

## General Authority of Foreign Trade

### Saudi Entities Requested Areas of Cooperation with U.S. Private Sector and U.S.-Saudi Business Council (USSBC) Action

Entity	Area of desired cooperation	Saudi Point of Contact	USSBC Actions
<b>General Authority of Civil Aviation</b>	<ul style="list-style-type: none"> <li>- King Abdulaziz international Airport is ready to sign the (Sister Hood) agreement between King Abdulaziz International Airport in Jeddah and Atlanta International Airport.</li> </ul>	<p>Ali Mohammed Rajab  <a href="mailto:amrajab@gaca.gov.sa">amrajab@gaca.gov.sa</a></p> <p>Maha Hassan Almadhi  Mmadhi@gaca.gov.sa</p>	<p>USSBC and GACA have been working together since 2018. An MOU of collaboration was signed in 2019.</p> <p>Q2: USSBC arranged meetings for Matarat with Atlanta, Los Angeles Airport directors and helped promote a seminar on opportunities in the Saudi aviation sector during AAE conference in Seattle, June 2022</p>
<b>Ministry of Justice</b>	<ul style="list-style-type: none"> <li>- Draft memorandum of cooperation between the Ministry of justice in The Kingdom of Saudi Arabia and the American Bar Association (ABA)</li> </ul>	<p>Dr. Mohammed Nasser Alshalfan  General Supervisor of the General Department of International Cooperation  malshalfan@moj.gov.sa  Cell: +966-546690680</p>	<p>Q2: USSBC and Dr. Mohammed spoke on May 25. The request is outside our scope of promoting trade and investment between the U.S. and Saudi Arabia. We recommended MOJ to contact the new leadership of ABA and enlist the advocacy support of the Saudi Embassy in Washington, D.C.</p>
<b>National Center for Privatization &amp;PPP</b>	<ul style="list-style-type: none"> <li>- Enhance the relationships with US companies interested in the field of Privatization and Public Private Partnership in the sectors of health and social development.</li> <li>- Exchange information on related issues and best practices in PPPs.</li> <li>- Share experience through workshops and mutual engagements.</li> <li>- Build capacity through training and knowledge sharing in the area of PPP.</li> </ul>	<p>Kahtan AlDagaither  KAIDagaither@ncp.gov.sa</p>	<p>Q2: USSBC emailed the National Center for Privatization on June 24.</p> <p>Call on Aug 4. Potential areas of opportunity:</p> <ol style="list-style-type: none"> <li>1. Promotion of privatization opportunities via USSBC comms platforms</li> <li>2. Webinar on PPP opportunities (Nov-Dec)</li> </ol> <p>Q4:  Oct: Call to introduce the Council, research and comms team.  Discussed promotion of privatization opportunities in our</p>

	<ul style="list-style-type: none"> <li>- Identify tools to support PPP projects from failure and minimize risks and costs.</li> </ul>		<p>publications, events in the US on the sidelines of conferences.</p> <p>Nov: Met with Hani ALSaigh, VP, Strategic Marketing &amp; Knowledge Management, and Faisal Almutairi, Director, Investors and Corporate Relations and explored areas to collaborate (visit to the U.S. (anchored in a relevant event, seminar with relevant audience based on assets in the pipeline to be privatized within 1-2 years).</p> <p>Dec: call with NCP; forwarded U.S. contacts in healthcare sector (long term care; rehabilitation; hospitals); contacted P3C Media regarding P3 conference in March 2023-NCP would like to attend/present.</p> <p>Next Steps, Q1 2023</p> <ol style="list-style-type: none"> <li>1. Follow-up on PPP project in healthcare</li> <li>2. Follow-up with P3C Media re. P3 Conference</li> </ol>
<p><b>Ministry of Industry and Mineral Resources</b></p>	<ul style="list-style-type: none"> <li>- Invite research and development centers from both sides to cooperate in the fields of industrial development.</li> <li>- Cooperation in the industrial and mining sectors and to increase joint investments between the Saudi and American sides in the following industries: <ul style="list-style-type: none"> <li>o Mining Industries</li> <li>o Manufacturing industries based on the products of basic industries in the cities of the Royal Commission for Jubail and Yanbu</li> <li>o Machinery and Spare Parts Industries</li> <li>o Food Industries</li> </ul> </li> </ul>	<p>Ahmed Abuzinadah a.abuzinadah@mim.gov.sa</p> <p>Ahmed Al-Suhaili a.alsuhaili@mim.gov.sa</p> <p>Mohammad Al-Sowaillem mohammad.sowaillem@ic.gov.sa</p>	<p><a href="#">Ministry of Industry and Mineral Resources</a>: The USSBC worked with the ministry to host participation of H.E. Khalid Al Mudaifer, Vice Minister, at MINExpo International in Las Vegas, Sept 13-15, 2021 and a visit to Colorado, Sept 16. Mr. Abuzinadah also attended the visit and was designated to follow up with companies interested in continuing discussions with the ministry.</p> <p><a href="#">Royal Commission for Jubail and Yanbu</a>: the USSBC has been collaborating with the commission since 2013. We have organized 5 roundtables in Houston, Los Angeles, Chicago, Cleveland, and Columbus on opportunities in the</p>

