EMBRACING TOURISM

INTERVIEW WITH ANDREAS BRUNNER
ALLIANZ SF

Exclusive

GERMAN-BREAKFASTS IN RIYADH & JEDDAH

Cover Story

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مكتب الإتصال الاقتصادي السعودي للفنادق الاقتصادية
Dear Partners,

upon the publishing of this edition of GSBM, the German Saudi Business Magazine, the baton will be passed on: after three and a half eventful years, I am on my way to Dubai where I have the pleasure and privilege to serve as the CEO of the German Emirati Joint Council for Industry & Commerce, the ‘Auslandshandelskammer’ overlooking a number countries and offices, ranging from Iraq to Oman.

At the same time, a new Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen will take over responsibility in Riyadh, Dr. Dalia Samra-Rohte. Dalia has been at the helm of our Abu Dhabi office for some fifteen years, in addition to several years of Chamber service in Cairo, Egypt. Hence, GESALO will be in very capable and experienced hands starting from August 2019. Please welcome Dr. Dalia and her family as part of the Saudi German Business Community, as much as we felt welcome for the last years.

Looking back, I came to the Kingdom at an exciting time. With the launching of the Saudi Vision 2030 in mid-2016 so much has changed, and no crystal ball is needed to predict that more is about to come. With the approaching of the Saudi presidency of the G20, the world’s leading industrial nations, the Kingdom will be in the limelight of public attention. State leaders, Ministers and captains of industry will flock to Riyadh, leveraging on the massive investment opportunities provided by the Vision 2030, inshallah.

Being the official representation of German-Saudi business relations, GESALO will continue to act as a neutral and business-driven broker of joint interests. With the Saudi economic reforms and the further opening towards international investors, the Kingdom of Saudi Arabia for sure will attract the (renewed) attention of the German ‘Mittelstand’ (SMEs).

Together with the network of German Chambers of Commerce and Industry and its Saudi partners GESALO will be present on many events, conferences and trade fairs in Germany. One of the most important occasions is K, the internationally leading trade show for the plastics and rubber industry, in October 2019 in Düsseldorf. More about K in this edition. Enjoy!

Sincerely,

Oliver Oehms

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

Managing Global MRO Complexity for Kingdom’s Industry

V-LINE’s service portfolio offers a rich variety of solutions and services for end-to-end maintenance, repair and operations supply chains. With tailor-made concepts, V-LINE caters to the specific needs of industrial plants, manufacturers and other businesses. Our mission: helping customers to fulfill their mission.

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When we talk about infrastructure, we often immediately think about the basics: roads, electricity, buildings, water, sewage. However, the vital role of a functioning and effective security infrastructure is often overlooked.

Projects like NEOM, The Red Sea Project, Qiddiya, and Amaala are aiming to create new demographics and infrastructure where there once did not exist, they also bring much opportunity for investment, development, and growth. This includes the security industry. These projects are not limited by what already exists; they can also think about what could be. Thus, mirroring the futuristic project concepts, one cannot underestimate the potential market size for the private sector’s cutting-edge physical and commercial security in Saudi Arabia.

The market for commercial security has shown a growth rate of 11.4% over between 2013 and 2018. This means that security investment – especially the subsectors Electronic Surveillance, Access Control, and IT-Security – are a crucial part to projects of such a scale. Identifying how best to capitalize on this inevitability now lies in the hands of potential investors.

German commercial security products are well-equipped with sophisticated software technologies and could therefore play a significant role, as they already do in other parts of the Saudi industry – a market highly dependent on European imports. As the threats in physical and cyber space are changing constantly, the update of security systems to higher standards is inevitable. Identifying how best to capitalize on this inevitability now lies in the hands of potential investors.

GESALO-INTERSEC 2019 QUESTIONNAIRE RESULTS: GERMAN TECHNOLOGY & KNOW-HOW IS MET WITH HIGH DEMAND BY THE PRIVATE SECTOR IN SAUDI ARABIA.

Currently, few German small and medium-sized enterprises are actively engaging in the private Saudi security market. Approximately a half-dozen German-Saudi partnerships have been active and growing in the SME physical & commercial security sector ever since German companies began operating in the Kingdom. Furthermore, a research project conducted by GESALO has allowed Saudi participants in the INTERSEC 2019 to share their thoughts with a clear result: Their interest in German security products is higher than ever before. All the participants confirmed their interest in partnering with a German company in the GESALO-INTERSEC 2019 Questionnaire, mainly due to the growth of the Saudi security market and the demand of highly developed physical & commercial security systems. ‘Made in Germany’ is still attractive in the Saudi civil security market. Considering these factors, Saudi Arabia may well be a hidden treasure that German security SMEs should spend more time considering.

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Photo: Intersec 2019 (3)
On the 2nd of May 2019, a year after the national launch event in Dammam, the local assembly of the all-new Actros truck started at National Automobile Industries (NAI) plant, in Jeddah.

Juffali Industrial Products Company (JIPCO), the exclusive authorized general distributor of Mercedes-Benz Commercial Vehicles in Saudi Arabia, was justifiably proud of this achievement. "Having officially announced the launch of the all-new Actros heavy-duty trucks into Saudi Arabia last year, we at JIPCO and NAI factory, are happy to announce that the New Actros will be assembled by Saudi hands, as of today," said Heiko Schulze, General Manager of JIPCO and NAI Factory, adding that “JIPCO now offers a wide range of services that includes customer service solutions.”

The Actros has been the flag-ship model in the product range of Mercedes-Benz Trucks since its production start in 1996 and became the most successful heavy-duty truck in the world. The local assembly of the Mercedes-Benz Actros in Jeddah started at the end of 1999.

The Launch Event of Juffali Commercial Vehicles was hosted by Heiko Schulze and Chairman Sheikh Khalid Juffali. Among the local press and others, German Consul General Mr. Ziegeler as well as German Parliament member Nikolas Litbel attended this event, that started with a Press conference and led later on to a tour through the impressive factory.

After the Speech of Mr. Yazan Zaben (Director of Sales and After Sales), the first Truck assembled in the Kingdom by Saudi manufacturing staff was revealed and handed-over to Mr. Abdulaziz Al-Maneef, a businessman from Qassim.

Heiko Schulze noted that E.A. Juffali & Brothers has been committed to localization, establishing the region’s first truck assembly plant more than 40 years ago in 1976 and that they have consistently maintained such high standards that their facility has been rated amongst the best plants outside of Germany.

JIPCO remains committed to this spirit, and to play their role in the realization of the Vision 2030 through the development and nurturing of their most important resource, the Saudi Arabian youths.”

The solemn hand-over to Abdulaziz Al-Maneef by JIPCO Team Heiko Schulz, Sheikh Khalid Juffali Illy Yazan Zaben.

CLASS ACTION IN KSA AND THE INTERNATIONAL INVESTMENT

In this legal Article we will highlight how a class action regime in KSA will attract international investors.

A class action is a legal action that could be brought before the courts by an individual or several plaintiffs on behalf of a group of people with similar claims and legal basis.

Therefore, under this legal definition of the class action it could be said that a class action is not a new legal litigation instrument in KSA, as class action is widely recognized and available under the Saudi jurisdiction in different types of litigations such as civil or labor suits.

Many class actions were brought before Saudi courts during the last decades. Here, the regulations allowed many claimants or groups of people to bring a class action suit, particularly in the form of labor lawsuits. This shows that there are different litigation methods available for either local or foreign laborers. This also demonstrates how Saudi jurisdiction protects the rights of laborers in different ways.

Protections such as these also give more confidence in the labor market in KSA. However, a class action lawsuit as a legal litigation in terms of securities disputes were not recognized until the 15th of December 2017, when a new class action regime came into force. Such a class action suit now can now be considered by the courts and judges to handle many lawsuits simultaneously in order to save the time of defendants, plaintiffs and the courts.

It is worth mentioning that last month the CRSD has accepted the first class action to be seen. This class action was brought by a group of plaintiffs against a board director of one of the Saudi listed companies.

It should be said that the approval of such a regime and making it available for the investors could be seen as a part of improving the laws in KSA as it has been noted considerably that the regulators in KSA now are working on reviewing, improving and updating many laws and regulations to adapt them to the actual needs of the business environment and to make them more flexible and practical. There is no doubt that such a review of the business laws will lead to improve the investment and make it more attractive for those investors who want to invest in KSA and get benefits from the huge business opportunities that are available in the Saudi market now in various industries.
THE COMMERCIAL MORTGAGE LAW

While it was permissible to pledge assets to secure commercial claims under Saudi law prior to the Commercial Mortgage Law coming into effect, the mortgage regime was comparatively restrictive.

T he new law has been issued as part of the legislative reform program introduced by the Saudi Vision 2030. It aims to address hindrances to businesses in accessing financing in Saudi Arabia posed by the lack of an effective legal regime giving the taking and enforcement of securities over assets. While the taking of securities over real property had been address in a separate statute, the Commercial Mortgage Law regulates taking of securities over movable assets. In this respect the law functions a general regime for securities taken over movable assets, and only certain special categories of movable assets such as listed securities, vessels and intellectual property which are subject to specific regimes are excluded, to some extent, from the scope of the law. Furthermore, the law only applies where the pledge is granted as security for debts incurred as part of a commercial, professional or otherwise income generating activity.

The law allows granting valid and enforceable securities in respect to liabilities regardless of whether they are proven or unproven as contingent debts. In particular, the law explicitly provides for the for the grant of valid pledges over the following types of tangible and intangible assets:

- The law allows a business to grant a pledge over the entirety of an economic enterprise; thus over all of its tangible and intangible assets. Thus it is to be distinguished from share pledges where a company grants a pledge over its shares only. This concept previously been introduced in the region – i.e. in the United Arab Emirates. However, it is new to Saudi Arabia.
- Furthermore, the law for the first time recognizes the grant of a security interest over receivables under Saudi Arabian law. Receivables form a significant collateral base in Saudi Arabia, particularly in the construction sector.
- The law addresses certain limitations and uncertainties that existed with respect to the taking of securities over current accounts, investment accounts and term deposits under Saudi Arabian law. For example, the law clarified that a pledge of a current account covers deposits made after the pledge was first granted. Moreover, it grants the pledgor the ability to make withdrawals from the pledged current account prior to the occurrence of an enforcement event.
- Traditionally, it was extremely difficult to take securities over inventory, which led to development of complicated structures to mitigate this lack of availability of inventory financing. The new law now expressly provides for the grant of pledges over inventory. In this respect the newly introduced floating pledge, which can be used to create a security interest over an undifferentiated mass of inventory, is one tool which is likely to prove particularly useful for lenders.
- While pledges over unlisted securities where permissible under the old commercial mortgage regime, the new law introduced for the first time the possibility to make pledges over shares in Saudi Arabian limited liability company. Aside from extending the scope of assets that may be pledged to secure commercial debt, the Commercial Mortgage Law addressed difficulties with enforcing pledges under Saudi Arabian law. In particular, the law outlines detailed documentary requirements for creating a valid and enforceable pledge. Furthermore, the law introduced a register for mortgaging over movable assets. By setting up the register the Saudi legislator seeks to increase transparency and thereby trust in the Saudi Arabia pledge system. The entry of pledges in the register will – aside from other circumstance – determine the priority of pledges where multiple mortgages were taken over an asset.

In addition, the new law strengthened the position of lenders by allowing for self-enforcement. Thus, under the new law a security may be enforce either by enforcement judge in accordance with the relevant laws or by the lender himself or through an enforcement agent.

With the new Commercial Mortgage Law Saudi Arabia has established a legal framework for securing commercial claims that will increase trust of financing institutions in the market. This poses a significant step since securing financing has been among the central challenges of Saudi based businesses. It is to be expected that corporate and project financing as well as general acquisition financing costs will decrease in the wake of the new law. Furthermore, increase in transparency may also attract new players creating a more competitive financing market in the kingdom.
Andreas Brunner is the new CEO at Allianz Saudi Fransi Cooperative Insurance Co. Since the first of January you are having such a position now in the Kingdom of Saudi Arabia? Leading an international company with a strong local touch is already something very special. We are a stock market listed company and have to therefore follow the Capital Markets Authority. The Saudi Arabian Monetary Authority regulates insurance business in the Kingdom; the expected standards are quite similar to Germany and consequently very high. Hence, the challenge is to manage the business within a strong regulatory environment. Of course, the culture in Saudi Arabia is different, too. From my experience so far, it is much more about building relationships, networks and being a trustworthy partner.

What are your expectations in regard of your new position and the KSA? I am a very curious person learning everyday something new. On the other side, I can provide based on my experience across the whole insurance value chain a lot of best practices. Especially from my experience as a Partner with Allianz Consulting, I was handling a lot of new innovative development projects. Allianz is a global company that operates in 70 countries and in most of them, I managed several projects from A to Z. My new role as CEO is something that allows me to bring my past experiences and learnings and piece them together to achieve a holistic digital customer centric insurance company. Allianz is always very ambitious, and we want to be on the same or higher path as the best companies in each country!

How is it to work in such a traditional German company in Saudi Arabia? What are the differences and opportunities? Germans tend to be very structured and decisions are always done on facts. I have the feeling that in Saudi Arabia the mutual understanding, trust and credibility of your business partner is much more important. You get to know each other first and if it is going well you discuss the business. Price is by far not as important as exceptional service. I think in Germany it is more the other way around.

What can we expect in the future from Allianz in the next years here in the Kingdom of Saudi Arabia? What is your personal and/or company’s goal here? Allianz is always ambitious and wants to be at the edge of the market. Today, we are number 10 in KSA based on our market share with the aim of being within the top 5. The future of KSA is digital and therefore we will digitalize the whole company and introduce best practices from the Allianz Group.

Next to the business the Allianz Saudi Fransi aims to be a very effective and responsible member of the Saudi society with diverse projects. Last year you organized a youth football championship with 16 teams from across the Saudi capital. This is a wonderful project! Bringing young people together and sharing the fascination for soccer, which is also very popular in Germany. What are your plans for this year? Allianz always feels responsible for the society and wants to give something back to the community. The football championships with our Allianz explorer is one of the ways we achieve this and was a big success. We will do it again for sure with the aim of always being bigger and better than before. Currently we are reviewing some additional ideas and I will let you know in due course. It should be a surprise!

What is your personal impression about Saudi Arabia? What surprised you most here and what is new for you? My family and I are settling well in Riyadh. We are enjoying the new evening program live on stage at the Allianz Office Riyadh. As you may know, Allianz has numerous international restaurants and the high quality of food in the modern cinemas, shopping centers and enjoying the new modern cinemas, shopping centers and the high quality of food in the numerous international restaurants in Riyadh!
Saudi Arabian Interplay: Environment and Economics

Vision 2030 has become Saudi Arabia’s flagship large-scale economic reform project.

Cover Story: Entertainment

Saudi Arabia has become one of the world’s largest entertainment cities. The Kingdom’s biggest project, Qiddiya, plans to take care of an (at first) unfathomable variety of entertainment needs. From summer and winter sports, leisure activities, to cultural attractions and educational and training activities, Qiddiya will overcome the harsh dryness of the desert to provide the citizens of Riyadh and others the opportunity to get away from their daily routines without having to get into a plane. This project is but one example of the Saudi ingenuity when it comes to the realities of their living space. Critics may say that “overcoming” nature in this sense is an oxidized and unsustainable worldview. However, this would be an incomplete picture.

The Red Sea Project: High-End Environmental Tourism Only 8 Hours Away from 80% of the World’s Population

While the Kingdom undoubtedly includes large swaths of dry land, it is not exclusively made up of such a homogenic geography. When traveling to the Northwest, for instance, you will eventually reach an area known not only for its mountains, but also its people. While Qiddiya is an entertainment city and the Red Sea Project will be a tourist attraction (that already has plans for cultural and educational activities), the Kingdom is also investing in an ultra-luxury wellness tourism project called Amaala. Here, Saudi Arabia intends to maximize on the well-being of Saudi Arabia. This project says what it plans to do from the get-go – build a new city of the future. The project is of an unfathomable scale (the Public Investment Fund has allocated a budget of $500 billion), aiming to create a completely new type of city that’s run with sustainable energies and focuses on sustainability with new forms of transport, agriculture, tourism, healthcare, education, manufacturing, media, culture, and much, much more. NEOM is so ambitious that it is hard to envision what the finished product would look like – or how it would event function – but remains an exciting prospect to catch a glimpse of the future of not only the Kingdom, but humanity as a whole.

All these projects are huge investments in the diversification and well-being of both the Kingdom itself and its citizens. Every project represents an ambition and vision that is difficult to find elsewhere in the same way. To execute them, Saudi Arabia is bringing in much foreign expertise, making sure that the standards are kept at the highest level possible. For this reason, the Kingdom of Saudi Arabia is undoubtedly one of the most interesting and exciting locations for investment projects. NEOM has been allocated a budget of $500 billion dollars.

Qiddiya: Bigger than Disney World

NEOM, with the name being a Latin-Arabic combination neologism more or less meaning “new future”, the project says what it plans to do from the get-go – build a new city of the future. The project is of an unfathomable scale (the Public Investment Fund has allocated a budget of $500 billion), aiming to create a completely new type of city that’s run with sustainable energies and focuses on sustainability with new forms of transport, agriculture, tourism, healthcare, education, manufacturing, media, culture, and much, much more. NEOM is so ambitious that it is hard to envision what the finished product would look like – or how it would event function – but remains an exciting prospect to catch a glimpse of the future of not only the Kingdom, but humanity as a whole.

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NEW EXHIBITION AND CONVENTION CENTRE AT SAKHIR

In 2017 Tilke GmbH & Co KG, Engineers and Architects, Germany got awarded a Masterplan Study for a large development suited to host international sports, commercial and entertainment events next to Bahrain International Circuit, the famous Formula 1 race track.

ARTISTS VIEWS OF THE NECC

The whole project forms part of a long term urban development of the area including the University of Bahrain campus, the extension of Zallaq village and further developments South and Southwest of the race track.

NEW EXHIBITION & CONVENTION CENTRE

The new centre with its generous and prestigious Entrance Hall will lead visitors into the Concourse which, designed to be the linking backbone for 10 spacious Exhibition Halls, offers a broad variety of amenities for the visitors. The 10 Exhibition halls at some 9,500m² net floor area each are arranged along the Concourse with 4 single and 3 double halls.

The design concept reflects latest FIFA guidelines, providing a unique and exciting opportunity for a world class football stadium and entertainment venue. Located between lower and upper tier, a ring of lounges provides a capacity of approx. 3,000 seats aiming to host any category of VIP guests in separated areas.

Tilke’s architectural concept follows a contemporary interpretation of traditional “Mashrabiya” motives to create a spectacular outer facade for the venue. Being illuminated with latest LED technology the façade grants a spectacular and eye catching experience at night.

A huge plaza surrounds the Stadium itself being considered as circulation and access / egress area. The Indoor Sports Complex as well as the future Hotel development are immediately accessible from this plaza.

INDOOR SPORTS COMPLEX

This venue in its aquatic section caters for competition and trainings pool as well as diving pool and tower with a capacity of about 2,500 spectators and for a triple sports hall with a total of 3,700 spectators suited to host various indoor sports at first instance, entertainment and MICE (Meetings, Incentives, Conferences and Exhibitions) events at second instance. Regarding sports events the design is based on international federation requirements such as handball, basketball, volleyball and others. The building might be able to host much more events according to operator’s agreements with the flexibility to allow quick adaptability from one event to another.

MULTIPURPOSE ARENA

The Arena will provide a capacity of about 10,000 seats including around 750 VIP guests of any tier. The available seat capacity depends on the nature of event and in case the infield area can be used for temporary seating as well, the maximum capacity may increase to up to 11,000 spectators. Atop the VIP lounge level a public restaurant facility for potential all day use is situated in order to strengthen commercial capacities.

