



## **UK TECHNOLOGY & SMART CITIES MISSION VISIT TO SAUDI ARABIA, 14-16 OCTOBER 2019**

A delegation of 17 innovative UK technology and smart city companies visited Riyadh and Jeddah on 14-16 October for meetings with governmental and private sector stakeholders.

The visit was organised by the UK's Department for International Trade and the Saudi British Joint Business Council (SBJBC) in partnership with SAGIA. It followed SBBC's successful Smart Cities mission to Saudi Arabia in November 2018, during which several partnerships were formed.

The delegation included both small and larger companies with expertise in a range of smart technologies, including smart urban infrastructure design and engineering, energy- efficiency, data services and software development.

The companies participated in meetings and roundtables hosted by the Ministry of Communications & Information Technology, SAGIA, STC, Shamayel Development Company and the Jeddah Chamber of Commerce as well as visiting Deloitte's Digital Delivery Centre. Representatives of NEOM, Red Sea Development Company, and Qiddiya also briefed the delegation on Saudi Giga projects and resulting cooperation opportunities.

During the exchanges, there were discussions on smart city solutions with Saudi counterparts as well as identifying opportunities for business collaborations and partnerships.

It was an extremely successful mission and we hope that there will be continuing dialogues between the UK and Saudi businesses.

We have also received excellent feedback from our UK delegates:

Paul Moorby OBE (Chipside) said that it was "a fantastic opportunity to exchange ideas and share knowledge."

Philip Pauley (Pauley) stated that it was an excellent opportunity for mission members to introduce their world leading services, adding that it was "a seamless partnership between SBBC and DIT which culminated in an extremely well organised visit."

We are also happy to announce one of our delegates, Paul Sheedy, CEO and Founder of Unifi ID signed a partnership contract with ICAD to provide their smart technologies for ICAD's trade department for King Abdul Aziz International Airport.

Mr Sheedy commented "this contract marks another great success for UK exports and illustrates the incredible work and connections that the DIT & SBBC deliver for the tech sector.



DEPARTMENT FOR INTERNATIONAL TRADE & SAUDI BRITISH JOINT BUSINESS COUNCIL:  
UK Technology & Smart Cities trade mission to Saudi Arabia – 14th to 16th October 2019

**PROGRAMME**

Sunday, 13 October: Fly from Heathrow Airport to King Khalid International Airport in Riyadh.  
Check-in at Rosh Rayhaan Hotel, Olaya Street, Riyadh

Monday, 14 October:

Briefing at the Rosh Rayhaan Hotel by DIT Saudi Arabia,  
Chaired by Steve Graham, the COO & Director of DIT in Riyadh.

8.30am Steve Graham welcomes the Trade Mission and Speakers. He then invites the following speakers to speak for about 15 minutes each.

8.35am Andy Coy, Chairman of British Businessmen's Group in Riyadh to speak on "Do's & Don'ts of Doing Business in Saudi Arabia".

8.50am Anmar Al-Gharifi, Partner at Al-Dhabaan & Partners in association with Eversheds Sutherland LLP, to speak on 'the Legal Aspects of Doing Business in Saudi Arabia'.

9.05am Heather Hopper, Head of Market Entry Consultancy at AEI to speak on 'How AEI help UK companies do Business in Saudi Arabia'.

9.20am Q & A. Tea/Coffee

10.30am The Ministry of Communications and Information Technology, met by Ahmed Al-Tuwaijiri, Director for International Cooperation)

MCIT will present on '*Technology/Smart City business opportunities in Saudi Arabia*'

Followed by:

Faisal Alsaleh, Business Development Manager – ICT, SAGIA on '*Guidelines on how to open a Branch of a foreign company in Saudi Arabia, and ICT/smart city sector in Saudi Arabia*'

Q&A followed by networking.

1pm The Saudi Telecommunications Academy  
Met by Dr Rafat Malik (Dean) and STC officials. Presentations followed by Q&A and networking.

