



EUROPEAN CHAMBER OF COMMERCE
IN THE KINGDOM OF SAUDI ARABIA

ACHIEVEMENTS REPORT 2024

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Riyadh, Kingdom of Saudi Arabia



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www.eccksa.eu



CHAIRMAN

Message



Lorcan Tyrrell
ECCKSA Chairman

It is a delight and a privilege to reflect on the remarkable progress of the European Chamber of Commerce in the Kingdom of Saudi Arabia since its inception. Over the past nine months, the **ECCKSA has evolved into a dynamic and influential platform, strengthening ties between European businesses and the Kingdom** while actively contributing to the realisation of Vision 2030 in line with the EU's strategic priorities. We have taken the right steps, with the right people, to create the **52nd European Chamber of Commerce and firmly place KSA and the GCC on the European Chamber map.**

Now more than ever, in a rapidly shifting global landscape, **Europe must stand united.** Economic and geopolitical challenges demand a **stronger, more cohesive European presence worldwide,** and ECCKSA is a testament to what can be achieved when we work together. As European professionals in Saudi Arabia, we continue to **witness and support the country's impressive transformation**—economically, culturally, and industrially. The projects and initiatives we envisioned are now taking shape, and our role in ensuring their success has never been more critical. Over the past months, ECCKSA has significantly expanded its reach, fostering a trusted dialogue with the Saudi government, strengthening ties with the European Commission, and building strong relationships with EU Member States' Embassies, trade agencies, and business councils—all with the invaluable support of the Delegation of the European Union in Saudi Arabia.

Beyond building connections, we have taken **concrete steps to provide value to our members and the broader business community.** We have launched sectoral roundtables, social events, site tours, published articles, and facilitated high-level discussions that foster meaningful collaboration and drive strategic initiatives. These efforts have reinforced our role as a key platform for European businesses operating in the Kingdom, ensuring that their voice is heard and their interests are represented.

European businesses in Saudi Arabia now have a unified and influential presence, enabling them to shape the future and leave a lasting legacy. Our sectoral committees will become crucial drivers of innovation and cooperation, working to address challenges and identify new opportunities that enhance projects and investments across the Kingdom.

At a time when global alliances are being reshaped and economic influence is being redefined, **a strong and coordinated European approach is essential.** ECCKSA is committed to ensuring that **European businesses speak with one voice,** act strategically, and seize opportunities in this rapidly evolving region. We have laid the foundations, strengthened our networks, and demonstrated our value. **Now, it is up to our current and future members to take the next step**—joining us on this journey where European and Saudi businesses, working together, will continue to deliver for generations to come.

THE SAUDI-EU PARTNERSHIP: A FUTURE OF SHARED GROWTH



“Through institutions like ECCKSA and the support of leaders such as Ursula von der Leyen and Luigi Di Maio, the Saudi-EU partnership is forging a path toward a more integrated and prosperous future. This collaboration not only advances the objectives of Vision 2030 but also sets a global example of how regions can work together to achieve transformative goals.”

The Business Year, December 9, 2024



“To be strategic partners means to listen to each other, to respect each other, to trust each other.”

H.E. Ursula von der Leyen
President, European Commission



“Saudi Arabia’s coordination with the EU has a vital role in the Kingdom’s ongoing economic transitions [...]. I am glad we agreed to accelerate the creation of a European Chamber of Commerce in Saudi Arabia, the first in the region.”

H.E. Eng. Khalid bin Abdulaziz Al-Falih
Minister, Ministry of Investment of Saudi Arabia



“The EU’s GCC relations, particularly with Saudi Arabia, are undergoing a transformative phase centered on regeneration and strategic alignment.”

H.E. Luigi Di Maio
Special Representative for the Gulf Region, European Union

THE VALUE OF EUROPEAN CHAMBERS

First EU-GCC Summit - Brussels, 16 October 2024



In her address to GCC leaders, including H.R.H. Mohammed bin Salman, President Ursula von der Leyen emphasised the importance of strategic partnerships, stating:

“Trade and investments are the backbone of our relationship, and our economic ties are growing. We need to build more strategic connections, be it on trade, energy, of course innovation and technology, for example AI, and critically people-to-people contacts. This is the reason for our ambition to extend the network of European Chambers of Commerce in the region, like the one recently opened in Saudi Arabia. Our economies and societies are going through deep technological transformation and value-based change. To face and shape them together, we need to synchronise our actions, and that's what we are doing.”



ABOUT ECCKSA

Saudi Arabia is the EU's largest trading partner in the Gulf region, while the EU is Saudi Arabia's second-largest trading partner. In 2023, **bilateral trade exceeded €70 billion.** The EU is the leading source of foreign direct investment (FDI) into Saudi Arabia, with **European investments accounting for 66% of total FDI inflows and 39% of total FDI stock** in 2022.

In this strategic context, the European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCKSA) serves as the **pivotal bilateral chamber fostering dialogue and collaboration between European businesses and Saudi stakeholders.** With strong government ties and EU diplomatic support, ECCKSA provides a dynamic business network and facilitates key meetings and seminars with top-tier speakers from Saudi Arabia, the GCC, and Europe. ECCKSA offers essential services to support European business in Saudi Arabia, including connecting with potential partners, and offering market intelligence and research.

As the preferred platform for European business representation, **ECCKSA is committed to strengthening economic ties** and advancing the European business community in Saudi Arabia.



