

Diversifying for growth

# GTR SAUDI ARABIA 2023 RIYADH

#GTRSaudiArabia

Fairmont Hotel, Riyadh, Saudi Arabia  
May 9, 2023

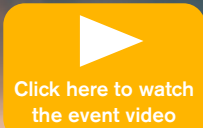
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# GTR SAUDI ARABIA 2023 RIYADH

Diversifying for growth

GTR is excited to be returning to Riyadh, Saudi Arabia in May 2023 to host a special one-day event focused on the many exciting developments within the Saudi trade and export markets.

Having welcomed over 300 to the inaugural event in 2022, the conference will build on this and GTR's wider footprint across the GCC, enjoying the highest level of support from the trade and banking community.

The event provides the opportunity to benefit from critical market insights and idea-sharing through a series of interactive and informative sessions, whilst unrivalled networking – including a full exhibition – offers the chance to connect with the full spectrum of companies involved in Saudi Arabian trade.

We look forward to returning to Riyadh in May 2023!

**“Excellent event – we found it to be useful, informative and well attended, thank you to GTR!”**

T Holmes, Miller Insurance Services

Fairmont Hotel, Riyadh, Saudi Arabia  
Marassem Ballroom

May 9, 2023

## 6 big topics

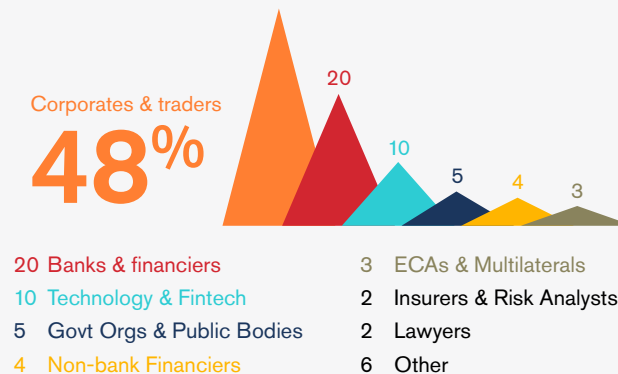


## What to expect



[Click here to find out more](#)

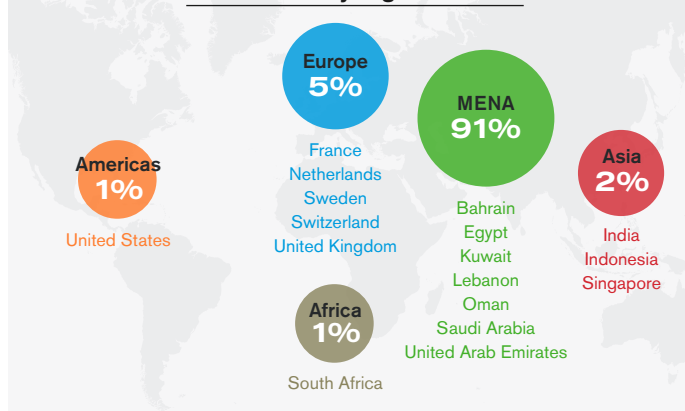
## Attendees by sector in 2022



## 3 reasons to attend



## Attendance by region in 2022



## Find out more

Tom Easey  
Business Development Manager  
+44 (0)20 8772 3005

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## Tuesday 9 May, 2023 Morning

08.00-09.00

### Registration and networking

09.00-09.05

### Welcome from GTR followed by chair's opening remarks

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

09.05-09.20

### Keynote: The role of partnerships for success in business

In a world characterised by its volatility, uncertainty, complexity and ambiguity (VUCA), the challenges facing businesses are enormous. Business success is dependent on many factors, but critical amongst this are the partnerships forged and the cultural environment, mirrored in the Kingdom today as companies and government race to achieve the goals of Vision 2030. This opening address will consider how strategic partnerships – be it in construction in sustainability solutions, in infrastructure projects or indeed smart solutions – can deliver the best outcomes as they integrate and multiply company strengths, reaping benefits for all parties, and most importantly, the end user.

**Gautam Sashittal**, Chief Executive Officer, King Abdullah Financial District (KAFFD)

09.20-10.00

### Fireside chats: Collaboration for growth

How successfully Saudi Arabia transitions from a primarily oil-based economy to a more diversified economic model is dependent on achieving strong collaboration across a range of sectors and institutions, in line with the ambitious objectives of Saudi Vision 2030, from the importance of creating a thriving entrepreneurial culture to the need to foster diversity and inclusion within the business landscape. This series of fireside chats will focus on a range of themes, sharing insights across a full spectrum of talking points:

#### Shipping, logistics and human capital

This conversation will focus on the importance of establishing and improving performance to consolidate the Kingdom's position as a strategic global shipping and logistics hub in line with the objectives of Saudi Vision 2030. Focus will also be placed on the importance of investing in human capital through the targeting of core industry sectors, offering a comprehensive portfolio of training programmes including specialised professional certificates and qualifications.

