**Important Circular**

**On launching SECB electronic portal**

**And regulation of services charge provided by SECB**

**Gentlemen\ Companies and Institutions Organizing Exhibitions and Conferences...**

**Gentlemen\ Hotel Managers - Exhibition and Conference Venues Managers - Event Hall Managers...**

**Greatings...**

Saudi Exhibition and Convention Bureau (SECB) seeks to become the focal point for all participants in the meeting industry in KSA, with the aim of organizing and developing meeting industry, encouraging investments in this industry and marketing KSA as a destination for business events. In this regard, the first stage of SECB electronic portal was launched on Sunday, 26 Muharram 1437 AH (8 November 2015).

The purpose of founding SECB electronic portal, which was funded through E-Government Program "Yesser", is the following:

* Facilitate all aspects related to the process of issuing business events licenses electronically.
* Provide support for supervising business events and venues, monitoring and gathering important information and statistics on business events held in KSA.
* Understand the behavior of meeting industry, and know demand and supply movement in this industry.
* Provide information and support for communication between partners in meeting industry.
* Support E-marketing activities for meeting industry.

The portal includes many electronic services, which will facilitate the procedures for meeting industry in KSA. Therefore, we hope that everyone will register in this electronic portal and “Update User Profile”, to ensure issuing all kind of licenses for business events.

On the other hand, regulation of services charge provided by SECB has been approved. It will be implemented gradually starting on Sunday, 26 Muharram 1437 AH (8 November 2015) through SECB electronic portal as follows:

**First: The formal document of services charge provided by SECB**

* Paragraph V of Article IV of the Council of Ministers Resolution No. (246) dated 17 Rajab 1434 AH, which stipulates, "SECB Supervisory Committee shall determine services charge provided by SECB”.
* Article 8 of the same resolution states that “The charge of business and services provided by SECB shall consist its resources. The money shall be deposited in its account with Saudi Arabian Monetary Authority (SAMA). SECB shall spent this money in accordance with rules and procedures approved by Supervisory Committee.
* SECB Supervisory Committee approved regulation of services charge at its ninth meeting held on 23 Dihu al-Hijjah 1436 AH.

**Second: Standards for determining SECB charge.**

* Classifications and definitions used in international organizations specialized in business events.
* Saudi Commission for Tourism and National Heritage (SCTH) experience in classifying and licensing of tourism companies and Venues.
* SECB added value and services provided by the electronic portal.
* Expected annual expenses to manage and operate SECB.

**Third: Types of services charge provided by SECB:**

**A. Charge for “Licensing Events” service:**

|  |  |
| --- | --- |
| **Event Type** | **Charge Value for Each Event (SR)** |
| Trade Exhibition | 10.000 |
| Consumer Goods Exhibition - (One Week) | 10.000 |
| Consumer Goods Exhibition - (Two Weeks) | 20.000 |
| Consumer Goods Exhibition -(Three Weeks) | 30.000 |
| Consumer Goods Exhibition - (Month) | 40.000 |
| Product Introduction Exhibition | 5000 |
| Recruitment Event | 5000 |
| Charity Exhibition | 1000 |
| Conference / Forum / Symposium - (Local) | 5000 |
| Conference / Forum / Symposium - (International) | 10.000 |
| Lecture | 1000 |
| Convention | 15.000 |
| Meeting / Workshop / Training Course | 500 |

.

**B. Charge for “Institutions and Companies Classification” service:**

|  |  |
| --- | --- |
| **Institution / Company Type** | **Annual Charge Value (SR)** |
| Exhibition & Conferences Organizer | 1000 |
| Professional Conferences Organizer (PCO) | 2000 |
| Professional Exhibitions Organizer (PEO) | 2000 |
| Exhibition & Conference Center Operator | 5000 |

**C. Charge for “Venues Classification” service:**

|  |  |
| --- | --- |
| **Venue Type** | **Annual Charge Value (SR)** |
| Exhibition Center | 35.000 |
| Conference Center | 35.000 |
| Exhibition & Conference Center | 60.000 |
| Event Hall (Wedding Hall or Gallery within Mall) | 25.000 |

