



**GTR  
SAUDI  
ARABIA**  
2021 **VIRTUAL**

**New frontiers  
for trade and  
export growth**

**October 5, 2021**

**Time zone: Arabian Standard Time**

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**#GTRSaudiArabia**

**GTR SAUDI ARABIA 2021 VIRTUAL**

**New frontiers for trade and export growth**

**Key themes: 6 of the best**

- Saudi Vision 2030
- Suitable SME financing
- Regional collaboration
- Digitisation driving trade
- Sustainable supply chains

**Read the event agenda on following pages**

GTR Saudi Arabia 2021 Virtual | Tuesday 5 October, 2021 | Time zone: Arabian Standard Time

**Agenda: Tuesday 5 October**

**09:30-10:00**  
**Roundtable: Diversification, recovery and Saudi Vision 2030**  
 Diversifying an economy away from oil dependence has been a perennial challenge for Saudi policymakers over the past few years with much progress in Saudi Vision 2030 as a means of achieving this vital goal. With the onset of COVID-19, how can we diversify the economy away from oil dependence, allowing full potential to be realised? A roundtable discussion will assess the challenges and opportunities for diversification and effective policy responses to give the economy through trade and investment. This discussion will be moderated by the National Trade Development Programme (NTDP).

**10:00-10:30**  
**Trade news and export corridors – which markets are being targeted for growth?**  
 As the world economy begins to recover, which markets are being targeted for growth? This session will explore the latest trade and export news, including the impact of COVID-19 on trade and export corridors. This session will be moderated by the National Trade Development Programme (NTDP).

**10:30-11:00**  
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**11:00-11:30**  
**Should Saudi be considered a first port of call when it comes to digitisation?**  
 The session will explore the latest news on digitisation in Saudi Arabia, including the impact of COVID-19 on trade and export corridors. This session will be moderated by the National Trade Development Programme (NTDP).

**11:30-12:00**  
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Ahead of a planned in-person event for 2022, GTR Saudi Arabia 2021 Virtual will take place on October 5, offering a comprehensive profile of the tremendous trade and export finance opportunities to be found in the Kingdom.

Building on the strong GTR footprint already established in the Middle East & North Africa region, this interactive virtual gathering promises the opportunity to benefit from critical market insights through a series of interactive and informative sessions, as well as 3D exhibition, chatrooms, breakouts and the chance to network via GTR's dedicated virtual event platform.

Proceedings for the day will focus on a range of themes, from the latest update on the planning for Saudi Vision 2030 and its potential consequences for trade, financing provisions for corporates with particular focus on SMEs, regional collaboration initiatives and the opportunities for regional and international companies to engage in Saudi projects, digitisation drives and the role of Saudi Exim in helping exporters meet financing needs and access global markets.

October 5, 2021

**What to expect**

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## Agenda: Tuesday 5 October

09.15-10.00

### Roundtable: Diversification, recovery and Saudi Vision 2030

Diversifying its economy away from oil dependence has been a perennial objective for Saudi policymakers over the past few years, with much pinned on Saudi Vision 2030 as a means of achieving this lofty goal. With the events of 2020, from 'price wars' to the disruptive nature of Covid-19 on global consumption, showing just how much of the country's economic and regulatory progress remains dependent on the oil sector, this special roundtable discussion will assess the redoubling of efforts to grow the economy through trade and exports, whilst also developing a diversified and effective financial sector aligned with the government's National Transformation Programme (NTP).

The session will also consider how the Kingdom is progressing with its various 'mega-projects', from the futuristic city of Neom to the Red Sea Project, whilst also considering the role geopolitical tensions can play in export strategies and in maintaining often complex supply chains.

**Moderator: Felix Thompson**, Reporter, Global Trade Review (GTR)

**Khaled Almedbel**, Director, Business Development, ACWA Power

**Professor William Scott-Jackson**, Entrepreneurship Expert, Saïd Business School

**Dr Laura James**, Senior Middle East Analyst, Oxford Analytica

### On-demand

#### Keynote interview: In conversation with Saudi Exim

Following its approval in February 2020, Saudi Exim beckons a new chapter in the country's trade and export landscape, with the ECA having issued and committed to over US\$2bn in loans from a total of US\$8bn in initial capital provided by the Saudi government, and with many further applications in the process from a wide range of potential company beneficiaries. This session will address a range of issues, including:

- What is the present product suite, which are live and which will be launched over the coming months? With most loans covered under working capital and pre-export facilities, are there plans for indirect lending or insurance products?
- What is the demographic (MNC, SME, government-owned) of those companies presently being serviced by Saudi Exim?
- To what extent has the pandemic impacted on the ability of Saudi Exim to service its clients? How successful were government initiatives in maintaining trade?
- How important are strategic relationships in ensuring support facilities are being utilised by those most in need of them? How collaborative has Exim been in working with partner banks and some of its products being distributed by them?

10.45-11.30

### Changing risk appetites – which corridors are being targeted for growth?

Alongside improved financing facilities, access to markets is one of the key priorities for companies trading and exporting goods and products in line with Saudi Arabia's diversification drive and growth strategy. This session will consider the extent to which greater focus has been placed on 'riskier' emerging markets, supply and demand gaps and the appetite of banks for financing transactions – both export and inbound trade – in those markets keen to open themselves up for privatisation, greater foreign investment and rebuilding programmes.

The conversation will also examine changes in the country's relationships in key geostrategic markets such as Sub-Saharan Africa – as those markets look to evolve from beneficiaries of economic aid to a more equitable relationship based on mutual trade and export interests – as well as the importance of Saudi banks establishing a presence on the ground.

**Moderator: Farrukh Siddiqui**, Founding Partner, Emerging Capital Management Partners

**Yusuf Ali Khan**, Head of Trade for Middle East, North Africa, Pakistan and Turkey, Treasury & Trade Solutions, Citi

**Ahmad AlAlawi**, Head of GTRF Origination & Client Advisory, SABB

**Natalia Haas**, Managing Partner, Mercator Commodities

**Anjum Noman Mirza**, Head of Trade Finance, Saudi National Bank

13.00-13.40

### Is there potential for more OECD ECA-backed financing?

As the Saudi Government seeks to encourage and support greater private sector engagement in various major developmental projects, this is likely to see an increased role for ECA-backed finance, working with international banks, borrowers and export credit agencies to procure crucial goods, services and capex equipment. With a case study on a recent transaction highlighting the changes already taking place in the Kingdom, this session will consider the potential for more ECA-backed financing in future as well as the increasing focus on positive environmental aspects. We will have views and debate from a panel of regional experts across different sectors.

**Simon Lee**, Managing Director, Head of International Trade & Transaction Banking, Crédit Agricole CIB

**Michelle Leong**, International Export Finance Manager, Middle East, Afghanistan & Pakistan, UK Export Finance

14.15-15.00

### Should Saudi be considered a first port of call when it comes to digitisation?

The previous 18 months has proved truly transformative in the advancement of trade digitisation, with exporters and banks alike looking for new solutions amid a 'flight to digital' in the face of the often arduous process of signing and reviewing trade documentation. There are however many barriers and bottlenecks; regulation of digital markets in the region remains underdeveloped, often covered by laws not originally intended for the digital era, whilst Saudi Arabia hasn't yet adopted the UNCITRAL Model Law on Electronic Transferable Records, allowing use of digital versions of certain trade documentation.

The session will also examine efforts to extend digitisation initiatives into the wider ecosystem, incorporating ports, logistics providers and other parts of the supply chain, as well as looking at the importance of specific collaborations between banks, digital platforms and regulators in digitising processes. The conversation will also focus on the virtuous relationship between trade digitisation and ongoing discussions around sustainability and ESG, another field in which technological innovation is also seen as key.

**Moderator: Sean Bowey**, Head of Products, Global Trade & Receivable Finance, SABB

**Huny Garg**, Executive Director & Country Head, KSA & Bahrain, SWIFT

**Syed Hassan Javed**, Head of Trade Finance, Gulf International Bank (GIB)

15.30-16.15

### Growth through innovation – do SMEs need to be prioritised?

One of the key factors in any successful drive for developing the Kingdom as a dynamic trade hub and reduce the country's dependence on oil is the establishment of a thriving environment for companies of all sizes and SMEs in particular, with various public initiatives – such as the General Authority for Small & Medium Enterprises and the 'Made in Saudi' programme launched to incentivise domestic consumption, non-oil exports and foreign investment – seeking to create a culture of entrepreneurship.

This discussion will assess the progress made in these endeavours, from the importance of setting standards for financing, greater demand for and use of SME-centric products including factoring, invoice discounting and Islamic trade financing, as well as the pending launch of a digital-only bank for SMEs.

**Moderator: Maninder Bhandari**, Director, Derby Group

**Rana Zumai**, Consultant, Small & Medium Enterprises General Authority (Monshaat)

**Jan Ward**, Founder & CEO, Corrotherm International; Director, Saudi British Joint Business Council

**Betül Kurtulus**, Regional Director, Central, Eastern & South-Eastern Europe & the Middle East, Factors Chain International



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