our esteemed panelists, Saud Hamad Algublan, Omar Altuwajjri, Detlef Daues and Eng. Talal Khalid Idriss. Another big thanks to DIHK, Annika Goebel and Elisabeth Strahl for their support and Dr. Dalia Samra-Rohte for moderating the exchange.

Do you plan to enter the Saudi market and explore new business prospects? Please reach out to our GESALO Team! Our colleagues Najah Alkutbi, Darius Giese and Leyan Alkadri are pleased to assist you with your request.

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ABOUT MEDICA

INTERNATIONAL MAGNET

From November 11 to 14, 2024, MEDICA will gather international experts from the medical industry in Dusseldorf, Germany.

With over 5,300 exhibitors from almost 70 countries and 83,000 visitors MEDICA in Dusseldorf is one of the largest medical B2B trade fairs in the world.

A wide range of innovative products and services from the fields of medical imaging, laboratory technology, diagnostics, health IT, mobile health as well as physiotherapy/ orthopedic technology and medical consumables are presented here. The extensive program of first-class forums, conferences and special shows provides opportunities for interesting presentations and discussions with experts and politicians including pitches of new products and award ceremonies.



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IFAT Munich 2024

IFAT Munich 2024 took place from May 13 to 17, 2024 at the Munich Exhibition Center, ended with a top attendance: Around 142,000 visitors from nearly 170 countries and regions attended the world's leading trade fair for water, sewage, waste and raw materials management. The share of international visitors was over 50 percent and thus higher than ever. The number of international exhibitors also reached a new record: 55 percent of the 3,211 exhibitors came from abroad. Companies from a total of 61 countries and regions took part in the trade fair.

“IFAT Munich provides encouragement and gives us strength for the future,” says Stefan Rummel, CEO of Messe München. “The challenges of our time, such as the climate crisis or the shortage of raw materials, can only be solved with technology.

Whether it's the transformation of municipalities towards more climate resilience or industry towards a more circular economy: IFAT Munich is the event which presents solutions for our future. I am delighted that IFAT Munich has received more attention than ever this year, from politics and business to associations and companies.”



Attendance from Saudi Arabia at IFAT Munich 2024

This year we had the pleasure to welcome Saudi Investment Recycling Company SIRC and the National Center for Waste Management MAWAN as our exhibitors at IFAT, who gave valuable insights about solution and opportunities for collaboration.

SIRC stands tall as the driving force behind circular economy investments, spearheading transformative initiatives that pave the way for a cleaner, greener tomorrow.

MWAN, the National Center for Waste Management in Saudi Arabia is aiming for to regulate and supervise waste management activities, encouraging investment, as well as expanding their quality based on the principle of Circular Economy in waste management to achieve sustainable development goals.

We were very pleased to welcome the high-level delegation from Saudi Arabia, lead by President of the Royal Commission for Jubail & Yanbu

and H.E. Eng. Khaled Mohammed AlSalem Chairman of the Board of Directors at SIRC.

SIRC represented technology & innovation on the Hydron Stage during the IFAT Worldwide, which was about converting waste into high – value chemicals derivatives and value – added products. MWAN on the other hand spoke on the green stage about the policies and principles that have been followed and studied in the waste management sector in the Kingdom of Saudi Arabia, and the innovation of integrated solutions that adopt the principles of the circular economy.

Our Head of the German Desk Jeddah, Rawabi Basyouni, accompanied the Saudi exhibitors and supported the program of the Royal Commission together with the IFAT team.

We would like to thank all our partners who participated in this event.

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VISION 2030



National Industrial Development and Logistics Program

transport logistic China and air cargo China Comeback in 2024 in Shanghai

The transport logistic China and air cargo China will take place in Shanghai again this year after the pandemic forced the events to take a six-year break. The Shanghai New International Expo Centre will once again take centerstage as the place where the global logistics and air cargo industry gathers between June 25 and 27, 2024.

