



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



Saudi Arabia Welcomes your Meetings



Why Saudi Arabia?

- The Kingdom of Saudi Arabia (KSA) is the largest economy in the region, and a member of the G-20, all of which enhanced its position as a centre for business events in the region.
- KSA is capable of attracting international exhibitions, conventions and meetings, considering that it is strategically located at the crossroads of three continents, and is home to the two holiest cities in Islam. In addition, it is a pioneering investment power in the region, with a solid infrastructure, new and modern facilities as well as hotels. Furthermore, straightforward procedures and regulations, all of which will enable it to assume a prominent position among the nations of the world.
- KSA has always sought in its development plan to diversify the economy, while supporting the growth of the private sector in order to reduce its dependence on oil as a major contributor to the national economy. This will provide more employment opportunities for Saudi youth, and attract foreign capital to support domestic investment projects. To strengthen its competitive position, KSA has adopted sustainable development as a strategic choice.
- Aware of the importance of the meetings industry it took qualitative leaps to motivate its growth, targeting a number of economic sectors, including health, education, training, sports entertainment, commerce, housing, agriculture, information technology, culture, energy, petrochemicals and Hajj and Umrah. The result of which is noticeable and remarkable growth in the meetings industry.
- Saudi' Vision 2030 which aims at making the Kingdom a successful global model of excellence by shifting to a more diversified economy. (For more information visit www.vision2030.gov.sa/en)
- Saudi Arabia is housing a very promising private sector future.
- An increasing involvement of the private sector in the industry.
- Hotels with the highest standards in strategic locations.
- Being the largest of the Arab Gulf countries, in terms of population and economic strength.
- Highest GDP growth rate in the Middle East.
- Being the biggest oil producer in the world.
- Strong communication and transportation infrastructure
- Advanced specialized economic sectors: oil, energy, medicine, Information Technology, desalination and water treatment as well as dates.
- Significant growth in academic institutions.
- Saudi government has approved the issuance of investment licenses allowing foreign companies 100% ownership in the trading sector.



- Saudi Vision 2030 plans to:
 - Increase foreign direct investment from 3.8 percent to 5.7 percent of GDP.
 - Increase private sector contribution from 40 percent to 65 percent of GDP.
 - Increase women's participation in the workforce from 22 percent to 30 percent.
 - Increase non-oil government revenue from SAR163 billion to SAR1 trillion.

Facts and Figures from KSA and Its Meeting Industry:

- The meeting industry is expected to grow up to 20% in 2017 compared to 2017.
- Tourist visits for the purpose of attending business events represents more than 15% of total tourism in KSA.
- The Saudi Exhibition and Convention Bureau approved the trade fairs plan of 2017, which looks to increase its numbers up to 86 trade fairs.
- More than 8700 Business events were held in Saudi Arabia in 2016 covered 17 economic sectors such as consumer goods and retail, building and construction, economic and trade, manufacturing, healthcare, tourism and travel.
- Saudi Arabia's tourism industry directly contributed SR59.6bn (\$15.9bn) to the economy in 2015, i.e. 2.5% of total GDP.
- Saudi Arabia is home to approximately 600 conferences or meetings venues, with significant expansion of the Riyadh International Convention and Exhibition Centre (RICEC).
- New projects of conventions and exhibitions districts including huge venues are on the pipeline such as King Khalid Airport Convention District in the capital Riyadh, King Abdulaziz Airport Convention District in the city of Jeddah and King Abdullah Financial District in Riyadh.



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رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Saudi Meetings Industry Statistics 2016



Number of Visitors to Licensed Events
4413396

Total Number of Licensed Business Events
8758

Peak Seasons
May

Growth Percentage in business events number comparing with the 2016

%12

Active economic sectors in business events
Educational - Health Care - Professional services

Peak seasons for business events
Fourth Quarter

Provinces with the largest number of business events
Riyadh Province 48%
Makkah Province 31%
Eastern Province 18%

www.sec.gov.sa

How to organize business events in Saudi Arabia?

To organize a single or multiple business Events in Saudi Arabia, there are two options:

1. Conduct a Business Event through Partnership:

For either one-time event or multiple events, the investor is required to have a partnership with a local organizer and is registered with the Ministry of Commerce and Investment. The partnership agreement should have the following elements:

- All event financial aspects should be managed through a Saudi Arabian local bank.
- The event should be licensed by the Saudi Exhibition and Convention Bureau (SECB). For details about licensing business events head to SECB website www.secb.gov.sa/en
- To obey the Saudi Arabian Meetings Industry laws and regulations.

2. Open an office in Saudi Arabia

The investor must hold a valid commercial registration to organize exhibitions and conferences, the foreign investor must be registered with the Saudi Arabian General Investment Authority, and office headquarters will be that of the investor company in Saudi Arabia.

The steps of opening an office in Saudi Arabia are as follows:

Contact SECB for acceptance letter and approval for investment in Saudi meeting industry. Info@secb.gov.sa

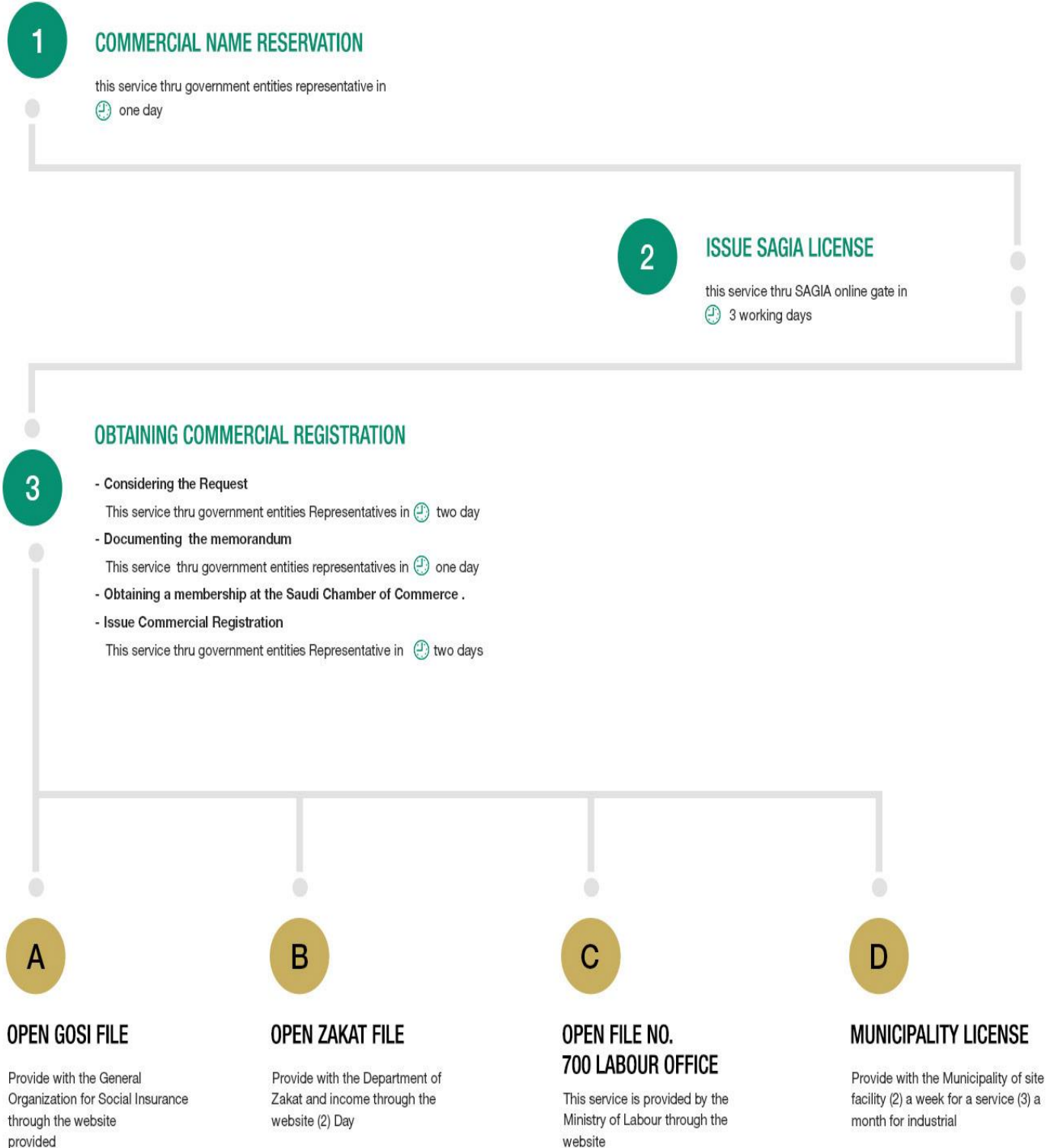
- Creating a Service Sector investment request (Meeting industry is categorized as Service Sector in the Saudi Arabian General Investment Authority) thorough the Saudi Arabian General Investment Authority (SAGIA). SAGIA is the government investor friendly face. Please head to the SAGIA website for the crucial steps of starting Business Service (Organizing events and conventions is labelled under Service Sector) at: www.sagia.gov.sa
- After creating the commercial registration suitable for you, apply to Saudi Exhibition and Convention Bureau via: www.secb.gov.sa/en

For any inquires email:

Eng.Tariq Al-Essa (SECB CEO): alessa@scth.gov.sa

Info@secb.gov.sa,

Below are the steps for starting a business in Saudi Arabia (Service Sector):



What are the rules and regulations for licensing a business event in Saudi Arabia?

License is obtained through the SECB website, which has a friendly platform (this is the one and only platform to license business event). For more details on this, head to SECB website www.secb.gov.sa/en

There are multiple types of licenses for business events and among those are:

Conferences

- For conferences, the organizer must apply for the event 180 days prior to the date of the event. Initial Approval for this will be granted within 5 working days.
- After getting the initial approval, the organizer must apply again 90 days before the event day for the final approval.

Trade Exhibitions

- For trade exhibitions, the organizer must apply for the event 180 days prior to the date of the event. Initial Approval for this will be granted within 5 working days.
- After getting the initial approval, the organizer must apply again 30 days before the event day for the final approval.

Meetings, Workshops and Trainings

- For Meetings, Workshops and Trainings, must apply for the event 5 working days prior to the date of the event. Initial Approval for this will be granted within 48 hours.
- The meeting for international companies is organized through the company agent in Saudi Arabia and thus the visa invitation can be easily obtained through this company agent.

For more information head to the SECB website: www.secb.gov.sa/en

What are the best business events venues to host my host my business event?

The best places to conduct your business event are usually centres around the main cities of the Kingdom, Dammam, Riyadh and Jeddah. Below you can find more info regarding the best hotels and conferences:



Riyadh city

Convention and Exhibition Centers

Centers	E Mail
AL KHOZAMA BANQUETING AND CONFERENCE CENTER	zaid_z@hotmail.com
Power Quality Committee	b.mutwali@energy.gov.sa
Kingdom Centre	goshayan@kingdomcentre.com.sa
Riyadh International Convention and Exhibition Center	meshari.alghamdi@gmail.com
arriyadh - almuroj	vip.8484848484@gmail.com
Khalid Center for Exhibitions and Conferences	mahghazy@hotmail.com
nayyara company ltd	sales2@nayyara.com