2.30pm The King Abdullah Financial District  
(met by Demetris Vrakas, followed by meetings with the Technology and Smart Cities team)



- 7.30pm Reception at the British Embassy in Riyadh (Public and private sector Contacts have been invited. We expect a turnout of about 100 guests. Curry Dinner provided).
- 10pm Return to Hotel

Tuesday, 15 October:

- 9am NEOM – Smart City Project (meet Mulham Albakree, Ahmad Rida, Michael Lauk and senior officers. Presentations, Q&A and networking)
- 10.30am The Red Sea Development project (met by Ian Wilkinson and senior Officers. Presentations, Q&A and networking)
- 1.30pm Qiddiya Tourism and entertainment project (met by Michael Reininger and other senior officers. Presentations, Q&A and networking)
- 3pm Deloitte (tour and a presentation of their Digital Centre, followed by a Presentation on Saudi Smart cities)
- 4.30pm End of Riyadh programme. To the Airport for Jeddah.
- 7pm Fly to Jeddah
- 8.40pm Arrive Jeddah  
Check-in at Hilton Hotel Jeddah

Wednesday, 16 October:

- 8.30am Shamayel United Development Company Ltd (met by Sherine Bukesmati, CEO and senior officials. Presentations and networking).
- 10.30am ICAD (meet CEO Ghassan Al-Sayegh and senior officers). Presentation followed by a tour of the new Jeddah Airport, Q&A and networking.
- 12.30pm Um Al-Qura Development Project. Meet CEO Mr Ateeq, senior officers, Presentation, Q&A and networking.
- 2pm Meet the Buyer event with Saudi companies at the Jeddah Chamber of Commerce & Industry. Lunch provided.
- 5.30pm Depart Hotel to the British Consulate General for the evening sessions.
- 6pm Attend following Presentations session at the Village Hall of the British Consulate, Chaired by the British Consul General, Mr Seif Usher.
- Donald Philips, Director of Infrastructure at MISK City  
Hisham Hammami, Minister's Advisor, Ministry of Haj & Umra  
Samer Asfour, Royal Commission of Makkah and Holy Sites  
Colin Philips, Jeddah Downtown Development Project



Q&A

7pm

Reception at the British Consulate General

Networking with Saudi companies at the Reception (we expect about 100 Saudi companies to attend). Curry Dinner provided.

10pm

End of Reception

Return back to the Hotel

End of Programme



SAUDI BRITISH  
JOINT BUSINESS COUNCIL



Department for  
International Trade

# UK Technology & Smart Cities to Saudi Arabia 14-16 October 2019



STC  
الاتصالات السعودية



الهيئة العامة للاستثمار  
General Investment Authority



مجلس الغرف السعودية  
Council of Saudi Chambers



## Introduction

SBJBC is delighted to be partnering with the Department for International Trade in organising another UK technology & smart cities mission to Saudi Arabia. Through our 150 British and Saudi members and our Secretariat in London and Riyadh, we offer a range of services and provide access to high-level governmental and private sector networks in both countries.

**Chris Innes Hopkins, UK Executive Director, Saudi British Joint Business Council**

## Organisers

**OMAR  
SAEED  
DIT**

**Omar Saeed** took over as the Head of the Technology and Smart Cities sector at DIT Jeddah just about a year ago. He was in-charge of the Transport Infrastructure sector prior to that. He is also currently in-charge of the regional Infrastructure sector which includes Airports, Aerospace, Metros, Railways, Transport, Construction and Water sectors. He works closely with his colleagues at Post and the Embassy in Riyadh to promote British companies' products and services in these areas. Omar has been based at the British Consulate in Jeddah for over 10 years now.

**JAMES  
O'HERN  
DIT**

In June 2018, **James** joined the Department for International Trade as a Senior Trade Manager in the Technology and Smart Cities sector team. James manages export activity across 6 priority markets, including the US, Middle East and parts of Asia Pacific. James' core focus is to encourage, educate and assist UK technology companies in exporting their products and services to new global markets. The team cover a range of sub-sectors, including AI, IoT, Robotics, Smart Cities, Telecoms, Data Management and Semiconductors.

**OLIVER  
GROGONO  
SBJBC**

**Oliver** graduated from the University of Exeter in 2018 having read Politics, Philosophy and Economics. He joined SBJBC as an intern and has since continued supporting Chris with the Council's operations. Having previously lived in the Middle East he now enjoys working with companies from both regions.

