



البرنامج الوطني للمعارض والمؤتمرات
Saudi Exhibition & Convention Bureau
secb.gov.sa

**Saudi Exhibition and Convention Bureau
(SECB)**

Table of Contents

| Section | Page |
|--|------|
| 1. Formation of the SECB | 4 |
| 2. Purpose for the Establishment of the SECB | 4 |
| 3. Vision | 5 |
| 4. Mission | 5 |
| 5. Objectives | 5 |
| 6. Scope of Work | 6 |
| 7. Supervisory Committee | 7 |
| 8. Management | 8 |
| 9. Financial Resources | 9 |
| 10. Enforcement of Regulations | 10 |

Article 1

Formation of the Saudi Exhibition and Convention Bureau

A resolution from the Saudi Council of Ministers (No. 246 Dated 17/7/1434 Hegira) has been declared to establish the Saudi Exhibition & Convention Bureau (SECB). The resolution has stated that the SECB aims to:

- 1) Completely develop and organize the Saudi conference and exhibition sector as well as work to enhance the sector's effectiveness within the country's economy.
- 2) Design and implement necessary strategies to achieve the SECB's objectives.

The Council's decision included the formation of a Supervisory Committee for the SECB headed by the Chairman of the Saudi Commission for Tourism and Antiquities and includes representatives from a number of government and private entities. The Supervisory Committee is responsible for approving and overseeing the bureau's rules and regulations, structure and operating budget. Additionally, the Committee will prepare a report on the results of the bureau's activities for the Council of Ministers in order for them to take further consideration and necessary actions.

The Council's decision included the continuation of government agencies in organizing specialized conferences held by the Kingdom's Chambers of Commerce according to the specific controls the Council of Ministers resolution No. (81) dated 22/03/1431. Additionally the Council instructed for the Ministry of Culture and Information to continue organizing the Riyadh International Book Fair and for the Ministry of Commerce and Industry to supervise participation in foreign exhibitions.

Article 2

Purpose for the Establishment of the SECB

To supervise and develop the exhibition and convention sector within the Kingdom, and to strengthen the sector's role in the national economy by increasing its effectiveness. The SECB will also work to overcome barriers to the sector's growth, consistent with the overall objectives of the country.

Article 3

Vision

The Saudi Exhibition and Convention Bureau will be a pioneer in developing the exhibition and convention sector to have a positive effect on the country's economy.

Article 4

Mission

The Saudi Exhibition and Convention Bureau shall apply sector best practices in overseeing the Saudi exhibition and convention sector, and in developing the related internal and external environments to accomplish the sector's economic, cultural and social objectives.

Article 5

Objectives

- 1) Develop and implement efficient and transparent licensing policies which encourage investments in the country's exhibition and convention sector.
- 2) Collaborate on the development of exhibition and convention venues in order to strengthen the capacity of the country, providing appropriate options for the organization of large, high quality events.
- 3) Develop and implement service standards in the Kingdom's convention and exhibition sector to increase the quality of sector related events.
- 4) Provide research and statistics to investors and stakeholders, including the measurement of the economic impact of the sector and its share of the GDP.
- 5) Provide career opportunities for Saudi citizens and to position the sector as an attractive option for career development.
- 6) Promote the Kingdom as a viable host for regional and international exhibitions and conventions which assist in the development of country's economic sectors.

Article 6

Scope of Work

The SECB will achieve its objectives by implementing the following activities:

- Develop public policies which develop the convention and exhibition sector in the Kingdom, in coordination with the relevant authorities according to their respective fields.
- Issue and govern licenses for sector related events held in the Kingdom, in coordination with all concerned authorities.
- Issue and govern licenses for event organizers, in coordination with all concerned authorities.
- Issue and govern licenses for sector related venues, in coordination with all concerned authorities.
- Establish classification standards for events, organizers and venues; directories to be published within the SECB website and publications.
- Develop sector codes of conduct based upon ethical business behaviors.
- Attract foreign investment to develop major centers for exhibitions and conventions through the development of private/public partnerships.
- Encourage and support major exhibitions and conventions to be held in the Kingdom by providing useful information and technical consultancy.
- Provide consultancy, statistical, and technical support to investors and stakeholders of the country's convention and exhibition sector.
- Create sector toolkit to enhance competitiveness of sector stakeholders.
- Collaborate with the relevant authorities to develop the sector's related workforce, through the preparation and implementation of professional standards, university degrees and training workshops.