**Dr Abdullah Alabdulkarim**, Executive Director, Saudi Logistics Academy

#### Cooperation through innovation

This interview-style session will address the important role that digitisation and innovative digital initiatives have to play in order to increase trade cooperation, from digital platforms to regulatory harmonisation, creating connections hubs between supply and demand and further aiding the development of Saudi Arabia as a regional and international trade hub.

**Osama Bukhari**, Head of the Banking Committee, ICC Saudi Arabia; CEO, Al-Faris International Group

**Wasif Hasan**, Senior Director, Global Trade & Supply Chain, Al Rajhi Bank

#### Achieving diversity and inclusion through empowerment

This special fireside chat will focus on the crucial role that diversity and inclusion has to play in speeding up the Kingdom's economic diversification plans in line with the socioeconomic goals of Vision 2030, from empowering women through increased female participation in business, reshaping the economic, social and cultural landscape, to increased financial support for a more diverse range of companies to encourage economic growth.

**Sulafah Jabarti**, CEO & Co-Founder, ClearVision; Board Member, ICC Saudi Arabia; Founding Board Member, Women Business Empowerment Foundation

10.00-10.45

### Beyond oil – expanding the remit of the Saudi private sector

Saudi Arabia very much leads the way in the region's bucking of global economic growth trends, due to a combination of factors including increased oil and gas revenues and the huge expenditure committed to expanding the growth of non-oil sectors. Whereas previously most longer-term financial activities within the Saudi market have focused on large scale oil and gas, various elements of the Saudi supply chain require extended terms and tenors, from the supply of cabling and other metal products to the transport sector to the various other mega-infrastructure projects.

This session will bring borrowers and financiers together to discuss the significance of this, from mega-projects such as Neom to investment in railway networks to the opportunities provided by the renewables market, amid greater global focus on clean energy and reduced emissions and the opportunity to supply to the likes of solar plans and wind farms, as well as the region's developing role as a hub for hydrogen production. The conversation will also focus on which forms of finance are preferred in the current economic climate, from interest rate hikes and the need to 'fix' to greater demand in the use of ECA financing.

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

**Muhammad Salman Akbar**, GM, Group Capital Management, stc

**Arif Choksy**, Chief Financial Officer, Bahra Cables

**Irfan Khan**, CFO, Global Joint Ventures, General Electric International

**Ali Najim Alkhamis**, Head of Trade & Supply Chain, Banque Saudi Fransi

**Michelle Leong**, Country Head for Kingdom of Saudi Arabia, Bahrain & Jordan, UK Export Finance

10.45-11.15 Networking break

**“The event provides an excellent opportunity for networking and get a feel of the latest products and solutions. Thank you!”**

**S Das**, Standard Chartered

**“It's my pleasure to attend this event and to meet attendees and speakers with huge experience.”**

**M Abdullah**, Yanbu Cement Company

**“Great meetings and discussion from different experts.”**

**O Alzahrani**, Yanbu Cement Company

## Tuesday 9 May, 2023 Stream A

Select either [Stream A](#) or [Stream B](#)

### Stream A

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

#### 11.15-12.00

##### Building the necessary framework for trade

This session will provide the opportunity to hear perspectives on the business landscape across Saudi Arabia, as the Kingdom seeks to continue opening up its financial and business sectors in line with the objectives of Vision 2030, with access to financing for SMEs in particular deemed crucial for corporates in light of increased interest rates and growing inflation.

Points for discussion will include increased collaboration between banks and fintechs, advancements across the legal and regulatory regime to achieve guidelines and develop technical standards based on international best practice, how the government is supporting and developing digital solutions from exploring blockchain solutions to establishing registry systems, as well as how receivables financing and the use of factoring in particular has continued to grow as a financing tool.

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

**Arup Roy**, Head of Global Transaction Solutions, Banque Saudi Fransi

**Rafiq Jaffer**, Partner, Al Tamimi & Company

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

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

#### 12.00-12.45

##### Turbocharging the Saudi economy through fintech

As the global fintech market starts to mature following the initial excitement over its potential, and with more focus placed on what is and isn't working, what can be scaled and grown and what can't, Saudi Arabia is 'right on track' to achieve its objectives in digitising the country's economy, with the government having done much to stimulate the financial technology ecosystem, developing relationships with some of the biggest financial and technology players in the region.

