



An interesting message for British business is the massively increased market penetration achieved by the foreign partner through the joint-venture strategy employed by Al Safi-Danone.

The presentation, the subsequent networking and the social side of the occasion combined to form a glittering evening. HRH Prince Mohammed bin Khalid Al Abdullah Al Faisal, President of Faisaliah Group, who is also a Harvard MBA, led the delegation from Al Safi-Danone. The RGBB also had the honour of introducing Andrew Turner, the newly arrived Deputy Head of Mission. SABB sponsored an excellent supper and the Embassy supplied the usual very welcome range of refreshments.



RGBB is looking for new sponsors for these Special Briefings in the New Year, 2007. SABB will have completed a total of eight events by the end of this year and hopes to be able to hand over this activity as a "going concern" to another company connected with our membership. Please let the Chairman or Secretary know if your company is interested. We would welcome support from British companies, Saudi companies representing British goods and services in the Kingdom and, most importantly of all, Saudi companies for whom RGBB members are working in the Kingdom.

Zaman wins BSIA Award



The winners of the British Security Industry Association's Chairman's Awards 2006 have been announced, recognising individuals and organisations that have made a special contribution to the security industry.

The award for Services to Exporting went to Syed Zaman, Senior Trade Investment Officer at the British Embassy in Riyadh.

The British Security Industry Association (BSIA) is the UK's leading trade association for the security sector. The BSIA Chairman's Awards are given annually in various categories and this is the first time that the "Services to Exporting" award category has been won by a UKTI official; it is normally awarded to a company or a consultant.

The Embassy has received numerous messages of

congratulation from UK and Saudi companies and from other trade bodies, including the Fire Industries Confederation, saying how much Zaman's award was merited.

Zaman joined the Embassy in Riyadh as a LE3 officer in 1987 and worked his way up to achieve LE1 in 1995. During that time he has seen 6 Ambassadors, and 6 Commercial Counsellors, come and go. Over his 19 years here he has covered most sectors, taking on the Fire, Police & Security (FPS) brief 10 years ago.

In those 10 years Zaman has taken 6 inward missions to IFSEC at the NEC, Europe's premier security industry event, and a similar number to Intersec in Dubai. The Saudi delegations to IFSEC were invariably the largest. Each mission included over 30 Saudi buyers/decision makers and produced numerous "success stories" and visits to the market by UK suppliers. The BSIA intend bringing a trade mission here in March 2007.

Zaman's knowledge and range of contacts in the sector are such that his peers at other missions, including at the US Embassy here, frequently come to him for advice and assistance.

Zaman has now handed the FPS baton to Farooq, whom he is mentoring in to the job. Zaman now leads the KSA UKTI team on the Healthcare, Pharmaceutical and Biotechnology sector.