Riyadh Hotels

Hotels	E Mail
Holiday Inn Olaya - Riyadh	ayman.rammal@ihg.com
Madareem Crown Hotel	f.b@madareemcrown.com
Burj Rafal Hotel Kempinski	meetings.burjrafal@kempinski.com
The Ritz Carlton Riyadh	rc.ruhrz.leads@ritzcarlton.com
Sheraton Riyadh hotel and Towers	sheraton225@outlook.com
Movenpick Hotel Riyadh	mahmoud.omar@movenpick.com
Novotel Al Anoud	h6532-sl@accor.com
Four Seasons Hotel Riyadh	ahmedwshaath@gmail.com
Holiday inn izdihar	muhammad.darwish@ihg.com
Riyadh Marriott Hotel	mhrs.ruhsa.asst.event.mgr@marriott hotels.com
Narcissus Hotel and Residence Riyadh	info@narcissusriyadh.com
alfaisaliah hotel	hassan.alrubya@alfaisaliahotels.com
InterContinental Riyadh	Mustafa.enani@ihg.com
RIYAHD hyatt	tariq.altelaihi@hyatt.com

Jeddah

Convention and Exhibition Centers

Centers	E Mail
Leylaty Ballroom	secretary@leylaty.com.sa
Jeddah center for forums and events	adeebm@jcci.org.sa

Jeddah Hotels

Hotels	Centers
Le Meridien Jeddah	jamal.abuelmagd@lemeridien.com
Park Hyatt Jeddah Hotel	ashraf.talaat@hyatt.com
Intercontinental Jeddah Hotel AL Amoudi	saber.merry@ihg.com
Jeddah Hilton	Maged.Abbar@hilton.com



Crowne Plaza Hotel Jeddah	nabil.bibi@ihg.com
Radisson Blu Jeddah	radissonblu.secb@gmail.com
Holiday inn jeddah gateway	ayman.abdelati@hijgateway.com
sheraton jeddah hotel	jobyjobin14@gmail.com
The Ritz Carlton Jeddah	samer.aboalnour@ritzcarlton.com

Eastern Region

Dammam, Khobar, Dhahran, Jubail

Convention and Exhibition Centers

Centers	Centers
Dhahran International Exhibitions Center	t.hassan@diec.com.sa
seef International Center for Exhibitions and Conferences	hamada.seef@gmail.com

Eastern Region

Hotels

Hotels	Centers
Le Meridien Al Khobar	ali.chmait@lemeridien.com
carlton almoaibed hotel	walid.haddad@carlton-hotel.com.sa
Golden Tulip Al Jubail	fom@goldentulipaljubail.com
Novotel Dammam business park	h6985-fb@accor.com
Sofitel AL Khobar The Corniche Hotel	h5988-gm@sofitel.com
crowne plaza hotel	nageh.zaki@ihg.com
Park Inn by Radisson Dammam	info.dammam@rezidorparkinn.com
Park Inn by Radisson Al Khobar	hani.ahmed@rezidorparkinn.com
SAS Hotel	event@sasaljubail.com
Dhahran International Hotel	bc@dhahotel.com.sa
Coral Al Khobar Hotel	abdullah.alajmi@coral.hmh.email
Moevenpick Hotel Al-khobar	Abdulaziz.Essam@moevenpick.com
Al Khobar Intercintinental Hotel	amir.almubarak@ihg.com
Mercure Al-Khobar Hotel	H7583-AM@ACCOR.COM
Sheraton Dammam Hotel and Convention Centre	sales.admindammam@sheraton.com
InterContinental Al Jubail	fahad.alsayegh@ihg.com
Karan Suites and Towers Co	nadeem.aslam@karanhotel.com
Sand Rose Suite Hotel	sales@sandrosehotel.com
DoubleTree By Hilton Dhahran	Mohammed.Rawajeh@hilton.com
Holiday Inn AL Khobar Hotel	banquet.coordinator@hikhobar.com
Al Ahsa Intercontentel Hotel	alaa.freijeh@ihg.com
Golden Tulip Hotel Al Khobar	M.Najrani@ALHOKAIR.COM
kempinski alothman hotel	ali.almuhanna@kempinski.com

Visa:

Business Visa:

This type of visa is issued for the purpose of a business visit and it is issued to companies signing contracts or agreements with a Saudi party. Issued to business owners and investors who wish to complete business or establish investment projects in the Kingdom of Saudi Arabia. Saudi Arabia has also recently introduced a new measure to grant the Business Visa for foreign investors within 24 hours. To apply for this type of visa see the link below: <https://visa.mofa.gov.sa/visaServices/ServicesList>

Visa for participants / exhibitors / speakers:

For these types of visas, the organizer will send invitation to the participants, exhibitors and /or speakers. With these invitations, they will apply for the visa. Check out the SECB website for the licensed events and conferences calendar.

