



مجلس الأعمال السعودي الأمريكي
U.S.-Saudi Arabian Business Council

AGRICULTURE AND WATER RESOURCE BUSINESS DEVELOPMENT MISSION TO SAUDI ARABIA

Mission Dates:	October 3-10, 2010
Registration Deadline:	August 20, 2010
Mission Fee:	\$2,000

Mission Itinerary

Oct. 3	Arrive in Riyadh
Oct. 4	SAUDI AGRICULTURE 2010 Exhibition
Oct. 5	SAUDI AGRICULTURE 2010 Exhibition
Oct. 6	SAUDI AGRICULTURE 2010 Exhibition
Oct. 7	SAUDI AGRICULTURE 2010 Exhibition
Oct. 8	Travel to Buraydah, Al Qassim (Saudi Weekend)
Oct. 9	Business meetings/ Site visits in Buraydah
Oct. 10	Business meetings/Site Visits in Buraydah



Why These Industries? Why These Cities?

Saudi Arabia is the Middle East's largest market for agriculture products and technologies. Fueled by an increasing demand for food products and a rapidly growing population, the sector has recently averaged eight percent annual growth. In 2009, U.S. exports of food and agricultural products to Saudi Arabia jumped 34 percent to \$969 million.

The Saudi Government also supports a policy of selective agricultural production at home. Given the arid nature of much of the Arabian peninsula, efficient water management is key to the success of Saudi based agriculture. Agriculture, water, and infrastructure projects received a total of \$12.3 billion in the 2010 government budget, an increase of 30 percent over the previous year. Appropriations include projects to enhance water resources, build new dams and wells and improve water/ sewage networks.

In 2010, the Saudi Agriculture Exhibition in Riyadh will mark its 29th consecutive year as the largest Agriculture, Water and Agri-Industry show in the Kingdom. Key decision makers from the regional and global agriculture industry will be present to capitalize on the unprecedented opportunities in the Saudi agriculture market. More than 670 companies from 32 countries exhibited in 2009.

Al Qassim is the second largest agricultural region in Saudi Arabia, representing 18 percent of all harvested land in the Kingdom. Al Qassim is among the Kingdom's top three regions by production for cereals, fruit and vegetables. Although groundwater reserves remain substantial, annual depletion has resulted in a decades-long decline in water levels, leading in some cases to increased soil salinity. Investment in water conservation technologies are a priority to ensure the long-term viability of Al Qassim's agriculture.

In addition to products and services to enhance agricultural productivity – including low pesticide and organic techniques, Al Qassim is also a potential market for high value processing and packaging to add value and improve the competitive position of Al Qassim's agricultural output.



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Mission Deliverables

- ✓ Introduce participants to senior level officials in government agencies and government-owned firms who are awarding contracts, implementing projects, and setting the regulatory framework for the agriculture and water sectors;
- ✓ Open the door and provide a **ground floor marketing opportunity** for untapped and rapidly developing agriculture and water markets in Al Qassim region;
- ✓ Facilitate one-on-one meetings with local companies in your industry who are potential customers, agents, distributors, or joint venture partners;
- ✓ Provide comprehensive market background materials on the priorities, players, and projects in the agriculture and water resource sectors.

Mission Target Sectors

The mission is recruiting delegates from four key sectors—agriculture, water resources management, medical, and ICT. In Riyadh, the agriculture and water sector companies will attend the Saudi Agriculture 2010 Exhibition and have additional meetings in the city specific to their sector. ICT and medical companies will have a separate schedule of meetings and site visits in Riyadh. All mission participants will travel together to Buraydah in Al Qassim province. In Al Qassim, there will be tailored one-on-one meetings with potential business partners as well as meetings/briefings with key government organizations. Throughout the mission, all meetings and site visits will be arranged to reflect the specific marketing objectives of each participating company or organization.

Application Process

- Online registration available at www.us-sabc.org
- Application deadline is **Friday, August 20, 2010**

About the Mission Fee

The business development mission fee covers the following:

- Match-making for business development meetings
- Local transportation (to/from airports, hotels, and meetings)
- Some local meals, luncheons, and receptions
- Shared booth space at Saudi Agriculture 2010
- The \$2,000 fee applies to the first company representative. Each additional representative is \$500.

Mission participants are responsible for their own air fare, hotel, and individual meals not part of mission group events.



For more information, please contact Ana Carmen Neboisa, USSABC Business Development Analyst, at (703) 962-9300 or anacarmen@us-sabc.org.

8081 Wolftrap Road, Suite 300 – Vienna, VA 22182