



Kingdom of Saudi Arabia

Developing/Improving Export Strategies

The 24th Meeting of The COMCEC Trade Working Group

April 21st, 2025

Presentation Plan

01

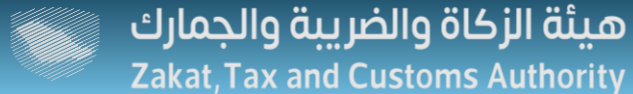


Saudi Exports Role in
Developing/Improving
Export Strategies

Slides

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ZATCAs Role in
Developing/Improving
Export Strategies

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SAUDI EXPORTS is a government authority that started its activities in 2013. We focus on boosting Saudi non-oil exports and global market integration through programs and incentives. We aim to promote Saudi products internationally, to diversify the national economy in alignment with the Kingdom's Vision 2030



Vision

We aim to be the driving force of sustainable growth of the Kingdom's non-oil exports



Mission

We will hold exporters and their needs at the core of everything we do, innovatively supporting them in their journey to exporting and enabling them to access and compete in target markets





Strategic Objectives

- 01.** Boost competitiveness of goods' exports to access new markets through ensuring competitive landed cost and expanding matchmaking efforts
- 02.** Accelerate KSA's service export growth through empowering cross-border expansion and connecting exporters with buyers
- 03.** Spearhead the establishment of re-export hubs in KSA to be a global leader through disruption of trade routes
- 04.** Uplift exporters' readiness to face global challenges through export information, capability development, advisory, and issue resolution
- 05.** Unlock new export opportunities through expanding promotion efforts
- 06.** Elevate and expand "Saudi Made" program
- 07.** Drive a culture of institutional excellence, customer centricity, and oversight on export ecosystem and push for best-in-class digitized services



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Minister Of Industry
And Mineral Resources
Chairman of the Board



H.E Eng. Khalil bin Salamah
Vice Minister of Industry
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and Regional Development Affairs



Dr. Ali Al-Shaikhi
Deputy Minister of the Ministry of Environment,
Water & Agriculture for Agriculture



Eng. Mohammad Alkhurayif
Private Sector Representative



Eng Ahmed AlBala'a
Private Sector Representative

Three core beneficiaries for services offered by SAUDI EXPORTS



01

Exporters / Potential exporters

A company producing goods/services for export or re-export to global markets (including SMEs and experienced companies)



02

Traders

Buyer of products from the local market or importer of products with the aim of exporting or re-exporting them to international markets



03

Export houses

Act as a commercial intermediary providing all value chain services in the export sector to help exporters access target global markets and is licensed by SAUDI EXPORTS

We cover three primary sectors for exports



Exports of Goods

Tangible products that are produced within Saudi Arabia and then exported to other countries.

Petrochemicals, Building Materials, Food Products, Machinery and Equipment, Pharmaceuticals, Packaging



Export of Services

A service provided by a resident of one country to individuals or companies from another country through one of the modes: (Cross-Border Trade, Consumption Abroad, Commercial Presence, or Individuals Presence).

Travel, Transport & Logistics, IT, Financial Services, Construction, Professional & Consulting Services



Re-exports

A commercial activity focused on exporting foreign-origin products from Saudi Arabia to other countries.

Electronics and Electrical Devices, Gold and Jewelry, Fashion and Leather Goods, Pharmaceuticals and Medical Equipments

Definitions

Main Sectors

Export Journey Value Chain



08

Export incentives

Offer incentives that alleviate financial burdens at every stage of the exporter's journey.

09


Export financing

Utilizing financial services from EXIM Bank



SAUDI EXPORTS provides a wide range of services to support exporters

01  **Export Incentives Program**
Financial incentives to support export-related activities and enable market expansion.

02  **Export-related issue resolutions**
Support the resolution of export barrier by cooperating with relevant authorities.

03  **Requests to review export prevent and restrict decisions**
Enable the private sector and government entities to submit requests to amend export restrictions, lift them, or impose a prohibition on a product.

04  **Trade fairs and trade missions**
Participate in international trade fairs and trade missions to discover new markets and customers.


05  **Market intelligence**
Access to market and products insights and export requirement information.

06  **Export houses**
Allow exporters and companies to request and obtain the Export Houses license.

07  **Connecting Local Factories with Licensed Export Houses**
Facilitating the connection between local factories and licensed export houses to provide export value chain services and enhance access to global market

08  **Trainings and workshops**
Workshop and trainings to support the development of export capabilities and knowledge.

09  **Key buyers visits**
Enabling international buyers to explore local markets and factories with full logistical support.

10  **Listing Saudi companies on e-commerce platforms**
Registering Saudi companies on leading global e-commerce platforms.

11  **Import from Saudi platform**
Connecting international importers with a wide network of distinguished Saudi exporters, providing them with specialized guidance and support to ensure a smooth and efficient import process.

12  **Advisory services**
Set of tools assisting the exporter's journey such as market studies toolkit, Intellectual property protection information, etc.

Export Incentives Program

SAUDI EXPORTS offers 9 financial incentives, to support export-related activities and enable market expansion.

01

Listing on e-commerce
platforms

04

Products
certifications

07

Individual participation
in international
exhibitions

02

Marketing and
advertising

05

Products
registration

08

Visit potential
buyers

03

Consulting
services

06

Legal
support

09

Specialized
training

Export-related issue Resolutions

A service that allows exporters to raise all the challenges they may face during the export journey, by sending challenges to SAUDI EXPORTS, which in turn studies the challenges and works to address them by cooperating with relevant authorities.



Procedures for addressing export challenges



Escalate to Trade Barrier committees headed by H.E. MIMR



Oversight Committee for Resolving Export Challenges

Trade barrier resolution committees

The committees are based on several regulatory instruments and trade agreements that have been adopted with the aim of strengthening the national economy and increasing the competitiveness of local products to access global markets.

Scope

Oversight Committee for Resolving Export Challenges

Address procedural challenges and obstacles that hinder the export process locally or internationally

 الطاردات السعودية هيئة تنمية الصادات السعودية	 وزارة المالية Ministry of Finance	 وزارة الاقتصاد والتخطيط MINISTRY OF ECONOMY & PLANNING
 هيئة الزكاة والضريبة والجمارك Zakat Tax and Customs Authority	 الهيئة العامة للتجارة الخارجية Saudi General Authority of Foreign Trade	 المركز الوطني للتنافسية NATIONAL COMPETITIVENESS CENTER 1029589 التعمير
 وزارة النقل والخدمات اللوجستية Ministry of Transport and Logistics Services	 وزارة الطاقة MINISTRY OF ENERGY	 SAUDI EXIM بنك التصدير والاستيراد السعودي
 مركز التعاون مع الشركاء التجاريين الدوليين Saudi Center for International Trade Partnership	 الهيئة العامة للغذاء والدواء Saudi Food & Drug Authority	 وزارة التجارة Ministry of Commerce
 وزارة الصناعة والتجارة والتمهيد Ministry of Industry, Trade and Handicrafts	 وزارة البيئة والمياه والزراعة Ministry of Environment Water & Agriculture	 وزارة الاستثمار Ministry of Investment
 موانئ MAWANI هيئة تنمية الموانئ Saudi Ports Development Authority	 الهيئة العامة للمواصفات والمقاييس والجودة Saudi Standards, Metrology and Quality Org.	 SFD التطوير السعودي للصادات Saudi Exports Development
 SIDF صندوق التنمية الصناعية السعودي		

Members

Committee for Organizing the Governance of Export Restriction and Prohibition Measures

Regulate the prohibition or restriction of products targeted for export, and reviewing the related export costs

 وزارة التجارة Ministry of Commerce	 الهيئة العامة للغذاء والدواء Saudi Food & Drug Authority	 هيئة المجلس المحلي والمشتريات الحكومية Local Councils & Government Procurement Authority
 وزارة الصناعة والتجارة والتمهيد Ministry of Industry and Handicrafts	 وزارة البيئة والمياه والزراعة Ministry of Environment Water & Agriculture	 وزارة الاستثمار Ministry of Investment
 الطاردات السعودية هيئة تنمية الصادات السعودية	 وزارة المالية Ministry of Finance	 وزارة الاقتصاد والتخطيط MINISTRY OF ECONOMY & PLANNING
 هيئة الزكاة والضريبة والجمارك Zakat Tax and Customs Authority	 الهيئة العامة للتجارة الخارجية Saudi General Authority of Foreign Trade	 وزارة الطاقة MINISTRY OF ENERGY
 Private Sector Representative		 Private Sector Representative

Trade fairs and trade missions' participation

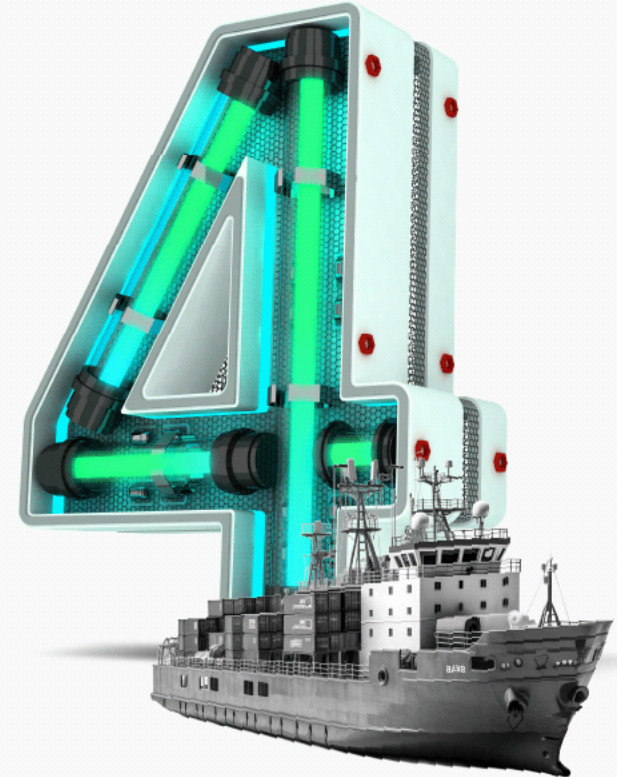
SAUDI EXPORTS facilitates the participation of Saudi exporters in various trade fairs at the international, regional levels with the aim of showcasing their products and services to attendees in the industry.

Key advantages of participating in trade fairs:

- 01**  Expanding into international markets by unlocking new export opportunities
- 02**  Building a business network through direct engagement with global importers
- 03**  Enhancing the global presence of Saudi products and services
- 04**  Gaining insights into competitors and market trends to understand the competitive landscape and latest innovations



SAUDI EXPORTS Support

-  registration cost
-  products shipping cost
-  booth developing cost



2025 Trade Fairs



		
Arab Health	UAE	Jan - Feb 2025
Iraq International Energy Exhibition	Iraq	Feb 2025
Gulfood	UAE	Feb 2025
Hannover Messe	Germany	Apr 2025
GITEX Africa	Morocco	May 2025
BUILDEXPO KENYA	Kenya	Jun 2025
Transport Logistics China	China	Jun 2025
AnuFood India	India	Aug 2025
CPhI	Italy	Oct 2025
GITEX	UAE	Oct 2025
Sial Paris	France	Oct 2025
China International Import Expo	China	Nov 2025
Slal Jakarta	Indonesia	Nov 2025
The Big 5 Construct	UAE	Dec 2025
PacProcces	Egypt	Dec 2025
Food Africa	Egypt	Dec 2025

 participation is available on SAUDI EXPORTS website

Participation in Trade Missions

Trade missions offer exporters a platform to gain market insights, establish strategic business relationships, and connect with potential partners through official visits.

By participating in trade missions, exporting companies or those interested in exporting can achieve several objectives:

01



Exploring new export opportunities in global markets.

02



Building strategic partnerships with international importers.

03



Enhancing the visibility of national products in target markets.

04



Facilitating direct engagement and knowledge exchange in a professional setting.

Trainings and Workshops

SAUDI EXPORTS provides various workshop and trainings to support the development of exporters capabilities and knowledge

Four steps to follow to attend our trainings

01



Access SAUDI EXPORTS website and view the list of trainings and workshops (updated regularly)

02



Select the training or workshop to attend and apply

03



Obtain acceptance and receive free invitation to participate

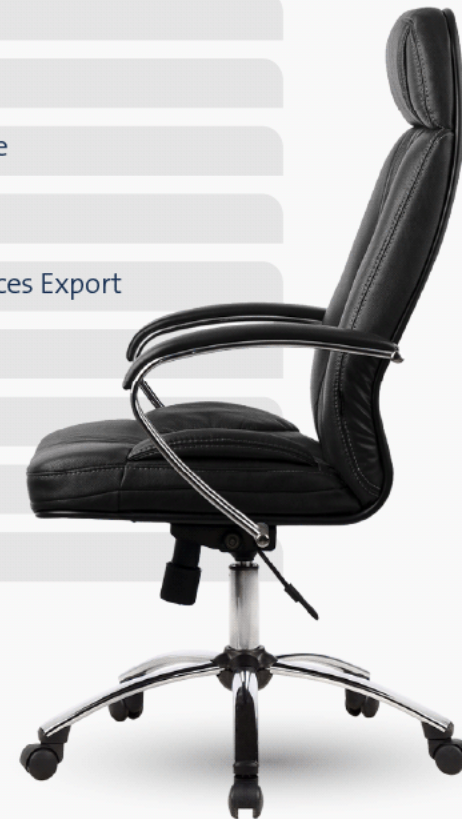
04



Attend the workshop and discover about the subject

Key Training Programs Offered by SAUDI EXPORTS


- 01 Fundamental Program for Exporters Development
- 02 Supply Chain Management and Logistics
- 03 Finance and risk management in international trade
- 04 International marketing and e-commerce
- 05 Access Strategies for International Markets for Services Export
- 06 Market Research
- 07 Quality Management System ISO 9001
- 08 International pricing
- 09 Sales and negotiation skills



Export Houses

This service allows exporters and companies to request Export Houses license, by filling out the license application and uploading the required documents. Then, The Authority reviews the applications to grant licenses.

Three steps to apply for the Export House license

- 01  visit SAUDI EXPORTS's website and enter the Export Houses page
- 02  Fill out the license application and upload the required documents
- 03  Obtain the license and start operating as an export house



Licensed export houses

- 01 Zamil Group Trade & Services Co. Ltd
- 02 SARH export CO
- 03 Thlatheen Exports Company Limited
- 04 Palma dates

Connecting Local Factories with Licensed Export Houses

Facilitating the connection between local factories and licensed export houses to provide export value chain services and enhance access to global market

To support local factories in expanding their operations and export opportunities, they are connected with licensed export houses to enhance global market access



Service Benefits

- 01 Enhancing reliability
- 02 Expanding into new global markets
- 03 Enhancing competitiveness
- 04 Reducing operational and logistics costs
- 05 Access to global tenders

Import from Saudi Platform

Connecting international importers with a wide network of distinguished Saudi exporters and high-quality products.

The service facilitates connections between international importers and trusted Saudi suppliers, providing specialized guidance and strategic support to ensure a smooth and efficient import process.



Service Benefits

01

Easy access to reliable and accredited suppliers.

02

Support in the import process.

03

Strengthening trade relations and boosting non-oil exports.

Key Buyers Visits

Facilitating inbound visits for international buyers to explore Saudi products and services firsthand through visits to local factories and facilities.

This service offers international buyers comprehensive market exploration opportunities, with full logistical support, including scheduled business meetings and participation in industry-focused seminars.

Objectives

01



Attracting key international buyers to the Saudi market.

02



Showcasing Saudi Arabia's manufacturing and service capabilities.

03



Establishing strategic business relationships.

04



Identifying export opportunities and fostering long-term collaborations.

Listing Saudi companies on e-commerce platforms

Registering Saudi companies on leading global e-commerce platforms.

This service facilitates seamless access to digital trade opportunities, helping Saudi companies position themselves competitively in the global marketplace.



Key Benefits

01



Expanding the customer base and boosting sales in global markets.

02



Increasing visibility and strengthening trust in Saudi products.

03



Establishing strategic partnerships with international stakeholders.

Advisory Services

Providing exporters with specialized advisory services to develop their capabilities and support them in their export journey.

Tools to assist the exporter's journey



Export readiness self assessment

Electronic questionnaire that measures a company's readiness to export by generating a report containing recommendations to address weaknesses



Export tool kit

Comprehensive set of resources designed to assist businesses in successfully exporting to international markets (e.g., Export plan, E-commerce tool kit)



In depth assessment and tailored export plan

In depth assessments with strategic accounts
Develop tailored export plan for strategic account companies
Follow up and support during plan execution phase

Market Intelligence

Facilitate access to market and products insights and export requirement information



Reports providing insights on foreign markets



Export Guides

Export Guide documents that enable exporters to know all policies and procedures related to accessing a specific market



Specialized product report

Overview on target countries economy and their industrial sectors to enable local companies to achieve a wider spread of their exports and access to new markets



International tender reports

Documents or databases that provide detailed information on tendering opportunities available globally

Saudi Made program

“Saudi Made” offers key benefits to support the promotion of Saudi products and services



What is "Saudi Made" program



Saudi Made is a national initiative launched by SAUDI EXPORTS, in addition to being one of the initiatives managed by National Industrial Development and Logistics Program (NIDLP) which seeks to promote Saudi made goods and services to become preferred choice locally and internationally, in collaboration with a group of private and public sector partners

Objectives



Increasing local consumption and market share of locally produced goods and services



Increasing Saudi non-oil exports in targeted export markets



Enhancing the attractiveness of the Saudi industrial sector to the domestic and foreign investments

Saudi Made program

+16,500
Registered products

+3,000
Registered companies

Key highlights *until 2024



Key benefits

- Gain valuable exposure by featuring your business as a member on the program website

- Network with other program members to share knowledge.

- Use of logo in communication (e.g., website)

- Participation in workshops organized by Saudi Made.

- Close communication with governmental entities

- Use of Saudi Made logo on products to Mark them as the high-quality, locally-made preference of consumers.

- Knowledge exchange with various entities in the industrial ecosystem.

Promotional campaigns

Local and international marketing campaigns aimed at promoting national goods and services, and enhance access to the SAUDI EXPORTS's services by maximizing their impact to achieve sustainable growth in non-oil exports.



Types



Marketing campaigns related to international events



Marketing campaigns in parallel with participation in international fairs



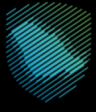
Digital marketing campaigns



SAUDI EXPORTS
Saudi Exports Development Authority



**SAUDI
MADE**



ZATCAs Role in Export Strategy

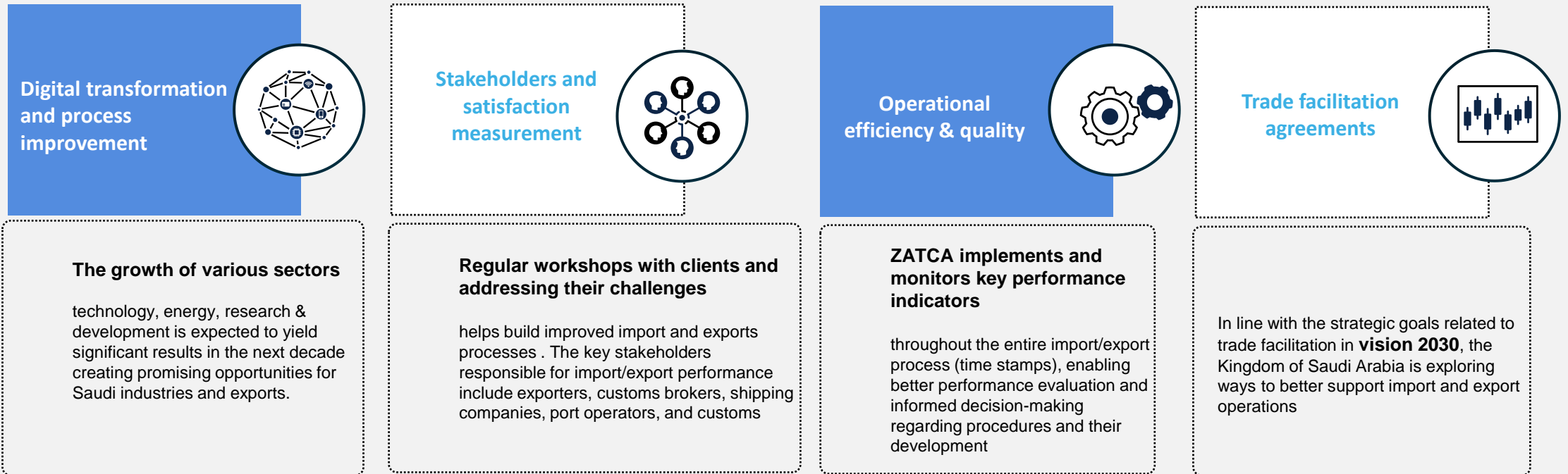
April 2025



The Role of ZATCA In The Export Strategy

ZATCA works on building an efficient system by implementing the best international standards, aiming for continuous improvement across all areas.

Key players





The Authority's Initiatives To Support Exports

1

Fast clearance for all Saudi exporters ensures trade facilitation and strengthens economic relations with partner countries



Reducing time to review declarations with relevant entities which contributed to faster clearance of customs declarations submitted automatically



Connectivity with neighboring countries and MRAs to facilitate import and export operations



Cancelling export service fees and re-pricing other services in return to support exporters and simplify export procedures.

2

- Monitoring logistics indicators
- Obtaining local awards and certifications



- United Nations e-government development index
- World bank Logistics Performance index (LPI)



Customer Experience Live Global Awards

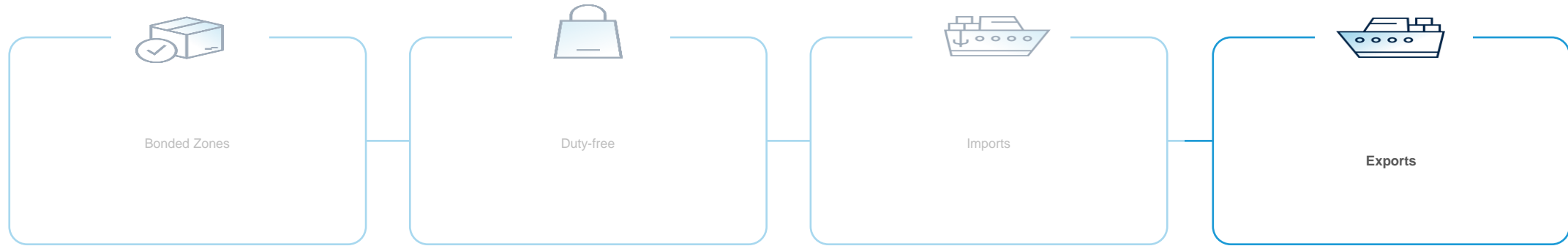


ISO guidelines and certifications



ZATCAs Impact on Development Projects

project to revise the pricing mechanism for 4 main services provided by ZATCA, and the service fee for all export declaration service has been canceled



Multiple benefits may also be achieved from the cancellation

Showing positive indicators regarding the logistics system and encouraging exporters



Reducing the financial burden on exporters to promote export activities, especially for small and medium enterprises (SMEs)



Improving transparency and enabling exporters to better anticipate and estimate service fee cost.



Enhancing operational efficiency and reducing the time required to process export customs declarations by canceling the service fee payment step



Several benefits can be achieved through the new service (fee structure for export services)

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



| Thank you