



SAUDI BRITISH  
JOINT BUSINESS COUNCIL

**'Doing Business in Saudi Arabia' Roundtable, London, 17 July 2018**

The Saudi British Joint Business Council (SBJBC) is delighted to be hosting a 'Doing Business in Saudi Arabia' roundtable to be held at their offices, 23 Grafton Street, London, W1S 4EY, on 17 July 2018. The event will include presentations and panel sessions on current business opportunity sectors in Saudi Arabia, and the support available to exporters.

The meeting will focus on the practicalities of doing business in Saudi, with a specific focus on recent reforms to improve the business environment and attract investment.

Participants will have the opportunity to meet other Saudi and UK companies already trading successfully in the Kingdom. Keynote speakers will include SBJBC members from different sectors, who have extensive experience of working in the Kingdom.

Attendance Costs: **Members: Free, Non-Members: £50+VAT**

**Agenda**

14:00 Registration, networking, and tea and coffee

14:30 Welcome by SBJBC Co-Chairs

14:40 Saudi Business Environment: Update on Investor Support and Recent Reforms

- Omar Rebhan, Business Development Manager, Saudi Arabian General Investment Authority (SAGIA)

15:00 Panel Session one: Opportunity sectors for UK companies

- Creative Industries – Richard Parry, Sector Lead, DIT
- Education & Skills – Frank Edwards, Workforce Development Director, Middle East, Pearson
- Clean Energy – Jeremy Short, Power Sector Director, Environment and Infrastructure group, Wood
- Tech Sector – Mohammad Almojel, Board Member and Head of Investments, Al Mojel Company
- Moderator - Hashim Alawadi, CEO, Tech Invest Com & SBJBC Deputy Co-Chair

16:00 Panel Session two: Practical advice and support for exporting companies

- Chris Innes-Hopkins, Executive Director, SBJBC UK (Moderator)
- Katherine Garrett-Cox CBE, CEO, Gulf International Bank
- Jim Tanner, Director, Arabian Enterprise incubators (AEI)
- Tony Smith, Senior Executive, British Offset Office
- Steve Crosley, International Business Development Manager (MENA & LATAM), UK Export Finance
- Catherine Workman, Partner, Pinsent Masons

16:45 Close & Networking drinks

**Please register by contacting Cordelia Begbie, E: [cordelia@sbjbc.org](mailto:cordelia@sbjbc.org) T: 0207 824 1933**

Supported by:

