

**TOP MANAGEMENT  
CONSULTING**

**YOUR STRATEGIC PARTNER FOR  
YOUR INVESTMENT IN  
SAUDI ARABIA**

WE UNDERSTAND THE LOCAL ENVIRONMENT  
DEEPLY AND ACHIEVE YOUR GOALS COMPETENTLY



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**“My first Objective is for our country to be a pioneering and successful global model of excellence on all fronts, and I’ll work with you to achieve that”**

**King Salman bin Abdul-Aziz Al Saud**

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01



# Investing in Saudi Arabia



# Investing In Saudi Arabia

Saudi Arabia is one of the richest and most populous nations in the Middle East, the heart of the Islamic and Arab world.

A natural bridge located at the convergence of Europe, Asia, and Africa, the Kingdom connects people and goods from around the world, making our nation a vital logistics hub for both global trade routes and business expansions.

The Saudi economy has been experiencing an annual average growth rate of 4% over the past 7 years, supported by a pro-business environment that quickly moves investors to the heart of the Arabic market.

The Kingdom's commitment to diversify its economy, expand the private sector, improve competitiveness, and build a vibrant society, is driven by its Vision 2030: the strategically developed roadmap to a prosperous future.

Above all, Saudi Arabia is fully committed to develop its investment climate: tremendous efforts advancing the business ecosystem have already been made, and new measures designed to increase the ease of doing business are already planned.

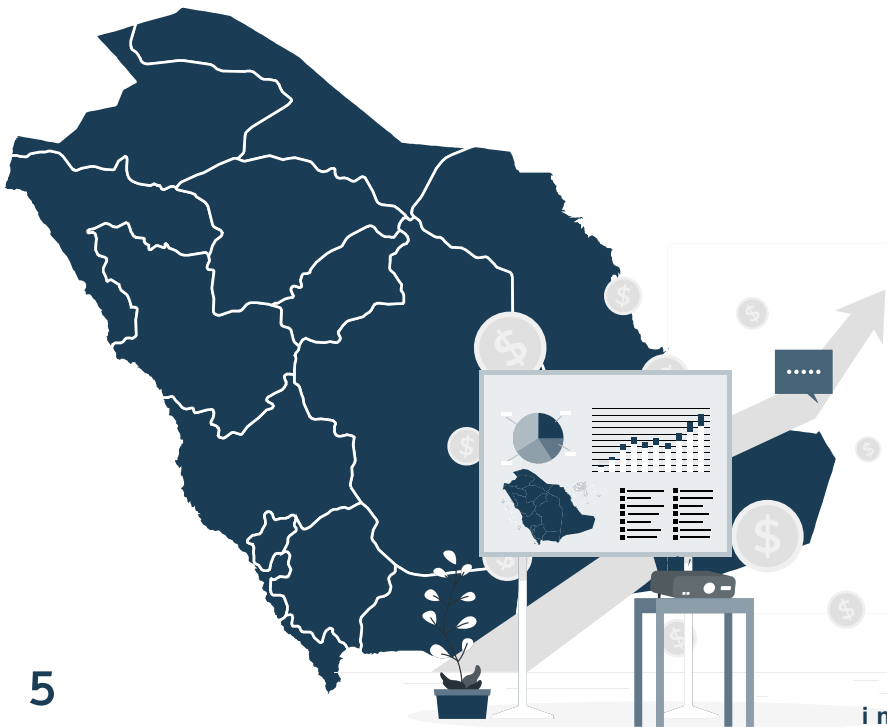
These opportunities are being developed in an environment that is home to one of the most liberal investment laws in the region where investors can own 100% of their business alongside with many other business-friendly regulations and incentives.

As we welcome you to the Kingdom, it is our aim to provide you with a unique investor experience supported by a country that is committed to help you establish and expand your business.

It is my pleasure to invite you to explore what the Kingdom has to offer.

Ibrahim Alomar

Governor of Saudi General Investment Authority



# Saudi Arabia At A Glance



# Investing In Saudi Arabia

Investing in Saudi Arabia can offer various opportunities due to its strategic location, large economy, and ongoing economic reforms. Here are some key points to consider:

**Vision 2030:** Saudi Arabia has launched an ambitious economic reform plan called Vision 2030, aimed at reducing the country's dependence on oil and diversifying its economy. The plan includes initiatives to develop sectors such as tourism, entertainment, healthcare, education, and renewable energy. Investing in these sectors may present long-term growth potential.

**Privatization and Foreign Ownership:** The Saudi government is actively promoting privatization and encouraging foreign investment. Several state-owned assets and companies are being privatized, leading to investment opportunities in sectors like energy, transportation, utilities, and telecommunications. Additionally, the government has taken steps to ease restrictions on foreign ownership in many sectors, making it more attractive for international investors.

**Capital Market Reforms:** The Saudi stock market, known as the Tadawul, is the largest in the Middle East. The market has undergone significant reforms to enhance transparency and attract foreign investors. In 2019, the Tadawul was included in the MSCI Emerging Markets Index, which increased its visibility and attractiveness to international investors.

**Cultural and Social Factors:** Saudi Arabia has a unique cultural and social environment. Being aware of local customs, business practices, and legal frameworks is important for successful investment. Building relationships and partnering with local entities can help navigate these factors.

**Infrastructure Development:** Saudi Arabia has significant infrastructure projects underway, such as the NEOM mega-city, Red Sea tourism development, and various transportation projects. These initiatives offer investment opportunities in construction, real estate, and related sectors.



# National Investment Strategy In Saudi Arabia

The National Investment Strategy launched by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince and Prime Minister, contributes to advancing development and diversifying the local economy, as it aims to increase the private sector's contribution to the gross domestic product, attract more foreign investments, and increase non-oil exports. Reducing unemployment, and enhancing the Kingdom's ranking among the top ten economies in the Global Competitiveness Index by 2030.

The National Investment Strategy seeks to empower several sectors, such as industry, renewable energy, transportation, logistics, tourism, digital infrastructure, and health care, and support their growth through various financing sources by promoting international investments.



# The Kingdom's Vision 2030 And Foreign Investment

The Kingdom's Vision 2030 targeted the contribution of foreign direct investment to reach 5.7% of the GDP, compared to 2.3% of the GDP during the year 2021 AD. The Kingdom possesses huge economic and investment capabilities that qualify it to be a global economic engine, in addition to having all the capabilities. To become an important platform for international investment; Especially because of its capabilities and depth in Arab economic relations.

The Kingdom is working on plans that will be reflected internally in the labor market. Especially in light of the presence of a large youth population and underutilized human capital. The positive impact will not only be on Saudi Arabia; But on the future of the Arab region as a whole. The Saudi Vision 2030 created new investment channels that succeeded in investing money within the Kingdom, instead of using it in opportunities outside the national economy, which helped enhance economic growth and create and diversify sources of income, in addition to oil revenues. The vision, in turn, created future targets for growth in all sectors. Economic sectors, including industry, tourism and technology, which confirms the presence of a strong desire to support the local economy by creating investment opportunities that help attract capital to enter and advance these sectors and achieve sustainable returns, in addition to creating investment opportunities that helped localize Saudi capital to work within The framework of the local economy, which contributed to the work to modernize the legislative and regulatory structure, raise the level of transparency and fully implement governance, which reflected positively on the development and growth of the market, and attracted more financial investments from inside and outside the country, due to the presence of a strong desire among the foreign investor to benefit from Growth opportunities available within the market.

“Vision 2030” contributed to providing real and promising investment opportunities and an attractive environment for investment that has various components of a real investment environment that competes with foreign countries. The National Investment Strategy contributes to achieving positive results on the Saudi economy by expanding its absorptive capacity, stimulating growth, expanding opportunities to attract foreign investment, developing and diversifying the economy, achieving its sustainability, transferring and localizing technology in it, developing infrastructure, improving the quality of life, providing job opportunities, and refining human capital skills. And enhancing its capabilities, in addition to achieving very large returns on the economy, its growth and sustainability, in a general atmosphere of positive expectations, and raising the private sector's contribution to the gross domestic product, and this is an important element in economic development in a significant way.

It aims to increase the Kingdom's net foreign direct investment inflows to 388 billion riyals (\$103.5 billion) annually by 2030. The Kingdom will get the benefits of “Vision 2030” if the achievement of goals and growth in various indicators increases, and it is expected to achieve higher percentages than the target in 2030, in The influx of foreign investments continues year after year at high rates.



# Saudi Arabia Vision 2030 Has Been Achieving Remarkable Initial Success



## SAUDI ARABIA'S VISION 2030

- ▶ Introduced in April 2016 by Crown Prince Mohammed Bin Salman Al Saud, with the aim of **diversifying and expanding the economy competitiveness**
- ▶ Vision 2030 builds on Saudi Arabia's **pillars** of competitive advantage to deliver on three key themes
  - **A vibrant society**
  - **A thriving economy**
  - **An ambitious nation**
- ▶ Its narrative sets forth the ambitions of the Kingdom over the next years and highlights a selection of **commitments, goals, and aspirations** which are being pursued

## 12 VISION REALIZATION PROGRAMS

- ▶ **12 Vision Realization Programs** developed to deliver impact against strategic objectives, each with specific mandates, owners, targets
  - Enriching the Hajj and Umrah experience
  - Lifestyle Improvement Program
  - Privatization Program
  - National Transformation Program
  - National Companies Promotion Program
  - Saudi Character Enrichment Program
  - Public Investment Fund Program
  - Strategic Partnerships Program
  - Fiscal Balance Program
  - National Industrial Development and Logistics Program
  - Housing Program
  - Financial Sector Development Program

## REMARKABLE INITIAL SUCCESS

- ▶ Already achieved **remarkable initial success** along multiple themes, attesting the seriousness of the country's transformation into a global and modern nation
  - Increased women's participation in the workforce, through initiatives and reforms
  - Reduction of budget deficit, from 15% to 8% of GDP between 2015 and 2017 (a reduction of > SAR 160 bn in two years)
  - Enhanced access to entertainment, with 2.3 million visitors between October 2016 and April 2017 from 100+ events in 21 cities

# Support Is Offered To Encourage Investment



## FINANCIAL SUPPORT

- Export credit financing, guarantee, insurance provided by the Saudi export program
- Energy and utilities subsidies for power, water, natural gas, ethane, diesel, and land
- Financial incentives for R&D projects with potential to boost country's economic growth and self-reliance
- Loan programs for public and private industrial investments



## FISCAL SUPPORT

- Custom duty drawback and exemption on selected materials, equipment and machinery
- Tax credit and tax exemptions on Saudi national worker's payroll and training costs



## EMPLOYMENT SUPPORT

- Programs offered by Human Resources
- Development Fund (HRDF) and aimed at encouraging training and employment of Saudi nationals
- On-the-job training program for Saudi graduates (Tamheer)
- Program to support the growth of Saudization of enterprises
- Professional Certification Support Program
- Dorooob program

# Saudi Arabia Embarked On A Successful Reform Journey To Enhance Its Business Environment



## SAUDI ARABIA'S REFORM JOURNEY

- ▶ Enhancing the business environment for the private sector is among the top priorities laid down by Vision 2030. **The Tayseer's committee was established to pursue four main objectives:**
  - Increase efficiency of government services
  - Position Saudi Arabia among the top 20 countries globally for doing business
  - Implement regulations aimed at stimulating the private sector growth
  - Increase private sector engagement with direct involvement in decision-making
- ▶ Broad and ambitious reforms, e.g. new regulation for the trading across borders, judicial development policy and procedures aimed at enhancing transparency, have been already completed
- ▶ More than one hundred additional reforms are in the pipeline for approval and implementation



## RECOGNITION OF BUSINESS ENVIRONMENT ADVANCEMENT

- ▶ Saudi Arabia is making tremendous efforts in advancing its business environment
- ▶ Ranked 2<sup>nd</sup> as best reformer among the high income countries in the G20 by the World Bank, thanks to its serious commitment to improve the regulation on crucial areas such as those related to the protection of minority investors, the property registration, and the insolvency resolution
- ▶ Among the best 20 countries globally in overall reforming effort
- ▶ 30<sup>th</sup> most competitive economy according to the World Economic Forum's Global Competitiveness ranking



# THREE KEY ELEMENTS OF THE FOREIGN INVESTMENT REGULATION



## LICENSING REGULATION AND PROCESS FOR FOREIGN INVESTMENT

- ▶ Being licensed to operate in Saudi Arabia as a foreign investor is necessary to obtain any permit to start operations
- ▶ The Saudi Arabian General Investment Authority (SAGIA) is the Kingdom's investment promotion agency, responsible to setup and govern the foreign investment regulation, facilitate the entrance of investors into the country and license investors
- ▶ Different types of investment licenses are available, each with its own requirements, such as minimum acceptable capital and a cap on foreign capital
- ▶ Prospective investors can apply for a license online on SAGIA's portal



## FISCAL REGIME ELEMENTS RELEVANT FOR FOREIGN INVESTMENT

- ▶ Four main fiscal regime elements are particularly relevant for foreign investment
  - Corporate income tax, applicable on foreign ownership of Saudi Arabia-based company; with statutory corporate rate set at 20%, it is the lowest among the G20
  - Zakat, applicable on local ownership of Saudi Arabia-based company; set at 2.5% of the Zakat base
  - Value-Added-Tax
  - Social Security contribution; only for Saudi personnel

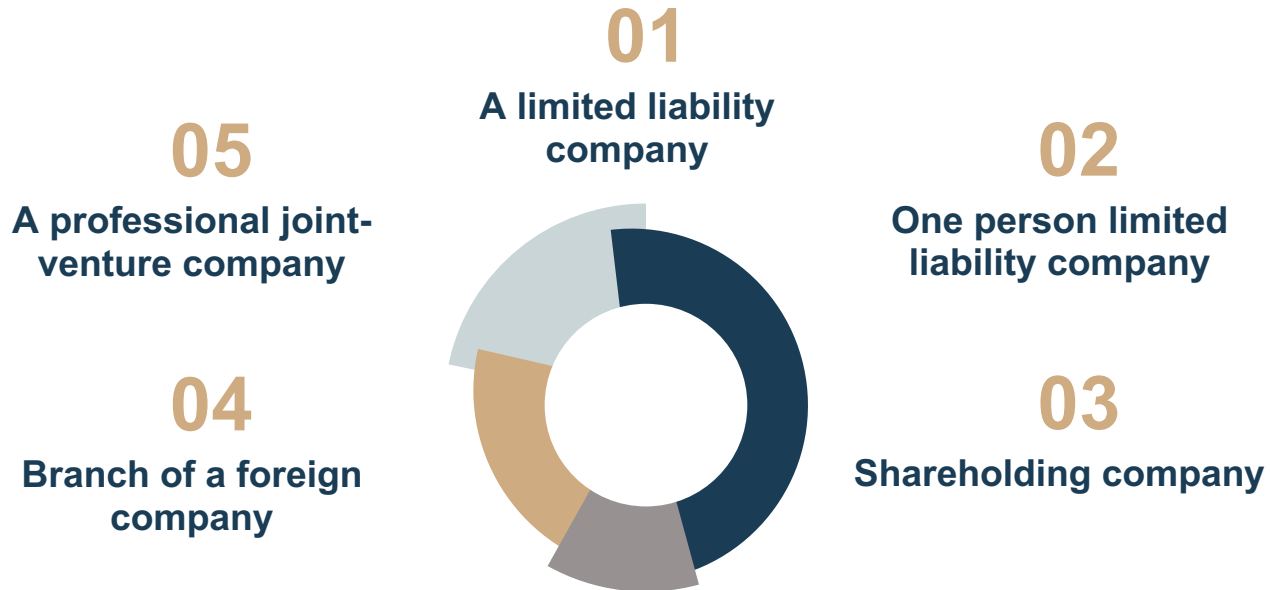


## INTERNATIONAL TRADE AGREEMENTS

- ▶ Saudi Arabia is member of WTO with commitment to further liberalize trade regime and accelerate integration in the global economy
- ▶ On a regional dimension, Saudi Arabia is member of the Gulf Cooperation Council and of the Greater Arab Free Trade Area<sup>1</sup>
- ▶ Bilaterally, Saudi Arabia signed treaties for the avoidance of double taxation of income and capital (DTAs) with 29 countries<sup>2</sup> as well as agreements aimed at promoting and protecting the investments of the enterprises of one contracting party in the territory of the other with 23 countries<sup>3</sup>

# What Types Of Companies Can Apply For An Investment License?

All licenses are issued on the basis of the principle of fair and equal treatment, ensuring that foreign investors enjoy the same rights and obligations as local investors.



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# 02

## Major Projects In Saudi Arabia



# Mckinsey: Saudi Arabia Will Spend More Than \$175 Billion On Major Projects In 2024

The consulting firm McKinsey & Co expects that Saudi Arabia will double its spending on industrial projects and major projects by more than three times, to exceed \$175 billion annually, starting next year.

McKinsey added that the existing projects include NEOM and the Red Sea resorts, with a total value of \$1.3 trillion, while the Kingdom's spending on projects is expected to rise by \$180 billion annually in 2026 and 2027.

The Saudi Crown Prince, Prince Mohammed bin Salman, confirmed in his recent interview with the American channel Fox News that the Saudi non-oil economy this year will be one of the fastest in the G20.

The Crown Prince added, "The Saudi economy is number 17 in the world, and we can return to the list of 7."

The Saudi Crown Prince confirmed that new targets have been set with greater ambition for Vision 2030, and pointed out that "work is underway to accomplish some things that we look forward to completing in the first half of 2024, and after that we must move on to implementing and preparing for Vision 2040, and announcing it in the first half of 2024." "2027 or 2028, this is the main thing we are focusing on."



# Giant Projects Saudi Arabia

Major projects are a group of giant projects that the government of the Kingdom of Saudi Arabia announced their implementation after the launch of Saudi Vision 2030. They are described as major because of the huge budgets allocated to them, which reached billions of riyals, and their importance from economic, developmental, social and other aspects, in addition to their impact locally. And internationally.

## Absorption desalination plant

One of the leading energy projects in the Kingdom, work on which began in 2017 AD, with the aim of designing, analysing, testing and evaluating a new water desalination system, and developing it locally with international partnerships, so that the King Abdulaziz City for Science and Technology works to provide technical support to the General Water Conversion Corporation to build a multi-hybrid and crystallization desalination plant. By combining the combined desalination and cooling system and the salt crystallization system, and connecting them to a renewable energy source at the main desalination plant in Rabigh. These efforts aim to achieve a sustainable water sector that develops water resources and preserves the environment, in order to achieve the goals of Saudi Vision 2030 in this field.



## Low power research reactor

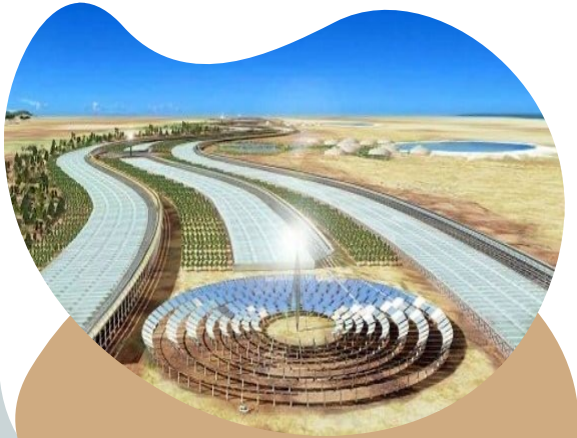
The Nuclear Research Reactor project is one of the pioneering projects, the first of its kind in the Kingdom, and contributes to the design and development of the nuclear reactor industry in the Kingdom, the development and qualification of competencies and the building of human cadres to operate power reactors and transfer their technologies, in order to achieve the Saudi Vision 2030 in diversifying the sources of the economy and renewable energy, as The reactor specifications were developed and designed by young national cadres and expertise from King Abdulaziz City for Science and Technology, with the participation of King Abdullah City for Atomic and Renewable Energy, and international expertise houses.



# Giant Projects Saudi Arabia

## Solar panel and cell production plant and reliability laboratory

To enhance renewable energy systems in the Kingdom, King Abdulaziz City for Science and Technology established a factory to produce solar panels and cells in 2010. In 2018 AD, the Crown Prince, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, inaugurated the second phase of the project, which represents a real industrial application of the outputs of research and development in the field of solar energy produced by the laboratories of the King Abdulaziz City for Science and Technology, which also established the first internationally accredited laboratory to examine the efficiency and reliability. Solar panels, and developing their own standards that suit the Kingdom's environment.



## Salt water desalination project using solar energy

To face the challenges of providing water, implementation of the project began within the initiative of the Custodian of the Two Holy Mosques to desalinate salty water using solar energy to exploit the opportunity of the availability of solar resources. Crown Prince Mohammed bin Salman inaugurated the project in 2018, and it consists of a substation for desalination of water using reverse osmosis techniques, and a substation for desalination of water using reverse osmosis techniques. A subsidiary of producing electrical energy using solar photovoltaic panels.

# Giant Projects Saudi Arabia

## Sindalah Island

The Sindalah Island project was announced in the year 1444 AH/2022 AD. It is the first marine destination in NEOM for luxury marine tourism, and one of the most important projects in support of the national tourism strategy. It was designed to be the main gateway for cruises in the Red Sea, and to provide one of the most important global experiences in hospitality and entertainment. . It is expected that the island will begin receiving visitors in early 2024.



## NEOM project

Known as the “Destination of the Future,” it is a project to create a model city. Its launch was announced on Safar 4, 1439 AH/October 24, 2017 AD. It is located in the northwest of the Kingdom on an area of 26,500 km<sup>2</sup>, and extends between three countries. It is distinguished by its strategic location that allows it to be a meeting point for gathering The Arab region, Asia, Africa, Europe and America, as its location at a crossroads enables 40% of the world’s population to reach it in less than 4 hours.



# Giant Projects Saudi Arabia

## The Line

The project was announced in the year 1442 AH/2021 AD. The City of “The Line” is distinguished by its uniqueness and being free of streets and cars, and therefore free of carbon emissions, as the entire city will be supplied with 100% renewable energy, and 95% of NEOM’s area will be protected and untouched nature. Transportation and infrastructure will be designed to serve humans and not the other way around as happens in traditional cities. “The Line” city will be 200 meters wide, 170 kilometers long, and 500 meters high above sea level. “The Line” will host 9 million people within a city that will be built on an area of only 34 square kilometers.



## Trojena

It represents a global destination for mountain tourism in NEOM, and was announced in the year 1443 AH/2022 AD, within the framework of NEOM’s plan and strategy to contribute to supporting and developing the tourism sector in the region. "Trojena" is stationed in the center of NEOM, 50 km from the coast of the Gulf of Aqaba, in the region that is characterized by a group of the highest mountain peaks in Saudi Arabia, with a height of about 2,600 meters above sea level. It aims to attract more than 700,000 visitors and about 7,000 permanent residents in “Trojena Village” and the adjacent residential sectors by 2030 AD.





# NEOM

NEOM is the beginning of change, as it presents an ambitious vision for a new concept for the future, to be a global center for entrepreneurship and innovation.

NEOM extends over an area of 26,500 square kilometers and will operate entirely on renewable energy, to be a destination and home for dreamers and a vibrant community through which it provides impactful and innovative solutions.

In line with the Kingdom's Vision 2030, NEOM's circular economy, zero-carbon approach, and innovative design will redefine urban living, enhance sustainability and improve overall quality of life.

## Facts about NEOM:

Located on the Red Sea coast in the northwest of the Kingdom, NEOM is being built to be a new model for sustainable living, work and prosperity.

NEOM will become a home to enable the elite minds and most skilled talents to embody pioneering ideas and go beyond the ordinary.

NEOM will offer exceptional development opportunities, as its strategic location on the sea coast will provide faster connectivity to local and global markets.

NEOM will cover an area of 26,500 square kilometers and will be operated using 100% renewable energy.



# Qiddiya

Led by the Qiddiya Investment Company, which was established in 2018, the Qiddiya project, one of the fund's major projects, was launched. To be the capital of entertainment, sports and culture.

Qiddiya will be a distinguished global destination as home to the most innovative and diverse experiences in entertainment. Visitors will be able to enjoy a variety of activities and services.

Qiddiya extends over an area of 376 square kilometers, and seeks to boost the national economy. Qiddiya will also contribute to opening innovative career paths to enrich the lives of young people in the Kingdom.

## Facts about Qiddiya :

The Qiddiya project is located southwest of the city of Riyadh, and extends over an area of 376 square kilometers.

Qiddiya will be a distinguished global destination as home to the most innovative, exciting and diverse experiences in the fields of entertainment, sports and the arts.

Qiddiya Investment Company, wholly owned by the Public Investment Fund, is developing the project and was established in 2018

Qiddiya, as one of the Fund's major projects, is working to create a cultural, sports and entertainment destination to improve the quality of life of the Kingdom's residents and to achieve the goal of the capital, Riyadh, being among the top 10 economic cities in the world.

6 Flags Qiddiya will feature the tallest, fastest and highest roller coaster in the world.

In 2022, Qiddiya awarded a contract worth SAR 2.8 billion to develop the largest water park in the region and the first of its kind in the Kingdom.



# Red Sea

## Red Sea International

The Red Sea International Company was established in 2018, and it is the developer of the “Red Sea” and “Amala” destinations, which are two of the most ambitious tourism projects in the world, putting people and nature at the forefront of its work. The Red Sea destination extends over an area of more than 28 thousand square kilometers and includes the fourth largest thriving coral reef in the world. The destination will contribute to reaching one million visitors by 2030. Red Sea International contributes to achieving the goals of the Kingdom’s Vision 2030 to diversify the economy and provide job opportunities in promising sectors, such as: tourism and hospitality, in addition to enhancing environmental and cultural heritage.

## Facts about Red Sea :

The project will redefine the concept of luxury, and will welcome visitors who will have the opportunity to explore the landscape of the Red Sea coast

Red Sea International is committed to applying international standards in the field of sustainable development and protecting the natural environment during all development stages, starting from the planning and construction stage, all the way to the operation and destination management stage.

75% of the islands will be preserved untouched, and by 2030, the Red Sea destination will include 8,000 hotel rooms and 1,300 luxury residential units, and is expected to host one million visitors annually.





# Roshan

Established in 2018, Roshan National Real Estate Developer is a leading real estate development company working to reshape the way of life, living, work and entertainment in the Kingdom of Saudi Arabia. Roshan builds sustainable communities and contributes to achieving one of the goals of the Kingdom's Vision 2030 by raising the percentage of family ownership to 70% by 2030. Roshan is working to develop integrated communities in the Kingdom that provide a modern lifestyle and include the best facilities that include parks, pedestrian roads, bicycle paths, restaurants, cafes, and schools. And mosques, with designs inspired by the Kingdom's authentic heritage.

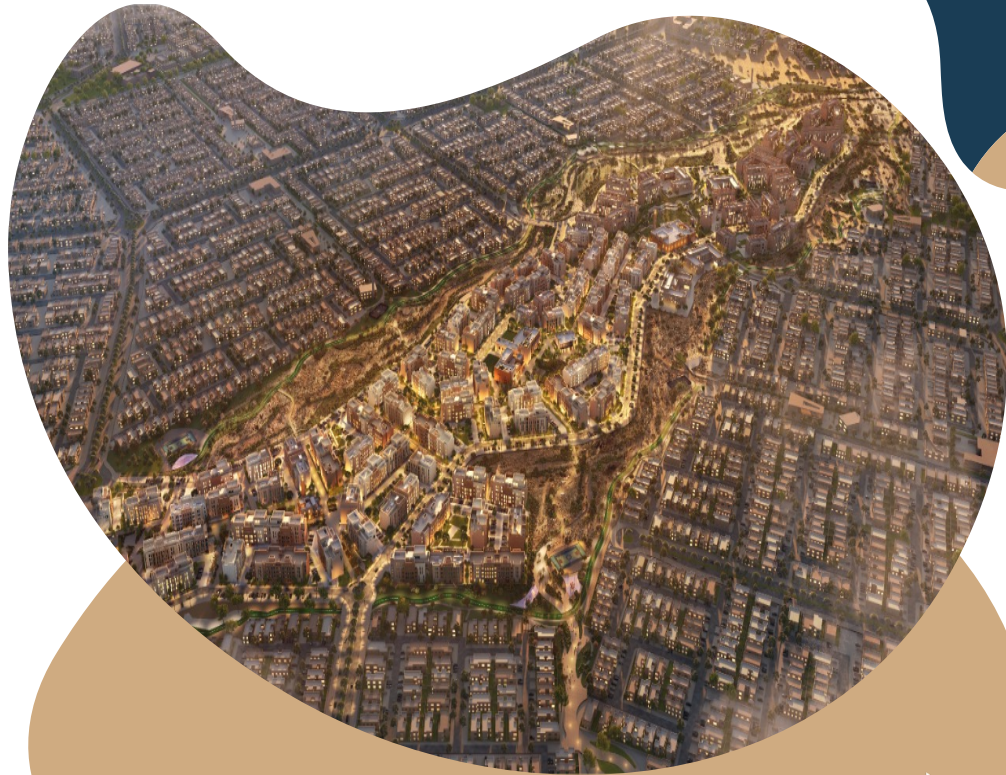
## Facts about Roshan:

In 2021, Roshan launched the Sidra community, located on an area of more than 20 million square meters in Riyadh, and delivered the homes ahead of schedule.

In 2022, it launched the Bride Community in Jeddah, which extends over an area of 4 million square meters, and will include more than 18,000 residential units.

In 2023, Roshan announced the "Warfa" project in Riyadh, which extends over an area of 1.4 million square meters and includes more than 2,000 residential units, as well as the "Al-Falwa" project in the Eastern Province, which extends over an area of 10.8 million square meters and includes more than 18,000 housing units.

Roshan also announced the launch of the "Marafi" project in the north of Jeddah Governorate, which is considered one of the largest mixed-use projects and will accommodate more than 130,000 people. It will also include an artificial water canal extending for 11 km.



# Diriyah Company

Diriyah Company was established in 2022, and is responsible for developing the Diriyah Project, which is the cradle of the Kingdom of Saudi Arabia, as it includes one of the areas included in the UNESCO World Heritage List.

Diriyah offers a mix of cultural, historical and tourism attractions, proudly showcasing 300 years of Saudi Arabia's history to the world.

The Diriyah Company's objectives are in line with the Public Investment Fund's strategy aimed at unleashing the capabilities of promising sectors. It seeks to become the largest cultural and heritage destination in the world to enhance the position of the Kingdom of Saudi Arabia in the tourism and culture sectors at the regional and international levels.

## Facts about Diriyah Company:

Diriyah is a distinctive cultural, historical and tourist destination, proudly displaying 300 years of the Kingdom's history to the world.

The destination is home to the historic Al-Turaif district, which is one of the sites listed on the UNESCO World Heritage List.

By 2030, it is planned that the destination will extend over an area of 14 square kilometers, and will contain more than 100 restaurants, 38 luxury hotels, and many distinguished services in the field of entertainment, education, and shopping. The population of the area is expected to reach approximately 100,000 people. The number of visits to the destination will reach 50 million visits annually.



03



# Why To Invest In Saudi Arabia?



# 7 Key Reasons To Invest In Saudi Arabia



## SAUDI ARABIA'S DIVERSIFICATION AND REFORM JOURNEY



Strong and serious commitment about **reforming** the country and bringing the Kingdom into a new era

## INTEGRATED INFRASTRUCTURE



Integrated infrastructure enabling **well-interconnected transport networks** and **effective IT digital solutions**

## YOUNG AND SKILLED WORKFORCE



Young and skilled workforce supported by **educational programs** granted by the government

## LEADING FINANCIAL SECTOR



Supported by a large financial system and new reforms and initiatives

## GAME-CHANGING OPPORTUNITIES



Presence of **investment opportunities** for transformational projects

## ATTRACTIVE PROPERTY SOLUTIONS



Stimulating the creation of **advanced technology clusters** and diversified industries

## EXPANDING QUALITY OF LIFE



Ensuring safety and security, advanced health assistance, and even more enjoyable lifestyles



# 7 Key Reasons To Invest In Saudi Arabia



## SAUDI ARABIA'S REFORM JOURNEY

رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

- ▶ **Development of Vision 2030**, with clear priorities and alignment amongst stakeholders
- ▶ **Strong governance**
- ▶ **Clear 3-year planning**, through 12 programs
- ▶ **Undeniable initial successes across multiple themes** (ease of doing business, entertainment, social, cultural, localization of industries, women participation in the workforce, fiscal balance)



# 7 Key Reasons To Invest In Saudi Arabia



## GAME-CHANGING OPPORTUNITIES

- ▶ Privatization program to unlock state-owned assets and to increase private investors participation
- ▶ Localization of value chain cooperating with both local and international investors
- ▶ Giga projects to create integrated economic ecosystems
- ▶ Large commitment to attract investors by improving overall business environment

# 7 Key Reasons To Invest In Saudi Arabia



## INTEGRATED INFRASTRUCTURE

- ▶ **Strategic natural location** linking three different continents
- ▶ **Largest seaport on Red Sea**, capturing 80% of maritime flows
- ▶ **Internal transport network** well-interconnected
- ▶ Efforts to **optimize logistics** for turning Saudi Arabia into a leading logistic hub
- ▶ **Digital infrastructure** development with private sector

# 7 Key Reasons To Invest In Saudi Arabia



## ATTRACTION PROPERTY SOLUTIONS

- ▶ **35 industrial and economic cities**, strategically positioned
- ▶ Many of those creating cluster-effects (e.g., chemicals, mining, maritime) **leveraging synergies and fostering system productivity**
- ▶ Presence of **ready-built supporting infrastructure**
- ▶ Land at very **competitive prices**

# 7 Key Reasons To Invest In Saudi Arabia



## 5 YOUNG AND SKILLED WORKFORCE

- ▶ ~30% of Saudi **working age population** is below 29 years old
- ▶ ~400k young Saudis entering the labor market every year, contributing to strengthen the **development of workforce capabilities**
- ▶ **Education** as the second largest area of government spending
- ▶ **Leading universities** growing scientific research activities



# 7 Key Reasons To Invest In Saudi Arabia



## EXPANDING QUALITY OF LIFE

- ▶ **Tax free salaries**  
Among the world's lowest levels of tax
- ▶ **High safety and security**  
One of the safest place in the world
- ▶ **Advanced healthcare systems and facilities**  
Ranking 26<sup>th</sup> worldwide
- ▶ **Expanding lifestyle**  
Women driving, entertainment, plan for culture, alternative tourism

# 7 Key Reasons To Invest In Saudi Arabia



## 7 LEADING FINANCIAL SECTOR

- ▶ **Large financial system**  
192% financial sector total assets to GDP in 2016
- ▶ **Well-capitalized and resilient banking sector**  
15% bank capital to assets in 2016
- ▶ **Biggest capital market in Middle East, North Africa and Turkey**  
\$450B market cap
- ▶ **New reforms and initiatives**  
T+2 settlement cycle, qualified foreign investors framework, International Financial Reporting Standards

# Russian investment opportunities in Saudi Arabia



# Russian investment opportunities in Saudi Arabia

During the signing ceremony of agreements between Saudi Arabia and Russia in the presence of King Salman and President Putin, it was announced that trade exchange between Russia and Saudi Arabia increased by 15% last year and many agreements and memorandums of understanding were signed, the most prominent of which are:

1. A joint declaration of intent between the Saudi Space Authority in the Kingdom of Saudi Arabia and the State Space Corporation of the Russian Federation for cooperation in the fields of “manned spaceflight” and “Flonass satellite navigation system.”
2. Exchange of the high-level Saudi-Russian strategic cooperation framework, signed by Prince Abdulaziz bin Salman bin Abdulaziz, Minister of Energy, and from the Russian side, Minister of Economic Development Maxim Oreshkin, and Russian Minister of Energy Alexander Novak.
3. memorandum of understanding was exchanged regarding facilitating and organizing the granting of visit visas to citizens of the two countries.
4. memorandum of understanding for cooperation in health fields was exchanged between the ministries of health in the two countries.
5. An agreement was also exchanged between the government of the Kingdom of Saudi Arabia and the government of the Russian Federation regarding the establishment of a commercial attaché between the government of the Kingdom of Saudi Arabia and the government of the Russian Federation.
6. memorandum of understanding regarding the start of work between the two countries on negotiations of the agreement to encourage and protect investments between the two countries.
7. memorandum of understanding to expand the export of Russian food goods to the Kingdom of Saudi Arabia.
8. agreement between SALIC and the Russian Direct Investment Fund to discuss investment opportunities in the agricultural and food sectors.



# Russian investment opportunities in Saudi Arabia

1. Exchange executive program in the field of communications.
2. memorandum of understanding for cooperation in the field of public media.
3. cooperation agreement in the tourism sector.
4. memorandum of understanding regarding joint investments in aircraft leasing to support the development of the Russian aviation industry.
5. memorandum of understanding regarding joint investments in (NefteTransService), one of the largest railway vehicle operators in Russia.
6. Exchanging a work program between the two civil aviation authorities to introduce and adopt standards for the Russian aircraft industry in the Kingdom of Saudi Arabia.
7. memorandum of understanding for technical cooperation in the field of tax administration with the Russian Tax Authority.
8. Exchange of a confirmation agreement between Saudi Aramco, the Russian Direct Investment Fund and Rosnano to purchase Rosnano's share of shares to buy Rosnano's share of shares in Novomet.
9. Exchange of the methanol project agreement in the Amur region in Russia.
10. memorandum of understanding between Ma'aden and the Russian Phos Agro Company for strategic partnerships in the field of phosphate fertilizer industry.

The CEO of the Russian Direct Investment Fund, Kirill Dmitriev, had said that the fund would sign 14 new agreements with a number of Saudi companies, with a deal value exceeding \$3 billion.

Kirill said, "The value of our agreements will currently amount to more than \$3 billion, and one of the companies will specialize in the oil industry and will invest in a partnership with Aramco to produce important materials for Russian companies, Aramco, and many other companies around the world."



# 04

## Top Management services



# Top Management Consulting

Top Management Consulting Company specializes in providing consultations to foreign investors in the Kingdom of Saudi Arabia. It is a leading consulting company that was established in 2015 in the city of Riyadh. It works in the field of providing services and advice to foreign investors wishing to invest in the Kingdom of Saudi Arabia. The company aims to provide support and guidance to foreign investors in all areas. aspects of investment in the Kingdom, and helps them achieve their investment goals and vision. Top Management Company provides a wide range of advisory services to foreign investors. These services include (legal establishment services, obtaining the necessary licenses, administrative and organizational establishment, providing information and analysis, directing investment, searching for local partners, logistical support, cultural and linguistic communication) and many other specialized services directed to foreign investors. Top Management Company is considered a leading company for providing consultations to foreign investors in Saudi Arabia. It is reliable in its field, as it has a specialized, experienced work team with extensive knowledge of the financial, commercial and legal market in the Kingdom of Saudi Arabia. The company strives to provide innovative solutions and services appropriate to the needs of foreign investors, which helps them achieve their investment goals and achieve success in the Saudi investment market.

# Our Strategy



## Vision

For Top Management Company to be the first and preferred choice for foreign investors who wish to invest in the Kingdom of Saudi Arabia, as the company seeks to be a leader in providing distinguished and reliable investment services, and to enhance its reputation as a company that provides comprehensive support and deep knowledge about the Saudi market and available investment opportunities.

## Mission

The mission of Top Management Company is to provide comprehensive and specialized support and advice to foreign investors seeking to invest in the Kingdom of Saudi Arabia. The company aims to achieve a successful investment experience for its clients by providing innovative and reliable services and advice in all aspects of investment, which includes directing clients to appropriate investment opportunities, and providing... The necessary information and analysis, and facilitating administrative and logistical operations.

# We Aim To

01

Development in administrative, organizational and marketing aspects

02

Helping companies and foreign investors direct, arrange and organize their business.

03

Providing logistical support and strategic companies.

04

Exploiting opportunities and investing in them.



# Our values

## 01

Quality &  
Professionalism



## 02

Commitment &  
Responsibility



[info@top.sa](mailto:info@top.sa)

## 03

Honesty &  
Credibility





# Strategic Goals

05

Supporting entrepreneurs towards professionalism.

04

Spreading a culture of governance and organized institutional work.

03

Transferring knowledge and technology from leading international companies to the Saudi market.

02

Achieving the investment goals of companies and foreign investors in the Saudi market

01

Participation in achieving the Kingdom's Vision 2030 in the business sector.

# Our Services

Legal incorporation  
services



Administrative  
incorporation services



Recruitment  
services



launching projects  
and companies



Marketing  
services



Logistics  
services

# Legal Incorporation Services

Legal establishment services for foreign investors in Saudi Arabia include the processes and procedures necessary to establish and register companies affiliated with foreign investors in the Kingdom of Saudi Arabia. This legal establishment aims to provide the necessary legal, legal and legislative basis for the company's activity and to protect the rights of foreign investors.

Legal establishment services for foreign investors in Saudi Arabia include:

01

**Company Classification:** Determine the type of company that the investor wishes to establish in the Kingdom. The company can be a limited liability company, joint stock company or partnership.

04

**Tax Registration:** register with the relevant tax authorities in the Kingdom of Saudi Arabia. This requires compliance with local tax requirements, proper financial reporting and adherence to tax controls.

02

**Preparing legal documents:** preparing and organizing the legal documents necessary to register the company, and usually includes the articles of incorporation, articles of association, and other agreements related to the planned investment activity.

05

**Other legal services:** compliance with other legal requirements related to the foreign company in the Kingdom. These obligations may include submitting annual and financial reports, complying with local laws and regulations, and participating in tax and statutory audit activities.

03

**Licenses and permits:** obtaining the necessary licenses and permits from the competent authorities in the Kingdom. These licenses can include a foreign investment permit, business licenses, and any other permits relevant to the company's activity.



# Administrative Incorporation Services

Administrative incorporation services for foreign investors in Saudi Arabia include assistance and consultation in all administrative and regulatory aspects related to the establishment and management of foreign companies in the Kingdom of Saudi Arabia. These services aim to provide the necessary guidance and knowledge to foreign investors to ensure that companies operate efficiently and effectively and comply with local laws and regulations.

Administrative incorporation services for foreign investors in Saudi Arabia include the following:

01

**Designing the organizational structure:** designing the appropriate organizational structure for the foreign company in the Kingdom, including identifying departments, functions, authorities, and responsibilities. This aims to achieve efficient organization and smooth workflow within the company.

04

**Finance and Accounts Management:** preparing and reviewing financial statements, managing accounts and budgets, financial planning, and periodic financial reports. This aims to ensure good control of funds, achieve financial transparency and comply with approved accounting standards.

02

**Preparing policies and procedures:** Administrative and operational policies and procedures are prepared that govern the company's work and direct its employees. This includes human resources, financial, marketing, and other policies, in addition to establishing procedures to implement these policies correctly and effectively.

05

**Strategic planning:** developing and implementing growth and expansion strategies for the foreign company in the Saudi market. This includes analyzing the market, identifying opportunities and challenges, and developing strategic business plans to achieve the company's goals.

03

**Human Resource Management:** recruitment, orientation, training and development, performance management, rewards and public relations among employees. This aims to employ and develop appropriate human resources and improve the company's overall performance.



# Recruitment Services

Recruitment services for foreign investors in Saudi Arabia aim to help these investors find and employ suitable human resources for their companies in the Kingdom of Saudi Arabia. These services are crucial to the success and development of companies in the Saudi labor market.

Recruitment services for foreign investors in Saudi Arabia include:

01

**Functional needs analysis:** human resources are analyzed and the skills, experience and qualifications required for each job are determined. This is done by cooperating with the investor to understand his specific needs and determine the specifications required for candidates.

04

**Interviews and Assessment:** Interviews are organized with qualified candidates to assess their abilities and skills and ensure their compatibility with the company culture. Interviews can be in person, by phone, or by video depending on the company's preferences and controls.

02

**Job Advertising:** designed and publish in appropriate media, websites and professional networks. Career opportunities are promoted to foreign investors and potential candidates are attracted to apply for jobs.

05

**Recruitment procedures:** the company responsible for recruitment services undertakes the recruitment procedures and obtaining an entry and residence visa for the candidate. It cooperates with the relevant authorities in the Kingdom of Saudi Arabia to facilitate this process and ensure that all legal requirements are met.

03

**Candidate Selection and Screening:** received and screened to identify qualified candidates for interview. The CVs, personal information and professional experiences of the candidates are evaluated and the most suitable to the company's requirements is selected.



# Launching Projects & Companies Services

launching projects and companies in the Saudi market Services It aims to provide support and assistance to individuals and new companies in starting their businesses and establishing their companies in the Kingdom of Saudi Arabia. These services include a wide range of advisory services, logistical and organizational assistance that help successfully launch projects and achieve success in Saudi market.

Services for launching projects and companies in the Saudi market include the following:

01

**Business consulting and strategic planning:** Provide consulting services to individuals and new companies to analyze business opportunities, evaluate ideas and projects, and develop a comprehensive strategy to launch the project or establish the company in the Saudi market. This includes an economic feasibility study, risk analysis, and development of operational and marketing plans.

04

**Financial support and financing:** Provide financing services and financial support for new projects and startups by providing advice on available financing options, such as bank loans, venture capital, suitable investors, and government grants. This financial support helps finance production, expansion, marketing, and recruitment.

02

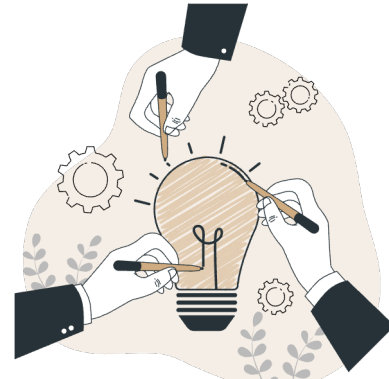
**Market Studies and Research:** Provide market studies and research services to evaluate the local market, identify business opportunities, and understand the needs and preferences of potential customers. These services include market and competition analysis, demand forecasts, identifying target audiences, and determining marketing and distribution strategies.

05

**Technical and technological support:** Provide technical and technological support services for new projects and emerging companies, This includes providing advice on the use of appropriate technology, software and application development, systems administration, technical infrastructure, and security and protection solutions.

03

**Brand Development and Marketing:** Provide brand development and marketing services for new projects and startups, These services include visual identity, logo and website design, digital marketing strategies, social media marketing, marketing plans, and public relations.





# Marketing services

Marketing services for foreign investor projects and companies in Saudi Arabia aim to provide support and advice to foreign investors who wish to launch their projects or establish their companies in the Kingdom of Saudi Arabia. These services help investors understand the local market, identify business opportunities, and implement successful marketing strategies in the Saudi environment.

Marketing services for foreign projects and companies in Saudi Arabia include the following:

01

**Market assessment and research:** Provide specialized services in evaluating the local market and conducting the necessary research to understand the needs of potential customers, analyze competition, and identify suitable business opportunities. These services include data analysis, statistics, opinion polls, and researching market trends.

02

**Developing marketing strategies:** Provide services for developing marketing strategies appropriate to the Saudi market. This is done by analyzing the data and information collected, identifying the target audience, determining appropriate marketing channels, and determining effective marketing messages. Services also include developing marketing plans, preparing promotional materials, and implementing advertising campaigns.

03

**Public Relations and Communications:** Provide public relations and communications services to foreign projects and companies in Saudi Arabia. These services include building relationships with the media, press, government institutions, and potential partners. This is done by organizing conferences and events, preparing press releases, and managing public relations in general.

04

**Digital Marketing:** Provide digital marketing services to foreign projects and companies in Saudi Arabia. These services include online marketing strategies, social media marketing, website development, and online advertising campaign management. Digital marketing aims to increase brand awareness and attract potential customers via digital channels.

05

**Advertising:** Provide advertising and advertising services to foreign projects and companies in Saudi Arabia. These services include designing advertisements and advertising materials and preparing television, radio, and print advertising campaigns. Advertising campaigns are implemented to increase brand awareness and attract potential customers.



# Logistics services

Logistics services for foreign investors in Saudi Arabia include a set of services that help facilitate and organize shipping, storage, distribution, and management of the logistics chain in general. These services aim to improve the efficiency of operations, reduce costs, and ensure smooth and efficient delivery of products and services.

Logistics services for foreign investors in Saudi Arabia include:

01

**International shipping:** International shipping services include transporting goods and products to and from the Kingdom of Saudi Arabia. These services include air, sea, and land freight arrangements and management of all procedures related to customs, inspection, and insurance of the goods.

02

**Storage and Warehouse Management:** Logistics services provide warehousing and warehouse management to foreign investors in Saudi Arabia. This is done by providing appropriate storage spaces, managing warehouses, coordinating storage and delivery operations, managing inventory, and providing relevant reports and statistics.

03

**Local shipping services:** Local shipping services include transporting goods and products within the Kingdom of Saudi Arabia. This is done by organizing and coordinating ground transportation operations, providing appropriate means of transportation, managing schedules, and implementing smooth deliveries and distribution operations.

04

**Logistics chain management:** Logistics chain management services include planning, organizing, and monitoring all supply, distribution, warehousing and transportation operations. This is done by analyzing, designing, and improving logistics processes to achieve greater efficiency, reduce costs, and improve customer service.

05

**Customs, Import, and Export:** Logistics Services provides support and advice on all matters related to customs, import, and export. This includes preparing and submitting the necessary customs documents, export, import, and clearance procedures, inspecting goods, coordinating customs clearance operations, and obtaining the necessary licenses.



# Thanks You

For more information, we are pleased to contact us via

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