

## REGULAR VISITORS RETURN



A 17-strong trade mission from Northern Ireland made its second visit to the Kingdom during 2008 in October. The trade mission, organised by Invest NI, included businessmen representing many of Northern Ireland's leading companies. This popular, and successful, trade mission attracts both newcomers and seasoned visitors. The companies worked extremely hard and maximised their time filling the days and evenings with business meetings, the Mission Manager, Noel Johnston, reported.

The receptions in both Jeddah and Riyadh were well attended, with over 130 Saudi companies sending representatives to meet the mission members.

The group was led by Dr Bill McGinnis, Chairman of the McAvoy Group, a major UK manufacturer of modular buildings, who has been doing business in Saudi Arabia for over 30 years and is a former board member of both Invest NI and UK Trade & Investment. "Saudi has excellent potential for Northern Ireland based companies," said Bill, adding "We plan to visit the market at least twice a year."

That Invest NI and its members see Saudi Arabia as an ideal place to do business is plain to see. In addition to the two missions planned for May and October this year, Invest NI will be bringing a group of more than 25 companies to the Kingdom in early March.