The vision is to create a dynamic multi-purpose indoor venue capable to host different sports at first instance, entertainment and MICE events at second instance. Reganling sports events the design is based on international federation requirements such as handball, basketball, volleyball and others. The building might be able to host much more events according to operator’s agreements with the flexibility to allow quick adaptability from one event to another.

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Photos: Tilke (9)
THE IMPORTANCE OF TOURISM IN REALIZING THE GOALS OF VISION 2030

The Kingdom’s tourism strategy is built on three core pillars: packaging the nation’s historical sites and rich cultural heritage; expanding the strong annual influx of religious tourists; and leveraging a diverse natural landscape which lends itself to a multitude of leisure and outdoor activities. All three pillars are close to the hearts of the Saudi people: proud of the beauty of their land and its historical ties to Islam and pre-Islamic cultures, and patriotic in their desire to build the future of their nation.

For The Red Sea Development Company, these natural and cultural treasures are at the heart of the luxury destination we are creating across a 28,000 km² area, 450 km north of Jeddah on Saudi Arabia’s Red Sea coast.

LANDSCAPES WITH APPEAL

The Kingdom’s varied terrain and multitude of natural attractions have the potential to position Saudi Arabia as a destination for outdoor activities in the coming years, attracting diving enthusiasts, hikers, trekkers and outdoor adventurers. The growth opportunity in this sector is significant and several hiking associations and tour groups, such as Horizon Tour, the Riyadh Hiking Club and Ghaza Tour, have already been established.

At The Red Sea Project alone, visitors will have the opportunity to explore rugged mountains and canyons, sweeping dunes, verdant wadi areas and dramatic volcanic landscapes, in addition to an archipelago of more than 90 untouched natural islands on a thriving coral reef. The entire area is home to an abundance of flora and fauna, including rare species such as dugongs and green and hawksbill turtles. The coastline is populated by 175 different species of coral and 155 species of fish as well as a multitude of seashells including the endangered sooty falcon.

Preservation and enhancement of these habitats is central to the vision of the project, to ensure they can be rediscovered by generations to come. To that end the destination is being developed to the very highest standards of sustainability, including a 100 percent reliance on renewable energy, a total ban on single use plastics, zero waste to landfill and complete carbon neutrality in its operations.

A RICH CULTURAL HERITAGE

Saudi Aramco’s religious sites already attract upwards of 15 million visitors per year. However, the Kingdom’s range of cultural and historical sites has the potential to attract a wider audience that crosses a full spectrum of geographical location and socio-religious backgrounds. Since 2008 multiple sites including Mada'in Saleh and the Hall rock art sites in Jibah and Shiwamis have achieved UNESCO World Heritage Status. A further 10 sites on the UNESCO list will be explored.

The Red Sea Project is uniquely positioned to access many of these sites, some of which are still being explored. The region is renowned for its rich heritage, and delivering on its promises as improvements to travel and tourism infrastructure create new job opportunities for Saudis. For example, the new passenger terminal at Jeddah airport is creating upwards of 1,500 new jobs, and that is only one of the new airports and expansions in the pipeline as the government seeks to manage projected double-digit passenger growth.

The Red Sea Project alone will create 35,000 direct jobs and support an equivalent number through indirect and induced employment. By creating investment opportunities for the private sector and developing the Kingdom’s tourism industry, the Project will contribute as much as SAR 22 billion (USD 5.3 billion) annually to the nation’s GDP upon completion.

THE TIME IS NOW

Tourism is stimulating the economy and providing a range of entrepreneurial, training, and job opportunities. Several of the major projects in the Kingdom, supported by the government, are establishing or backing initiatives intended to facilitate the movement of young Saudis into the tourism and hospitality industry.

For example, the Royal Commission of Al-Ula (RCU), responsible for overseeing the ancient city of Mada’in Saleh, has recruited 200 Saudi high-school leavers and first year undergraduates from the local community to undertake training in the fields of hospitality, language, farming and water technology, as well as courses covering the cultural, social and natural history of their heritage region. These young Saudis, recruits, half male and half female, will help attract visitors to Al-Ula and introduce them to the history of the site, effectively becoming the curators of one of the world’s great cultural treasures.

At TRSDC we have more than SAR 10 billion in development contracts already in the market, including significant opportunities in infrastructure development and construction. We are developing anchor partnerships with the very best providers of hotel and hospitality services, leisure and tourism, and diving, sports and adventure activities. And we are encouraging all of our partners to provide programs to contribute to the development of the Saudi government has planned a range of initiatives intended to facilitate the movement of young Saudis into the tourism and hospitality industry.

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The time is now. Only by implementing sustainable tourism practices can we ensure that the Kingdom’s treasures will continue to support livelihoods and be enjoyed by the nation’s future generations.

Tourism is important part of Saudi Arabia’s future. In developing the sector, we are creating opportunities for Saudis to grow and prosper. Yet we must never lose sight of our wider responsibility to protect, preserve and enhance the natural and cultural heritage of the nation. Only by implementing sustainable tourism practices can we ensure that the Kingdom’s treasures will continue to support livelihoods and be enjoyed for generations to come.

John Pagano is the CEO at The Red Sea Development Company (TRSDC), considers the potential for tourism in generating new opportunities for ambitious young Saudis, TRSDC’s contribution to Vision 2030, and ensuring success stories across the Kingdom.
BACK TO THE ROOTS

International well-known artist, architect and interior designer Ali Al Ruzaiza lives in Riyadh. He belongs to the Saudi Art Pioneers. Visiting his house is a unique experience of discovering an “art palace” where Saudi cultural heritage and modern amenities meet. Together we visited his birthplace - Ushaiger, an unforgettable journey.

“My ART IS FOR MY LIFE”

Ali Al Ruzaiza is the head of the legendary Riyadh Fine Art Group; he was a member since the beginning. As long as Riyadh does not have a Museum of Art, one could consider his private home as such, as it does not only include his own work, but also a collection of international artworks as well. The rooms are masterpieces of his own interior design creations. Every detail, be it the ceilings, walls, doors, windows, lamps or furniture represent the traditional Najd architecture. The most used material is wood, carved with mystical symbols and geometrical forms. His artwork reflects the cultural heritage of the Province of Riyadh. In most of his paintings Ali Al Ruzaiza uses the relief techniques. After a tour around the many rooms, he gives me some details about his career: “My educational background is a diploma of technical Education in 1968. After that I worked for many national and international companies and institutions, incl. the UN as a teacher, engineer and technical designer and created many national and international exhibitions concerning art, history, cultural heritage, etc.” The list of international awards is long and starts in 1977. Royals, Presidents, Company owners are among his clients. “My art is for my life” - the artwork in his house is not for sale.

USHAIGER - A JEWEL OF MUD ARCHITECTURE

The artist was born in Ushaiger, once an important cultural center. “Ushaiger has around 400 mud houses and 25 mosques and many houses were renovated by the local people to turn the village into a tourist attraction. The architecture and the patterns and symbols used for decorating the walls inside the houses inspired me. Would you like to go there?” What a wonderful proposal!

We started the next morning. On the way, we made a stop near Diriyah, overlooking Wadi Hanifah. “Here you can see my latest project”. We enter a palace-like private house. I see interior design of perfect taste using best quality materials - everything is handmade. There is a spectacular Moroccan style hammam with swimming pool in the inner courtyard. White/blue ceramic tiles cover the walls.

Next stop is at the historic watchtower in Raghibah, built in the 19th century, renovated by SCTH in 2018. Arriving in Ushaiger we visit Saleh. His uncle Saleh, “My father died when I was only seven years old and my uncle took care of me”. Saleh is famous for having produced detailed maps of Ushaiger. “Here is the center and this is our house”, says Ali. “We will go there”. We pass a mosque and a monument. “The name of this monument is ‘The Story of my village’. I created it many years ago”, explains Ali.

We enter the old village through an impressive gate and admire the many renovated houses built in traditional Najd mud architecture. There are the wonderful private Al Salem Museum, the traditional shops that surround the old market place, Fulaqiyeh Mosque with an arcaic minaret, the house of the former Governor Ibrahim bin Abdalla Al Kharashi Al Tamimi, Al Jazer House and Dar Al Salim, to name only a few. Dar Al Salim is the perfect place for coffee and dates and the owner allows me to climb up to the roof, where an amazing view of the old city impresses me: surrounded by farms with traditional mud waterwells on foot of a hill.

Through narrow paths, Ali leads me to the mud house where he was born. The handmade, decorated wooden door is in perfect condition, but impossible to open. I had seen such doors in the National Museum and in Masmak Fort in Riyadh, and now I see this piece of wonderful handicraft in its original place. One wall of the house is broken, so I can have a look inside and admire colorful wall decorations. “The interior wall decorations in the houses of my former neighbors are even better”, says Ali, and I follow him into the abandoned mud ruins. Here are decorated niches and an incredible variety of geometric patterns.

Now I know the source of his inspiration. Thank you, Ali. Without you, I would never have found these art treasures.

“MY ART IS FOR MY LIFE”

Ali Al Ruzaiza in front of Dar Al Salim.

“Saleh is famous for having produced detailed maps of Ushaiger.”

““My art is for my life” - the artwork in his house is not for sale.”

Mr. Ali Al Ruzaiza in his private home, Riyadh.
SAUDI SEASONS: AN INTEGRATED TOURISM EXPERIENCE

The Saudi Seasons Initiative was launched last February, involving 11 tourism seasons covering most of the Kingdom’s regions.

The initiative is the first of its kind at the regional level and aims to provide an integrated tourism experience in various regions. The Saudi seasons are: the Eastern Province Season, Ramadan Season, Eid al-Fitr Season, Taif Season, Jeddah Season, Al-Ula Season, Diriyah Season, Al-Ula Season and Hail Season. Each of these seasons feature a range of cultural, sports, leisure and business events, while ensuring the suitability of the provided services and facilities, designed to add a rich and diverse experience for visitors. The Saudi Seasons involves many events organized especially in a number of Kingdom’s regions and cities which have cultural, tourism and historical potentials in the first year as a pilot phase. The 2030 seasons will be announced before the end of 2019.

