



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

## Business Development Services

| Product / Service  | Member Price      | Non-member Price  |
|--|-------------------|-------------------|
| <b>Market Insight &amp; Analysis</b><br>This 2-3 page analytical report on the Saudi market will help the client make a decision on whether or not the Saudi market is right for the company's product/service. Typical information includes current trends in the market, the size of the competition, and barriers (tariff and non-tariff) and incentives for entry.   | \$100.00 per hour | \$200.00 per hour |
| <b>Competition Analysis</b><br>This 2-3 page executive summary includes a list of the 3 to 5 major competitors already present in the market, including a brief profile about the company's history, strengths, list of joint venture partners, and contact information. Please note, however, that this service includes information on competitor pricing only when available.   | \$100.00 per hour | \$200.00 per hour |
| <b>Market Entry Strategy</b><br>This 3-4 page report provides the client with information on the most appropriate mode for entering the Saudi market. It involves quantitative and qualitative research on the company's product, size, and experience in other international markets, as well as the type of customs tariffs the product is subject to and incentives for manufacturing the product in the Kingdom.   | \$100.00 per hour | \$200.00 per hour |
| <b>Partner Identification &amp; Introduction</b><br>Partner Identification involves identifying a list of potential companies that could be interested in a partnership with the client. The client can expect a 1-2 page report, which will include a list of potential partners (i.e. distributors, agents, reps, trading companies, competitors, prospective customers, and JV partners) complete with their full contact information. Partner Introduction involves contacting a number of companies on the client's behalf, introducing them to the client, and relaying the gathered feedback to the client. The client can also expect a 1-2 page report summarizing the communication and feedback established with the companies. | \$100.00 per hour | \$200.00 per hour |
| <b>In-country Partnership Screening &amp; Analysis</b><br>Under this service, the USSABC will conduct actual phone and/or face-to-face interviews with a number of companies selected by the client and based on a set of 3-5 questions provided by the client. Following the screening process, the client can expect a 2-3 page report summarizing the communication established with the companies and the market intelligence gathered in the process. Please note that the report will include financial information only when available.   | \$100.00 per hour | \$300.00 per hour |
| <b>Company Profiles and Contact Information</b><br>This service is offered when the client knows the name(s) of the companies of interest, and is just seeking more information about them. Information requested may include a brief profile on the companies' major products/services, joint venture partners, major clients or projects, global presence, current contact information, as well as general financial information when available.   | \$100.00 per hour | \$200.00 per hour |

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| <b>In-Country Appointments/Logistical Support</b><br>Companies planning an independent visit may be interested in this service, which provides the client with customized one-on-one business appointments in country with contacts the client already has. In addition, we will provide logistical support such as visa, hotel flight-pick-up, and escorting the client to and from the meetings.  | \$100.00 per hour                                     | \$200.00 per hour            |
| <b>Trade Show Support Services</b><br>This service includes registration to trade show, walking the show with the client, facilitating personal introductions, and hotel and transportation arrangements, among other services.   | \$100.00 per hour                                     | \$200.00 per hour            |
| <b>Trade Missions to and from Saudi Arabia</b><br>The USSABC leads senior-level trade missions between American and Saudi businessmen and women. The goal of these missions, which are typically 3-5 days long, is to explore trade and investment opportunities that hold the most potential for new business developments and improved trade relations between the two countries. In Saudi Arabia, meetings are typically set up in the three major commercial centers: Dammam, Riyadh, and Jeddah. Furthermore, the USSABC facilitates visa procedures, pre-screens contacts, arranges business appointments, and coordinates logistics, among other services. | Depends on type of mission                            | Depends on type of mission   |
| <b>Advisory Services</b><br>This service includes advising the client on an appropriate course of action following an independent visit or trade mission and is available with complete customization for a wide range of clients and industries.   | \$150.00 per hour                                     | \$300.00 per hour            |
| <b>Communications &amp; Information Services</b>  |   |                              |
| <b>Newsletter</b><br>The <i>U.S.-Saudi Business Brief</i> is a bi-monthly newsletter that contains information about activities and news of interest to the Council's members, and U.S. and Saudi companies interested in learning more about investment opportunities in the two countries.  | No Charge   | \$10.00                      |
| <b>Business Guide to Saudi Arabia</b><br>The Business Guide to Saudi Arabia is the ultimate Saudi Arabia business resource. It highlights the dramatic economic changes underway in Saudi Arabia, and includes information on the Saudi economy, opportunities for investment in the Kingdom's major economic sectors, an extensive outline of Saudi import regulations, and advice on doing business there.  | Per Tiered Membership                                 | \$75.00                      |
|   | <i>Additional at \$25.00</i>                          |                              |
| <b>Industry Sector Reports</b><br>The USSABC publishes comprehensive annual reports with the most up-to-date information about Saudi Arabia's major economic sectors. Among the reports published are Construction, Oil & Gas, Petrochemicals, Medical, Mining, Power Generation, Telecommunications & Information Technology, Transportation, and Water. These detailed reports include an overview of the industry, growth and technology trends, free trade agreements, duties and tariffs, and barriers to import. They also include a list of leading companies in each sector.  | Per Tiered Membership                                 | \$200.00                     |
|   | <i>Additional at \$100.00</i>                         |                              |
| <b>Sponsorship Programs (Newsletter)</b><br>Member Spotlight<br>Half Page<br>Full Page  | \$2000.00<br>\$900.00<br>\$1800.00<br><br>\$15,000.00 | N/A<br>N/A<br>N/A<br><br>N/A |

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| Sponsorship Page Position in <i>Business Guide</i>  | \$12,000.00       | N/A              |
| Back Cover  | \$10,000.00       | N/A              |
| Inside Front and Back Covers  | \$7000.00         | N/A              |
| Opposite Table of Contents  |                   |                  |
| Inside Book   |                   |                  |
| <b>Networking Services</b>  |                   |                  |
| <b>Annual Business Conference/Plenary Meeting</b><br>The USSABC holds periodic conferences to highlight important industry advancements and bring together all sectors to discuss these developments. Speakers include high-level U.S. and Saudi government officials and senior business leaders from both countries.  | \$200.00 per day  | \$350.00 per day |
|   |                   |                  |
| <b>Business Round Tables</b><br>The USSABC's business round tables serve as a forum for networking, as well as a platform for discussion on broad cross-industry topics, activities, and opportunities. Members may raise issues that affect their business strategies at these meetings.   | No Charge         | N/A              |
|   |                   |                  |
| <b>Issue Luncheons</b><br>The USSABC hosts occasional luncheons that address sector specific issues, formulates recommendations for action, and honors visiting dignitaries.  | Varies            | Varies           |
|   |                   |                  |
| <b>Business Dialogue Sessions</b><br>The U.S.-Saudi Business Dialogue is a forum designed to complement the ongoing U.S.-Saudi Arabia Strategic Dialogue, an initiative established by President George W. Bush and King Abdullah bin Abdul Aziz Al Saud (then Crown Prince) in April 2005. Through the Dialogue, the USSABC facilitates the exchange of member companies' views on matters pertaining to the bilateral relationship. The Business Council then submits the recommendations to the Economic and Financial Affairs Working Group, one of six working groups of the Strategic Dialogue. | No Charge         | N/A              |
|   |                   |                  |
| <b>Pre-dinner or reception meeting with dignitaries</b><br>The Council arranges pre-dinner or reception events in which members will have the exclusive opportunity to meet with dignitaries and other members of the business community. This provides time for high-level networking and interaction in a more private atmosphere.  | Varies with event | N/A              |

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