**AECOM**

**AECOM** is a global network of experts working with clients, communities and colleagues to develop and implement innovative solutions to the world's most complex challenges. Delivering clean water and energy. Building iconic skyscrapers. Planning new cities. Restoring damaged environments. Connecting people and economies with roads, bridges, tunnels and transit systems. Designing parks where children play. Helping governments maintain stability and security. (JoAnna Etsy, [JoAnna.Esty@aecom.com](mailto:JoAnna.Esty@aecom.com))



**Arctic Shores** are promoting diversity, boosting candidate experience and driving efficiency within organisations. Disrupting HR assessments using game technology, app design, data analytics and behavioural neuroscience we are helping organisations create a more diverse and fulfilled workforce. (David Cuthbertson, [david.cuthbertson@arcticshores.com](mailto:david.cuthbertson@arcticshores.com))



**Arishi** are technology specialists who deliver bespoke software development for the internet, mobile and e-commerce. Always at the cutting edge, we make new technology workable and effective. Our clients come from a wide range of industries, including advertising, marketing, media, e-commerce and finance. Whatever the brief, and whoever the client, we specialise in technically robust, creative and cost-effective solutions delivered on time and within budget. (Andrew Elia, [andrew@arishi.agency](mailto:andrew@arishi.agency))



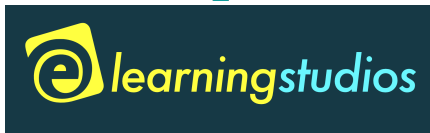
**Chipside** is a specialist software development company providing digital citizen platforms to around half of local and regional government traffic authorities in the UK. This means that Chipside works with over 170 local government authorities throughout the UK, delivering smart city initiatives to villages, towns, cities and regions. 2 Million public users of their digital government app. (Paul Moorby, [paul.moorby@chipside.com](mailto:paul.moorby@chipside.com))



**CyNation** - Cyber threats are becoming increasingly sophisticated and frequent. It is essential to understand not only your own cyber risks, but also your exposure to risks within your supply chain and third-party ecosystem. We have the tools to assess your cyber resilience and provide insights to help lower your risk. (Shadi Razak, [shadi.razak@cynation.com](mailto:shadi.razak@cynation.com))



**DORAE** digitizes trade documents and automates document processes - saving users potentially days of waiting time and reducing transaction errors. DORAE secures key data on its private distributed ledger system each time a unit material is processed or changes hands enabling traceability and audit. (Irena Timofeeva, [irena@dorae.com](mailto:irena@dorae.com))



**eLearning Studios** delivers virtual reality (VR) training in Leadership, Health & Safety, Customer Service and Technical training to companies such as Deloitte, GSK and ISS. Artificial Intelligence (AI) is incorporated into the learning and analytics so you can monitor, measure and report on individuals or populations and ensure learners are competent, rather than just completing training. (John Fecci, [john.Fecci@e-learningstudios.com](mailto:john.Fecci@e-learningstudios.com))



**EtherSec** are world leaders in the field of Video Analytics. Using Deep Learning, EtherSec can help transform your security and safety surveillance operations. Deep A-Eye™ identifies a human and only a human in the most demanding, dynamic scenarios. A-Eye Verify™ will recognise the correct personnel who are supposed to be in a defined area and alarm on those who are not. Alerts are delivered via its encrypted, low latency and easy to install system, SafeServe™ (Norman Hay, [normanhay@ethersec.com](mailto:normanhay@ethersec.com))



**Excelledia Management Consulting** is a leading business performance management and management consulting firm, helping organisations to be significantly more effective, efficient and financially profitable. We provide best practice business optimisation solutions that address processes, technology & organisational improvements. Excelledia facilitates enhanced competitiveness through multi-faceted interventions leading to Business Improvement through consulting, People, Process and Technology. (Muhammed Farooque, [farooque@excelledia.com](mailto:farooque@excelledia.com))