The “Saudi Seasons” electronic platform www.SaudiSeasons.com was designed to provide the required information on events and activities. Moreover, a smart devices application was developed to facilitate access to information, and details about locations, times, and tickets, in addition to social media accounts.

AN OVERVIEW

The Saudi Seasons Initiative is the result of combined efforts of several government agencies that have been operating since mid-2018 under the leadership of a Higher Committee chaired by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince, Deputy Prime Minister, Minister of Defense, Chairman of the Council for Economic and Development Affairs, and Chairman of the Events Committee. The SCTH Chairman of the Board of Directors, HE Mr. Ahmed bin Aqeel Al Khatib, stressed that Saudi Seasons 2019 aims at boosting tourism development, activating tourism sector, launching tourism capacities and providing temporary and permanent jobs in this field. He pointed out that the initiative contributes to promoting the quality of life for citizens and building a vital society which helps in raising the spending level, promoting economic activity, and supporting the tourism associated sectors, noting that the Kingdom has multiple tourism components, including the beautiful landscapes, authentic Arab culture, historical sites and advanced infrastructure.

The Saudi Seasons 2019 began with the Eastern Province season, which started 3 months ago, and attracted more than 3 million visitors from inside and outside the Kingdom, followed by Ramadan Season, which continued throughout the Holy month of Ramadan.

EID SEASON

This season has widened the joy and happiness feelings about Eid, especially as it was launched for the first time under the umbrella of “Saudi Seasons” with a unique and comprehensive brand designed in an innovative manner, with colors that reflect the cultural and artistic diversity, representing the Kingdom’s status and value in the Islamic world. The Season involved 97 events in the major cities: Riyadh, Medinah, Dammam, Al-Area and Jeddah.

Throughout the three streams of Eid Season, the feelings of love, joy, happiness, fun and celebration were enhanced by a variety of programs and activities, including a number of concerts, theatrical plays, international entertainment shows and popular circus shows for the first time in the Kingdom.

Within the stream promoting “Family Gathering and Love”, the shopping malls were opened 24 hours allowing visitors to enjoy restaurants, cafes, shopping, movie theaters and children’s games. In Riyadh, the “Eid text” next to Eid al-Fitr mosques received visitors who exchanged Eid greetings, festive breakthroughs, and gifts were given to children in a way reflecting the pleasant traditions inherent in the Saudi society. In addition, a large group of restaurants and hotels provided special offers for Eid breakfast until late in the day. Delightful carnivals were organized in public parks and gifts were given to children.

Eid Al-Adha was celebrated in the best forms within the stream of “Joy and Happiness” in the main streets, squares and official celebrations centers decorated with lights consistent with the Eid brand and colorful fireworks were set off throughout Eid days. The activities attracted about 37% of visitors from other targeted cities. This confirms the success of this Eid Season in attracting and involving all segments of society, in enjoying this special time in their homeland and with their families. On the 8th of June, Jeddah Season kicked off with the theme “Sea and Culture”. It includes many entertaining, sports and cultural events and will last until July 18. Then, Taif Season and Al-Suada Season will be launched from the 1st - 31st of August.

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Photo: Saudi Commission for Tourism and National Heritage

Photo: Najla Al-Saudy
SAUDI BUSINESS WOMEN ON THE RISE...

The rooms of SHEWORKS are bright and friendly, inviting to creative work. Maha, a young Saudi interior design student, sits behind the computer and works on her latest designs. SHEWORKS is a modern yet cozy co-working space, business hub, and incubator for startup women, creative entrepreneur women, and business owners. The first of its kind in Riyadh.

We have created a unique business center and start-up venue to connect and access what is needed to succeed. We offer different office spaces, fast internet, meeting rooms, conference rooms, and free coffee. Moreover, we offer business consultation & governmental services, in addition to hosting classes and workshops to empower and educate female entrepreneurs,” explains Maha Shirah, Founder and Managing Director of SHEWORKS and the “shooting star” of the young Start-Up scene in Riyadh. In April 2018 Maha received the 3rd prize in the German-Saudi Start-Up Pitch Competition organized by the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO).

No doubt. Saudi Businesswomen are on the rise. They have started to see the huge potential in all business areas, they are working in senior managing positions or have set up their own Start-Up like Maha. According to the World Bank, the share of women in the workforce in the Kingdom has risen from 14% in 1990 to 23% in 2018. The National Vision 2030 aims to increase the employment rate among Saudi women to 30%.

These changes have been in the air for a long time. Women were previously forbidden from voting in all elections or being elected to any political office, but in 2011 late King Abdullah let women vote in the 2015 local elections and be appointed to the Consultative Assembly. In 2011, there were more female university graduates in Saudi Arabia than male, and female literacy was...
Despite stereotyping about women & science in the Kingdom & the Arab World girls are interested in STEM.

Prof. Dr. Sindhi

estimated to be 91%, which while still lower than male literacy, was far higher than 40 years earlier. According to the Ministry of Education, female students outnumber male students in STEM subjects, already in 2011 more than 60% of the graduates with STEM bachelor’s degrees were women.

Education is key to change, be it coeducation or not. Saudi Arabia is the home of Princess Nora bint Abdul Rahman University, the world’s largest women-only university. The King Abdullah University of Science and Technology, which opened in September 2009, is Saudi Arabia’s first co-educational campus where men and women study alongside each other. Women are encouraged to study for service industries, social science, education, medicine, public administration, natural sciences and IT.

"Despite a lot of stereotyping about women and science in our part of the world, in the Kingdom and the Arab World girls are interested in going into STEM, and parents and the community actually encourage them," says Prof Dr Hayat Sindhi, recognized as one of the most pioneering women in science across the Middle East and beyond. For her work in diagnostics and biotechnology, she has received accolades from all over the world. When UNESCO chose her as a Goodwill Ambassador for sciences, she became the first Saudi and female scientist to achieve the feat.

Some “firsts” in Saudi women’s employment occurred in 2013 when the Kingdom registered its first female trainer lawyer, Arwa al-Hujaili, its first female lawyer to be granted an official license from the Ministry of Justice, Bayan Mahmoud Al-Zahrani, and the first female Saudi police officer, Ayat Bakhrueba.

One of the pioneering and most prominent examples of women power is Loubna Olayan, CEO of Olayan Financing Company, named many times by Forbes as one of the world’s most influential business leaders. She was the first woman to address a mixed-gender business audience in Saudi Arabia, speaking at the Jeddah Economic Forum back in 2004, where she used the occasion to advocate for economic equality: “My vision is of a country with a prosperous but to men also. Reema has a strong interest in the environment and its protection.

“What should our future look like? On which earth will our children live?” This question is still looking forward to more opportunities and to fill leadership positions in the public and private sectors in the process of development towards an integrated society and such opportunities will come in due time,” Nora explained.

Since 2018 women are allowed to drive, Alsha, a young entrepreneur from Jeddah, sits in a car taking driving lessons. “The secret is to have the determination, passion, and bravery to enter a new area and prove yourself, as you prove the added value of your businesses to society and to future generations as well. The end of the driving ban will boost women’s power and allow them to play a bigger role in economic and social diversification in line with Vision 2030,” she states.

Despite the Kingdom registered its first female trainee lawyer, Arwa al-Hujaili, its first female lawyer to be granted an official license from the Ministry of Justice, Bayan Mahmoud Al-Zahrani, and the first female Saudi police officer, Ayat Bakhrueba.

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Nora Al-Shaaban is a Saudi businesswoman and a member of the Saudi Shoura Council since December 2016. She is a professional trainer and the chief executive of Eba’a Exchange Foundation, which aims to help women to prepare themselves for the labor market and to discover creative opportunities. In an interview with the Saudi Press Agency, Al-Shaaban said that Saudi Arabia had witnessed a comprehensive range of reforms and development. It was moving toward a promising future that encouraged the full participation of women in the labor market, she added.

“We, the women of the Kingdom, are still looking forward to more opportunities and to fill leadership positions in the public and private sectors in the process of development towards an integrated society and such opportunities will come in due time,” Nora explained.

Since 2018 women are allowed to drive, Alsha, a young entrepreneur from Jeddah, sits in a car taking driving lessons. “The secret is to have the determination, passion, and bravery to enter a new area and prove yourself, as you prove the added value of your businesses to society and to future generations as well. The end of the driving ban will boost women’s power and allow them to play a bigger role in economic and social diversification in line with Vision 2030,” she states. "What should our future look like? On which earth will our children live?" This question is raised by Reema Awad. She owns the factory “Alwarefah” for recycling plastic since 2016. This field is considered new not only to Saudi women but to men also. Reema has a strong interest in the environment and its protection.

“I asked myself why there is no strong waste-sorting and recycling industry as in other top countries. It is essential,” she explains. Munich 2018, at the first German-Arab Women Business Leaders’ Summit. Maha Shirah and Deena Al Faris, Founder & CEO Qamrah Brand and Vice President of the Businesswomen Council of the Chamber of Commerce and Industry Eastern Province in Dammam, are sharing their experiences as young Saudi female entrepreneurs with the audience. “Being a co-founder of the first Saudi Caviar Farm was not enough, I launched my Qamrah Fashion Brand to reach out to women and help them rise up with self-confidence. My story began with a loving, inspirational entrepreneur father who believed in me, and nourished my ambitions through the provision of education and unique experiences,” she said.

A German participant whispers to his neighbor, “Amazing, these businesswomen are from Saudi Arabia? I never thought so! So much women power and energy, I would like to know more about it.”

Learn more about the German-Arab Women Business Leaders Summit 2018 (www.gawbl-summit.com) and save the date for GAWBL-Summit 2020 (25 - 27 March 2020, Munich).

“Despite stereotyping about women & science in the Kingdom & the Arab World girls are interested in STEM.”

Prof. Dr. Sindhi
With a 2,600-screen potential beckoning, Saudi Arabia’s cinema business is ramping up fast. Location, content, and pricing are vital in designing compelling offerings for moviegoers, but it’s the technology that delivers on the entertainment promise.

With its move to lift the ban on cinemas, Saudi Arabia has created a greenfield opportunity in cinema entertainment placing the country’s emerging venue operators in a unique pole position. Over the past decade, cinema operators around the world had to master a steep learning curve to keep up with the digital evolution of entertainment formats and systems. Cinema businesses in Saudi Arabia can now wield mature digital entertainment technology and new formats – such as high dynamic range (HDR), higher frame rates or 4D motion seats – from their first opening night to firmly establish their brand among entertainment seekers. Reliably delivering a flawless immersive movie experience once the lights go out is crucial to pulling – and retaining – movie-going audiences.

It’s common to perceive location – often inside a mall complex – as the deciding factor in drawing customer attention. It’s true, location remains crucial. However, it is only one factor in a complex mix of criteria that decides the on-going success of a movie venue. Today’s moviegoers love the integrated experience – from an easy fully-digital ticketing system to a modern purchase experience in the concession area up to the main event, a fully-immersive audiovisual show enjoyed from the comfort of a cozy seat. It’s the lure of this main event – a shared quality experience with family and friends – that brings audiences out of their homes, these comfortable places equipped with high-quality home entertainment systems and their favorite slippers. With ever-higher image and sound quality available at the tips of their fingers, media consumers do not need years of cinema experience to be discerning. Catching a film with family and friends is no longer about seeing films. From brilliant contrast-rich images in 4K resolution to impeccable object-based Dolby Atmos sound, it’s about an all-senses experience that outshines what they can consume outside of a cinema venue.

And, this quality bar continues to rise.

**A GREAT INTEGRATED EXPERIENCE**

Entertainment integration stands at the core of modern cinema infrastructures. From single-screen venues to multiplex sites and chains that rely on a fully-automated cinema operation mode, connectivity and the smooth interplay of system components are success factors for cinema venues. Components require careful selection with an eye to performance and compatibility as well as upgradeability. It takes international market experience, an understanding of up-and-coming formats and system-integration expertise to successfully bring the long chain of entertainment system components into a rich and robust cinema ecosystem that enables a cinema operator’s success.
Since NEOM was announced, the media are publishing facts and figures from the area accompanied by aerial views of exciting desert and mountain landscapes, uninhabited coral islands in the Red Sea and a 465 km long coastline in the Province of Tabuk, mainly. NEOM makes the future come true and aims to attract investors. This article explores the NEOM region as it is now.

The province of Tabuk might be the most historical of all provinces. The area is extremely rich in archaeological sites. They are fenced in and the Saudi Commission for Tourism and Heritage (SCTH) protects them and builds visitor centers. History goes back to 8,000 years. People of Thamood, Aramean, and the Nabataeans lived here in addition to Prophet Shuaib and Prophet Moses whose water springs and well are famous sites. Remanings from Midian and Edomite civilizations and the Islamic period are excavated or waiting to be excavated. Traces of Mamluk and Ottoman ruins can be discovered. Tayma is associated with the Mesopotamian civilization. The mysterious Jebi Al Lawz (2,860 m) was visited by many famous historical travelers. The most well-known sites are Madain Saleh (temporarily closed for building better infrastructure for visitors) and Al Ula with a historical fort and a famous old city with old mosques and mud houses, all surrounded by a wide spectacular rock environment, where Jean Nouvel, one of the best architects in the world, will build a new hotel, inspired by rock formations.

NEOM is situated at the north-west corner of this mostly uninhabited world of natural wonders.

Why not visit the area of NEOM before it will change? Tabuk does not belong to the NEOM area, but it has a University which plays an important role concerning the future development of NEOM. In fact, people living in Tabuk City and Province, being so close to NEOM, already dream of a brilliant future and are sure that they will benefit from the “most modern area in the world”. There are new hotels and the new, recently opened museum, next to the renovated Hedjaz Train Station. On display are findings from Tayma and Al Qurayah. Another attraction is the historic Tabuk Fort.
UNIVERSITY AND ASTRA FARMS
At Tabuk University I was greeted in English by a recently built robot. Rektor Prof. Abdullah M. Althabi gave me a warm welcome and introduced me to several professors from different faculties. Here is the center of research for artificial intelligence, a key technology in NEOM. Scientists from KSA, the US, and Asia are developing tools like robots and drones. For the underwater world of the Red Sea, technical tools of different purposes are built.

“People living in Tabuk City and Province, already dream of a brilliant future.”

“Being so close to NEOM is a big advantage for our company and we will have lots of investments.”

Next, to the exit of Wadi Al Disah we find the fenced in “Waja Nabatean Area”, as the SCTH sign says. Wael makes a phone call to ask Ahmed to open the door in the fence. Ahmed, who works for SCTH and takes care of the site, lives in a small house in the nearby farm. He shows us around: there are simple tombs and many Nabatean inscriptions. "I have another surprise for you", says Wael. "We will visit a private company and we will have lots of investments." "We continue driving through Wadi Al Saer - the landscape with red rocks rising out of pinkish sand in the desert reminds me of Wadi Rum in Jordan. Coming closer to the Red Sea we see Hagl but continue to the south next to the Red Sea shore. On the right-hand side are mile long empty beaches along turquoise, crystal clear waters and on the left side of the Red Sea shore we see the Egyptian Nuweiba. A big cave is our next destination, it is the home of a shipwreck. "This ship once came from Cyprus", says Wael and after a picknick on the beach, he is looking for the biggest coral stone, places it to the direction of Mecca and starts praying. After praying time is over, we head back to the north. First stop is Al Bada, a small Nabatean place with tombs on top of two hills. "Our work is dominated by the Vision 2030 of Crown Prince Mohammed bin Salman. Since 2016 we have a 1½ hours meeting every week dedicated to this topic. Professors and students are fully supporting the Vision 2030. Besides the area of artificial intelligence our researchers are working on another topic: water. NEOM is very rich in water resources and has a moderate climate, but we have to consider the technical progress and population growth and therefore we plan to build desalinization plants", explains Prof. Althabi. Even the many farms near Tabuk are sure to benefit from NEOM. One of them is ASTRA FARMS (established 1986). Fares Awwad, public relations manager of this private company receives visitors to show them around the 30 million sqm farm where vegetables, flowers, and animals are produced to be exported all over the world. "Being so close to NEOM is a big advantage for our company and we will have lots of investments to be prepared for the growing demand in the future", says Fares Awwad.

ARCHAEOLOGY, SHIPWRECK, AND CANYONS
“Day trips from Tabuk, you can reach National Parks and an incredible variety of landscapes: desert Jebel Al Lawz, spectacular wadis, bizarre rocks, and beaches. Still, there are many farms near Tabuk that are sure to benefit from NEOM. One of them is ASTRA FARMS. Fares Awwad, public relations manager of this private company receives visitors to show them around the 30 million sqm farm where vegetables, flowers, and animals are produced to be exported all over the world. "Being so close to NEOM is a big advantage for our company and we will have lots of investments to be prepared for the growing demand in the future", says Fares Awwad.

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RMA Middle East S.P.C has obtained approvals from all major oil and gas companies in the Middle East and its output has grown up to 25% across all product lines after the expansion.

Germany-based RMA’s Middle East pipeline equipment plant in Bahrain has made important supplies into regional markets and expanded its production facility since commencing operations in 2012. The company has received approvals from all major oil and gas companies in the Middle East and achieved significant business growth by supplying to pipeline construction, maintenance and rehabilitation projects, said operations manager Manuel Jaschan.

RMA produces pipeline inspection gauge scraper traps, insulating joints, hot tap split tees and quick opening closures at its plant in the Bahrain International Investment Park. By getting the approval from the Ministry of Industry, Commerce & Tourism, RMA expanded its production facility from 10,857 m² to 18,233 m² and manufacturing capability is enhanced to achieve 25 percent production growth in all product lines.

With the latest technology based special machinery from Europe, we are minimizing the production time for the number of units produced. The standard size of the products manufactured in RMA Bahrain is from 2 inches to 64 inches even though the facility is capable of making higher sizes according to customer requirement.

RMA Bahrain is currently manufacturing more than 100 hot tap split tees for Aramco & recently delivered scraper traps & handling facilities to Oman Gas Company. There is also ongoing project to supply CS and SS isolation joints to PDO (Oman).

LOOKING AHEAD

Jaschan said the company’s employees are increased from 13 at its inception to 30 numbers and have plans to recruit more as per the order requirements. "We’re confident about our production processes and our quality. Each product line undergoes strict quality control process to meet German quality standards and to exceed customer quality requirements" Jaschan concluded about the company’s adherence to quality excellence.

CONTACT

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FRAPORT: OPERATIONAL READINESS SUPPORT

Germany’s Frankfurt-based global airport company – has been active at Bahrain International Airport since May 2017. The 15-member team of the Fraport Bahrain unit is supporting Bahrain Airport Company (BAC) with the operational start-up of its new passenger terminal.

As a leading global provider of so-called ORAT (Operational Readiness and Airport Transfer) services, Fraport offers significant expertise to help airport companies with the smooth opening of terminals and other facilities.

Bahrain International Airport’s new terminal is considered a project of national importance – a modern home base for national carrier Gulf Air and a dynamic gateway to the Kingdom of Bahrain. As a key element of BAC’s huge Airport Modernization Programme (AMP), the terminal will further enhance the passenger experience. The facility is expected to be completed around the fourth quarter of this year and will be able to serve 14 million passengers per year.

FRAPORT’S ORAT PROGRAMME

Fraport is delivering a multi-year ORAT (Operational Readiness and Airport Transfer) programme to BAC. To achieve a smooth terminal opening, Fraport’s experts are tasked with aligning the terminal processes between all stakeholders, monitoring training of the various airport partners, and conducting operational trials – which simulate real airport operations. The construction of the new terminal and other airport facilities enjoys great popularity and importance. A major highlight for the public will be the last and main phase of the trials, when some 10,000 volunteers will participate as “test passengers”.