**D. Charge for “Other Services”:**

|  |  |
| --- | --- |
| **Service Type** | **Charge Value (SR)** |
| “Update User Profile” in electronic portal | 500 |
| \* Cancel Request | 1000 |
| \* Update Request (Date) | 1000 |
| \* Update Request (Venue) | 1000 |

**There is no charge for “Cancel / Update” service for (Meeting - Workshop - Training Course).**

**E. Charge for “Institution / Company Membership in SECB” program:**

SECB provides membership service to institutions and companies which operating business activities outside meeting industry, and benefit from the growth in demand and movement resulting from the increase of business events activities in KSA. This includes aviation, car rental, travel and tourism, banks, insurance, credit cards, communication and information technology, advertising and public relations. The membership program offers four levels with different features and values:

1. Strategic Partner (1.000.000) one million (SR)
2. Platinum Partner (500.000) Five hundred thousand (SR)
3. Golden Partner (350,000) Three hundred and fifty thousand (SR)
4. Silver Partner (250,000) Two hundred and fifty thousand (SR)

**Table of membership features:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Membership Features** | **Strategic** | **Platinum** | **Golden** | **Silver** |
| 1 | **Approval for SECB “Strategic Partner” title** | ü |  | . | . |
| 2 | **Place the logo in all SECB publications and reports** | ü |  | . | . |
| 3 | **Joint press conference** | ü |  | . | . |
| 4 | **Place the logo in all questionnaires for surveys and researches carried out by SECB** | ü |  | . | . |
| 5 | **Place a summary of the organization and its activities in the annual reports of SECB** | ü |  | . | . |
| 6 | **Send (4) promotional activities annually to the organization through SECB databases.** | ü |  |  | . |
| 7 | **Place a banner in homepage of SECB electronic portal** | ü | ü |  | . |
| 8 | **A full page ad in the magazine «Meet in Saudi Arabia»** | ü | ü |  | . |
| 9 | **(5) Free chairs in SECB training courses** | ü | ü |  |  |
| 10 | **Place the organization in SECB partners list on the dedicated page in electronic portal** | ü | ü | ü |  |
| 11 | **Place the organization logo in the reports on the economic impact of business events sector** | ü | ü | ü |  |
| 12 | **Use SECB logo** | ü | ü | ü | ü |
| 13 | **Access to SECB calendar of licensed events** | ü | ü | ü | ü |
| 14 | **Obtain a copy of the daily press file for business events sector** | ü | ü | ü | ü |

**Fourth: Gradually implement of services charge provided by SECB:**

Because of SECB electronic portal specifications require the participation of all participants in meeting industry to carry out licensing operations, and the incompleteness of institutions, companies and venues classification standards, the gradually implement of this charge has been adopted as follows:

**First:**  Charge for “Licensing Events” service as following:

Implementation of (Meeting - Workshop - Training Course) licensing service charge started from 14/2/2016.

Implementation of (Consumer Goods Exhibitions) licensing service charge started from 28/2/2016.

Implementation of (Product Introduction Exhibitions) licensing service charge started from 28/2/2016.

Implementation of (Charity Exhibitions) licensing service charge started from 13/3/2016.

Implementation of (Conferences - Forums - Conventions) licensing service charge started from 1/7/2016.

Implementation of (Trade Exhibitions) licensing service charge started from 1/7/2016.

**Second:**  Charge for “Institutions and Companies Classification” service: Implementation of this charge started from 1/7/2016.

**Third:**  Charge for “Venues Classification” service: Implementation of this charge started from 1/7/2016.

**Fourth:**  Charge for “Registration” and “User Update Profile” on SECB electronic portal: Implementation of this charge started from 4/2/2016.

**Fifth:**  Charge for update (Date - Venue) or cancel events service: Implementation of this charge started from 1/1/2016.

**Sixth:**  Charge for “Institution / Company Membership in SECB” program: Implementation of this charge started from 1/1/2016.

Best Wishes

Saudi Exhibition and Convention Bureau