



SAUDI BRITISH
JOINT BUSINESS COUNCIL

'Doing Business in Saudi Arabia' Workshop, London, 18 July 2017

The Saudi British Joint Business Council (SBJBC UK) is delighted to be hosting a 'Doing Business in Saudi Arabia' workshop to be held at their offices, 23 Grafton Street, London, on 18 July 2017. The event will include presentations and panel sessions on current business opportunity sectors in Saudi Arabia, and the support available to exporters and investors

The workshop follows recent progress in Saudi Vision 2030 implementation, including the creation of a Saudi SME Authority, promotion of the creative and tourism sectors, and reform of education and healthcare. Participants will have the opportunity to meet other Saudi and UK companies already present in the Kingdom.

The workshop will be opened by SBJBC Co-Chairs, Rt Hon Baroness Symons of Vernham Dean and Sheikh Nasser Al Mutawa. Keynote speakers will include SBJBC members from different sectors, who have extensive experience of working in the Kingdom.

Agenda

14:00 Registration, networking, and tea and coffee

14:30 Welcome by Baroness Symons and Sheikh Nasser Al Mutawa, Co-Chairs, SBJBC

14:40 *Update on Saudi Vision 2030:*

- William Scott Jackson, Chairman, Oxford Strategic Consulting
- Hashim Alawadi, CEO, Tech Invest Com & SBJBC Vice Chair

15:00 Panel Session one: *Opportunity sectors for UK companies* (Moderated by Richard Banks, MD of RMBanks & Co)

- Infrastructure and transport projects update
 - Simon Moon, CEO Middle East and Africa, Atkins
- Digital and creative industries
 - Martyn Best, CEO, Cultural Innovations
- Healthcare
 - Ashley Brook, Director, TPP
- Education and skills
 - Frank Edwards, Workforce Development Director Middle East, Pearson

16:00 Panel Session two: *Practical Advice & support for companies looking to export or invest in Saudi Arabia* (Moderated by Chris Innes Hopkins, UK Executive Director of SBJBC UK)

- Tony Smith, Senior Executive, British Offset
- Christopher Gunning, Key Account Manager, Government and Trade Services, Intertek
- Jim Tanner, Director, Arabian Enterprise Incubators (AEI)

16:45 Questions

If you are interested in attending please contact Kristina@sbjbc.org