Mohammed Al Binfalah, CEO of BAC, said: “Fraport’s expertise and supervision gives us the confidence to ensure a smooth transfer and opening of the new terminal. The entire ORAT team is doing a great job. Along with having a magnificent new terminal building, our goal is being able to consistently give our passengers a memorable travel experience as they would expect from one of the first regional hubs.”

PROJECT OF NATIONAL IMPORTANCE

Alexander Larisch, Fraport’s ORAT Project Manager, explained the significance of the project: “The ORAT project is in full swing. It’s a challenging task, especially while still operating the existing terminal. Our multinational team is working closely with the various airport departments to identify and eliminate any critical issues – well before the terminal inauguration.”

In March 2019, Fraport began the ORAT Familiarization Training phase to familiarize airport stakeholders – ranging from check-in agents, baggage handlers and duty-free staff, to fire fighters and authorities (i.e., police and customs) – about facilities and procedures of the new terminal.

After the successful transfer to the new terminal, Bahrain Airport Company will be proud to welcome passengers at Bahrain’s new gateway to the world. Following the opening, Fraport’s ORAT team will provide additional post-inauguration services.

CONTACT

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Mohammed Al Binfalah, CEO BAC

Our goal is being able to consistently give our passengers a memorable travel experience.”

BAHRAIN NEWS

Bahrain’s Minister of Transportation & Telco (center in white) attended the launch of ORAT Training.

Graphic impression of Bahrain International Airport’s spacious new Passengers Terminal Building.
50 YEARS CONNECTING JEDDAH AND FRANKFURT

Celebration of the 50th anniversary of Lufthansa flights to Jeddah.

50 years ago, on 7 May 1969, the first Lufthansa passenger flight took off from Frankfurt to Jeddah, Saudi Arabia. On the occasion of the 50th anniversary of Lufthansa flights to Jeddah, a very special event took place on 25 April at the House of the German Consul in Jeddah. Furthermore, our anniversary flight LH652 on 7 May 2019 was warmly welcomed at Jeddah King Abdulaziz International Airport.

“We are committed to bringing people together and connecting the world.”

(Henrich Lange)

Mr. Ziegler welcomed in his open speech the Lufthansa Team, the local business community, Lufthansa market partners as well as Mr. Hans-Christian Freiherr von Reibnitz, Charge d’Affaires of the Embassy of the Federal Republic of Germany. He paid tribute to Lufthansa’s efforts and growth over the past 50 years, followed by words of thanks from the recently appointed Senior Director Sales Gulf, I.R. Iran, Afghanistan and Pakistan Lufthansa Group - Heinrich Lange, who acknowledged all who have contributed to Lufthansa’s importance and successful presence in the Kingdom of Saudi Arabia over the past 50 years: “We are committed to bringing people together and connecting the world, so we take responsibility for delivering the right product. We firmly believe in the Jeddah market, which is why last year we decided to de-tag our joint capacity flight from Addis Ababa, thereby increasing market capacity by 13%. We have also improved the flight schedule to provide our customers with good connections to and from Jeddah.”

The arriving guests had the opportunity to interact with our three Arabic-speaking PR crew members dressed in vintage Lufthansa uniforms, while at the same time enjoying the sweet melodies of the live band in front of the enchanting outdoor ambiance.

The celebration was rounded off by the presence of Dr. Stefan Kreuzpaintner - Vice President Sales Europe, Middle East & Africa Lufthansa Group, who accentuated the ceremony: “As we always strive to be the first choice for our customers in Jeddah who fly to Europe and are looking for high quality and reliability, we are delighted to celebrate today this historic milestone on our successful journey with our customers to and from Jeddah.”

“With a double-digit capacity increase on the Jeddah route, we will now grow even faster.”

(Mark Pey)

The Lufthansa passenger fleet consists of 351 aircraft until 2025. Revenue at Lufthansa German Airlines rose to EUR 16.1 billion in 2018. The airline employs 32,000 employees.
ON THE ROAD TO A NEW ENERGY NARRATIVE

58.7 Gigawatts of installed renewable energy capacities to be added - an impressive number in absolute terms but also a very ambitious target.

The question quickly springs to one’s mind: which country are we actually speaking about? This number corresponds to the recently announced enhanced renewable energy goals the Kingdom of Saudi Arabia strives to achieve until 2030. With currently 82 GW of installed power capacities, expected to reach 90 GW by 2022, one understands the important role renewable technologies are to play in the Kingdom. Along many economic and societal reforms triggered by the all-embracing and promising Saudi Vision 2030, Saudi Arabia’s energy sector is obviously part of the profound changes in the country.

Known and trusted on the international oil market as the swing-producer, KSA itself has an impressive domestic energy consumption, which strains oil (and gas) capacities at the expense of export or industrial purposes in its own rapidly desert stretches, solar energy in its multiple forms does represent a new Eldorado for KSA. Reasons for such a move are quite straightforward: by covering an always larger part of energy capacities with renewable sources, oil can be diverted towards more exports and serve as feedstock for the promising downstream petrochemical industry in the Kingdom; while bringing in turn additional revenue streams to the Saudi state, which are otherwise lost when oil is domestically burned.

Saudi Arabia has rightly set a new cap for its upcoming energy production capacities, the overwhelming majority of which are to stem from renewable sources. In doing so, the Kingdom is addressing a new chapter in its energy history. With capital letters, KSA is drawing the first lines of its new energy narrative: the story of a daring switch from conventional and fossil fuels based to infinite renewable based energy production. This sounds like a success story, which deserves full attention and support.

CONTACT
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SOLAR WORKSHOP AT ASHARQIA CHAMBER

They were 80 participating companies for its first and 95 for the second edition: The Solar Workshops jointly organized by GESALO and the Asharqia Chamber in Dammam appear to have definitely met the nerve of Saudi Arabia’s future energy transition.

It is now common knowledge that the Kingdom of Saudi Arabia (KSA) is engaged in full swing towards greater use of renewable energy sources. First, to replace conventional energy production and divert precious oil and gas for exports but also make use of the feedstocks for the rapidly growing petrochemical industry. Furthermore, the surpluses of green electricity will be sold to neighboring countries, triggering new streams of revenues for the country.

Taking these parameters into consideration, GESALO decided to promptly react and bring Germany’s pioneer role in the field of renewables to the fore. The result did not take long to take shape in the organization of a first (October 2018) and swiftly after a second solar workshop on 7th April 2019 with the highly appreciated support of the Asharqia Chamber in Dammam.

While the first edition focused on setting the scene pertaining to Saudi Arabia’s tremendous renewable energy potential, with a strong focus on solar technologies, the second solar workshop jumped into more practical topics. After greeting words from Asharqia’s Chamber Board Member and Mr. Ohms, GESALO’s Delegate, H.E. German Ambassador J. Ranau unfolded, in a nutshell, the world-famous German Energiewende - energy transition. Then, Ms. Pasvantis, Director GCC at the GTAI-German Trade & Invest, depicted the extent to which renewables have become part and parcel of Germany’s exports hits and highlighted upcoming trends in the swiftly growing storage sector. Both contributions aimed at providing the audience through the German experience with the immense benefits of renewable technologies for a country’s economy.

Mr. Blommaert made the transition by wrapping up findings from the first solar workshop and stressing in turn the central character of the Kingdom’s newly enhanced renewable energy targets. Eventually, German engineering company Fichtner proposed the companies some successful examples of implemented and upcoming solar projects in the Kingdom. Having gathered decades of experience in the Kingdom of Saudi Arabia, as well as in the region in general, Fichtner has established itself as a major engineer-playing partner supporting as technical adviser the on-going energy transition in the country.

With major upcoming changes to be expected in the Kingdom’s energy sector, GESALO with the support of the German industry will continue proposing its Saudi partners all necessary tools to even the way towards the Kingdom’s own successful energy transition.

CONTACT
Mr. Samir Naji
naji@ahk-arabia.com
3RD GERMAN BUSINESS CIRCLE

On March 27th GESALO invited Mr. Jay Rosen, Head of Investment at the Red Sea Development Company and Mr. Heinrich Koellisch, Legal Consultant at Meyer-Reumann & Partners to its 3rd Business Circle this year.

The presentation of Mr. Rosen began with an introductory video on the Red Sea Project, which illustrated the impressiveness and complexity of the project. In accordance with the Vision 2030, the Red Sea Project aims to develop a tourism infrastructure from scratch, in an untouched area of astonishing nature, by applying careful planning and assessment to ensure that the project is developed according to the highest sustainability standards. Being initially financed by the PIF, the Red Sea Project aims to attract additional investments for the future tourism hub in the region. Possible involvement of German businesses in the Red Sea project were highlighted and discussed – to create the infrastructure in a sustainable way, an incredible amount of expertise will be required.

The second presentation of this day was given by Mr. Koellisch, Legal Consultant at Meyer-Reumann & Partners, who gave some basic tips to the members of the German Business Circle on preparing flawless contracts. The bilateral talks between the speakers and the members continued at the Networking Dinner.

About

“The German Business Circle (Deutscher Wirtschaftskreis Saudi Arabien, DWSA) is a regular gathering of high-level representatives of the German Business community in the Kingdom of Saudi Arabia. Its aim is to provide the community with updates on current business developments in the Kingdom, by enabling exchange with experts from various economic sectors and Government institutions. The DWSA gathers typically monthly in Riyadh, and six times in Jeddah as well as in the Eastern Province. The ex officio Chairman of DWSA is the Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen, Mr. Oliver Oehms.”

Contact

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GESALO NEWS

Taking place every third year, the 2019 edition of the trade fair BAUMA, the world’s most important trade fair for the construction-machinery industry, was anew a real success. The organizers were proud to announce that this year’s edition broke different records: 620,000 visitors were welcomed by 3700 exhibitors from 63 countries.