- Attract international events to the Kingdom through marketing the country and individual provinces as suitable destinations for exhibitions and conventions.
- Coordinate with other sector related, regional and international organizations in order to achieve the objectives of the bureau.
- Create research for the sector's development and to measure its economic impact including its contribution to the GDP.

Article 7

Supervisory Committee

The SECB is governed by a Supervisory Committee that approves and oversees the activities of the bureau. This committee is comprised of representatives from primarily government agencies with the addition of two representatives from the private sector. The members from the private sector are appointed by the Council of Saudi Chambers.

Supervisory Committee's Role

It is the role of the SECB's Supervisory Committee to approve and oversee the bureau's rules and regulations, structure and operating budget. Additionally, each member of the committee is responsible to advise on the aspects of the sector that are related to their organization.

Committee Members:

- Saudi Commission for Tourism and Antiquities
 - Chairman: President of SCTA
- The Ministry of Commerce
- The Ministry of the Interior
- The Ministry of Finance
- The Ministry of Municipal and Rural Affairs
- Two members from the private sector
 - Appointed by the Council of Saudi Chambers

- The committee generally meets twice per year or whenever a relevant issue needs to be addressed, the SECB will have a communication schedule to update members on the activities and outcomes of the bureau. The ongoing organizational objectives and duties are carried out by the management and staff of the bureau.
- Committee Responsibilities:
 - 1) Approval of the general policies for the development of the sector.
 - 2) Adoption of the policies for the organization of exhibitions and conventions in the Kingdom, and the license classifications for related venues and organizers.
 - 3) Propose new and modified rules and regulations necessary for the development of the exhibitions and conventions sector.
 - 4) Adoption of a five-year strategic plan including operational plans, organizational structure, budget, and administrative regulations.
 - 5) Identify and approve the fees for the services provided by the SECB.
 - 6) Nominate and appoint the SECB's Executive Director.
 - 7) Review the performance of the program and take necessary decisions to increase its effectiveness in order to achieve its objectives.
- The term of the Supervisory Committee is five years, during this time the Committee will assess and prepare a report on the performance results of the SECB's activities. The report will be completed and presented to the Saudi Council of Ministers for their consideration and any necessary action.

Article 8

Management

The SECB will be managed by an Executive Director who is administratively linked to the Chairman of the Supervisory Committee. The Executive Director shall manage the SECB and shall carry out the following functions:

- 1) Supervise the preparation and implementation of strategic plans and policies related to the sector.

- 2) Propose draft regulations to the Supervisory Committee in regards to the SECB's scope of work.
- 3) Issue executive decisions for the development of the sector and to supervise the SECB's activities.
- 4) Approve sector related events in accordance with the policies and regulations approved by the Supervisory Committee.
- 5) Issue licenses for sector related venues and organizers and provide a classification system for each in accordance with the policies and regulations approved by the Supervisory Committee.
- 6) Oversee the preparation, submission and implementation of the draft SECB budget to be approved by the Supervisory Committee.
- 7) Supervise the SECB staff in accordance with the administrative guidelines approved by the Supervisory Committee.
- 8) Prepare an annual and other periodic reports for the Supervisory Committee on the activities and achievements of the SECB.
- 9) Implement decisions issued by the Supervisory Committee.
- 10) Collaborate with stakeholders in order to achieve the SECB objectives.

Article 9

Financial Resources

- The SECB has the following financial resources:
 - » Operating subsidies issued from the Ministry of Finance.
 - » Fees obtained from the license issuance for related events.
 - » Fees obtained from the license issuance for related venues.
 - » Fees obtained from the license issuance for event organizers.
 - » Fees from stakeholders who join the SECB membership plan.
 - » Penalties imposed on violators of the licensing regulations.
 - » Miscellaneous resources approved by the Supervisory Committee.

- The resources of the SECB are gained from the financial payments obtained from the efforts and services offered, all amounts are deposited in an account in its name with SAMA, then withdrawals are made as per rules and regulations set by the Supervisory Committee.
- The SECB fiscal year will be in line with the government's official fiscal year.
- The Supervisory Committee will appoint an independent auditor to review the financial related activities of the SECB.

Article 10

Enforcement of Regulations

The SECB shall work under the approved regulations immediately after the approval by the Supervisory Committee, the Supervisory Committee has the authority to amend the regulations as needed.



البرنامج الوطني للمعارض والمؤتمرات
Saudi Exhibition & Convention Bureau
secb.gov.sa