Around 700 exhibitors and 30,000 visitors are expected to attend the trade fairs. Covering an area of approximately 50,000 square meters, the exhibition space is almost fully booked five months before its opening day. This is testament to the continued strong interest in the event, which is considered a key marketplace for trends and opportunities for developing business in China.

Once again, the transport logistic China and air cargo China will cover all areas of logistics along the supply chain, as well as sea, air, road, and rail transport. Logistics solutions for perishable goods, logistics parks and real estate, logistics IT and equipment and vehicles will be separate focal points.

A high-caliber conference program will provide exhibitors and visitors with abundant information and plentiful contact opportunities to unlock market potential.

Exhibitors from Saudi Arabia at transport logistic

This year we are delighted to welcome the Saudi Export Development Authority and Four Winds Saudi Ltd from Saudi Arabia and Bahrain Airport Company from Bahrain as our Exhibitors at transport logistic China.

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ABOUT INNOTRANS

INTERNATIONAL MAGNET

InnoTrans is the world's leading trade show for transport technology and takes place every two years in Berlin.

InnoTrans is covering the five trade fair segments Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction. The trade show spreads out through all 42 halls at Berlin Exhibition Grounds

Over 60% of exhibitors are from abroad. Among them are 18 international transport companies such as Deutsche Bahn, Ferrovie dello Stato Italiane, Austrian Federal Railways (ÖBB), China Railways, Polskie Koleje Państwowe (PKP), Turkish State Railways (TCDD), Etihad, SAR from Saudi Arabia, RTA from Dubai, Infrabel from Belgium, Korea Railroad Corporation (Korail) and the Moroccan National Railways Office.



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- > Academic & Research Community
- > Transportation Operators & Representatives from Railway Companies

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German-Saudi Arabian Symposium

Innovation in the Glass Industry - A Resounding Success



The German-Saudi Arabian Symposium on Innovation in the Glass Industry gave an in-depth insight into the newest developments of the industry and create appetite for the participation of the Glasstec in Düsseldorf in October 2024.

Key topics included breakthroughs in glass technology, sustainable practices, and digitalization in manufacturing. The symposium highlighted strategies to reduce environmental impact and enhance efficiency and quality in the glass industry.

We extend our heartfelt gratitude to the distinguished speakers Mr. Youssef Al Ghotmi from Obeikan Glass Company, Mr. Ammar Alul from Schueco, Dr. Amir Abdullatif from Tecfire MEA and Mr. Maher Hasson from Guardian Glass for their insightful presentations. Their contributions were pivotal to the event's success.

We would also like to extend our sincere thanks to our esteemed guests for their active participation and engagement throughout the symposium. Your presence and contributions have enriched the discussions and strengthened the collaborative spirit that this event aimed to foster.

Special thanks to Ms. Petra Cullman, Executive Director of Messe Dusseldorf and representative of Glasstec Exhibition at the event. Her invaluable support and expertise in organizing the symposium ensured the event's smooth execution.

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Petra Cullman, Executive Director Messe Dusseldorf,
Astrid Crookes, Deputy Delegate & Head of Trade Fairs, GESALO



Photos: GESALO (3)



H.E. Minister of Industry Mr. Bandar Alkhorayef at drupa Duesseldorf

The German-Saudi Arabian Liaison Office proudly announces the success of organizing the delegation from Saudi Arabia, led by His Excellency Mr. Bandar Alkhorayef, Minister of Industry and Mineral Resources, to the prestigious drupa Exhibition in Düsseldorf, Germany.

His Excellency received a warm welcome from Messe Düsseldorf's leadership, including Mr. Wolfram Diener, President & CEO, Mr. Erhard Wienkamp, Managing Director, and Ms. Sabine Geldermann, Director of drupa. This reception led to an insightful tour of the exhibition, highlighting a vast array of technological innovations organised by Astrid Crookes, Deputy Delegate of GESALO.

His Excellency Mr. Bandar Alkhorayef's participation highlights Saudi Arabia's dedication to embracing global innovations and enhancing its industrial sector's capabilities. The German-Saudi Liaison Office is proud to facilitate this significant exchange, strengthening the robust economic ties between Germany and Saudi Arabia.