Pioneering the Voice of European Business in KSA: Your Gateway to Unprecedented Opportunities



Representation Redefined: Bridging Businesses Across Regions



Unlock the Power of European Markets



Join the Elite: Be Part of a Global Network Spanning Over 50 European Chambers



Crafted for Business, by Business

The Trusted Platform for European-Saudi Business Success

OUR SERVICES



Business Advocacy and Representation: ECCKSA provides comprehensive advocacy and representation services tailored to the needs of European businesses operating in the Kingdom of Saudi Arabia. Our dedicated team engages with governmental entities, regulatory bodies, and other stakeholders to address key policy issues and promote a favourable business environment. Through strategic dialogue and advocacy efforts, we aim to shape policies that support the growth and success of European businesses in KSA.

Sectoral Committees: Our Sectoral Committees serve as specialised platforms for European, international, and local businesses to collaborate, share insights, and address common challenges within specific industries. These committees facilitate networking opportunities, knowledge exchange, and collaborative problem-solving, empowering businesses to navigate industry-specific complexities and seize growth opportunities in the Saudi market.



Events & Networking: ECCKSA organises a diverse range of events, including conferences, seminars, workshops, and networking sessions, designed to foster meaningful connections and facilitate knowledge exchange among our members and stakeholders. These events provide valuable opportunities for businesses to expand their networks, gain industry insights, and explore potential partnerships, ultimately contributing to their success in KSA and beyond.

Publications: Our Publications and Position Papers serve as crucial tools for disseminating information, offering a European perspective within the local market. They amplify Europe-wide business presence and foster increased cooperation. Our publications provide insights into EU trends impacting Europe-KSA business interests, offer strategies to elevate corporate profiles, boost visibility among key stakeholders, and enhance online presence.



Market Intelligence and Business Support: ECCKSA offers market intelligence and tailored business support to help European companies navigate the Saudi market effectively. Our team provides valuable insights, market analysis, and sector-specific information to assist businesses in making informed decisions and identifying growth opportunities.

2024-2025 BOARD OF DIRECTORS



Chairman

Lorcan Tyrrell

GM Strategy & Transformation
daa International



Vice-Chair

Sue Donoghue

CEO Arab Cluster
DHL Global Forwarding



Vice-Chair

Omar AlDaweesh

CEO
EDF Saudi Arabia



Treasurer

Carlos Perez Martinez

Business Development
Manager ME Countries
TYPSA



Antoun Farra

Managing Director
Airbus Saudi



Mohamed Khalil

Managing Director
Middle East RHQ
Alstom



John Sisson

Commercial Mobility
Director
daa International



Baptiste Pers

MarComms
EDF Saudi Arabia



Verdiana Morando

CEO Saudi Arabia
GKSD Healthcare



Pier Massimo Marras

VP Operations and General
Manager
**WeBuild - Salini Saudi
Arabia**



Amien El Sharkawi

Independent Consultant
and Advisor

ECCKSA Founding & Board Member Companies

As of February, 2025

AIRBUS

ALSTOM

daa
International

DHL

edf

GKSD healthcare
GRUPPO SAN DONATO
GKSD Investment Holding Group

TYPSA
CONSULTING
ENGINEERS
& ARCHITECTS

webuild

ECCKSA Members

ARX
SMART MINDS

Almaviva

ACCOR

BNP PARIBAS

ENGIE

fives

indra

NELTA
MIDDLE EAST

NAX
Law

NOKIA

SIEMENS

signify

SYSTRA

TESMEC
SAUDI ARABIA

And more...

GLOBAL NETWORK OF EUROPEAN CHAMBERS COVERING MARKETS IN EVERY CONTINENT AND REGION



1. Argentina
2. Armenia
3. Australia
4. Benin
5. Brazil
6. Burkina Faso
7. Cambodia
8. Cameroon
9. Canada
10. Chile
11. China
12. Dominican Republic
13. Ethiopia
14. Georgia
15. Ghana
16. Hong Kong
17. India
18. Indonesia
19. Ivory Coast
20. Japan
21. Kazakhstan
22. Korea
23. Laos
24. Liberia
25. Macau
26. Malaysia
27. Mali
28. Moldova
29. Mongolia
30. Mozambique
31. Myanmar
32. Nepal
33. New Zealand
34. Niger
35. Nigeria
36. North Macedonia
37. Papua New Guinea
38. Philippines
39. Russia
40. Rwanda
- 41. Saudi Arabia**
42. Senegal
43. Singapore
44. South Africa
45. Sri Lanka
46. Sudan
47. Taiwan
48. Tanzania
49. Thailand
50. Togo
51. Trinidad and Tobago
52. Ukraine
53. Uzbekistan
54. Venezuela
55. Vietnam

CEO

Message



Kristijonas Gedvilas
Chief Executive Officer

Reflecting on the remarkable journey of the European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCCKSA), I am filled with pride and gratitude. Since our inception, **ECCCKSA has grown into a vital bridge between European businesses and the Kingdom**, serving as a platform for collaboration, dialogue, and shared prosperity. This success would not have been possible without the unwavering support of our members, partners, and the wider business community. Your active participation in our events and initiatives has been the driving force behind our achievements.

In just nine months, we have laid solid foundations, strengthening ties with the Saudi government, European Commission, and EU Member States' embassies, trade agencies, and business councils. **Together, we have created opportunities that not only support European businesses in navigating the Saudi market but also contribute to the Kingdom's ambitious Vision 2030 agenda.** The trust placed in ECCCKSA by our members and stakeholders has empowered us to represent effectively, ensuring that European companies have a unified voice in this rapidly evolving landscape.

The past months have seen an **important development of our activities:** from sectoral roundtables and site visits to knowledge-sharing events and high-level discussions. These initiatives have not only fostered valuable connections but have also addressed key issues affecting our members, providing insights and solutions that enhance competitiveness and growth. **I extend my deepest thanks to those who have contributed their time, expertise, and resources to these efforts.**

Looking ahead to 2025 and beyond, our focus remains on building upon this momentum. We are excited to expand our sectoral committees, which will be instrumental in driving innovation, addressing common challenges, and identifying new opportunities across various industries. **Our commitment to facilitating meaningful dialogue between European businesses and Saudi stakeholders will continue to be at the heart of what we do.** In addition to our established events, we are planning new initiatives aimed at further strengthening the European business community's presence and influence in Saudi Arabia.

At a time when global markets are evolving and strategic alliances are more crucial than ever, **ECCCKSA stands ready to ensure that European businesses in the Kingdom are well-represented, well-informed, and well-connected.** We are proud of the role we play in fostering long-term partnerships, supporting sustainable growth, and contributing to the economic development of both Europe and Saudi Arabia.

To our current members: thank you for your trust and engagement. Your involvement is what makes ECCCKSA a thriving and dynamic community. **To those considering joining us: we welcome you to be part of this journey,** where collaboration leads to opportunity and where together, we can achieve even greater success.

ECCKSA MILESTONES

Key Milestones & Activities

May 2024 - February 2025

Signature Events

- **ECCKSA Launch Event** (May 2024) – Official inauguration, bringing together European and Saudi leaders.
- **First Business Community Night at the EU Ambassador’s Residence** (October 2024) – Strengthening the European business network in Saudi Arabia.

Strategic Sectoral Initiatives & Forums

- **Mobility Roundtable** (August 2024) – Focus on sustainable mobility solutions.
- **Energy Roundtable** (October 2024) – Engaging on energy transition and industry cooperation.
- **Women in Leadership Event** (October 2024) – Promoting gender diversity and leadership within Vision 2030.
- **ECCKSA Technical Webinar on VAT in Cross-Border Trade** (December 2024) – Knowledge-sharing on critical topics.
- **Visit of the Riyadh Metro and Depot** (January 2025) – Exploring Saudi Arabia’s mobility infrastructure.

Policy & Business Engagements

- **ECCKSA Keynotes, Meetings & Interventions** – Active participation in ministerial meetings, policy and business panels, and industry discussions.
- **Representation during Key Economic and Governmental Forums.**

The following pages provide a detailed insight into each initiative and its impact.

ECCKSA MILESTONES

ECCKSA Launch Event, May 2024



The launch of the European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCKSA) marked a historic milestone, establishing the **first European Chamber in the Gulf region**. The event, held in Riyadh, brought together more than 220 attendees from 110 companies.

The launch of the ECCKSA was strongly supported at the **highest diplomatic and institutional levels**, with backing from the **EU Delegation in KSA**, the **European Commission**, the **Ministry of Investment of Saudi Arabia (MISA)**, and the **EU-GCC Dialogue on Economic Diversification project**, demonstrating a shared commitment to strengthening EU-Saudi economic relations.



ECCKSA MILESTONES

Industry Roundtables

Mobility Roundtable, August 2024



On 28 August, ECCKSA held its inaugural **Mobility Roundtable**, bringing together **key leaders from European, international, and Saudi mobility companies**, alongside officials from the Saudi **Ministry of Transport and Logistics Services**, the **Ministry of Investment**, the **Transport General Authority**, and representatives from the **EU Delegation** and the **European Commission's DG MOVE**.

The discussions focused on mobility challenges and opportunities under Vision 2030, emphasising sustainable transport solutions and the value of strategic public-private partnerships.

A key outcome of the roundtable was the proposal to establish the **ECCKSA Transport & Logistics Committee**.

Co-chaired by **Mohamed Khalil, Managing Director at Alstom**, and **Belal Deiranieh, CEO at Systra**, the committee brings together active companies including **Airbus, Almoviva, ARX, daa International, DHL, Fives Group, Frequentis, Indra, Intecs, NAX Law, Siemens Mobility, Tesmec, Tyspa among others**.

The committee is poised to play a pivotal role in shaping the future of transport and logistics in Saudi Arabia.

ECCKSA MILESTONES

Industry Roundtables

Energy Roundtable, October 2024



On October 9th, the European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCKSA) hosted its **Energy Roundtable**, gathering key leaders from European, international, and Saudi energy sectors. Attendees included representatives from the **EU Delegation, European Commission’s Directorate-General for Energy (DG ENER), and prominent companies** from both the EU and Saudi Arabia’s energy landscape. With a focused agenda on hydrogen and clean energy, the event aligned with Saudi Arabia’s Vision 2030 energy transition objectives.

Among the outcomes was the proposal to establish a **dedicated ECCKSA Energy Committee**, aimed at driving ongoing dialogue and leveraging European expertise to support Vision 2030’s clean energy ambitions. The committee is currently in the process of formation, with EDF already onboard as a founding member and active member of the ECCKSA.



ECCKSA MILESTONES

Women in Leadership Event, October 2024



The **European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCKSA)** hosted the **Women in Leadership – Connecting for a Sustainable Future** event on **22 October**, powered by DHL, bringing together attendees from various sectors.

The event celebrated and promoted the role of women in business and leadership, aligning with Saudi Arabia's Vision 2030 and the EU's commitment to gender equality. Distinguished speakers included **H.E. Mr. Christophe Farnaud, Ambassador of the EU to Saudi Arabia, Bahrain, and Oman**, as well as representatives from **EU member state embassies, DHL, ECCKSA, the Ministry of Investment**, and the **Ministry of Sport**, along with key voices from major corporations and academia.

Discussions highlighted gender inclusion in the Kingdom of Saudi Arabia, with a focus on expanding women's representation in leadership roles. Speakers from diplomatic, government, and corporate sectors emphasised the strategic importance of gender balance for sustainable growth, noting that diverse teams drive innovation and resilience.

Key outcomes included the **proposal to establish an ECCKSA Women in Leadership dedicated Platform** to support women in business, and a renewed focus on integrating gender parity into business strategies to support the UN Sustainable Development Goals (SDGs).

ECCKSA MILESTONES



H.E. Christophe Farnaud



Lorcan Tyrrell



Prof. Lilac A. Al-Safadi



Mai A. Alhelabi



Anita Moore

ECCKSA MILESTONES

First Business Community Night at the EU Ambassador's Residence, October 2024



On Sunday, October 20th, **H.E. Christophe Farnaud, Ambassador of the European Union to Saudi Arabia, Bahrain & Oman, hosted a reception for the ECCKSA Business Community.** This gathering brought together ECCKSA members and representatives from leading European, Saudi, and international companies, providing a valuable platform for networking, knowledge sharing, and exploring business trends and opportunities. It underscored the EU's unwavering support for the European business community in Saudi Arabia.

We were delighted to welcome representatives from **member companies, key stakeholders from the Saudi government, European Member State embassies,** and business support organisations, alongside representatives from the **EU Delegation.**



ECCKSA MILESTONES

ECCKSA Strategic Representation



The ECCKSA is strategically represented at a range of high-profile events in Riyadh, including the **Future Investment Initiative (FI18)**, the **World Investment Conference**, and the **EU-KSA Trade Roundtable Meeting**.

Our involvement extends to **EU Embassy Receptions**, **Bilateral EU Member States Events**, as well as **meetings with Saudi Ministries and Authorities**.

We also actively attend **key industry forums** such as the PIF Private Sector Investment Forum, LEAP, Saudi Rail Conference and the Global Labour Market Conference, alongside supporting significant milestones like Offices Inaugurations.



ECCKSA MILESTONES

ECCKSA Keynotes, Meetings & Interventions

We actively participate in a wide range of events and organise numerous meetings and initiatives throughout the year.

Notable examples include Seamless Saudi Arabia, Milken Institute Abu Dhabi, CPHI Middle East, World ESG Summit among many others. These events offer us valuable opportunities to connect, collaborate, and stay at the forefront of industry developments.



Board Members Lunch Meeting at the Residence of the EU Ambassador



Meeting with the Norwegian Embassy in KSA



Presentation of the ECCKSA to Business Sweden



Keynote at the Solar & Storage Live KSA



Breakfast Roundtable at the Residence of the Swiss Ambassador



Opening of BNP Paribas' New Offices



Meeting with the Saudi Ministry of Health



Meeting with the Saudi Food & Drug Authority (SFDA)

ECCKSA MILESTONES

ECCKSA Keynotes, Meetings & Interventions



Meeting with H.E. Albara Alaskandarani, Deputy Minister for International Economic Affairs at the Ministry of Economy and Planning



