



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

MEDICAL AND ICT BUSINESS DEVELOPMENT MISSION TO SAUDI ARABIA

Mission Dates	October 4-10, 2010
Registration Deadline	August 20, 2010
Mission Fee	\$1,500

Mission Itinerary

- Oct. 4 Arrive in Riyadh
- Oct. 5 Business Meetings/ Site Visits in Riyadh
- Oct. 6 Business Meetings/ Site Visits in Riyadh
- Oct. 7 Business Meetings/ Site Visits in Riyadh
- 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



Market Opportunity

Saudi Arabia is the Middle East's largest market and America's 14th largest export market. Unprecedented public sector spending, large-scale industrial expansion, and growing consumer demand make Saudi Arabia one of the most import-intensive markets in the Middle East. There are particular opportunities for companies in the **medical** and **ICT sectors**.

The Saudi Government is increasing investment in all areas of the medical industry, including hospitals, diagnostic technology, education, and research. An estimated \$6.6 billion worth of healthcare-related projects are currently underway in the Kingdom. Healthcare, combined with social services, accounts for \$16.3 billion, or 11 percent of Saudi Arabia's 2010 budget. The budget includes the construction of 92 new hospitals, with a capacity of 17,150 beds, and a number of primary health care facilities.

Saudi Arabia also has the largest and fastest growing market for telecommunications and IT products and services in the region. The total value of the computer and software market in Saudi Arabia will reach \$6 billion by 2013. The software solutions market, the largest in the Middle East valued at \$637 million in 2009, is expected to post a 12 percent growth through 2013. The Kingdom's aggressive efforts to accelerate its ICT development has also increased demand for IT outsourcing services, including managed hosting services, designing and building data centers, IT security consultancy, disaster recovery services, and media services among others.

Al Qassim province is one of Saudi Arabia's most rapidly emerging internal markets. Al Qassim government and business leaders are pursuing a cluster development strategy that puts medical and ICT sectors at the heart of the region's long term development plans. Opportunities abound for investment as well as capacity building products and technology.



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Mission Deliverables

- ✓ Introduce participants to senior level officials in government agencies and government-owned corporations who are awarding contracts and implementing projects for the medical and ICT sectors;
- ✓ Open the door and provide a **ground floor marketing opportunity** for rapidly developing medical and ICT 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 priorities, players, and projects in medical and ICT sectors;
- ✓ Provide high level networking opportunities with government officials and senior industry executives at receptions sponsored by the U.S.-Saudi Arabian Business Council in Riyadh and Al Qassim.

Mission Target Sectors

The mission is recruiting delegates from four key sectors – medical, ICT, agriculture, and water resources management. In Riyadh, the agriculture and water sector companies will attend the Saudi Agriculture 2010 Exhibition. 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
- The \$1,500 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