Mrs. Astrid Crookes, Deputy Delegate of GESALO also had the honor to organize the VIP tour and B2B meetings with German companies for Mr. Saad Al Ajlan, CEO, and Mr. Farzan Habib, Quality Manager from Asia Plastic Saudi Arabia.



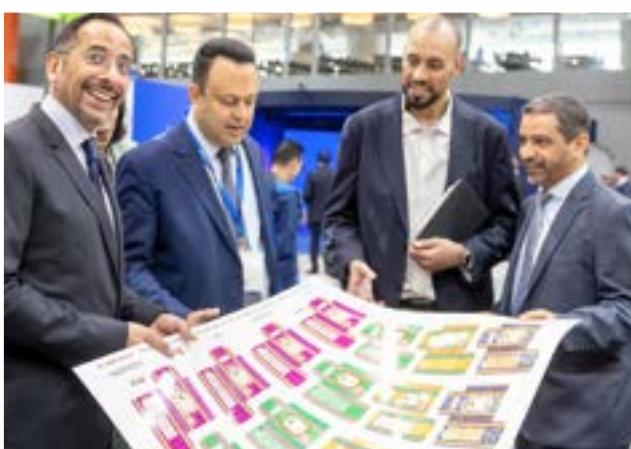
At drupa, on a net area of approx. 140,000 m² with 18 show halls, 1,646 exhibitors from 52 countries present the entire spectrum of current trends and visionary ideas within print technology. Notably, it has been eight years since the last drupa exhibition in 2016, making this year's event especially significant.

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2024

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PDPL Operationalization: Storing Data Abroad and DPO Outsourcing

The new Personal Data Protection Law allows, under certain conditions, both the storage of personal data outside the Kingdom and the outsourcing of the Data Protection Officer (DPO) role.

As of 15 September 2024, the Personal Data Protection Law 2023 (PDPL) will be fully implemented, including the hefty fines. Compliance with the law has therefore just become more pressing. In this context, two questions are regularly recurring: Under what conditions can personal data be stored outside KSA? And to what extent can the company use outsourcing to achieve compliance?

Relaxed Conditions to Transfer Data Outside KSA

Apart from cases involving KSA national interest, the law allows transferring data abroad if this enables the data controller to carry out central management operations; if the transfer results in providing a benefit to the data subject; and for the performance of contractual or legal obligations of the data subject. The last-mentioned case is certainly the one occurring most frequently in practice. Moreover, there must be an adequate level of protection in the country of storage that matches the level in KSA. Finally, the transfer must be limited to the practically required minimum.

Data Protection Officer Can Be a Contractor

Under the PDPL, if a company's core activities consist in processing sensitive personal data, it must appoint a data protection officer (DPO). The law provides that DPO may be an employee of the company or an external contractor. Outsourcing the role of DPO is therefore allowed.

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Employment of Foreign Nationals

Liability of the General Manager

Employment of Foreign Nationals

The employment of a foreign employee in Saudi Arabia is subject to statutory and implementing regulations, which also have an impact on the structure and organization of the employment relationship. Similar to other Arab Gulf states, a so-called sponsor system applies, according to which foreign employees may only enter and leave the Kingdom, work there and change employers with the permission of a "sponsor".

Non-Saudi nationals may only work locally if they have received prior permission from the local Ministry of Labor and Social Development and the Ministry of Interior (Iqama). In addition, all employers are obliged to register their employees with the General Organization for Social Insurance (GOSI) and pay the required social security contributions. Irrespective of this, they are obliged to take out health insurance for their employees.

A local employment contract between the employee and the local company is required for the legal and permanent employment and residence of a foreign employee. For this purpose, the Ministry of Human Resource and Social Development (HRSD) provides a standard contract that must be registered online via the Qiwa platform.

This contract cannot be modified or amended by the parties. As the standard contract only regulates the legal relationship in a rudimentary way, it is quite common in practice to sign a supplementary contract in the form of a separate management contract, for example. This then deals with all other relevant issues of the employment relationship within the framework of the provisions of the standard contract. In principle, both contracts are considered binding and valid under Saudi Arabian law.