Similar to other major trade fairs such as BAU, this year’s BAUMA was in its 2019 edition fully booked in terms of exhibitors’ presence. From a visitors’ perspective, the numbers were also stunning and speak for themselves. In that regard, the organizers happily share their satisfaction towards the growing number of Saudi, Bahraini and Kuwaiti visitors joining BAUMA. GESALO, the German-Saudi Arabian Liaison Office for Economic Affairs, follows with great scrutiny the developments of the construction sector in Saudi Arabia. The latter is set to experience future growth sustained notably by a growing population in the Kingdom, a phenomenon shared by other GCC countries such as Bahrain and Kuwait. Germany remaining a world leader in construction tools and machineries, it remains paramount for German companies to closely follow and anticipate the needs of the Saudi, Bahraini and Kuwaiti markets, in order to properly foster them in their respective structural development.

In that framework, Mr. Asif Ansari, Senior Trade Fair Officer at GESALO, had the pleasure to accompany this April a group of Saudi, Bahraini and Kuwaiti companies at BAUMA. It was the third time already for Mr. Ansari to join the world’s leading trade fair for the construction-machinery industry. According to the organizers of the trade fair, the edition 2019 saw massive interest from the Kingdom with a total of 1400 tickets sold to Saudi visitors.

Additionally, next to the large presence of Saudi visitors, Saudi exhibitors have also started presenting their portfolio of products and services at BAUMA, a very positive development GESALO is happy to support.

Based on the very positive feedbacks received from the Saudi, Bahraini and Kuwaiti companies joining BAUMA 2019, GESALO is already gearing up for the next BAUMA edition set to take place from 4th until 10th April 2022 in Munich.

Contact

Mr. Asif Ansari
ansari@ahk-arabia.com
ANNUAL GERMAN BREAKFASTS IN JEDDAH & RIYADH

Once again the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) hosted with great success its annual German Breakfast. Business partners were invited on April 9th at Park Hyatt Hotel Jeddah and on April 16th at Mövenpick Hotel Riyadh.
In Jeddah as well as in Riyadh, the event was co-organized by the respective Chambers, namely the Jeddah Chamber of Commerce and Industry with the support of Vice Chairman Mr. Ziad Albas-sam and the Riyadh Chamber of Commerce and Industry, with the support of Vice Chairman Mr. Hamad Al-Shuwaieer.

The opening ceremonies in both locations was headed by GESALO’s Delegate, Mr. Oliver Oehms. In his speech he stated: “German companies stand ready to support the Kingdom in realizing the Vision 2030 by offering high-tech products and know-how in order to add to the diversification of the economy, especially strengthening the role of small and medium-sized enterprises.”

Among the different speakers, H.E. Mr. Holger Ziegeler, Consul General of the Federal Republic of Germany and Mr. Sultan Mofti, Deputy Governor of Investment Attraction & Development at Saudi Arabian General Investment Authority (SAGIA) were welcomed.

The Breakfast in Riyadh also marked a milestone in the start of an intensive partnership with the National Center for Palm & Dates. This collaboration was sealed with a handshake on stage between Mr. Abduallah F. Alyahya, Mr. Abduallah A.Al-Hussain, on the National Center for Palm & Dates side and Mr. Oehms and Mrs. Affani on GESALO side. The Center was established by Royal Decree on August 29th, 2011 with the goal of creating an advanced center to strengthen the support for the production of dates and date products in the Kingdom of Saudi Arabia.

The event was sponsored by major German companies, which all have been reliable and long-lasting partners of Saudi Arabia. The following companies took part as sponsors for this year’s German Breakfast and respectively sent a representative: ThyssenKrupp was represented by CEO Volker Hellberg; Mr. Matthias Lahm, Regional Director Saudi Arabia of DB Engineer-

ing & Consulting GmbH; from Lufthansa, Mr. Mark Pey, General Manager Saudi Arabia, Bahrain & Yemen and Mr. Omer Khan; From Wilo Middle East, Eng. Khaled Al Salama, Country Manager KSA; Mr. Raja Hasnat Ahmed from the V-LINE Group; Mr. Shadi Inim from SSI Schaefer LLC; from Coperton Middle East Co. Ltd., Mr. Hans-Peter Neuberger, General Manager and Mr. Hussain Al-Mukhtar, Sales & Marketing Manager; as well as from Bayer Saudi Arabia, Dr. Ahmed Samy and Mr. Amr Mahdy.

The German business community’s engagement for the Saudi society is embodied in the Annual German Breakfast. This year’s edition took place in cooperation with Aleradah Association for Talented People with Disabilities. We had the pleasure to have Mr. Meshare Khan, Executive Manager of the Aleradah Association with us on our Jeddah and Riyadh events.

Aleradah is the first association of its kind to support people with all types of disabilities and ages from across Saudi Arabia offering them programs to develop their interests and talent. The Association’s mission is to create an innovative generation of people with disabilities through the search for gifted and talented people within the Kingdom, providing them with the tools, mental support, training, and much more, so they can fulfill their goals, become self-sufficient and find employment.

The GESALO German Breakfast has a long tradition to set the ground for enhanced bilateral trade relations between Germany and Saudi Arabia. This year’s German Breakfast again proved its importance to establish a platform in order to strengthen the ties between German companies and their Saudi counterparts and to introduce new German companies to the largest GCC market.

CONTACT
Ms. Layla Shoil
laysia@ahk-arabia.com
Renewables feat. GESALO and RENAC

Solar Energy Trade Mission

We are hosting a trade mission in conjunction with the Renewables Academy (RENAC) for German companies that deal with solar energy. This trip will take place between the 17th and 21st November and will include the possibility to advertise at the German-Saudi Arabian Symposium for Solar Energy (18.11.2019) and individually catered B2B and B2G opportunities.

Energy Efficiency in Commercial Buildings Webinar

GESALO will host a related webinar on the 23rd of September, 2019. We will cover a breadth of important information about the energy efficiency in commercial buildings specifically, as well as renewables in the Kingdom more generally. It will also offer advice for German companies looking to decide whether Saudi Arabia is the right market for them.

Jan Lutz Mueller
Tel: +966 92 000 5863 ext. 107
mueller@ahk-arabia.com

FAREWELL TO OUR DELEGATE OLIVER OEHMS

Farewell reception for our Delegate Mr. Oehms and Welcome to our new Delegate Dr. Samra-Rohte.

In an official reception hosted by the German Ambassador H.E. Jörg Ranau and his wife, the GESALO team and the German-Saudi Business community said farewell to our Delegate Mr. Oliver Oehms, who leaves for a new position within the German Chamber Network in Dubai. It has been a great experience working with Mr. Oehms. The whole GESALO Team would like to thank him for his years of dedication and support and wishes him and his family good luck with future endeavours.

In the same occasion we also welcomed heartily Dr. Dalia Samra-Rohte who will be GESALO’s first female delegate and brings extensive experience from the UAE – what a sign for the changing Saudi business environment following Vision 2030!

Mr. Oehms and Mrs. Oehms, Dr. Dalia Samra-Rohte and the GESALO Team

MARK YOUR CALENDAR

Upcoming Business Circles

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GESALO is the official representative of some of the most renowned German trade fair companies. We help companies from Saudi Arabia, Bahrain and Yemen to exhibit their products and services in the shows we represent and thereby to establish and strengthen business connections. Our exhibitors and visitors receive a personalized and targeted service.

Whether you are interested in participating in a fair or just to visit, please contact the respective contact person for detailed information.

**TRADE FAIRS**

**ASIA FRUIT LOGISTICA**

Asia's leading fresh fruit and vegetable trade fair, **ASIA FRUIT LOGISTICA** is the only exhibition dedicated to the fresh produce trade for the entire Asian region and where every link of the international fresh fruit and vegetable supply chain meets face to face each year to make contacts and do business. 965 exhibitors and more than 11,000 buyers from 70 countries are expected at Asia's top networking event this year.

- **WHAT**: Asia Fruit Logistica
- **WHERE**: Lantau, Hong Kong
- **WEB**: www.asiafruitlogistica.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com
- **SEPT 4 - 6**

**IFA**

IFA in Berlin presents the latest products and innovations in the heart of Europe's most important regional market. Only IFA offers such a comprehensive overview of the international market and attracts the attention of international trade visitors each year from more than 100 countries. IFA is the main meeting place for key retailers, buyers, and experts from the industry and the media.

- **WHAT**: IFA
- **WHERE**: Berlin, Germany
- **WEB**: b2b.ifa-berlin.com/IFA/
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com
- **SEPT 6 - 11**

**REHACARE**

REHACARE is the leading international trade fair for rehabilitation, prevention, inclusion and care. With over 30 years of expertise and wide-ranging experience of the market, this fair is an ideal platform for anyone with disabilities, care requirements or chronic conditions as well as for the elderly. The quality and diversity of REHACARE are reflected in numerous “focal parks”, info events, industry representatives, service providers, paying authorities and non-profit exhibitors.

Over 900 national and international exhibitors will be presenting a combination of product demonstrations and complex system solutions as well as a wide range of information in the form of special theme parks, seminars and workshops.

- **WHAT**: REHACARE
- **WHERE**: Duesseldorf, Germany
- **WEB**: www.rehacare.com
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com
- **SEP 18 - 21**

**EMO Hannover**

The World of Metalworking - EMO Hannover - the world’s premier trade fair for the metalworking industry – is a key showcase for innovations and an essential driver of global production technology. Exhibitors travel to EMO Hannover from all over the world and from all sectors of metalworking technology. As the leading fair of its kind, it serves as a networking hub epitomizing the highest level of expertise among providers and users.

Europe’s top industry trade show awaits you! CMS Berlin - the international trade fair for cleaning systems and infrastructure services - was the main meeting place for the European cleaning industry in 2019. The International Trade Fair for Cleaning Systems, Building Management and Services is the ideal platform for new contacts, corporate image building and potential business deals in the international cleaning market.

- **WHAT**: CMS
- **WHERE**: Berlin, Germany
- **WEB**: www.cms-berlin.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com
- **SEP 24 - 26**

**CMS Berlin**

Germany’s top industry trade show awaits you! CMS Berlin - the international trade fair for cleaning systems and infrastructure services - was the main meeting place for the European cleaning industry in 2019. The International Trade Fair for Cleaning Systems, Building Management and Services is the ideal platform for new contacts, corporate image building and potential business deals in the international cleaning market.

