

YORKSHIRE TRADE MISSION

The Yorkshire International Trade Mission visited Riyadh and the Eastern Province in February this year led by UKTI Yorkshire's Brian Aungiers. The Mission was sponsored jointly by UKTI & Yorkshire Forward.

The small, select group consisted of four companies: Alfran UK Ltd., CCS Neon, City of Sunderland College, and Overseas Nurses Training Organization (ONTO); covering the consultancy, construction, education and training sectors respectively. A reception was held on the evening of February 16th where the team were able to meet 50 representatives of prominent Riyadh businesses including SABB, King Faisal Specialist Hospital and Saudi Oger.

At least two of the UK companies on the mission made use of the Overseas Market Introductory Service (OMIS) provided by UKTI. This service,



Paul Williams (top right) Director of Trade & Investment in Saudi Arabia with the visiting Trade Missioners.

which provides customized market information and a list of local contacts to UK companies, has seen great success over the past few years in providing UK based companies a strong platform to enter the Saudi Arabian market.



Syed Zaman

HEALTHCARE SECTOR TRADE MISSION

A UK Healthcare Trade Mission visited Riyadh and Jeddah in March of this year. The mission consisted of 6 UK companies specialising in a wide range of products and services such as state-of-the-art diagnostic products, hospital construction

consultancy, and rehabilitation equipment and supplies. UKTI Riyadh's senior trade officer and lead on the healthcare sector, Syed Zaman, organised the mission.

The British Embassy hosted a reception for the companies on Sunday 22nd of March, where they were able to meet with prominent healthcare companies in the city. The reception was well attended, with a turnout of approximately 100 persons. The guest list reflected a mix of large-scale hospitals such as Prince Sultan Humanitarian City, and King Faisal Specialist Hospital, as well as small, specialised businesses such as Yahmaa Medical and Al Ewan that cater to a niche market.

The UK companies made good use of their time in the Kingdom by meeting with contacts and

potential partners in the region. Syed Zaman also arranged for the mission to visit the Saudi British Hospital & Al Mishari Hospital in Riyadh, and UKTI Senior Trade & Investment Office Abdul Muqtader arranged for the missioners to visit the International Medical Centre in Jeddah. The Saudi Arabian healthcare sector has historically been one of the most lucrative in terms of export and trade for UK companies, with many success stories of partnerships and product orders being fostered by trade missions such as this.

Richard Hughes of Lab 21 Ltd., and a first time visitor to Saudi Arabia, is an example of such success. He initially met with Syed Zaman in February of 2009, and decided to join the Healthcare Trade Mission after discussing the Saudi Arabian healthcare market with the officer. Only 11 days after returning to the UK following the mission, Richard had already received an order for one of Lab 21s specialised products.

Graham Bell of Rober Ltd, and Mike Hutson of Speed Plastics Ltd. were also first time visitors to the Kingdom and were recruited to the Mission by Syed Zaman in the Arab Health Show which took place in Dubai earlier in the year. All were extremely pleased with the progress made during this trade mission.