Liability of the General Manager

It is common practice for a general manager, as an organ of the company, to conclude a separate contract in addition to the standard contract required by local labor law provisions. As an employed general manager, it must be taken into account that he is subject to a duty of care and loyalty when conducting business.

He must fulfill the tasks assigned to him within the scope of his authority and act in the interests of the company. In accordance with Art. 26 CCL, he is obliged to avoid conflicts of interest and to disclose any direct or indirect interest he may have in transactions carried out and contracts concluded on behalf of the company.

He is prohibited from accepting benefits granted to him by third parties in connection with his role in the company.

His essential duties include:

- Convening an annual general meeting of shareholders at least once a year (Art. 80 CCL)
- Registration in the commercial register (Art. 8 CCL)
- Preparation of financial reports on an annual basis as well as the duties in connection with the annual financial statements (Art. 16 et seq. CCL).

The general manager and the members of the Management Board are jointly and severally liable for damages incurred by the company, the shareholders, the shareholders or third parties as a result of a breach of duty of care, a tortious act, negligence or omission in the performance of their duties.



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The Limitation by Time in Saudi Arabia: A Cultural and Legal Examination

Saudi Arabia, a country rich in history and tradition, is known for its unique cultural practices and legal system, which is gradually being adapted as part of "Saudi Arabia's broader Vision 2030". Regarding contractual claims, the principle of the statute of limitations is becoming increasingly important. Contrary to social principles, it is important to consider the "time" factor at the legal level and to know the individual limitation periods. This article provides a brief overview of this topic.

New Civil Code

The Saudi legal system is based on Islamic law, namely Sharia law. According to this, rights do not expire with the passage of time.

However, as an expression of Saudi Arabia's Broader Vision 2030, the national Civil Code came into force retroactively on December 16, 2023, creating the legal basis for the first time and regulating contractual relationships between parties.

According to the Civil Transaction Law (Saudi Arabian Cabinet Resolution No. 820/1444 Civil Transactions Law), the general limitation period is generally 10 years, unless a shorter period applies.

The period begins with the due date of the claim. The prerequisite is that the person against whom a claim is asserted disputes it (Article 295 CTL).

Regarding statutes of limitation, the Royal Decree to the Civil Code No. M191/1444 provides for an exception to the retroactive application of the law: In cases where the limitation periods have begun to run under pre-existing laws, the old limitation rules continue to apply.

In general, it should be noted that the person against whom a claim is asserted must first contest the claim or the right in question and only then can the defense of limitation be raised.

General limitation periods

Civil law also recognizes limitation periods that deviate from the general limitation period:

- The limitation period for contract invalidation is one year. The period begins from the date of knowledge of the grounds for avoidance and generally, except in the case of diminished capacity, ten years from the date of the contract (Article 79 CTL).
- A claim for damages due to a "harmful act" is time-barred after three years from the time at which the injured party became aware of the damage. For the injuring party, the period begins from the time at which the injured party became aware of the damage and knew who was responsible for it (Article 143 CTL).
- A period of three years also applies to a claim for damages arising from "unjust enrichment", "unlawful payment" or "management without mandate". It can be asserted from the time at which the claimant became aware of the facts giving rise to the claim (Article 159 CTL).
- A very short limitation period applies to warranty claims for defects. The claim can only be asserted within 180 days of delivery of the object of purchase, unless the parties have agreed otherwise. However, the seller cannot invoke the limitation period if the defect has been concealed or if there has been an act of deception (Article 344 CTL).

Limitation by time Managers liability

Also there is limitation by time for the managers liabilities and decisions, as the law states five years from the end of the fiscal year in which the wrongful act by the manager was committed, and three years from the end of term of office of the manager or expiration of concerned board member

Conclusion

In conclusion, the concept of limitation in Saudi Arabia is a complex and multifaceted issue. It is influenced by cultural norms, legal principles and practical considerations.

