

As this is my first letter for your prestigious magazine, perhaps an introduction to Jeddah, the BBG Jeddah and myself is in order.

Jeddah is known as the "Bride of the Red Sea". It is generally accepted that Jeddah is the commercial heart of the Kingdom although times are changing. Located on the Red Sea and one of the most beautiful coral formations in the world, Jeddah is a favourite tourist destination of Saudi's Kingdomwide during the holiday season with many beach and sea based activities on and around the "Creek", our weekend beach destination in Jeddah.

Jeddah is of course also the primary gateway for pilgrims traveling to Makkah either during the annual Haj or throughout the year to perform Umra. Prior to the opening of the Haj Terminal in the early 1980's, many pilgrims in traditional pilgrimage garb would frequent the Jeddah downtown suqs.

There are many books published on Jeddah available in the local bookstores which can give you a wonderful insight to my "home" city

The BBG Jeddah has been an active organization for over 25 years. We work closely with the Jeddah British Consulate's commercial section to actively promote business between British companies and Saudi companies alike. We do this in many ways. Actively supporting the commercial section when any business related companies, organizations or individuals visit Jeddah with business dinners, luncheons and the occasional breakfast. Networking between the BBG members and social activities with regular luncheons and dinners. On the social side we also plan quiz nights and a very successful Sports challenge with the American Businessmen of Jeddah which has become something of an institution on the Jeddah social/sports calendar with sports such as tennis, golf, bowling, swimming, darts and horseshoes being perennial favourites and football, sailing, volleyball and cricket having been played

in the past. This culminates in a "Survivors Ball" social night at one or the other consulate, this year to be hosted by the BBG in April at the end of the 2004/5 Sports Challenge Season.

Each year we also host the State of the Nation dinner where we are very proud and privileged to invite the Ambassador and his wife as our guests of honour

A traditional "Iftar" dinner in Ramadan is also a firm favourite with our membership, even more so this year as we held it on a private cruise ship sailing from the creek to the Red Sea with a wonderful buffet dinner in air-conditioned comfort and shisha, coffee and dates on the upper deck with a wonderful Red Sea breeze to cool us down.

Having lived in the Kingdom for over thirty years, of which ten were spent in Riyadh in the 1980's, remarkably returning to Jeddah the evening before the invasion of Kuwait and also having been a BBG committee member, in one guise or another, for the past ten years or so, my role as chairman is to head up a quite remarkable committee of very conscientious and dedicated members to provide to our membership support and services, given the limited resources and changing times we now live in, both in terms of the economic changes we have seen over the last thirty years as well as the more recent and at times tragic security situations that we have all faced throughout the Kingdom.

We look forward to inviting members of the Riyadh Businessmen's Group to any of our functions in Jeddah if you are passing our way on a business or social trip to this part of the Kingdom.

We at the BBG Jeddah wish your magazine continued and ever increasing success

Kind Regards

Dawood Taylor  
Chairman-BBG Jeddah

## Letter from the BBG Jeddah



Dawood Taylor  
Chairman, British Business Group Western Province



### Ahlan Wasahlan

The RGBB News would like to extend a warm welcome to Carma Elliot who has recently arrived in the Kingdom to take over the dual posts of both British Consul in Jeddah and Director of Trade & Investment for the Kingdom.

According to Roger Harrison's piece in the Arab News, an 'encounter in Shanghai' cemented Carma's decision to join the Foreign Office and she has subsequently set up a diplomatic post in central China which adds to her credentials.

This is not her first visit to the Kingdom. In her childhood, Carma spent three years with her family living in Jeddah and has many clear memories of that time. No doubt there'll be many more memorable occasions during her posting. So far she says she has been "pleasantly surprised" at the reception she has received.

**Carma Elliot**  
*HM Consul General and  
Director of Trade and Investment, Saudi Arabia*