Meeting with the Embassy of the Sultanate of Oman and Oman Investment Authority



Reception at the Residence of the Swedish Ambassador



Meeting with NUPCO



Meeting with our board members



Meeting with NOKIA at LEAP 2025



Panel moderation at the World ESG Summit



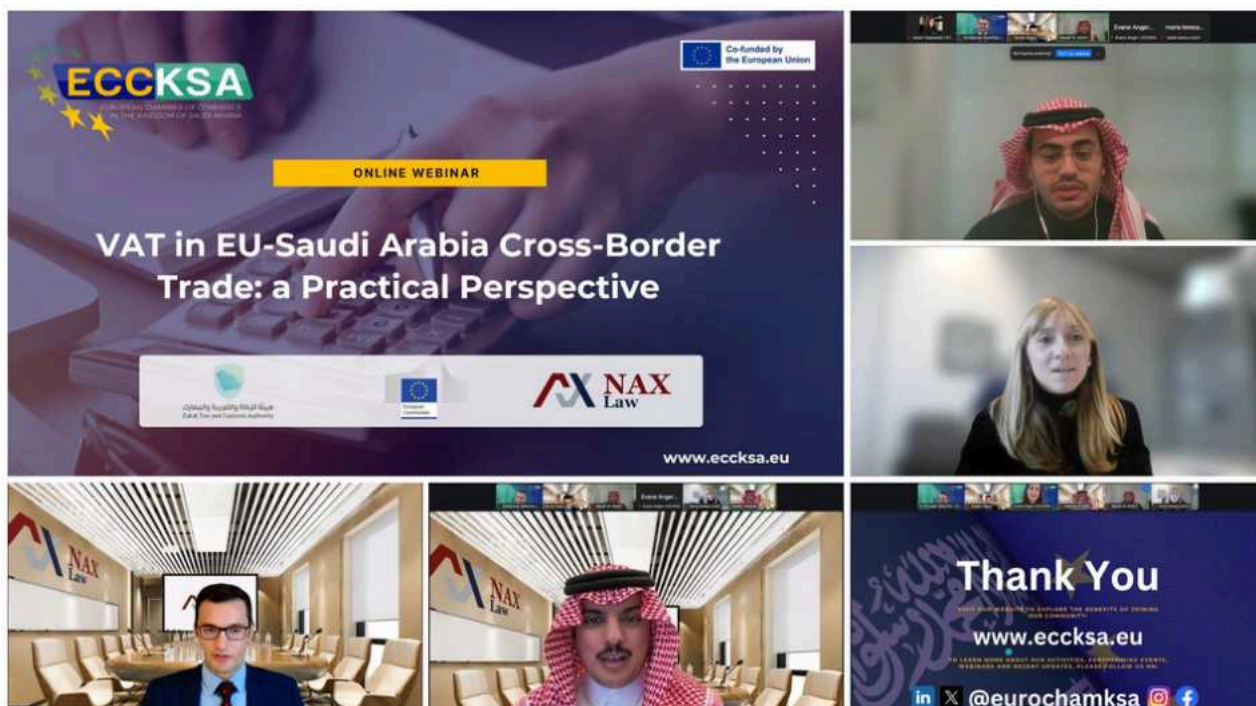
Meeting with Fingal Chamber



Presence at the Irish Business Network Saudi Arabia

ECCKSA MILESTONES

First ECCKSA Technical Webinar, December 2024



On Wednesday, 11 December 2024, ECCKSA hosted a successful webinar focused on "**VAT in EU-Saudi Arabia Cross-Border Trade: A Practical Perspective**". This event provided valuable insights into the complex VAT regulations governing trade between Saudi Arabia and the European Union, a key area for businesses operating in both regions.

The webinar featured experts from Saudi Arabia's **Zakat, Tax and Customs Authority (ZATCA)**, the **European Commission's Directorate-General for Taxation and Customs Union (DG TAXUD)**, and the international law firm **NAX Law**. The speakers shared practical advice on navigating VAT regulations and their impact on cross-border trade. The webinar saw a **high level of participation**, with professionals from various sectors actively engaging in the session. The interactive Q&A provided an opportunity for participants to address specific concerns and gain actionable insights.

Understanding VAT regulations is critical for businesses involved in cross-border trade between the EU and Saudi Arabia. The event served as a platform to clarify complex issues, provide direct access to regulatory experts, and equip businesses with the tools they need to thrive in an evolving trade environment.

ECCKSA MILESTONES

Visit of the Riyadh Metro and Depot, January 2025



We were honoured to welcome **H.E. Christophe Farnaud, EU Ambassador to the Kingdom of Saudi Arabia**, along with **representatives from European Member State Embassies** and **ECCKSA Members**, for an exclusive tour of the recently inaugurated Riyadh Metro. The visit, graciously facilitated by the **Royal Commission for Riyadh City (RCRC)** and **Alstom**, provided a closer look at one of the Kingdom's flagship infrastructure projects.

Our journey included a **ride on the Riyadh Metro and a guided tour of the depot facilities**, offering a deeper insight into the operational excellence and innovative technology behind this ambitious project. The Riyadh Metro is a groundbreaking urban transit system that **launched its first three lines on December 1, 2024, transforming mobility in Saudi Arabia's capital**. Today, all six lines are operational. In its initial phase, it can accommodate **up to 1.2 million passengers daily**, a number that is expected to more than double as the system continues to expand, spanning 176 km across six lines.



WE CONCLUDED STRATEGIC PARTNERSHIPS

Memorandum of Understanding between the ECCKSA and The Business Year



The ECCKSA formalised its partnership with The Business Year (TBY), a key step in strengthening economic and business ties between Europe and Saudi Arabia. This partnership was officially launched with the **signing of a Memorandum of Understanding between ECCKSA Chairman Lorcan Tyrrell and The Business Year, represented by Edoardo Caccin**. As part of this collaboration, ECCKSA will support the development of a dedicated chapter, **“European Investments in Saudi Arabia”**, which will feature in 2026 edition of TBY’s Saudi Arabia report.

This special feature will open with an exclusive interview with **Luigi Di Maio**, EU Special Representative for the Gulf region and ECCKSA Chairman **Lorcan Tyrrell**.

The section will contain **insights from our members - CEOs and senior executives of leading European companies operating in Saudi Arabia**.

WE LAUNCHED A MONTHLY NEWSLETTER

Our **monthly newsletter provides essential insights and updates for European businesses looking to engage with the Saudi market.** It covers a variety of key topics, from the latest developments in the EU-Saudi relations to sector-specific analyses and event information.



Here are the main sections featured in our newsletter:

- **ECCKSA Highlights:** Updates on our events, key EU-KSA developments, our participation in significant events, and partnership announcements.
- **Our Monthly Publication:** An in-depth sectoral analysis of the most relevant topics in Saudi Arabia.
- **ECCKSA Upcoming Events & Networking:** Information on upcoming events and networking opportunities to connect with the local business community.
- **ECCKSA Members Spotlight:** Highlighting the presence and activities of our members in Saudi Arabia.
- **Latest News:** Important news and updates of interest to our members, keeping our community informed about the latest developments in the market.