	<ul style="list-style-type: none"> <li>○ Logistics</li> <li>○ Pharmaceuticals/Biotech</li> <li>○ Medical Devices</li> <li>○ Building Materials</li> <li>○ Aviation</li> <li>○ Automotive</li> <li>○ Renewable Energy Industries</li> </ul>		<p>heavy industries. We are planning another roundtable in the fall of 2022.</p> <p><u>SEDA</u>: USSBC and SEDA organized an exhibition and meetings for 14 Saudi companies in food and building materials sectors in New York, December 2021. Participants included the Specialty Food Association, organizer of the 2022 Summer Fancy Food Show. We also facilitated participation for the Saudi food exporters at the annual townhall meeting of the Association of Food Industries, the voice of the U.S. food industries, to meet U.S. food importers.</p> <p>Throughout the years, U.S. companies from the sectors of interest have attended many of our missions to Saudi Arabia (in person/virtual), webinars, and seminars for Saudi Aramco.</p> <p>Action in Q4, 2022:</p> <p>MIMR: USSBC recruited 5 companies to exhibit at the Future Minerals Forum, Jan 11-12, 2023 (FMF23). MIMR offered a booth to the USSBC at the event.</p> <p>MIMR asked for help to recruit junior exploration companies and royalty companies exhibiting at the 128<sup>th</sup> AEMA conference in Reno, NV, Dec 6-9. USSBC recruited 5 junior companies (Big Rock Exploration; Relevant Gold Corp; NV Gold Corporation; Nevada Silver Corporation; Aston Bay Corporation)-MIMR offered to pay transportation and accommodation for one representative/company).</p>
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<p><b>Ministry of Health</b></p>	<ul style="list-style-type: none"> <li>- Share investment opportunities for the health sector in both countries.</li> <li>- Cooperate in the field of investment in the health sector in the Kingdom and working to sign a memorandum of understanding between both sides in this matter</li> </ul>	<p>Dr. Adil Mahmoud Monshi monshiam@moh.gov.sa</p>	<p>The USSBC has been working with the Ministry of Health (MOH) for over 10 years to introduce US companies in healthcare and biotech to KSA. We co-organized the US-Saudi Healthcare Forum in Boston in 2017.</p> <p>Q1-2: USSBC spoke and worked with Dr. Yasser S. Almahmoud from the Vision Realization Office at the MOH Health to promote investment opportunities in the Saudi healthcare industry.</p> <p>USSBC facilitated a call with Specialty Healthcare and Shirley Ryan Ability Lab to discuss opportunities in healthcare (rehabilitation and home healthcare).</p> <p>Q4:</p> <p>Nov: Met with MOH to discuss potential ministerial visit to the U.S. in 2023. Discussed two options: 1. potential one day forum, similar to 2017 conference in Boston. Proposed location: Houston due to proximity to Texas Medical Center 2.program at large industry conferences such as those organized by the Biotech Innovation Organization (BIO).</p> <p>USSBC met again with Rakan Khalid Bin Dohaish, Ass. Deputy Minister for International Cooperation, to continue discussions on potential forum in the U.S. and/or participation at BIO's international annual conference (June 2023). MOH leans toward participation at</p>

			<p>BIO's annual event in Boston in Jan 2023.</p> <p>Met with Dr. Yasser Saleh, Almahmoud, Extended Care Project Manager, Vision Realization Office re. in-person event in KSA in Q1, 2023.</p> <p>Next Steps, Q1, 2023:</p> <p>USSBC to host a breakfast briefing on Jan 23, 2023 with MOH team.</p>
<p><b>King Abdulaziz City for Science and Technology (KACST)</b></p>	<p>- KACST welcomes cooperation in technical investments.</p>	<p>Dr. Bassim Hassan bihassan@kacst.edu.sa</p>	<p>Q2:</p> <p>The USSBC connected with Dr. Bassim Hassan on May 31. We have explored a couple of potential programs, such as a webinar to promote KACST's focus to become an institution focused on R&amp;D and tech innovation hub once the strategy is finalized.</p> <p>Q4:</p> <p>USSBC met with Dr. Basim and Mr. Fahad Bahdailah, VP, Strategic Communications and Partnerships, and explored collaboration once the KACST strategy is announced in 2023. These include promotion of KACST's strategy and science park to US members in KSA (breakfast briefing); Visit the U.S. to explore partnerships/exchange programs with incubators, research universities, attend relevant industry conferences, reconnect with companies met in 2022</p> <p>Dr. Fahad to review proposed areas of collaboration and revert</p> <p>Next Steps in Q1, 2023:</p>

			<p>1. Follow-up with KACST re. in-person event re. KACST strategy in Q1-2, 2023</p>
<b>Ministry of Tourism</b>	<p>- The representative of the Saudi Ministry of Tourism (Mr. Mahmoud Abdulhadi) is willing to give out a presentation during one of the meetings of the council about tourism sector in the Kingdom and the investment opportunities in this field.</p>	<p>Mahmoud Abdulhadi abdulhadim@mt.gov.sa</p>	<p>Q2: The USSBC connected with Mr. Abdulhadi on June 1.</p> <p>Q4:</p> <p>USSBC promoted the WTTC summit to members/on social media.</p> <p>USSBC attended the WTTC summit, Nov 29-Dec 31. USSBC considers leading a mission of tourism infrastructure development to KSA in Q1, 2023 in collaboration with the WTTC.</p> <p>Next Steps in Q1, 2023</p> <p>1. Follow-up with STA, WTTC on plans to lead mission to KSA (potential itinerary Riyadh-NEOM-Aseer)</p>
<b>General Entertainment Authority</b>	<p>- Cooperate with the US Side in these following fields:</p> <ul style="list-style-type: none"> <li>o Developing multipurpose entertainment venues.</li> <li>o Hosting Top Tier Events.</li> <li>o Entertainment talent Development.</li> </ul>	<p>Ahmed Alsaheel Aalsaheel@gea.gov.sa</p>	<p>Q2: The USSBC spoke with Mr. Alsaheel on June 6. Mr. Alsaheel to connect with investment and HR team on opportunities to develop multipurpose entertainment venues and entertainment talent. We suggested a webinar on these points. We also suggested Themed Entertainment Association (TEA) and Disney Institute as potential entertainment education partners.</p> <p>Q4:</p> <p>USSBC met with Ahmed and team, learned about the strategy, and further discussed opportunities in the fields of interest. USSBC wrote a summary of the discussion.</p> <p>GEA to revert, once the planning of multiple programs including international visits is approved (we</p>

			<p>suggested visits to the U.S. to see examples of major events (i.e SXSW, Coachella, Monterrey Jazz Festival) as well as multipurpose arenas (Climate Pledge in Seattle). GEA invited USSBC to attend IAAPA event in Riyadh (time TBC)</p> <p>USSBC shared information on U.S. delegation to Riyadh in Dec and invited GEA to meet with relevant companies (infrastructure development).</p> <p>Next Steps, Q1, 2023</p> <ol style="list-style-type: none"> <li>1. Follow-up on proposed introductions in the US</li> <li>2. Follow-up on IAAPA event in KSA</li> </ol>
<p><b>Ministry of Environment Water &amp; Agriculture</b></p>	<ul style="list-style-type: none"> <li>- Present the available investment opportunities in the privatization of the water sector in the Kingdom (desalination plants, transmission lines and systems, treatment plants, management contracts, strategic storage, modern technologies)</li> <li>- Invite investment funds and the American private sector from developers, financiers and investors to view and participate in investment opportunities in the fields of environment, water and agriculture, which will be offered to the private sector participation, either directly or through investment funds.</li> <li>- Increase partnerships with American universities and training centers specialized in building national capacities in the field of water</li> <li>- Coordinate with the US (USGS) and the (BOR) to integrate</li> </ul>	<p>Khaled Mohammed AlArifi kalarifi@mewa.gov.sa</p>	<p>The USSBC has been working on promoting opportunities in water and agriculture in Saudi Arabia for over 12 years. We hosted senior officials at various US-Saudi Business Opportunities Forums in the U.S. (2010-2016), led delegations to agriculture trade shows in Saudi Arabia, and missions to the Kingdom.</p> <p>Q1:</p> <p>USSBC hosted an executive roundtable for H.E. Abdullah Al-Abdulkarim, Governor of the Saline Water Conversion Corporation (SWCC) in Orange County, California, March 2022. The event was attended by 38 company executives. The SWCC also visited water research center at University of California at Los Angeles.</p> <p>Q4:</p> <p>National Center for Palms &amp; Dates:</p>