While the relaxed approach to time in social situations can be frustrating for some, it is an important aspect of Saudi culture.

Nevertheless, strict adherence to time in business and administration is necessary to create legal certainty and ensure smooth processes.



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Navigating the Evolving Landscape of Labor Laws in KSA

Recent Amendments and Their Impact on Workers and Employers

Saudi Arabia, undergoing a transformative period of economic diversification and social reform under the Vision 2030 agenda, has placed significant emphasis on modernizing its legal framework, particularly in the realm of labor laws. Recent amendments to these laws mark a pivotal moment in Saudi Arabia's journey towards enhancing worker rights, and fostering a more dynamic and inclusive labor market.

Minimum Wage Implementation

The introduction of a minimum wage requirement stands as a cornerstone of the recent amendments to Saudi Arabia's labor laws. This landmark provision mandates that all employers must pay a minimum wage to Saudi nationals in the private sector, which is currently 4,000 Saudi Riyal.

Even if the minimum wage is thus limited to a specific group of employees, setting a minimum wage level is an important step to support employees. However, the implementation of a minimum wage also poses challenges, particularly for small and medium-sized enterprises (SMEs) and sectors with traditionally low profit margins.

It is imperative for policymakers to strike a balance between ensuring decent wages for workers and safeguarding the viability of businesses.

Empowering Migrant Workers and Saudization Program

Migrant workers constitute a significant portion of Saudi Arabia's labor force, contributing to various sectors such as construction and domestic services. Recognizing the importance of protecting the rights of migrant workers, the recent amendments include provisions aimed at enhancing their legal status and ensuring fair treatment, in particular the prevention of passport confiscation by employers and the regulation of recruitment agencies.

However, it's crucial to note that while Saudi Arabia is making strides in empowering migrant workers, these efforts exist alongside the Saudization program (Nitaqat). This program aims to increase the employment of Saudi nationals in the private sector by imposing quotas on the hiring of foreign workers and providing incentives for companies to hire Saudis.

This can sometimes create tensions between empowering migrant workers and supporting Saudi nationals. Nonetheless, efforts are being made to strike a balance between the goals of the Saudization program and the rights of migrant workers.

Enhanced Enforcement and Dispute Resolution Mechanisms

A robust legal framework is only as effective as its enforcement mechanisms. Key among these measures is the establishment of specialized labor courts tasked with adjudicating labor disputes and enforcing labor rights.

These courts provide workers with a dedicated forum to seek redress in cases of wage disputes, unfair dismissal, or workplace discrimination.

The availability of effective dispute resolution mechanisms is important to mitigating legal risks and promoting trust between employers and workers.

Flexibility and Adaptability in Employment Contracts

The evolving nature of work necessitates flexibility and adaptability in employment arrangements. Acknowledging this reality, the recent amendments to Saudi Arabia's labor laws introduce greater flexibility in employment contracts, allowing for diverse employment arrangements tailored to the needs of employers and workers alike. These include provisions for part-time work or flexible working hours.

Conclusion

The recent amendments to Saudi Arabia's labor laws represent a significant milestone in the country's journey towards fostering a more equitable, inclusive, and dynamic labor market.

By introducing measures such as a minimum wage requirement, enhanced protections for migrant workers, strengthened enforcement mechanisms, and flexibility in employment contracts, Saudi Arabia demonstrates its commitment to promoting fair labor practices, protecting worker rights, and advancing socio-economic development.

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The Protection of German Investments in Saudi Arabia and vice versa

German investments in Saudi Arabia are subject to the local laws and vice versa are investments from Saudi Arabia subject to the local laws of Germany. However, to facilitate and promote such investments the governments of Saudi Arabia and Germany have developed certain instruments to improve the investment climate for the benefit of foreign investors. Among these instruments is the Bilateral Investment Treaty – or BIT – between Saudi Arabia and Germany of October 29, 1996. [1]

The BIT between Saudi Arabia and Germany provides for a stable investment framework in both countries, grants foreign investors access to the relevant governments and provides, where necessary, for an effective measure of dispute resolution.