This session will consider these developments in both a Saudi and a global context, reflecting on the challenges and opportunities across a range of financial provisions and business models, from achieving scale to funding for early and mid-stage fintech, targeting the right client segment, the regulatory environment and support for the regulatory process, as well as the conversation around sustainability as the market transitions from fintech 1.0 to 2.0.

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

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

**Raja Debnath**, Co-Founder, Veefin Solutions

**Carlos Teixeira**, Global Industry Principal, Finastra

**Alex Fenechiu**, Co-Founder & COO, Finverity

**Wasif Hasan**, Senior Director, Global Trade & Supply Chain, Al Rajhi Bank

#### 12.45-13.30

##### Adopting a measured approach to ESG

With economic diversification at the heart of Saudi's future growth plans, the process of energy transition offers the chance to build a safer and more sustainable energy system, reducing exposure to fuel price volatility, with clean energy a key component both on the pathway to honouring net zero commitments and in terms of maintaining energy security.

This lively and engaged discussion will consider a range of talking points, from the amount of ESG-compliant lending banks are able to undertake to working with regulators to develop the right framework for determining ESG compliance, the role of education best practice and lessons learned from other parts of the world, as well as financing new technologies to aid in the transition process. The conversation will also focus on the significance of ratings when it comes to measuring ESG in trade, and on the question of how to improve inclusivity for SMEs – a key market segment of KSA – in the financed value chain to create a more sustainable environment for all players.

**Moderator:** Ana Guyatt, Executive Director, Trade & Capital Working Products, First Abu Dhabi Bank (FAB)

**Motasim Iqbal**, Managing Director, Regional Head Transaction Banking Sales, Africa Middle East, Standard Chartered Bank

**Zul Javaid**, Chief Executive Officer, UAE Trade Connect

**Michelle Chivunga**, Founder & Chief Executive Officer, Global Policy House

13.30 Close of morning sessions

**“I enjoyed the event and learned a lot of new things! Great speakers and I got to meet new people from banks and corporates.”**

**I A Zahrani**, El Ajou Group

**“Thanks for GTR Saudi Arabia 2022 in Riyadh. Great speakers, fruitful networking and interesting scope of topics discussed. Can't wait to assist the 2023 conference!”**

**L Morel**, APICORP

## Tuesday 9 May, 2023 **Stream B**

Select either **Stream A** or **Stream B**

### Stream B

**Chair:** Maninder Bhandari, Director, Derby Group

11.15-12.00

#### Supply chain finance and reinforcing the value chain

Supply chains are placed firmly at the heart of Saudi's ambitious economic diversification and transformation plans, as the Kingdom seeks to develop industrial value chains to help in local production and achieve greater levels of financial inclusion, aligning local Saudi supply chains with regional and global supply chains, with the purpose of integrating SMEs into large strategic industries in line with the objectives of Saudi Vision 2030.

With working capital often the central priority for large companies and smaller suppliers alike, the development of supply chain finance as a proposition has grown significantly across the Saudi market, with benefits highlighted including accelerated cash flow, faster payment times and reduced costs and inefficiencies. This discussion will consider this evolving market, from the significance of increased collaboration between banks and fintechs and benefits to the role of innovative solutions in growing value, to the potential for incorporating ESG principles into SCF, with preferential rates for suppliers who demonstrate strong or improved sustainability performance.

**Moderator:** Amr El Haddad, Head of Working Capital Solutions, CEEMEA, Kyriba

**Anjum Noman Mirza**, Head of Trade Finance, Saudi National Bank

**Wael Khalil**, Chief Financial Officer, eXtra Group

**Syed Khurram Zaeem**, Managing Director, Head of Trade, Working Capital & Transaction Banking, Africa Middle East, Standard Chartered Bank

**Mohamed Khattab**, Treasury Manager, Alfanar Co

**Amol Bahuguna**, Senior Vice-President, Head of Corporate Technology & Change Management, Riyad Bank

12.00-12.45

#### Boosting food security and protecting supply

Another key pillar of Vision 2030, Saudi Arabia has led the way in global efforts to ensure food and agribusiness supply chains remain uninterrupted following various market challenges, with commitments pledged to ensure the continued flow of food and agriculture inputs against the backdrop of food inflation and pricing volatility.

This session will provide insights into the Kingdom's efforts to boost food and agriculture, from public initiatives pledging funds to programmes boosting security and production across the agribusiness spectrum, strengthening trade lines and promoting opportunities for local producers through benefits such as duty exemptions. The conversation will also talk about the many challenges faced across the sector, from supply chain disruption caused by external factors (conflict in Ukraine/reduced palm oil deforestation) to managing the impact of inflation and the role banking partners play in providing innovative financing solutions.

