



# GTR SAUDI ARABIA 2021 **VIRTUAL**

New frontiers  
for trade and  
export growth

October 5, 2021

Time zone: Arabian Standard Time

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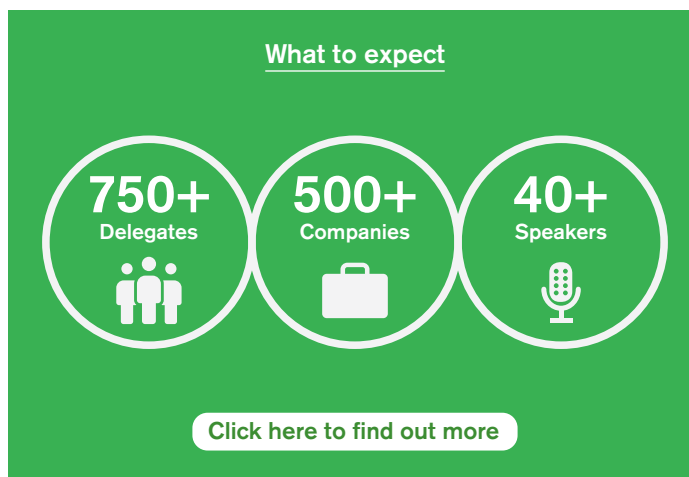
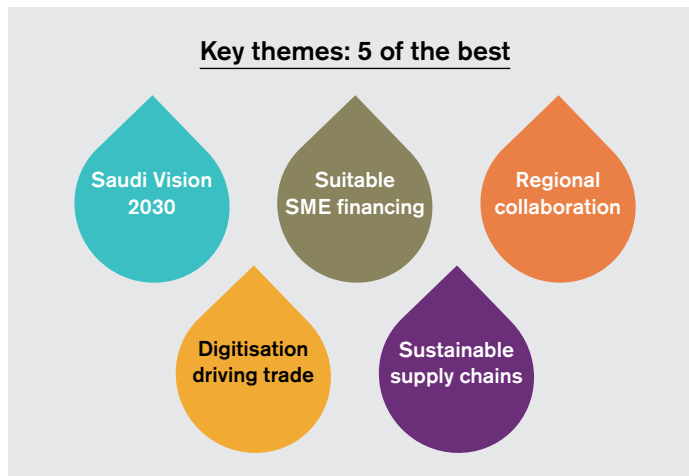


Ahead of a planned in-person event for 2022, GTR Saudi Arabia 2021 Virtual will take place on October 5, offering a comprehensive profile of the tremendous trade and export finance opportunities to be found in the Kingdom.

Building on the strong GTR footprint already established in the Middle East & North Africa region, this interactive virtual gathering promises the opportunity to benefit from critical market insights through a series of interactive and informative sessions, as well as 3D exhibition, chatrooms, breakouts and the chance to network via GTR's dedicated virtual event platform.

Proceedings for the day will focus on a range of themes, from the latest update on the planning for Saudi Vision 2030 and its potential consequences for trade, financing provisions for corporates with particular focus on SMEs, regional collaboration initiatives and the opportunities for regional and international companies to engage in Saudi projects, digitisation drives and the role of Saudi Exim in helping exporters meet financing needs and access global markets.

October 5, 2021



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GTR Saudi Arabia 2021 Virtual | Tuesday 5 October, 2021 | Time zone: Arabian Standard Time

**Agenda**

**Agenda: Tuesday 5 October**

**9:00-10:00**

**Roundtable: Diversification, recovery and Saudi Vision 2030**

Chairing the economy away from oil dependence has been a perennial challenge for Saudi Arabia. How has the Kingdom managed to diversify its economy and achieve its goal of becoming a global economic powerhouse by 2030? As a member of the Saudi Vision 2030, how will the Kingdom manage to diversify its economy and achieve its goal of becoming a global economic powerhouse by 2030? As a member of the Saudi Vision 2030, how will the Kingdom manage to diversify its economy and achieve its goal of becoming a global economic powerhouse by 2030?

**10:00-11:00**

**Trade flows and export corridors - which markets are being targeted for growth?**

As the world economy recovers from the impact of the COVID-19 pandemic, which markets are being targeted for growth? As the world economy recovers from the impact of the COVID-19 pandemic, which markets are being targeted for growth? As the world economy recovers from the impact of the COVID-19 pandemic, which markets are being targeted for growth?

**11:00-12:00**

**Should Saudi be considered a first port of call when it comes to digitisation?**

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**12:00-13:00**

**Panel discussion: SMEs to achieve growth through digitisation**

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## Agenda: Tuesday 5 October

09.15-10.00

### Roundtable: Diversification, recovery and reform

Diversifying its economy away from oil dependence has been a perennial objective for Saudi policymakers over the past few years, with much pinned on Saudi Vision 2030 as a means of achieving this lofty goal. With the events of 2020, from 'price wars' to the disruptive nature of Covid-19 on global consumption, showing just how much of the country's economic and regulatory progress remains dependent on the oil sector, this special roundtable discussion will assess the redoubling of efforts to grow the economy through trade and exports, whilst also developing a diversified and effective financial sector aligned with the government's National Transformation Programme (NTP).

The session will also consider how the Kingdom is progressing with its various 'mega-projects', from the futuristic city of Neom to the Red Sea Project, whilst also considering the role geopolitical tensions can play in export strategies and in maintaining often complex supply chains.

