

The United States of America and Saudi Arabia – 75 Years of Partnership

Saudi Arabia is open for business, and the U.S. Commercial Service can assist U.S. companies that are ready to enter or expand in this dynamic market.



Saudi Arabia's evolution from the Bedouin kingdom it was when President Roosevelt and King Abdulaziz met aboard the U.S.S. Quincy in 1945 to the vibrant G20 economy and important American partner it is today is truly remarkable.



That historic meeting spawned a partnership that has brought Americans and Saudis together to deliver an unprecedented record of successes including a global energy system that has been crucial to the steady growth of the world's economy, enhanced regional defense and security to thwart extremism and terrorism, and a \$43 billion bilateral trade and investment relationship that creates thousands of jobs for both our countries.



And we continue to work together. American companies are contributing to the success of Saudi Arabia's Vision 2030 reforms and economic diversification drive that will expand our trade and investment relationship.

Saudi Arabia – Market Snapshot



Population: 33 million

Average Annual Population Growth: 2.5%

Key Demographics: 47% under age of 18; strong growth in the working-age population



Trends:

- Increased women's participation in labor force
- Continued policy of Saudization
- Slowing of expatriate population growth
- Emphasis on expansion outside the main cities

IRAQ


DAMMAM
(Industrial Hub)

★ **RIYADH**
(Capital)

☾ **JEDDAH**
(Trading & Cultural Hub)

OMAN

Vision 2030 Reforms & Economic Diversification

Vision 2030 has the potential to exponentially expand the U.S.-Saudi Arabia bilateral trade and investment relationship.



Highlights:

- Public roles for women
- More than 450,000 private sector jobs by 2020
- Become regional hub for logistics & manufacturing
- Focus on training & education
- Creation of a domestic defense & entertainment industries
- New visa & residency procedures to keep salaries in KSA
- Private sector funding to replace 40% of the Saudi Arabian government's spending on Vision 2030

The Market Dynamics of Saudi Arabia

MARKET DRIVERS:

Robust Population Growth +
Government Infrastructure Investment +
Government Efforts to Improve Legal & Tax Environment =

Opportunities for U.S. Companies Across Sectors:

- Oil & Gas
- Electrical Power
- Mining
- Medical Equipment/Healthcare
- Architecture Engineering
- Water Resources/Equipment
- Telecommunications/IT
- Defense Industry Equipment
- Automotive Parts, Services and Equipment

MARKET BARRIERS:

- × Technical Standards & Regulations
- × Performance & Localization Requirements
- × Saudization
- × Intellectual Property Rights Protection
- × Commercial Disputes Settlement
- × Getting Paid

U.S. Commercial Service Saudi Arabia



As the trade and investment promotion arm of the U.S. Department of Commerce's International Trade Administration, the U.S. Commercial Service can help U.S. companies that are ready to enter or expand in this dynamic market.



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