



SWISS
BUSINESS NETWORK
SAUDI ARABIA

SBASA

Swiss Business Association Saudi Arabia

SAUDI BUSINESS PEOPLE MEET SWISS BUSINESS PEOPLE

ZURICH - Wednesday, March 14, 2018 (09:00 to 12:30)

GENEVA - Friday, March 16, 2018 (09:00 to 12:30)

Saudi Arabia is a monarchy that was established in 1932 by King Abdulaziz Al Saud and has since been governed by his sons. It is only the current king, Salman bin Abdulaziz, who made the courageous step of designating a representative of the next generation, Crown Prince Mohammed bin Salman, to become the leader of this country. **This young prince correctly understood the recent drop in the oil price as wake-up call and launched Vision 2030 that, in corporate language, initiated a turnaround to make the country fit for the future.**

Vision 2030 aims to expand Saudi Arabia's economy beyond oil, to advance privatization of current government assets and services, and to **promote innovation while stressing quality and sustainability in all areas of living and business.** Focus sectors include

- Healthcare
- Food
- Hospitality
- Sports
- Education
- Entertainment
- Communication and IT
- CleanTech

A group of some 20 Saudi business people from the mentioned business sectors will be in Switzerland in mid-March for the Saudi Swiss Business Council meeting. These **company owners and executives will use the occasion to meet with Swiss business people and give them first-hand information about Saudi Arabia.** They will be accompanied by competent government representatives, e.g. SAGIA (Saudi Arabian General Investment Authority) and SFDA (Saudi Food and Drug Administration) as well as the Saudi Commercial Attaché in Switzerland.

You will profit from attending this meeting if

- you thought about exploiting the potential Saudi Arabia might have for your products and services but you don't know much about the country and you might be interested to establish a first and noncommittal contact
- you are already active in Saudi Arabia and you would like to hear directly from Saudi business people what Vision 2030 means for the economic and cultural developments in the country
- you have specific questions regarding your business in Saudi Arabia that you would like to be answered or for which you would like to get a second opinion.



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The get-together will be held

ZURICH

Wednesday, March 14, 2018

Fachhochschule on the Toni Areal

GENEVA

Friday, March 16, 2018

Mission of Saudi Arabia with the UN

08:30	Registration and welcome coffee
09:00	Opening remarks / Introduction of participants
09:30	Saudi Vision 2030
10:00	Break - Networking
10:30	What needs to be considered when importing to Saudi Arabia?
11:00	Legal and customary aspects regarding the principal/distributor relationship
11:30	Networking Lunch
12:30	End of event

Participation is free of charge.

If you intend to attend the event, **please return the attached registration form by February 27, 2018, to Bruno Syfrig at: bruno.syfrig@alshawwaf.com.**

This event has been organized by **SBASA/SBNSA**
in collaboration with the

**Center for Middle East & Africa Business of the Zurich University of Applied Sciences,
Swiss-Arab Chamber of Commerce and Industry and the
Commercial Attache of the Saudi Mission in Geneva**
as well as with the support of



SBNSA - Swiss Business Network Saudi Arabia
c/o Embassy of Switzerland
Riyadh, Saudi Arabia

SBASA - Swiss Business Association Saudi Arabia
St. Jakobs-Strasse 7, P.O. Box 2879
CH-4002 Basel, Switzerland

REGISTRATION

Networking Meeting between Saudi and Swiss Business People

ZURICH Wednesday, March 14, 2018, 09:00 hrs Fachhochschule on the Toni Areal	GENEVA Friday, March 16, 2018, 09:00 hrs Mission of Saudi Arabia with the UN
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Please mark the event you intend to attend
and return this form to bruno.syfrig@alshawwaf.com by Tuesday, February 27, 2018.
You will then receive more information by e-mail.

COMPANY

- Name:
- City:
- Website (or short description of company activities):

PARTICIPANT

- First/Family name:
- Function in company:
- E-Mail address:
- Mobile number: