



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



## 7<sup>th</sup> USSABC-VIRGINIA TRADE MISSION TO SAUDI ARABIA *December 4-7, 2010*

Mission Dates:	Dec. 4-7, 2010
Registration deadline:	Sept. 30, 2010
Trade mission fee:	\$2,150

### Current Itinerary

- Dec. 3 Arrive in Riyadh (RUH)
- Dec. 4 Meetings in Riyadh
- Dec. 5 Meetings in Riyadh  
Evening flight to Dammam (DMM)
- Dec 6 Meetings in Dammam
- Dec 7 Follow up meetings in Dammam (optional)



### Market Overview – An Estimated \$1.4 Trillion Worth of Trade and Investment Opportunities

The Saudi economy is booming! The Saudi Government has earmarked an estimated \$1.4 trillion worth of trade and investment opportunities across all industry sectors through 2020, much of it in support of the Six Economic Cities Project. Saudi Arabia is the 15th largest export destination for Virginia goods and services, and the United States is the Kingdom’s largest trading partner. Total bilateral trade with the United States in 2009 amounted to \$32.8 billion. As one of the largest U.S. export markets and the largest economy in the Gulf region, the Kingdom has a rising demand for U.S. products, technologies and services spurred by the Saudi Government’s ambitious national development plans.

In addition to a wealth of business opportunities, Saudi Arabia is one of the world’s top economic reformers. Since joining the WTO in 2005, the Kingdom has pledged to become one of the top ten most competitive economies in the world.

### Trade Mission Objectives

- ✓ Assist Virginia companies enter the Saudi market;
- ✓ Assist Virginia companies already operating in Saudi Arabia strengthen their market share;
- ✓ Facilitate meetings with local companies in your specific industry; one-on-one meetings with prospective customers, agents, and joint venture partners;
- ✓ Provide networking opportunities and information on doing business in Saudi Arabia;
- ✓ Give participating Virginia companies a clear understanding of the Saudi market.

#### About the Trade Mission to Saudi Arabia

During the mission, Virginia companies will have the opportunity to initiate or increase sales in Saudi Arabia. Although the schedule for every company is different, participants should be ready for a full agenda, which includes one-on-one meetings with local companies, as well as group business meetings with the Riyadh Chamber of Commerce and Industry and the Eastern Province Chamber of Commerce and Industry (Dammam). Our primary focus is to arrange quality meetings with the “right” local companies that match your business needs in order to sell to customers in the Saudi Arabian market. The USSABC and the State of Virginia have a long history of close collaboration. This is the seventh mission to Saudi Arabia that the VEDP has organized in collaboration with the USSABC.

#### About the U.S.-Saudi Arabian Business Council (USSABC)

The USSABC is a non-profit, non-government organization that was established in 1993 to improve the mutual knowledge and understanding between the private sectors of the U.S. and Saudi Arabia, and to promote and facilitate increased trade and investment between the two countries. Our mission is to foster, develop, and expand the business relationship between the U.S. and Saudi Arabia by promoting trade and investment between the two countries and contributing to the accurate depiction of the business environment within the Kingdom of Saudi Arabia. For more information on business opportunities in Saudi Arabia, please visit our website [www.us-sabc.org](http://www.us-sabc.org).



#### Application Process

- Online registration is available at [http://www.exportvirginia.org/schedule\\_market\\_visits.html#saudi](http://www.exportvirginia.org/schedule_market_visits.html#saudi).
- The registration deadline is **Thursday, September 30, 2010**.

#### About the Trade Mission Fee

The trade mission fee (\$2,150) includes the following services and fees:

- Match-making and meeting confirmations
- Local transportation (to/from airports, hotels, and meetings)
- Several group meals

Mission participants are responsible for their own airfare, hotel, and individual meals.

#### Questions

For more information, please contact your local international trade manager or Knox Hubard – International Trade Manager at [khubard@yesvirginia.org](mailto:khubard@yesvirginia.org), or (804) 545-5758.