- **WHAT**: CMS Berlin
- **WHERE**: Hannover, Germany
- **WEB**: www.cms-berlin.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com
- **SEP 16 - 21**
**SEP 24 - 26**

**FachPack**

Europe’s trade fair for packaging, processing and technology.

- **WHAT**: FachPack
- **WHERE**: Nuernberg, Germany
- **WEB**: www.fachpack.de
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

- **WHAT**: European trade fair for packaging, processing and technology.
- **WHERE**: Nuernberg, Germany
- **WEB**: www.fachpack.de
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

**SEP 26 - 28**

**Kids India**

India’s largest B2B fair for toys, children’s products & sports goods.

- **WHAT**: Kids India
- **WHERE**: Dusseldorf - Germany
- **WEB**: www.kidsindia.co.in
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

**OCT 7 - 9**

**EXPO REAL**

International Trade Fair for Property and Investment

- **WHAT**: EXPO REAL
- **WHERE**: Munich, Germany
- **WEB**: www.expo real.net
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

**OCT 8 - 10**

**it-sa**

Trends & innovations in the IT security sector.

- **WHAT**: it-sa
- **WHERE**: Nuernberg, Germany
- **WEB**: www.it-sa.de/en/
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

**OCT 11 - 12**

**tasc**

The new trade show for the automotive aftersales market.

- **WHAT**: tasc
- **WHERE**: Dusseldorf, Germany
- **WEB**: www.tasc-expo.com
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

**OCT 16 - 18**

**ITB Asia**

Asia’s Leading Travel Trade Show.

- **WHAT**: ITB Asia
- **WHERE**: Marina Bay Sands, Singapore
- **WEB**: www.itb-asia.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

**TRADE FAIRS**

European trade fair for packaging, processing and technology.

- **WHAT**: FachPack
- **WHERE**: Nuernberg, Germany
- **WEB**: www.fachpack.de
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

- **WHAT**: European trade fair for packaging, processing and technology.
- **WHERE**: Nuernberg, Germany
- **WEB**: www.fachpack.de
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

Complexity in packaging and labelling technology, intralogistics and packaging logistics, packaging materials, and packaging printing and finishing.

**TRADE FAIRS**

India’s largest B2B fair for toys, children’s products & sports goods.

- **WHAT**: Kids India
- **WHERE**: Dusseldorf - Germany
- **WEB**: www.kidsindia.co.in
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: India’s largest B2B fair for toys, children’s products & sports goods.
- **WHERE**: Dusseldorf - Germany
- **WEB**: www.kidsindia.co.in
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: International Trade Fair for Property and Investment
- **WHERE**: Munich, Germany
- **WEB**: www.expo real.net
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: International Trade Fair for Property and Investment
- **WHERE**: Munich, Germany
- **WEB**: www.expo real.net
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: Trends & innovations in the IT security sector.
- **WHERE**: Nuernberg, Germany
- **WEB**: www.it-sa.de/en/
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

- **WHAT**: Trends & innovations in the IT security sector.
- **WHERE**: Nuernberg, Germany
- **WEB**: www.it-sa.de/en/
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

- **WHAT**: The new trade show for the automotive aftersales market.
- **WHERE**: Dusseldorf, Germany
- **WEB**: www.tasc-expo.com
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: The new trade show for the automotive aftersales market.
- **WHERE**: Dusseldorf, Germany
- **WEB**: www.tasc-expo.com
- **CONTACT**: Mr. Asif Ansari, ansari@ahk-arabia.com

- **WHAT**: Asia’s Leading Travel Trade Show.
- **WHERE**: Marina Bay Sands, Singapore
- **WEB**: www.itb-asia.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com

- **WHAT**: Asia’s Leading Travel Trade Show.
- **WHERE**: Marina Bay Sands, Singapore
- **WEB**: www.itb-asia.com
- **CONTACT**: Mrs. Assia Affani, affani@ahk-arabia.com
**TRADE FAIRS**

**OCT 16 - 23**

**WHAT** K 2019

**WHERE** Dusseldorf, Germany

**WEB** www.k-online.com

**CONTACT** Mr. Asif Ansari, ansari@ahk-arabia.com

A world of pioneers. Taking up the current challenges, around 3,200 international exhibitors will be showing you the latest developments and groundbreaking innovations in the plastics and rubber industry. In the future, economic success will increasingly hinge on the successful fusion of the digital world with the worlds of production processes and product development pipelines. This calls for a creative pioneering spirit. The broad spectrum of K 2019 provides the globally unique level of quality and diversity that form the basis of this most important business platform.

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**NOV 12 - 14**

**WHAT** Brau Beviale

**WHERE** Nuernberg, Germany

**WEB** www.braubeviale.de/en

**CONTACT** Mrs. Assia Affani, affani@ahk-arabia.com

Capital goods exhibition for the beverage industry, BrauBeviale is one of the industry’s most important gatherings in the world. Modern, innovative and characterful – BrauBeviale presents products that inspire the market. Experience the open and friendly atmosphere of this major capital goods exhibition for the beverage industry. The best basis for good conversations – and good business.

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**interpack is coming to Saudi Arabia**

**SAVE THE DATE**

interpack is hosting a presentation in Riyadh this September, where there will be an opportunity to speak face-to-face with the organizers one of the largest processing and packaging trade fairs in Germany. The event will take place in the Hotel Mövenpick on 10.09.2019 at 9 am with

Mr. Bernd Jablonowski
Global Portfolio Director Processing & Packaging, Messe Düsseldorf GmbH

Mr. Christian Traumann,
Managing Director & Group CFO / Multivac Sepp Haggenmüller GmbH & Co. KG

President of interpack 2020

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**Asif Ansari**
Senior Trade Fair Officer
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Photo: Messe Düsseldorf/ctillman
GESALO’S NEW FACES

Dr. Dalia Samra-Rohte will be the new Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen from mid-August 2019.

Dr. Samra-Rohte is a recognized counterpart and enabler for market entry strategies to the Region. Her thought leadership is regularly appreciated at national and international conferences for economic development and market entry topics. She is also an expert for digital start-ups and focusing on female entrepreneurship.

Until this date she was the Deputy CEO of the German-Emirati Joint Council (AHK) and Managing Director of the AHK Office in Abu Dhabi. She has set up the Abu Dhabi office in 2004 and in her capacity as a Deputy CEO she was also coordinating market entry for Oman and Kuwait. Prior to her work in the UAE she worked at the Arab-German Chamber of Industry and Commerce (AHK) in Cairo, Egypt for three years as head of the economic division. After finishing her studies at the American University of Cairo, she obtained her PhD in Political Science at the Free University of Berlin (Freie Universität Berlin). Before entering the AHK network, she worked on projects in Germany as well as the European Union in Brussels.

After spending much of his childhood in GCC countries, Dorian Lötzer finished his schooling in Germany, before attending university in the United Kingdom. Having completed Master of Arts (M.A.) degree in International Political Economy at the University of Manchester, Dorian began his career working for other non-profit organizations in both research and communications positions. Today, Dorian is supporting our DEInternational team with his native-level English and German communication skills to assist German companies that want to learn about Saudi Arabia. With a keen interest in international relations, he spends much of his free time reading and learning about transatlantic and international political trends, helping him put his day-to-day work into a larger geopolitical perspective.

Before pursuing his studies of Political Science at the University of Bamberg, Robert Gehrke participated in the “GIZ-weltwärts”-Programme and gained first experiences of living and working abroad. He wrote his bachelor’s thesis in Policy-Analysis on Saudi Arabia’s Vision 2030 and is familiar with the implications, chances and challenges this Policy holds. Currently he is doing his M.Sc. in Economics at the University of Bayreuth. Throughout his studies he focused on economic and political topics of the Middle East and the Maghreb area and follows up on the international press continuously. During an internship at a German Association he worked close with the German Bundestag, the German Mittelstand and German VC-Fonds. Given this background Robert will join the GESALO-Team in August and work together on enabling the exchange between German and Saudi Arabian companies.

After receiving his bachelor’s degree in Business Administration at the FAU in Nuremberg (Germany), Dominik decided to continue studying for a masters’ degree in export- and internationalization management in Vienna (Austria). To gain some international experience he participated in two exchange programs, one in Indonesia and one in the Philippines. Through his working student positions at Electrolux Hausergäte GmbH and Eurowings Europe GmbH, he was able to gather some valuable skills, which he wants to prove in his new position as a trainee for GESALO. In his free time Dominik loves to play football and meeting with friends.

OUR TEAM

OLIVER OEHMS
Deputy Delegate, Head of DEInternational

ASSIA AFFANI
Trade Fair Officer

MOHAMMED AKBAR
Director of Market Entry & B2B Affairs

MOHAMMED AKBAR
System Administrator

MOHAMMED FALZEL
Head of Finance & Administration

OMAR HASSAN HAMZA
Assistant of the Delegate & Head of Legal Affairs

MOHAMMED BUYS GULKHAN
Administration Assistant

MUHANAD KHUSRO
Head of Finance & Administration

FAISAL NALPURAKKAL
Trade Fair Officer

OMAR HASSAN HAMZA
Assistant of the Delegate & Head of Legal Affairs

HANNA RIEHLE
DEInternational Consultant

FAISAL NALPURAKKAL
Administration at Front Desk

LAYLA SHOIL
Government Relation Manager

FAISAL NALPURAKKAL
Administration at Front Desk

IMAN STAAB
PR & Communication Manager

MUHAMMAD NAJEE
Head of German Desk Eastern Province & Bahrain

FAISAL NALPURAKKAL
Administration at Front Desk

OLIVER OEHMS
Deputy Delegate, Head of DEInternational

MUHAMMAD MAJED
Deputy Delegate, Head of DEInternational

FAISAL NALPURAKKAL
Administration at Front Desk

OLIVER OEHMS
Deputy Delegate, Head of DEInternational

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Deputy Delegate, Head of DEInternational

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Administration at Front Desk

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Deputy Delegate, Head of DEInternational

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