Note:

If you would like to visit Saudi Arabia, kindly refer to the Saudi embassy or consulate in your country.

Meet the requirements of the type of visa needed. It takes one week to obtain a visa. Follow the status of your visa online at <https://visa.mofa.gov.sa/en>

Guidelines for visiting Saudi Arabia:

- We advise you to plan your trip to Saudi Arabia as early as possible to ensure proper and organized process of getting the visa, and plan your journey.
- The currency for Saudi Arabia is the Saudi Riyal and credit cards are widely accepted in Saudi Arabia. The Saudi Riyal is equivalent to 3.75 in comparison to 1 USD.
- The kingdom of Saudi Arabia like all other countries has guidelines and cultural aspect that should be respected such as wearing the Abaya for female (cover dress for female).
- There are no barriers to women participation or seating in conferences in Saudi Arabia and female participants are very welcomed.
- The Kingdom of Saudi Arabia has 27 airports, five of which are international such as King Khalid Airport in the capital Riyadh, King Abdulaziz Airport in Jeddah City, King Fahad Airport in Dammam,



Prince Mohammed Airport in Madinah City and Taif Airport. For more information visit: www.gaca.gov.sa

- Transportation within the kingdom is mainly via automobile, there are many car rental companies (international and local) as well as many taxi services, and application based transportation services such as Uber and Careem.
- There are many hotels within the kingdom majority of which are four and five stars ranked hotels with high capacity to host huge number of guests. It is expected that within the next 5 years there will be a significant growth to this area as many are under construction.
- During your visit to Saudi Arabia, there are many places and activities to engage in. you are welcomed to engage in wide varieties of activities and visit the tourist places within the kingdom. For more information regarding activates outside of your business trip visit: www.sauditourism.sa/en alternatively check out the tour operators within the list provided in this website: www.toursitguidewebsite.gov.sa
- There are many gift shops within the different cities in the kingdom of Saudi Arabia, browse through a wide selection of gift traditional items that represent the Saudi Culture, also do not forget to try out our famous Saudi dates.

Customs

- Saudi Customs seeks to provide an integrated customs services to further develop Saudi Arabia and follow with developments at both the local and international level.
- This is by finding a balance between facilitating the movement of trade for importers, exporters and travellers according to the international obligations of Saudi Arabia on the one hand; and
- On the other hand, carry out strict inspection of packages for incoming and outgoing travellers, to ensure the prevention of prohibited substances, including contaminated and counterfeit items, as customs is the first line of defence of homeland security.

Temporary Admission:

For information regarding the temporary admission of materials related to the trade exhibitions, visit the Saudi Customs website: <https://www.customs.gov.sa/sites/sc/en/CustomsGuideNew/HQweb>



Useful Websites:

- Saudi National portal:
www.saudi.gov.sa
- Saudi Exhibition and Convention Bureau (SECB):
www.secb.gov.sa/en
- Saudi Arabian General Investment Authority (SAGIA):
www.sagia.gov.sa
- Saudi Commission for Tourism and National Heritage (SCTH):
www.scth.gov.sa/en
- Visa:
<https://visa.mofa.gov.sa/visaServices/ServicesList>
- Customs:
www.customs.gov.sa/sites/sc/en
- Saudi Tourism:
www.sauditourism.sa/en
- Saudi Events:
www.saudievents.sa
- Your destination:
www.destinationksa.com
- See Saudi as never seen before:
www.seesaudi.sa/english