**Geotourist** is the immersive GPS-led self-guided audio tour app which brings the world around you to life. Free on smartphones, Geotourist enhances visitor engagement via their own mobile devices, reducing the need for print, expensive bespoke audio devices, unsightly physical signposts and empowers travellers to venture further and stay longer. Geotourist links the visitor experience through one simple portal, meaning an end to high-cost proprietary apps that are uninstalled after one visit. We provide production, hosting, and professional translations of your tours into multiple languages and provide increased exposure through Geotourist's marketing, PR, social media to a global audience. (Shaon Talukder, [shaon@geotourist.com](mailto:shaon@geotourist.com))

**Mott MacDonald** - We're a global engineering, management and development consultancy focused on guiding our clients through many of the planet's most intricate challenges. (Lu'ay Khdeir, [luay.khdeir@mottmac.com](mailto:luay.khdeir@mottmac.com))

**MOTT  
MACDONALD** M M

**NobleProg**  
The World's Local Training Provider

**NobleProg** are an international training and consultancy group, delivering high quality courses to every sector, covering: Artificial Intelligence, Cyber Security, Blockchain, IoT, Applied Statistics and more. Over the last 10+ years, we have trained more than 40000 people from over 500 companies and organisations. Our courses include classroom (both public and closed) and instructor-led online giving you choice and flexibility to suit your time budget and level of expertise. (Steve Meredith, [steve.meredith@nobleprog.ae](mailto:steve.meredith@nobleprog.ae))



 **OPINSTA**

**Opinsta** builds mobile & web technology that offer practical solutions for digital transformation. Our specialities include: Concept Development, Interactive Prototypes, Proof of Concepts, Technology Reviews, Process Mapping, Innovation Workshops. We work closely with different business units and assess how our range of technologies could help streamline processes, increase productivity and cut costs for your organisation. Partnering with Customer Experience, Operational and IT leaders, we bridge the gap between the vision for C-level change and tangible front-line results. Our expertise, user friendly designs and customisation, maximise on employee engagement and adoption. (Ryan Cryer, [Ryan@opinsta.com](mailto:Ryan@opinsta.com))

**PAULEY**  
Empower Immersive Innovation

PAULEY is an internationally-recognised interactive design and innovation consultancy who develop bespoke digital and 3D solutions for brands. PAULEY are passionate about creating innovative, memorable visual experiences for leading-edge brands.  
(Phillip Pauley, [philip.pauley@pauley.co.uk](mailto:philip.pauley@pauley.co.uk))

  
Pinsent Masons  
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Pinsent Masons LLP is an international law firm which specialises in the energy, infrastructure, financial services, real estate and advanced manufacturing and technology sectors.  
(Diane Mullanex, [diane.Mullenex@pinsentmasons.com](mailto:diane.Mullenex@pinsentmasons.com))



**serco**

International outsourcing company Serco has a substantial and growing portfolio of business in the Middle East employing more than 4,500 people in the Kingdom of Saudi Arabia, United Arab Emirates, Iraq and Qatar across the Transport (presently aviation and rail/metro), Healthcare, Citizen Services and Defence sectors. Our clients are governments, semi-governments and large private corporations. We are seeking to expand our portfolio drawing on the 500+ global contracts that we have in particular to look at how the technology and innovation that is already in use in our businesses in UK and Europe, North America and Australia can be harnessed independently or with global or local partners to support essential infrastructure, health and transport programmes as well as the ambitious Gigaprojects. (Alasdair Wild, [alasdair.wild@serco.sa](mailto:alasdair.wild@serco.sa)/+966 594 582 620)

unifi.id

**Unifi ID** - Delivers the world's leading automated movement intelligence solutions for managing buildings better. As buildings become more complex, our data enables security, facilities & administration managers to be alerted on all exceptions in real-time. Reporting tools deliver insights for more secure, safer and efficient buildings. Core speciality areas are automated attendance monitoring & high-rise building evacuation insights all delivered through proprietary technologies. (Paul Sheedy, [ps@unifi.id](mailto:ps@unifi.id))



**Westfield (PODS)** - Westfield is a broad-based group spanning technology and automotive. As well as understanding the dynamic requirements of road vehicles, Westfield has full type-approval for its road cars. It is also one of the leading authorities on developing type approval standards for autonomous vehicles, which gives Westfield a unique advantage in developing safe, reliable autonomous transport. (Arwyn Jones, [arwyn@westfield-sportscars.co.uk](mailto:arwyn@westfield-sportscars.co.uk))

