

The last three or four months have been busy. We have taken three sectoral Saudi missions to the UK:

- in February, we took a group of Saudi companies to the Premier & Pure fashion show in London. This has already generated new business between the UK fashion industry and the Saudi buyers.
- in May, we took representatives of eleven Saudi companies to the International Fire and Security Exhibition (IFSEC) at NEC Birmingham.
- also in May, we took a Saudi mission to the Envirotech exhibition in Birmingham.

In addition, in April Their Excellencies Dr Hashim Yamani (Minister of Industry and Electricity) Dr Fareed Zedan (Governor off the new Electricity Regulatory Authority) and Engr Suleiman al-Qadi (CEO of Saudi Electricity Company) visited the UK to exchange information and learn from the British experience on electricity regulation and privatisation. Their programme included meetings with Patricia Hewitt (Secretary of State for Trade & Industry), Baroness Symons (Minister for International Trade and Investment) and Callum Macarthy (the British electricity regulator). They joined British experts in a roundtable on privatisation and a day-long workshop on regulation of private utilities.

We have also had two major missions from the UK in April:

- the Middle East Association (MEA) led a mission of 28 British companies, including a number who were visiting the Kingdom for the first time.
- a group of British IT/e-Commerce companies attended the government-sponsored "Going e-Government" conference in Riyadh, and in parallel ran a series of workshops at GITEX Saudi Arabia. The group was led by Alan Mather, CEO of e-Delivery in the Office of the Prime Minister's e- Envoy. He gave the keynote conference address, on the implementation of e-Government in the UK. We have invited members of the Saudi government e-Commerce Standing Committee and private sector e-Commerce Advisory Team to attend the Government Computing Conference and Exhibition in London in June.



Above: Frank Drayton British Embassy & Mike Zammit from Intercraft meeting the missioners.

Below: Alan Mather CEO e-Delivery Team



George Kennedy TPUK Advisory Group

George Kennedy, Chairman of the Trade Partners UK private sector advisory group on the Middle East, visited Riyadh, Jeddah and Eastern Province in April. He was very impressed by the scale and range of opportunities for UK-Saudi partnership and looks forward to returning soon.



Gareth O'Brien British Embassy

The Saudi-British Joint Business Council met in London on 29 April under the joint chairmanship of Andrew Buxton of Barclays and Abdullah Zainal Alireza, Chairman of the Council of Saudi Chambers. Baroness Symons joined the Council for part of the meeting. The Council will next meet in Saudi Arabia in October.

In May, Philip Parham (Director Trade & Investment Promotion), Andy Henderson (Consul General in Jeddah) and Mick Brown (Chairman of the RGBB) took part in a series of workshops with British companies in Cardiff, Birmingham and London. and the Gulf Commercial Officers Conference. We hope to mount further roadshows later in the year encouraging more UK companies to look seriously at Saudi Arabia.



Philip Parham British Embassy



RGBB members meet members of the GITEX mission at a reception hosted by Philip Parham

THE SAUDI BRITISH TRADE DIRECTORY (SBTD)

In case you need reminding, the SBTD is now on the internet and is attracting 40-50 visits each day. If your company did not appear in the last edition or needs updating you can now add your details by using the on-line form. Visit www.sbt.d.co.uk and click on the 'ADD COMPANY' button for more details.

The programme on page 48 shows our some of the events currently planned for the coming year.

Registration (and Re-registration)

We have had a good response to the reminder in the Spring issue. But those of you who have never registered, or who have not re-registered your presence in the Kingdom for 2002, should now do so.

Registering your presence in the Kingdom lets the Embassy know how to contact you in the event of an emergency. The information provided is held in confidence and is not passed to anyone else without your permission. Please take a few moments to complete the form on right on first arrival and every January and either send to your warden or to the relevant consular section fax shown below:

Riyadh: 01 488 1209
Jeddah: 02 622 6249
Al Khobar: 03 882 5384