



Agenda

Monday november 13th

- Welcome at the hotel by the Danish Agriculture & Food Council and Head of Trade, Danish Embassy in Riyadh + introduction to the delegation
- Meeting with Saudi Food and Drug Authority (SFDA)
- Meeting with Tawthiq (3rd party government licensed organic certification body) or MEWA (Ministry of Environment, Water & Agriculture – presentation on the development in the organic market in Saudi Arabia)

Tuesday november 14th

- Visit to Lulu markets – guided tour at supermarket
- Meeting with Lulu markets – Corporate presentation + Q&A
- Visit to Carrefour – guided tour at supermarket
- Meeting with Carrefour – Corporate presentation + Q&A

Wednesday november 15th

- Visit to Tamimi Markets – guided tour at supermarket
- Presentation by Tamimi Markets + Q&A
- 1:1 sales meetings with Tamimi Markets

Thursday november 16th

- Presentation by the Danish Embassy – Danish and Saudi Food & Beverage trends
- Company introduction to invited stakeholders
- Informal business networking
- 1:1 sales meetings with Lulu Markets and Carrefour
- Business networking reception