



Expertise in international business development

# **Doing business in Saudi Arabia**

*Change your market approach*

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# Introduction

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Our economies, exportations & competitiveness might still suffer during the upcoming years...



The Gulf market forecasts are impressive and steady growth is planned for the next 15 years...



It is much easier to do business in the Gulf than in the BRIC

(World Bank & SFI ranking)



# Positioning ?

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# « Few cultural recommandations »



# Develop trust

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# Management

**Partners  
(locals)**

Main  
decision-  
maker

Financial  
power

**Directors**  
Arabs or  
“Occidentals”

Executive  
decision-  
maker

Legal  
power

**Management**  
Arabs, indians, Phil.,

Project  
follow-  
up

Purchase



# Words

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Religious  
celebrations

Culture &  
local  
traditions

Family

Talk  
freely  
about...

Life in  
Europe

Local  
cuisine

Country's  
history



# Words

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Conflicts  
In Arab  
countries

Values of  
Islam

politics  
US/Israel

Attention  
but...

Countries  
leaders

Terrorism

Private  
life





# « *Few business facts* »

# Business

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A local presence is a great leverage

Infrastructure projects are gigantic

SMEs have definitely a role to play

Arabs are loyal business partners with LT views

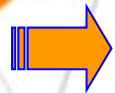
The legal issue has to be considered seriously

Payments are to be carefully handled

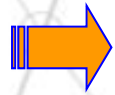


# *Finance business*

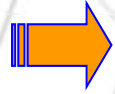
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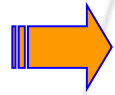
**Monetary union planned for 2015-2017 ?**



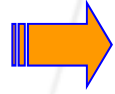
**KSA n°1 retail market for Islamic finance**



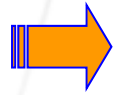
**Important compliance challenge for foreign players**