WE LAUNCHED MONTHLY PUBLICATIONS

Editorial Lead:

Evane Anger, Sectoral Committees and Communication Officer

November 2024



Saudi Arabia is positioning itself as a global logistics hub, leveraging its strategic location and a \$250 billion investment in infrastructure. Ports have seen a 55% increase in container transshipment volumes, with plans to double capacity by 2030. The Kingdom is also expanding its rail network, including the \$7 billion Saudi Landbridge project, and is involved in the India-Middle East-Europe Economic Corridor. These developments offer significant opportunities for European firms in engineering, construction, logistics, and maintenance to support Saudi Arabia's logistics transformation under Vision 2030.

December 2024

As COP16 to Combat Desertification took place in Riyadh, we considered important to highlight Saudi Arabia's initiatives in combating climate change. Under its modernisation plan, Vision 2030, launched in 2016, the Kingdom has made energy transition and climate action central pillars of its strategy. Saudi Arabia remains committed to achieving carbon neutrality by 2060, with a strong focus on clean energy initiatives.



WE LAUNCHED MONTHLY PUBLICATIONS

January 2025



In December 2024, FIFA announced that Saudi Arabia will host the 2034 World Cup, marking a significant milestone for Vision 2030. This event aligns with the Kingdom's strategy to diversify its economy, boost international prominence, and drive tourism, business, and investment growth. It also presents a major opportunity for European companies to expand their presence in the Saudi market.

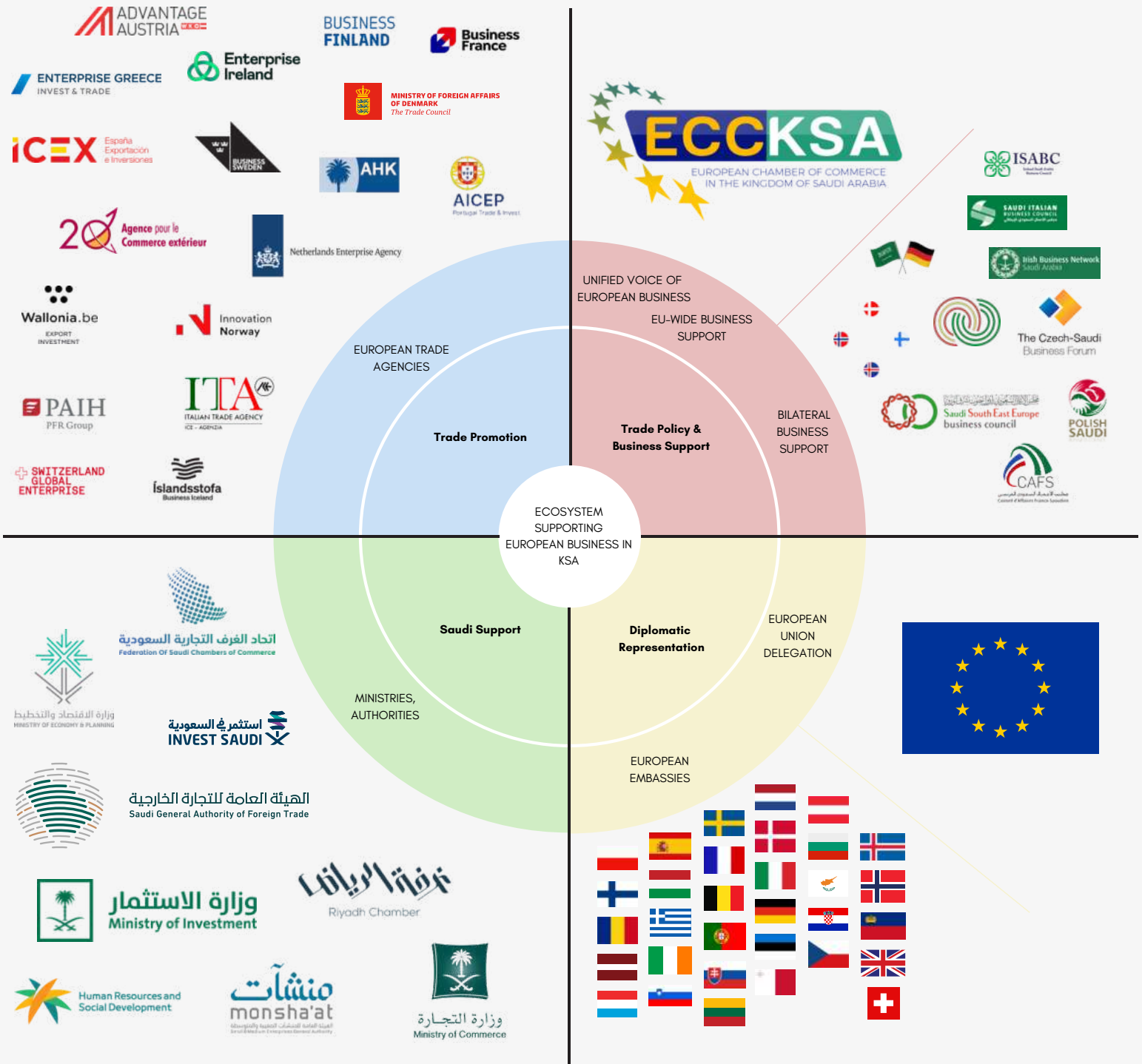
February 2025

In January 2025, the Kingdom launched an initiative to reduce investment risks for foreign SMEs. The programme offers financial incentives, simplifies compliance, and promotes collaboration with local businesses.

