



Martin Davidson, centre, speaks at the press conference in Riyadh. On the left is Jim Scarth, British Council Director Saudi Arabia, and on the right is Rob Lynes British Council Director Middle East.

## BRITISH COUNCIL CEO MAKES FRUITFUL VISIT TO RIYADH

Relations between the British Council and the Saudi educational sector were further strengthened with the successful visit of Martin Davidson, Chief Executive Officer of the British Council, to Riyadh in April.

Coming close on the heels of the visit of Dr. Khaled Al-Anqari, the Saudi Minister of Higher Education, to the United Kingdom in January, the CEO's talks with Saudi officials in Riyadh gave a further boost to cultural and educational cooperation between the two kingdoms.

Davidson met with senior officials of the Ministry of Labour, Ministry of Higher Education, Ministry of Education, King Saud University and Imam Mohammed bin Saud Islamic University. He also addressed a press conference.

The British Council has several collaborative activities and programmes with the Saudi educational sector as part of the Council's efforts to link creativity and innovation of the UK to the world.

Davidson said, "We bring expertise in working internationally, a global presence and 70 years of reputation to bear, to help vital conversations to happen between UK arts and educational institutions and the rest of the world. Where we are delivering ourselves, we will be focussing on a smaller number of larger activities in areas of the world where we can make a real difference."

Davidson assumed the post of CEO in April 2007. He has also held various posts in the British Council's Geographical Directorate with responsibilities that have included South East Europe, the Middle East, East Asia and the Americas.