



Colourbox, #2408

## INVITATION

**Danish Food and Agribusiness Delegation to Saudi Arabia 29 November - 1 December 2021**

Registration no later than 23 September 2021

**NOTE: COVID-19: If the situation requires, we will cancel the delegation. Until 29 October 2021 you will not be billed if we are forced to cancel. After this date we cannot guarantee refunds.**

### DANISH BUSINESS DELEGATION

The Danish Agriculture & Food Council in cooperation with Trade Council Riyadh in Saudi Arabia, are pleased to invite your company to participate in this business delegation to Jeddah and Riyadh in Saudi Arabia.

### THE SAUDI ARABIAN MARKET

With a large and growing young population in Saudi Arabia, the market is one of the largest and potentially most dynamic and fast-moving consumer goods market in the Middle East.

### OPPORTUNITIES IN SAUDI ARABIA

There is a growing demand for food products in the coming years due to the recent series of economic policy reforms, which is expected to stimulate economic growth and eventually lead to increased purchasing power. The market for food production, agriculture and food ingredients is growing in Saudi Arabia, and the sector is constantly on the outlook for new technologies that can enhance the production.

### WHY JOIN?

- Get to know the Saudi Arabian market for food and food technology.
- Meet the right stakeholders and create or expand your corporate network.
- Interact with Saudi Arabian importers aiming to create sales successes.

### WHO SHOULD JOIN?

The delegation is open to participants from companies working with:

- Food and food-solutions
- Food technology
- Food products
- Food ingredients

Companies that are either looking into business opportunities or are already present or want to expand in Saudi Arabia will benefit from participating in the delegation.



**UDENRIGSMINISTERIET**  
The Trade Council



## WHAT WILL YOU GAIN?

By joining the delegation, you will get the opportunity to:

- Meet the right people including decision makers, relevant association and importers, factories and manufacturers of food and beverages.
- Find or maintain the right business partners.
- Visit important government stakeholders.
- Promote your company in Saudi Arabia.
- Be introduced to the market and get a better understanding of the players in the market.

## NETWORK AND BEST PRACTICES

- By being part of the Danish delegation, you may find inspiration to develop your business strategy by sharing experiences with the other participating companies.
- You will get first-hand insight into the Saudi Arabian market, including learning about the best practices in the region gained by experienced Danish companies already in the region.

## 3-DAY PROGRAMME

### Monday 29 November - Riyadh

- Transfer to the Danish Embassy
- Meeting with the Danish Ambassador in Saudi Arabia
- Introduction to local business culture
- Transfer to Halal Expo centre visit and
- Meeting Saudi Food and Drug Authorities (food safety and Halal)
- Networking event at the Danish Embassy with Saudi Arabian food, ingredient and technology stakeholders, governmental officials
  - At the reception, the companies will have the possibility if needed to display their marketing materials, roll-ups, brochures, samples etc.

### Tuesday 30 November - Riyadh

- B2B meetings with relevant local partners
- Visit to the Riyadh Chamber of commerce
- Tailor made site visit(s) to local food production(s) or/and supermarkets in Riyadh - understanding the FMCG in Saudi Arabia

Transfer by plane to Jeddah.

### Wednesday 1 December - Jeddah

- Discussing business opportunities with the Honorary consul in Jeddah
- B2B meetings with relevant local partners
- Meeting in Jeddah Chamber of Commerce
- Visit local food production in relevant field
- Wrap up and evaluation meeting

## PRICE

The total price for participation in the business delegation to Saudi Arabia is 7.500 DKK excl. flight, hotel and VAT per company for 2 representatives and 5 guests at the reception. Extra representative 1,500 DKK per person.

## HOTEL AND TRAVEL INFORMATION

Flights and hotel are not included in the price. Upon registration, you will receive a travel suggestion.

## HOW TO REGISTER

Please follow [this link](#) to register **no later than 23 September 2021**.

## FURTHER INFORMATION CONTACT



Danish Agriculture & Food Council  
Jeppe Søndergaard Pedersen, Senior Advisor  
E-mail: [jspe@lf.dk](mailto:jspe@lf.dk), tel: +45 3339 4244



The Danish Embassy Saudi Arabia, Trade Council Riyadh  
Ture Munksgaard, Head of trade  
E-mail: [turmun@um.dk](mailto:turmun@um.dk), tel: +966 505 22 35 82