The BIT is not a peculiar instrument that exists only in the business relationship between both countries, but is just one of approximately more than 2500 BITs that have been concluded worldwide, including between other countries from the Arabian Peninsula and all relevant European jurisdictions (in addition to a BIT between Bahrain and Germany there are for example also BITs between Saudi Arabia and Bahrain on the one hand and the France and Spain on the other).

BITs | Country-by-Country

A country by country overview of all BITs worldwide - including the one between Saudi Arabia and Germany - is provided by the UNCTAD on its webpage :



investmentpolicy.unctad.org/international-investment-agreements

Investment Protection in the BIT

The definition of investments in the BIT between Saudi Arabia and Germany – as well as virtually all other BITs that follow the same structure – covers a broad range of assets, including all forms of shareholdings, contractual claims to money and concessions or intellectual property rights.

The investment framework is provided by certain material rights that foreign investors enjoy vis-à-vis the host state. They range from the right to fair and equitable treatment over national and most-favored nation treatment (i.e. non-discrimination towards national and other foreign investors) to the right to full compensation for a direct or indirect expropriation.

All these provisions have the same core feature in common, which is to protect the legitimate legal expectations the investor has when making the investment.

as the direct involvement of the government may provide for a better understanding of the reciprocal positions and/or more flexibility when it comes to reaching a business-oriented compromise.

If the parties are unable to settle the dispute amicably the investor may initiate international arbitral proceedings against the host state to settle the dispute by legal means. A recent example of such a case is claim brought by the Dubai-based port operator Dubai World and Belgium, where the latter was ordered to pay the investor EUR 41 million in damages for an unfair interference with DP World’s right to operate a container terminal in Antwerpen.[2]

Conclusion

In sum the BIT between Saudi Arabia and Germany is a useful instrument to promote the business climate in both countries and German as well as Saudi investors should be aware of their rights granted under this treaty.

The Effectiveness of BITs

The effectiveness of BITs – be it the one between Germany and Saudi Arabia or of other BITs – follows from the dispute resolution mechanism. It provides a covered investor with direct access to the government of the host state without that the investor would need the diplomatic protection of its home state. The investor and the state have then the option to discuss the matter and try to find a mutual beneficial solution. This is an important mechanism in particular if a dispute has arisen between the investor and local or regional officials,

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[1] A copy of the BIT between Saudi Arabia and Germany can be found here <https://investmentpolicy.unctad.org/international-investment-agreements/treaties/bit/1749/germany---saudi-arabia-bit-1996->

[2] For more information see <https://investmentpolicy.unctad.org/investment-dispute-settlement/cases/807/dp-world-v-belgium>.

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The "German International School Riyadh (DISR)" is a multicultural meeting place. It is supported by the Federal Republic of Germany by seconding staff including 4 teachers and the school's principle. This ensures compliance with all pedagogically relevant quality standards. The school was originally founded under the name "Philipp-Holzmann School" by the German construction company in 1974.

The DISR teaches according to the German curriculum with great emphasis on supporting each individual pupil. DISR is a small, personal school that provides students various benefits. In 2021, it was awarded "Excellent German School Abroad".

Saudi Arabia, Riyadh in particular, has become an important economic centre. Due to its location, the DISR attracts many international and German students. This encourages the student's intellectual curiosity and enhances the language skills. Democratic decision-making processes, open communication structures and the promotion of innovative and creative ideas are fundamental goals at the DISR.

The DISR offers an excellent teacher-student ratio, especially in the learning-intensive secondary school classes. Pupils can take part in different after school activities after the regular school day.

The DISR currently accompanies its students from kindergarten to grade 10. From the school year 25/26, the DISR plans to introduce the bilingual International Baccalaureate (GIB). The GIB includes a two-year upper secondary level and is equivalent to the German Abitur. This qualification therefore enables direct admission to German universities. The GIB is also an international qualification and is recognised as an entrance qualification by most universities worldwide. The DISR recently successfully completed the first stage of the licensing process and is now an official candidate school for the GIB.





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