**Moderator:** Chandranath Bhattacharya, Head of Transaction Banking, KSA, Corporate & Institutional Banking, Emirates NBD

**Asad Zain**, Chief Financial Officer, Savola Foods

**Bruno Massera**, Chief Financial Officer, Middle East, BRF

**Costantino Scozzafava**, Chief Commercial Director, MMEA, Allianz Trade

12.45-13.30

#### 'Treasury 101' – key fundamentals for the corporate treasurer

The Association of Corporate Treasurers' 'Treasury Network Middle East' – made up of over 4,500 treasury and finance professionals from a range of corporate and financial institutions from across the GCC including Aldar Properties, Rothschild, Saudi Aramco, DP World, EGA, Chalhoub Group, FAB, Zahid Tractor and Heavy Machinery Company, Omantel, Kingdom Hotel Investments, OCTAL Petrochemicals and many more – is committed to the development and sharing of treasury knowledge and expertise in the region, providing extensive networking opportunities and continuous professional development through training and professional qualifications.

This instructive session, with a focus on ACT corporate treasury members, will look to provide insights into best practices for treasurers, within both a Saudi and a wider regional context. We will hear what experienced treasurers are focusing on in the region, as well as listen to the bigger picture, from an experienced advisor. The session will cover off the key competencies needed to be a strong corporate treasurer, and how to achieve them, and look at what the blockers are and how to overcome them.

**Moderator:** Caroline Stockmann, Former Chief Executive, Association of Corporate Treasurers (ACT)

**Daniel Tromans**, Vice-President, Treasury, Riyadh Air

**James Adams**, Group Treasurer, Chalhoub Group

**Moussa Soukal**, Managing Partner, Treasury Advisory Partners

13.30 Close of morning sessions

**“The 2022 GTR KSA event was well timed and successfully brought together all trade finance stakeholders under one roof. Both the quality of the speakers and the agenda were outstanding, highlighting and the important role trade finance plays in complementing KSA 2030 vision.”**

**H A Maskati**, Cash Management Matters

**“I enjoyed the event and learned a lot of new things! Great speakers and I got to meet new people from banks and corporates.”**

**I A Zahrani**, El Ajou Group

## Tuesday 9 May, 2023 Afternoon

**13.30-14.00**

### GTR Saudi Arabia Leaders in Trade Awards Ceremony

The GTR Saudi Arabia Leaders in Trade 2023 will be held for the first time as part of GTR Saudi Arabia 2023. These awards highlight excellence in the Saudi trade market across a range of sectors, with the winning submission for each category decided by the GTR team, drawing on the extensive knowledge and experience of its editorial board. A shortlist will be announced for each category and communicated to the market beforehand.

Categories include:

- Best local Saudi bank
- Best international bank
- Supply chain excellence
- Sustainability in trade
- Award for digital innovation
- Islamic finance in trade
- Achieving export growth
- Best non-bank provider

**14.00-15.30**

### Corporate treasury roundtable

This special 'invitation-only' roundtable will be taking place under the auspices of the Association of Corporate Treasurers, addressing the top themes and challenges faced by treasurers and the broader corporate sector within both the Saudi and wider global markets today. The roundtable will follow Chatham House rules, i.e. nothing will be related outside the meeting with reference to a particular individual, allowing for open and frank discussion among peers. We will check in again with treasurers to understand the particular challenges they are facing, and also what opportunities they see, as fast change is happening all over the country. We will also continue the discussion as to how GTR and the ACT can support Saudi treasurers better, and hopefully start to fix some dates in the calendar!

**Seminar:**
**Fundamentals of factoring and open account receivables finance in KSA – A roadmap to development**
**15.00-16.00**

### Understanding of factoring and reverse factoring

- What is factoring and why are open accounts receivables finance solutions becoming more important?
- Factoring and invoice finance variations, factoring versus loans, reverse factoring and FCireverse solutions
- Factoring as an alternative financing solution for SMEs, advantages and comparisons with other forms of short-term financing for trade
- Benefits of factoring to buyers and sellers (MSMEs, large corporates and financial institutions)

Spyros Tsolis, Deputy Education Director, FCI

**16.00-16.15**

### The roadmap to development of a factoring market in an emerging country

- Global factoring industry trends
- Regulatory and digital infrastructure

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

**16.15-16.30**

Q&A followed by concluding remarks

**14.00-15.00 Networking lunch**
**16.30 Close of event**

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An invoice will be issued to the email address provided, payment can be made via a bank transfer or credit card, a payment link will be provided.

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Corporate rate Free ☐

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\*15% (local & non-resident)

\*\*By booking, you agree to GTR's Terms & Conditions, including Cancellation Policy.

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