**Money market still underdeveloped**



**Difficult to directly access local retail clients**



**Need for more sophisticated products (corporate & retail)**



# Positioning ?

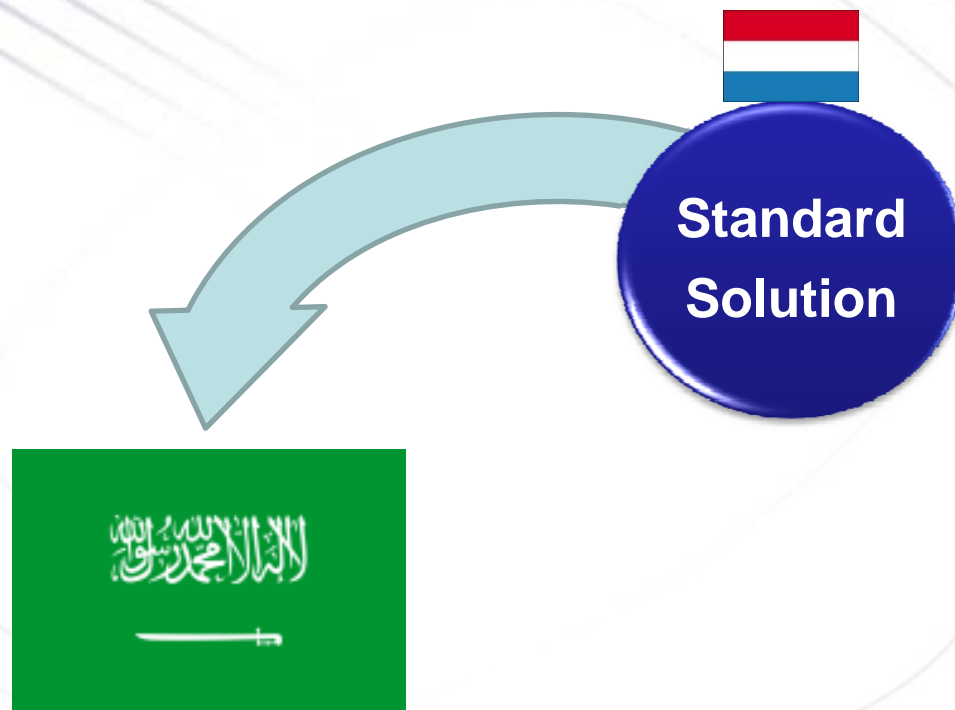
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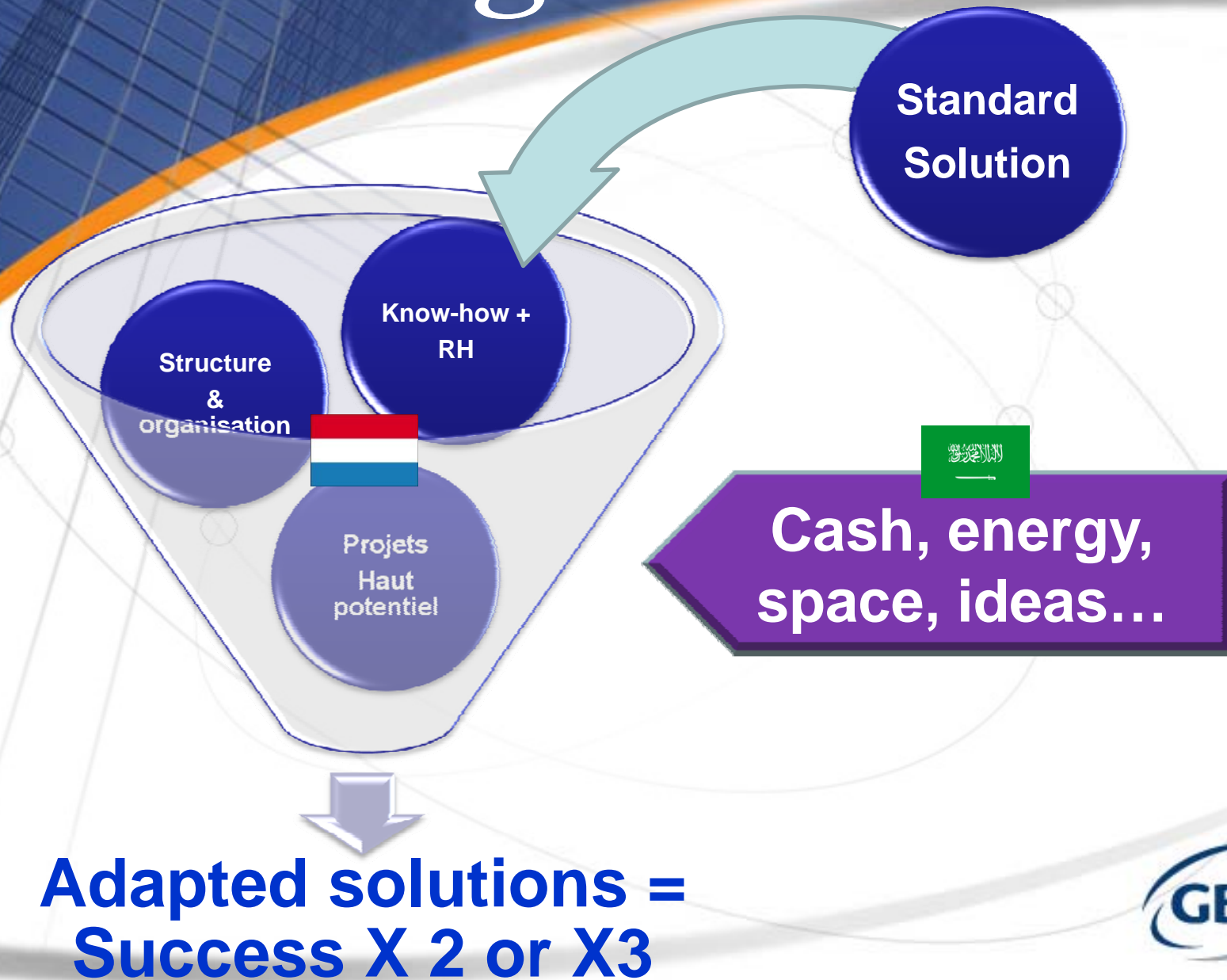


# « Adapt your Stratégie »

# Selling



# Partnering



i.e. : partnering



**Advanced  
IT service**



**Joint venture project**

**Management and training**

**Creation of a skilled team**

**Marketing of services**



**Business project**

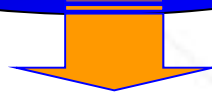




i.e. : partnering



**Railway  
sleepers**



Impossible to sell (log, \$)

Small production unit costing

Issuing a full support package

Industrial groups meeting

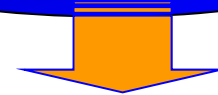


**Business project**

i.e. : partnering



**Opportunity with  
Islamic investors**



**Misfit reg. adapted investment policy**

**Analysis of the investor's needs**

**Development of a turnkey  
investment solutions**



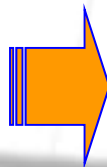
**Project set-up**



# The « no headaches » good idea...



Why not collaborating to develop a  
Luxembourg based Taylor made investment  
offer targeting Saudi banks, funds and  
management companies, but with  
**fully adapted added value... ?**



