



an effective and conservative regulatory system has also enabled the Kingdom to weather the Global Financial Crisis better than most. A buoyant market has resulted in many new investment and business opportunities for British companies as the Kingdom seeks to use its high oil revenues to diversify, secure its infrastructure development, and provide jobs for the next generation of Saudis. Our role is to showcase British excellence and to facilitate business

excellent bilateral relationship and cultural & historic ties, there are superb business opportunities ranging from retail to industrial products for the right British companies who are prepared to commit themselves to the market”.

“Over the past few months the British Trade Office has received a record number of enquiries from UK companies interested in doing business in Saudi Arabia. This is hugely encouraging and

Our challenge is to select those UK companies who can deliver high quality UK goods and services who can satisfy this increasingly sophisticated local market - we want to find winners with something to offer, be it through innovation, quality or price who can succeed and grow in this market either by direct trading or by entering joint ventures”

“On the wider bilateral front the UK/Saudi partnership is as strong as it has ever been because of our shared interests, history and mutual respect. We have seen a steady flow of Ministerial visits. Our Prime Minister has visited twice this year, as has our Foreign Secretary. The Custodian of the Two Holy Mosques has also visited the United Kingdom, and earlier this month the fourth session of the Two Kingdoms Dialogue was held in Riyadh. All these visits and initiatives demonstrate the closeness our relationship, and are a perfect foundation to build UK business relations upon”.

“It has been a fascinating first month, which I have greatly enjoyed. The Queen’s Birthday Party, attended by the Ambassador and Lady Patey, was a particular highlight. I have also had the opportunity to meet a good number of the British & Saudi British business community who have readily shared their thoughts and views. There is still a lot to learn, but with the support of the local business community and my BTO colleagues, I look forward to the coming three years”

David Harries



The new Head of the British Trade Office in Alkhobar, David Harries (centre) greets guests at the Queen's Birthday Party celebrations in April

partnerships between quality British companies and Saudi counterparts”.

“With Eastern Province abundant in energy reserves, this sector will naturally continue to be an important area of focus for British business opportunities. But what I am quickly learning is that oil & gas is not the only show in town. With the government’s desire to diversify the economy away from hydrocarbons, there is untapped potential for British companies throughout the Kingdom in a broad range of sectors. With our

something we will build on. We have also hosted a record number of trade delegations to the Kingdom, with numbers likely to grow. Again great news”.

“My role in Eastern Province, and throughout the UKTI network, will be to ensure that quality British companies are fully informed of the market potential and opportunities. We also want to encourage British firms to engage in long term partnerships - this has been a common theme when speaking to local business.