<p><b>Ministry of Environment Water &amp; Agriculture</b></p> <p><i>continued</i></p>	<p>simulation models for ground and surface water resources.</p> <ul style="list-style-type: none"> <li>- Strengthen the partnership with the American side, especially the private sector, in joint responsible international agricultural investment in some appropriate countries through advanced agricultural technologies for strategic agricultural crops that contribute to food security in the Kingdom.</li> </ul>	<p>1.USSBC met with leadership twice;</p> <p>2. USSBC drafted invitations to Presidents of Specialty Food Association (SFA); Association of Food Industries; and Buddy Valastro to speak at the International Dates Conference (Dec 2022) and explore collaboration to further introduce dates and dates derivatives on US market. Saudi Commercial Attache in Washington DC will invite them.</p> <p>3.USSBC promoted International Dates Conference on USSBC website and social media</p> <p>4.USSBC introduced marketing team to designated contact at Amazon to introduce to Whole Foods (owned by Amazon). This has a limited partnership potential as Whole Foods focuses on organic products).</p> <p>5. Offered to help assist re. 2023 summer Fancy Food, organized by the SFA, if the center is participating.</p> <p>SWCC:</p> <p>USSBC arranged meetings for SWCC with two companies participating in the USSBC mission to Riyadh and Dammam, Dec 5-8, 2022</p> <p>MEWA:</p> <p>Shared information on the Council’s mission in December as some companies have products and services related to water, food and beverage.</p> <p>Next Steps in Q1, 2023</p>
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<b>Ministry of Sports</b>	<p>- Cooperation with the US Side in the following:</p> <ul style="list-style-type: none"> <li>o Sports camp and training for Saudi and American Youth</li> <li>o Investment in venues naming rights</li> <li>o Investment in sports facilities (existing or expected to be established to host the Asian Cup)</li> <li>o Talent Development program – Mahd Academy</li> <li>o Program for employees and coaches to work in US/Saudi Institutions/ schools/ federations.</li> </ul>	Mohammed Alhumaidhi mahumaidhi@mos.gov.sa	<p>The USSBC has an MOU with Mahd Academy to help develop relationships with companies with expertise in development of sport infrastructure as well as universities with expertise in sports education. We provided introductions and will continue to support the academy.</p> <p>Q2:</p> <p>The USSBC connected with Mr. Alhumaidhi on June 24 to discuss the other opportunities of interest to the Ministry of Sports.</p> <p>Q4:</p> <p>USSBC met with Mahd Sports Academy, learned about the recently approved mandate, progress to date and explored areas of collaboration (identify coaches in track &amp; field, visits to Indiana and Colorado to meet US Track &amp; Field, USA Gymnastics, if they are interested, and US Olympic Committee -advise on how/where to identify coaches in pathway sports (trac &amp; field, taekwondo, athletics)</p> <p>USSBC facilitated a call with US Track &amp; Field’s Chief Sports Performance. Potential for collaboration includes participation at select national competitions; help with recruitment of 1-2 American track &amp; field coaches</p>