With investments in renewable energy, manufacturing, and more, Saudi Arabia presents a high-growth market for European SMEs. The initiative aligns with EU goals to support SME internationalisation, offering a strategic opportunity.



WE STRENGTHENED OUR POSITION IN THE ECOSYSTEM SUPPORTING EUROPEAN BUSINESS IN KSA



STRENGTHENING EUROPE'S POSITION IN A COMPETITIVE WORLD: THE ROLE OF ECCKSA

Global Landscape Where Europe Must Stand United

In today's world, global economic influence is shaped by major power blocs. For European businesses to remain competitive, **adopting a joint approach proves far more effective in seizing opportunities and overcoming challenges.**

The European Union and its Member States have recognised this necessity through the **Team Europe approach**: *"By working together and pooling our resources and expertise, we deliver greater effectiveness and impact."*

This initiative brings together the EU, Member States, their implementing agencies, and leading financial institutions (EIB, EBRD) to strengthen Europe's collective influence globally. At the **business level in Saudi Arabia, ECCKSA embodies this approach.**

Unified Voice for European Companies in the Kingdom

Saudi Arabia is a key strategic partner for Europe, offering significant opportunities in, among other sectors, energy, infrastructure, and digital transformation. However, navigating this market alone can be challenging. **Regulatory frameworks, business practices, and policy developments impact all European companies alike.** This is where ECCKSA provides essential support. By consolidating European interests, we ensure that businesses are represented, supported, and engaged at the highest levels.

Addressing Common Regulatory Challenges

When regulatory changes affect European businesses in Saudi Arabia, individual responses often have limited impact. In contrast, ECCKSA offers a unified and structured approach, ensuring that European companies speak with one voice, enabling them to inform the local government with the most relevant policy feedback to ensure fair and effective regulations.

Strategic Partner for Saudi Arabia

For Saudi ministries, institutions, and businesses, ECCKSA acts as a trusted bridge, **facilitating engagement with European companies of all sizes**, from leading industry giants to small and medium-sized enterprises (SMEs).

- A **structured platform** for European industry insights.
- A **direct channel to interact with a wide range of European stakeholders**, including companies, sector-specific associations, European institutions, and the Member States of the European Union.
- A **business-driven dialogue** fostering investment and long-term partnerships.

In an increasingly competitive global economy, Europe benefits from acting collectively to foster growth and strengthen its global presence. ECCKSA is more than just a business network—it is a valuable platform for European companies in Saudi Arabia to connect, collaborate, and thrive.

KEY FIGURES

First **9 Months** of Operation
May 2024-February 2025



1,700+
business **contacts**
database



30+
informative email
campaigns sent



23,000+
employees accross
ECCKSA member
companies in KSA



3,400+
followers gained on
LinkedIn since launch



25+
articles published
across Saudi and
International
media

2025 AND BEYOND: OUR PLANS MOVING FORWARD

Expanding Industry Engagement

- **Sectoral Roundtables** – Building on the success of the Energy and Mobility Roundtables, ECCKSA plans to introduce new industry-focused discussions, including **Healthcare**, **ICT** (Information, Communication & Technology), and **Hospitality**. Additional roundtables, such as **Retail** and **Banking**, will be considered based on member interest to facilitate in-depth dialogue with European businesses and Saudi ministries and companies.
- **Sectoral Committees & Discussion Platforms** – Following the successful launch of the **Transport & Logistics Committee**, ECCKSA will establish an **Energy Committee**, a **Women in Leadership Platform**, and additional committees in key sectors such as **Healthcare**, **ICT**, and **Hospitality**. These platforms will provide members with structured opportunities to exchange insights and collaborate on policy recommendations.

Strengthening Business Support

- **EU Helpdesk** – Assisting underrepresented EU Member States in supporting their companies to navigate the Saudi market, address regulatory challenges, and identify business opportunities.
- **Expanding Media and Public Engagement** – Strengthening partnerships with media outlets, including magazines and podcasts, to highlight the expertise and business excellence of European companies operating in Saudi Arabia.
- **Sectoral Business Delegations** – Organising trade missions and site visits tailored to SMEs and industry leaders, fostering EU-Saudi partnerships and investment opportunities.

Enhancing Knowledge & Expertise

- **Critical Raw Materials** – Supporting Europe and Saudi Arabia in collaborating on essential materials for sustainable development and industrial resilience.
- **Sector-Specific Webinars & Workshops** – Expanding ECCKSA's knowledge sharing efforts by bringing industry experts and thought leaders to share insights on emerging trends and challenges.

Expanding Networking Opportunities

- **Member Gatherings & Business Community Events** – Strengthening professional relationships through exclusive networking opportunities.
- **Exclusive Site Tours Across the Kingdom** – Offering members privileged access to key infrastructure projects and industrial sites in Saudi Arabia.

...and much more! We are excited to shape our agenda based on the active engagement and contributions of our members.

