

JUST A THOUGHT - THE WEATHER

By John Reynolds

Is spring really here - can we feel it in the air or are we just reminding ourselves of "good old England" or whatever expression you would like to use to convey that meaning?

Well, being the most famous race in the world for talking about the weather, we should at least try and convey something to others who don't or can't understand our passion for the weather.

It's rather pointless saying - "isn't it hot" everyday in the summer months here! Perhaps after the recent sand storms in Riyadh and the torrential rain in the Eastern Region we can at last enjoy our passion again.

Whether we like to admit it or not - the majority of us here do enjoy what for many can only be one single break of summer madness - [Mad dogs and Englishmen?] - burning themselves as fast as they can before they return to their natural environment of varied and all too inclement weather!

To quote Bob Hope - "If you don't like the weather in England - don't worry - you only have a short wait before it changes again!" Was he visiting Manchester?

What also makes me smile is when you hear the locals talking about the weather here - they are expert in recognizing nature's way of change - in the clouds - the sand and to a degree via

the reaction of animals - just as we do back home.

If only we could do the same wherever we are - we would then truly be "in touch" or "in tune" with our environment. Sadly, I think we are not - and it is this sole fact that effects many other aspects of our ex-patriot lives.

If only we were really in tune with all those around us as well as the environment, then life would surely be so much more satisfying and pleasurable to live.

We sigh again "If only, oh well, life goes on, one day".

Environmental Opportunities

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- "The development and finalisation of a set of environmental standards and criteria to be updated in response to changing needs and developments"

In addition to this commitment in the five year plan the Saudi Government has also abolished all tariffs on imports of Environmental Technology products.

Saudi Envirotech 97 Exhibition and The Development and Environmental Impact Conference.

Saudi Envirotech 97 and the Development and Environmental Impact Conference are organised under the patronage of His Royal Highness Prince Sultan Bin Abdul Aziz, Second Deputy Prime Minister, Defence and Aviation, Inspector General and Chairman of the Saudi Ministerial Environmental Committee. It is anticipated that Prince Sultan will officially open the event

The Development and Environmental Impact Conference which takes place at Riyadh Exhibition Centre at the same time as Saudi Envirotech 97 is being organised by the Saudi Ministry of Municipal and Rural Affairs (MOMRA). The involvement of MOMRA will not only ensure the relevance of the Conference to the needs of Saudi Arabia. It will also guarantee the attendance of representatives of the Ministry from all over Saudi Arabia, as it is they who are responsible for implementation of Environmental projects on a local level.

The Saudi Envirotech 97 Exhibition is being organised by Riyadh Exhibitions Company (REC). REC are one of the leading Exhibition Organisers in the region having organised over 180 International exhibitions in the region over the last 18 years.

The response to the event so far has been very positive with international pavilions being currently organised from USA, Germany, UK, France, Italy, Denmark, Austria, The Netherlands and Canada. In addition the event will feature a range of local Exhibitors with companies such as

Saudi Aramco and SABIC having already confirmed their participation.

The Opportunities for UK Ltd

Environmental Technology is a sector where UK companies are particularly strong.

The opportunities are enhanced by the fact that there is no significant local manufacturing of Environmental Technology products. Whilst available market information is still somewhat limited the market shares of the major exporters to the market are estimated as follows.

USA	27.6%
Denmark	14.8%
Japan	12.4%
UK	9.8%
Germany	5.8%

For further information on the Saudi Envirotech 97 Exhibition or The Development and Environmental Impact Conference please contact:

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