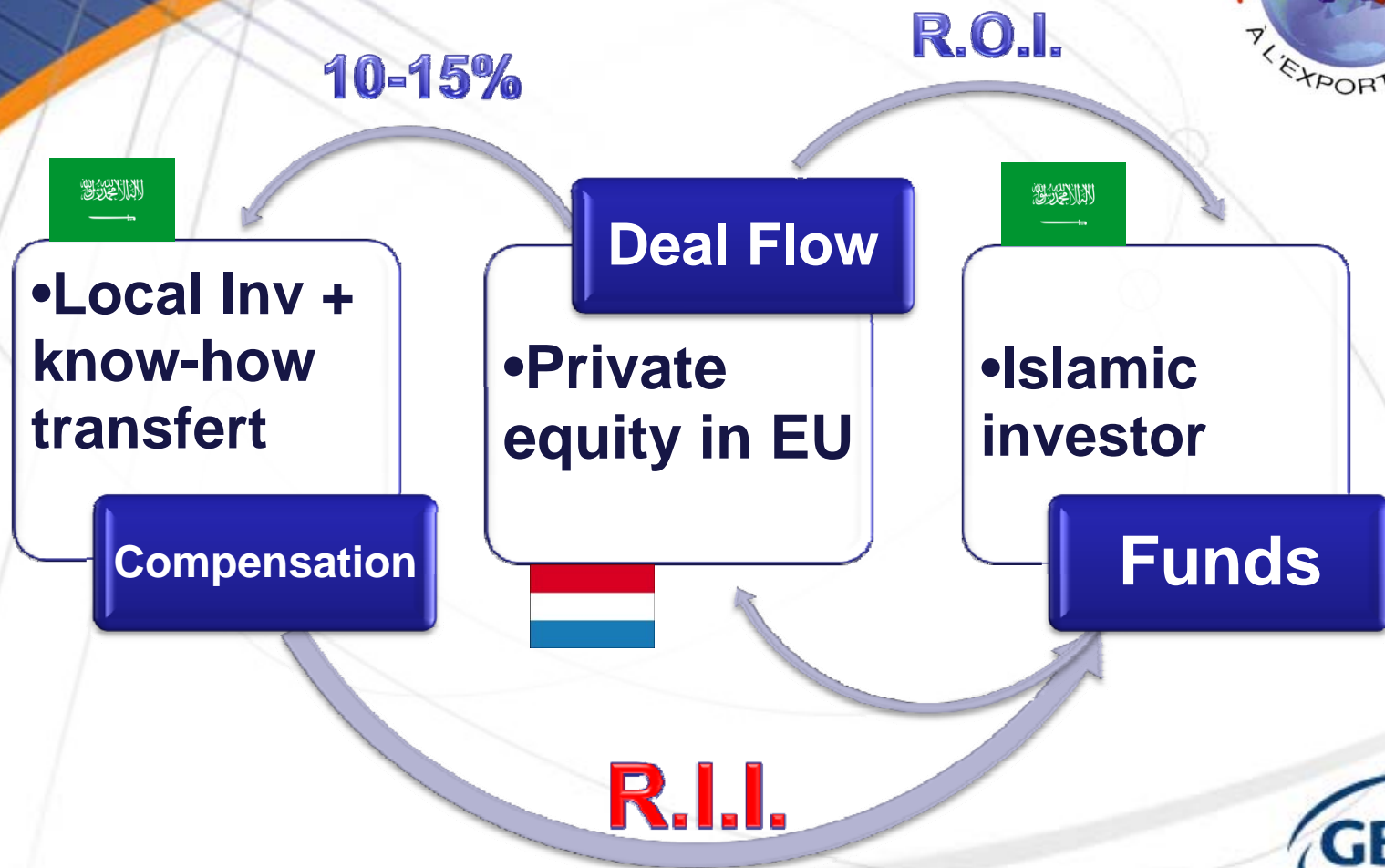
One student sent to IDB (Jeddah) to analyze



# Example

(Feasibility study)

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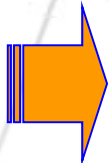




# Interactive conclusion



**My strategy has to be adapted to the local needs**



**No means to adapt, we must stick to standard offer**



**I'm ready to be really involved in a real partnership**

# Thank you !

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