EU-GCC STRATEGIC INITIATIVES: STRENGTHENING COOPERATION AND DIVERSIFICATION

The ECCKSA is part of broader initiatives by the European Commission aimed at strengthening EU-GCC ties. Here are some key EU projects:

EU-GCC Dialogue on Economic Diversification

The **EU-GCC Dialogue on Economic Diversification** was launched in 2018 by the EU through its Partnership Instrument, with the objective of strengthening EU-GCC relations by **supporting Gulf economies in reducing their reliance on hydrocarbons and fostering economic diversification**. The project enhances trade and investment links between the two regions by promoting GCC Small and Medium Enterprises and facilitating their networking with European counterparts. Through an extensive stakeholder network across Europe and the Gulf, the initiative promotes policy cooperation at both regional and national levels, reinforcing the EU's role as a strategic partner for GCC countries in economic diversification, macroeconomic stability, trade, investment, and innovation.

EU-GCC Cooperation on Green Transition

The **EU-GCC Cooperation on Green Transition** is an EU-funded initiative launched in August 2023, designed to enhance EU-GCC relations by **advancing cooperation in climate action and sustainable energy**. It aims to support the GCC countries in their transition towards low-carbon economies, contributing to global climate goals. This project marks a significant milestone in the long standing partnership between the EU and the GCC. By addressing critical global challenges such as climate change, the project reflects the shared commitment to deepen cooperation and engagement, promote green policies and technologies, and create a conducive business environment for collaboration among energy-related and green tech companies in the Gulf.

EU-GCC Political Dialogue, Cooperation and Outreach

The **Enhanced EU-GCC Political Dialogue, Cooperation and Outreach** is a strategic initiative launched by the EU to strengthen relations between the EU and the GCC countries. This dialogue, which began in December 2020, aims to **deepen political, economic, and cultural cooperation by addressing mutual interests and common challenges** such as regional security, economic diversification, climate change, and human rights. It focuses on supporting national transformation in GCC countries, promoting the effective implementation of EU-GCC agreements, improving the perception of the EU in the Gulf, and building trust and understanding between EU and GCC citizens.



Co-funded by
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JOINING ECCKSA

Our diverse and inclusive membership brings together European companies, citizens, as well as international and Saudi businesses and professionals. We offer a range of membership categories designed to meet different needs and priorities.

ECCKSA provides two main types of membership: **Regular** and **Associate**, each with its own tailored sub-categories.

Regular Membership:

Membership for **European companies or individuals working for European companies in Saudi Arabia**, including subsidiaries and branches, where a corporate body, firm, institution, or individual of European nationality holds a majority share or has effective management control. Regular members enjoy full voting rights at the Annual General Meetings (AGM) and can be elected as directors or supervisors.

Associate Membership:

Open to **individuals and entities that support our mission** but do not meet the criteria for regular membership. Associate members enjoy many of the same privileges as regular members, with the exception of voting rights at AGMs and eligibility for director or supervisor positions.

**Join us in shaping the future of European
business in Saudi Arabia!**

JOINING AS REGULAR MEMBER

The Regular membership is available to legally established businesses or nationals from the European Countries: **European Union, European Economic Area, United Kingdom and Switzerland.**

Regular Membership	Category description
Regular Full Corporate Member	Any European company, subsidiary, branch, affiliate, agency, representative, organisation or liaison office operating in the Kingdom of Saudi Arabia in which a corporate body, firm, institution or person of European nationality has majority share, interest, effective management control or exclusive agency representation which endorses the purposes of the Chamber, may become a corporate member of the Chamber upon approval by the Board of Directors of the Chamber. Each full corporate member shall designate five representatives (any senior level management) to participate in all activities of the Chamber and shall have the right to replace said individuals at its discretion and shall notify the secretariat accordingly.
Regular Limited Member	Identical to Full Corporate Members except the member may designate only one representative (any senior level management) to participate in all activities of the Chamber.
Regular Individual Member	Any European individual residing in the Kingdom of Saudi Arabia, who endorses the purposes of the Chamber and is a national of any of the European Countries may become an individual member of the Chamber upon approval by the Board of Directors of the Chamber.

JOINING AS ASSOCIATE MEMBER

Associate Membership	Category Description
Associate Full Corporate Member	<p>Any corporate entity which endorses the purposes of the Chamber and makes the required financial contribution to the Chamber may be invited to join as an Associate Member of the Chamber upon approval of the Board of Directors. Each Associate Full Corporate Member shall designate five representatives (Any Senior level management) to participate in all activities of the Chamber and shall have the right to replace said individuals at its discretion and shall notify the secretariat accordingly.</p>
Associate Limited Member	<p>Identical to Full Corporate Members except the member may designate only one representative (any senior level management) to participate in all activities of the Chamber.</p>
Associate Other Member	<p>A. Associate Individual Members: Any individual who endorses the purposes of the Chamber and makes the required financial contribution may be invited to act as an associate member of the Chamber upon approval of the Board of Directors.</p> <p>B. Associate Overseas Members: Any individual or corporation, not established or residing in Saudi Arabia, who endorses the purposes of the Chamber and makes the required financial contribution may be invited to act as an overseas member of the Chamber upon approval of the Board of Directors.</p> <p>C. Associate Non-government organisation Members: Any non-government organisation which endorses the purposes of the Chamber and makes the required financial contribution may be invited to act as a non-government organisation member of the Chamber upon approval of the Board of Directors.</p>



Join us in shaping the future. ECCKSA has built a strong foundation, forged strategic networks, and proven its impact. Now, it's your turn—be part of a united European business voice in Saudi Arabia, driving growth and innovation for generations to come.



**Take the
next step**







GET IN TOUCH



secretariat@eccksa.eu



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