**Moderator: Felix Thompson**, Reporter, Global Trade Review (GTR)

**Khaled Almedbel**, Director, Business Development, ACWA Power

**Professor William Scott-Jackson**, Entrepreneurship Expert, Saïd Business School

**Dr Laura James**, Senior Middle East Analyst, Oxford Analytica

### ON-DEMAND

#### Saudi Vision 2030: Building capabilities and boosting self-reliance

This special workshop-style presentation will examine how actors from all sides can contribute to and benefit from the vast opportunities for private sector development offered by Saudi Vision 2030, focusing on a range of key strategic industry sectors – from manufacturing to tourism and hospitality – and enabling required capabilities such as human resources, leadership and development of talent.

**Professor William Scott-Jackson**, Entrepreneurship Expert, Saïd Business School

10.45-11.30

### Changing risk appetites – which corridors are being targeted for growth?

Alongside improved financing facilities, access to markets is one of the key priorities for companies trading and exporting goods and products in line with Saudi Arabia's diversification drive and growth strategy. This session will consider the extent to which greater focus has been placed on 'riskier' emerging markets, supply and demand gaps and the appetite of banks for financing transactions – both export and inbound trade – in those markets keen to open themselves up for privatisation, greater foreign investment and rebuilding programmes.

The conversation will also examine changes in the country's relationships in key geostrategic markets such as Sub-Saharan Africa – as those markets look to evolve from beneficiaries of economic aid to a more equitable relationship based on mutual trade and export interests – as well as the importance of Saudi banks establishing a presence on the ground.

**Moderator: Farrukh Siddiqui**, Founding Partner, Emerging Capital Management Partners

**Yusuf Ali Khan**, Head of Trade for Middle East, North Africa, Pakistan and Turkey, Treasury & Trade Solutions, Citi

**Ahmad AlAlawi**, Head of GTRF Origination & Client Advisory, SABB

**Natalia Haas**, Managing Partner, Mercator Commodities

**Ahmed Madkour**, Middle East Claims & Recovery Director, Recovery Advisers

**“Once again, GTR pulled off an amazing event. Great networking, great content – an absolute must-attend!”**

**R Harding**, Coriolis Technologies

13.00-13.40

### Case study: Is there potential for more OECD ECA-backed financing?

As the Saudi Government seeks to encourage and support greater private sector engagement in various major developmental projects, this is likely to see an increased role for ECA-backed finance, working with international banks, borrowers and export credit agencies to procure crucial goods, services and capex equipment. With a case study on a recent transaction highlighting the changes already taking place in the Kingdom, this session will consider the potential for more ECA-backed financing in future as well as the increasing focus on positive environmental aspects. We will have views and debate from a panel of regional experts across different sectors.

**Simon Lee**, Managing Director, Head of International Trade & Transaction Banking, Crédit Agricole CIB

**Julian Lynn**, Regional Head, Origination, UK Export Finance

**Lutfi Ali**, Finance Manager, Grid/Renewables Middle East, GE Power

14.15-15.00

### Funding provisions, supply chains and SMEs – growth through innovation?

One of the key factors in the efforts to develop Saudi Arabia as a dynamic trade hub and reduce the country's dependence on oil is the establishment of a thriving environment for companies of all sizes, with suitable financing provisions enabling trade to flourish and provide a culture of entrepreneurship. With huge increases in the cost of working capital finance and growing concerns over late or extended payments from customers, liquidity has continued to be a significant issue, both for SMEs and across the entire supply chain.

This session will reflect on some of the latest financing trends, from the increasing popularity of supply chain financing programmes to greater use of and demand for receivables financing products such as factoring and invoice discounting, whilst also looking at the importance of various public initiatives in supporting trade diversification and the growth of SMEs across the Kingdom.

**Moderator: Maninder Bhandari**, Director, Derby Group  
**Zubair Akbar**, Director, Trade Finance Sales, Supply Chain Finance & Corporate Banking, Saudi Arabia, BNP Paribas

**Rana Zumai**, Consultant, Small & Medium Enterprises General Authority (Monshaat)

**Mohammed AlOmayyer**, Co-Founder & CEO, Ta3meed

**Betül Kurtulus**, Regional Director, Central, Eastern & South-Eastern Europe & the Middle East, FCI

15.30-16.15

### Should Saudi be considered a first port of call when it comes to digitisation?

The previous 18 months has proved truly transformative in the advancement of trade digitisation, with exporters and banks alike looking for new solutions amid a 'flight to digital' in the face of the often arduous process of signing and reviewing trade documentation. There are however many barriers and bottlenecks; regulation of digital markets in the region remains underdeveloped, often covered by laws not originally intended for the digital era, whilst Saudi Arabia hasn't yet adopted the UNCITRAL Model Law on Electronic Transferable Records, allowing use of digital versions of certain trade documentation.

The session will also examine efforts to extend digitisation initiatives into the wider ecosystem, incorporating ports, logistics providers and other parts of the supply chain, as well as looking at the importance of specific collaborations between banks, digital platforms and regulators in digitising processes. The conversation will also focus on the virtuous relationship between trade digitisation and ongoing discussions around sustainability and ESG, another field in which technological innovation is also seen as key.

**Moderator: Sean Bowey**, Head of Products, Global Trade & Receivable Finance, SABB

**Huny Garg**, Executive Director & Country Head, KSA & Bahrain, SWIFT

**Syed Hassan Javed**, Head of Trade Finance, Gulf International Bank (GIB)

**“The virtual event was extremely well co-ordinated and absolutely seamless.”**

**Sudhir Dole**, Trade Information Network



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