



مجلس الأعمال السعودي الأمريكي
U.S.-Saudi Arabian Business Council

positively Department of Employment
and Economic Development
Minnesota
Minnesota Trade Office

Minnesota Business Development Mission to the Kingdom of Saudi Arabia

*April 1 – 4, 2012
Dammam and Riyadh*



WHY SAUDI ARABIA NOW?

Saudi Arabia is the largest economy in the Middle East and the largest market in the region for U.S. products and services. The country has been designated by the U.S. Department of Commerce as one of six important “next tier” markets that hold increasing opportunities for American companies over next the 5-10 years. Saudi Arabia has earmarked more than \$1.4 trillion for national development projects through 2020. Opportunities abound for companies involved in **ICT, medical and healthcare, education, oil and gas, petrochemicals, architecture and construction, water and wastewater treatment, power, mining, transportation, agriculture, and processed foods.**

The Minnesota Trade Office in cooperation with the U.S-Saudi Arabian Business Council (USSABC) present Minnesota companies with a unique opportunity to develop or increase business and acquire key contacts in the Saudi market by joining this mission. **Congressman Keith Ellison** of the Fifth Congressional District of Minnesota is scheduled to accompany the mission. Congressman Ellison has joined three previous successful Minnesota missions to Saudi Arabia.

Mission Deliverables include:

- Briefings on the economic, regulatory, legal and investment climate in Saudi Arabia.
- “Insight” briefing with senior U.S. businessmen currently living and doing business in the Kingdom.
- Customized one-on-one meetings and/or site visits in both Dammam and Riyadh with targeted customers, agents, distributors, and joint venture partners based on your Saudi market objectives.
- Networking luncheons/dinners/receptions with Saudi government and commercial leaders.
- Follow-up assistance after the mission.
- Local transportation (to/from airports, hotels, meetings, etc.)

Mission Registration Fee & Estimated Expenses

The Mission participation fee is \$1,750 per one company representative. The fee for each additional company representative is \$500. Expenses for air travel, lodging, incidentals will be the responsibility of each mission participant. The estimated cost of lodging and miscellaneous expenses is approximately \$1,800. Round trip coach class airfare from Minneapolis to Saudi Arabia ranges from \$1,800 - \$2,800 depending on carrier and time of booking.

For Additional Information: Contact Paul Hansen, Minnesota Trade Office, at 651-259-7486 and email paul.hansen@state.mn.us. Or, Ana Carmen Neboisa, U.S. – Saudi Arabian Business Council, at 703-962-9300 and email anacarmen@us-sabc.org.

To Apply: Contact Ana Carmen Neboisa, U.S.-Saudi Arabian Business Council, at 703-962-9300 or anacarmen@us-sabc.org.

Application Deadline: February 29, 2012.

MISSION BRIEFING – Learn more about the mission at a briefing to be held on Monday, February 13, 2012 from 8:00 am – 10:30 am at the law offices of Faegre Baker Daniels, 2200 Wells Fargo Center, Minneapolis, MN.

Tentative Briefing Agenda:

- 7:30 am --8:00 am: Registration and Breakfast
- 8:00 am – 8:15 am: Welcome remarks, John Enstone, Partner, Faegre Baker Daniels
- 8:15 am --8:50 am: Overview of Saudi Arabian Market, David Callahan, Vice President, Business Development, USSABC
- 8:50 am – 9:00 am: Q&A
- 9:00 am – 9:15 am: Remarks by Congressman Keith Ellison
- 9:15 am --9:30 am: Remarks by Katie Clark, Executive Director, Minnesota Trade Office
- 9:30 am – 9:45 am: Remarks by Mathew Woodlee, Senior International Trade Specialist, U.S. Department of Commerce, Minneapolis
- 9:45 am --10:00 am: Q&A
- 10:00 am – 10:10am: Closing Remarks, John Enstone
- 10:10 am –10:30 am: Networking

To register on-line for the briefing please go to www.us-sabc.org/missionbriefing.