

Second Mission of the year for the MEA



The Middle East Association is Britain's lead private sector body promoting trade and goodwill in the Arab world, including Iran, Turkey and Azerbaijan. The November visit was the second of its multi-sector trade missions to Saudi Arabia this year.

Working closely with UK Trade & Investment, the MEA has the support of the British Offset Office who make available a generous travel grant for first and second time visitors.

Speaking at a reception for the missioners and invited business guests in Riyadh, David Lloyd the Mission Leader revealed that UK companies travelling with MEA Trade Missions to Saudi Arabi over the last five years had generated in excess of £70 million in trade between the two Kingdoms.



Included in the UK delegation were representatives from: **Airea plc** - manufacturers of luxury and contract carpets; **Air-Seal products Ltd** - suppliers of Aramid Fibre based Tyre sealants; **Ashridge Business School** - tailored executive education; **Cambridge Regional College** - a centre of excellence for education & training; **Canford Audio plc** - manufacturers of professional audio & video equipment; **Chichester College** - offering specialist English language training for overseas students; **JC Rathbone Associates Ltd** - an independant financial risk consultancy; **Loake** - manufacturers of handmade mens footwear; **Newedge Group** - financial products and services; **Quigg Golden** - specialists in construction dispute resolution; **Reid Kerr College** - offering a wide range of vocational education and training programmes; **Rösler UK** - suppliers of roller conveyer and hanger shot blast machines; **SEASUK** - an experienced professional education and training consultancy; **Showgold Ltd** - an event management company; **The Cavendish Chambers Ltd** - bring doctors and lawyers together for the purposes of litigation; **UGCS** - utilising the educational, training and consulatncy expertise of the University of Glamorgan; **University of Kent** - a leading higher education institution.



Welcoming the visitors, Paul Williams, UKTI Director of Trade & Investment for Saudi Arabia confirmed that as the Kingdom was indeed the largest economy in the Middle East it offered unparalleled opportunities to British exporters of both goods and services. Despite the economic difficulties

faced around the world, Saudi Arabia is the UK's largest trade and investment partner in the region and continues to experience a period of substantial investment led growth.

Companies based in Saudi Arabia wanting to make contact with the Trade Mission companies should in first instance contact the British Embassy, Trade Office or Consulate.