			<p>Next Steps in Q1, 2023:</p> <ol style="list-style-type: none"> <li>1. Follow-up on intro to USA Track &amp; Field</li> <li>2. Follow-up re. facilities to be built by the academy (target for contracting infrastructure mission to the Future Projects Forum, 2023)</li> </ol>
<p><b>Ministry of Transport and Logistic Services</b></p>	<p>- Enhance cooperation between the Saudi and American private sectors in the field of transportation and logistics services.</p>	<p>Rawaha Mohammed Bakhsh rawaha.bakhsh@mot.gov.sa</p>	<p>Q2:</p> <p>The USSBC contacted Mr. Bakhsh to request a call after June 16.</p> <p>USSBC spoke with Mutaz on June 23 about webinar with MOT and GACA on special economic zones on August 2.</p> <p>Q4:</p> <p>USSBC attended official launch of 1<sup>st</sup> IBLZ.</p> <p>USSBC and MOT/GACA to organized webinar. Attended by over 30 companies on Dec 15.</p> <p>Nest Steps in Q1, 2023</p> <ol style="list-style-type: none"> <li>1. Follow-up with MOT; start planning mission in logistics, supply chain in Sept 2023</li> </ol>
<p><b>Ministry of Culture</b></p>	<p>- Discuss possible Cultural activities and collaboration between the Ministry of Culture and the related entity in the USA.</p>	<p>Haya Alanbar halanbar@moc.gov.sa</p>	<p>Q2:</p> <p>The USSBC spoke with Ms. Alanbar on June 23. Ms. Alanbar and Meshel have asked for the proposal forwarded to the General Culture Authority in 2018 which included potential events and stakeholders in Washington, New York, Los Angeles, Salt Lake City to consider to develop relationships. USSBC forwarded the information. To reconnect after Eid.</p>

			<p>Q4:</p> <p>USSBC met with Noha Kattan, Ministry of Culture and explored areas of collaboration with Dr.</p> <p>Fashion Commission:</p> <p>USSBC met with Fashion Commission and proposed areas for collaboration (facilitation of introductions to industry associations and educational institutions). USSBC followed up and offered to arrange meetings on visit to the NY in Dec.</p> <p>USSBC attended Fashion Futures conference.</p> <p>Theater &amp; Performing Arts Commission (T&amp;PA):</p> <p>USSBC met with T&amp;PA Commission on their visit to AMDA campus in New York. USSBC facilitated introduction in 2021 to discuss partnership to establish the Theater Academy in KSA. Academic year to start in fall of 2023. Partnership discussions are ongoing.</p> <p>Other Commissions:</p> <p>USSBC introduced Music Commission; established contact with Museum Commission.</p> <p>Next Steps in Q1, 2023:</p> <ol style="list-style-type: none"><li>1. Follow-up on communication with Music and Museum Commissions</li><li>2. Follow-up on visit of T&amp;PA to New York</li></ol>
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			3.Meet with Fashion Commission
<b>Saudi Data &amp; AI Authority</b>	<p>Saudi proposed topics:</p> <ul style="list-style-type: none"> <li>- Discuss possible partnerships in opportunities of building human capabilities in Data and AI and knowledge transfer</li> <li>- Discuss possible partnerships in policy and regulation opportunities in Data and AI and share best practices and experience</li> <li>- Discuss possible partnerships in research, innovation, and development opportunities in Data and AI and share best practices and experience</li> <li>- Discuss possible partnerships in investment opportunities in Data &amp; AI in the priority sectors</li> <li>- Discuss possible partnerships on opportunities in building the Data and AI ecosystem and share best practices and experience</li> </ul>	<p>Raed Faleh AlFaleh ralfaleh@sdaia.gov.sa</p> <p>Mohammed Abdulrahman AlShabanah mshabanah@sdaia.gov.sa</p>	<p>The USSBC established contact with SDAIA in 2021 and explored opportunities to support their interest in developing relationships with US companies and universities in the field of data and AI.</p> <p>The USSBC emailed Mr. AlFaleh and Mr. AlShabanah on June 24 to further refine the topics and potential targets.</p> <p>Action in Q4, 2022</p> <p>USSBC met with SDAIA. Interest in help with identifying industry conferences to bring to Saudi Arabia.</p>
<b>Saudi Broadcasting Authority</b>	<ul style="list-style-type: none"> <li>- Discuss the possibility of signing a memorandum of understanding for Cooperation between the Saudi broadcasting authority (SBA) and the counterpart in the USA.</li> </ul>	<p>Abdullah Mabkhout AlMubarak ammobark@sba.sa</p>	<p>The Saudi Embassy in Washington DC is best suited to identify the appropriate counterpart.</p> <p>Q4:</p> <p>USSBC attended SBA exhibition in Nov.</p>