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## Doing Business in Saudi Arabia and the United Arab Emirates

July 24, 2025



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Chair



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40 years of collaboration among the  
region's chief executives

Growing the region's economy and  
protecting the world's greatest  
freshwater system



# GSGP Project Portfolio



**International Trade**



**Maritime**



**Cruising**



**Tourism**



**Trees**



**100% Fish**



**Water Management  
Protection & Restoration**



**Aquatic Invasive Species**

# \$8 Trillion (US) Regional Economy

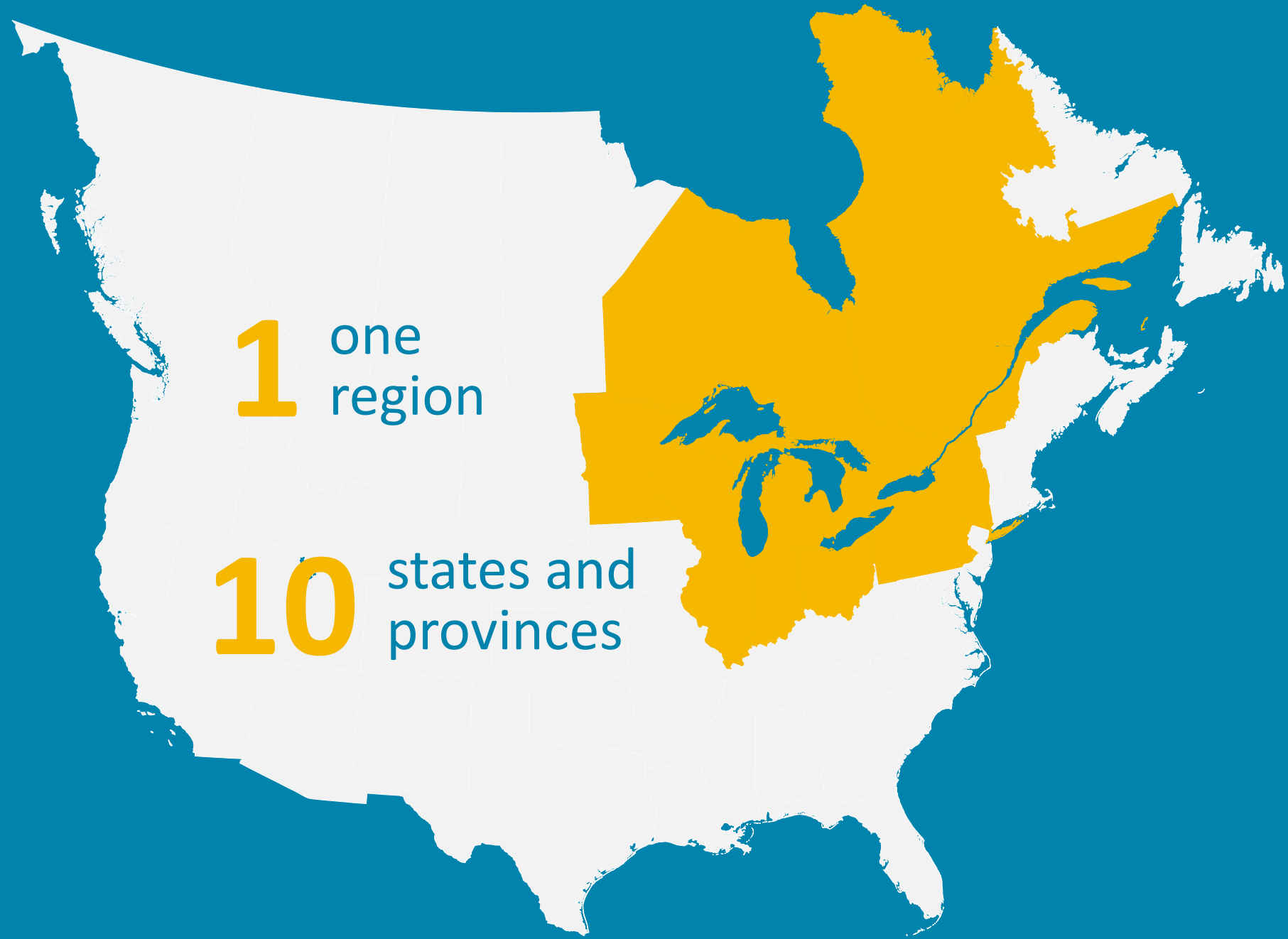
**3<sup>rd</sup>** Largest economy  
in the World

 **2** countries

 **100** million  
people

**1** one  
region

**10** states and  
provinces





# GSGP Trade Offices

The last 10 years of accomplishments for GSGP include

**180** Trade missions



**1,500** Companies  
hosted in market

**5,900** Great  
Lakes companies  
assisted



**1,000** B2B meetings  
scheduled  
each year



**\$2.45 billion** in  
facilitated export  
sales 2016-2024

**41** GSGP Led  
Trade Missions







# GSGP Trade Missions



Brazil  
Argentina  
Abu Dhabi  
Australia  
Chile  
China  
Dubai  
India  
Japan  
Korea  
Mexico  
Morocco  
New Zealand  
Peru  
Poland  
Romania  
South Africa  
Spain  
Tanzania  
Thailand  
Turkey  
UAE  
United Kingdom  
Vietnam  
Yemen  
Zimbabwe



# Doing Business in UAE & Saudi Arabia

## Opportunities, Sector Trends, and Market Entry Insights for U.S. SMEs





# Introduction & Strategic Context

- Why UAE and Saudi Arabia matter globally
- Economic diversification: Vision 2030 & Vision 2071
- High-growth markets for U.S. SMEs



# UAE Overview

- Global logistics & finance hub
- Business-friendly environment: Free zones
- Thriving innovation and SME ecosystem
- Benchmark – Early Adopters



# Saudi Arabia Overview

- Largest GCC market with young, tech-savvy population
- Privatization and regulatory reform driving opportunity
- Massive investments in infrastructure and innovation





# UAE Key Sector Developments

- Technology & AI – Fintech, Smart City tech, data centers, cybersecurity
- Autonomous Vehicles & infrastructure
- Sustainability across sectors
- Blockchain & Crypto
- Aerospace & Defense
- Find the overlap: ex. AI-energy synergy hyperscale power for compute clusters

UAE major investments in US Companies



# Saudi Arabia Key Sector Developments

- AI/Data – National AI initiatives, \$100B AI strategy
- Consulting & Professional Services – Vision 2030 demand
- Retail/Beauty – Booming consumer sector
- E-commerce/Logistics – Infrastructure growth
- Nascent defense industry development
- Sustainable energy drive



# Doing Business: Key Considerations

- Licensing: Free Zones (UAE) vs Onshore (KSA)
- Regulatory requirements: Saudization, Emiratization
- Cultural differences and relationship-based business
- Partnering with local entities





# US SME Success Stories

- Biz2Credit – Fintech expansion in Abu Dhabi
- Kosas – U.S. clean beauty brand entering via Sephora
- InnovTech – U.S. logistics AI firm entering KSA market



# Trade Mission Value

- Curated B2B matchmaking and sector targeting; with vetted local partners, distributors, and government offices
- Briefings with U.S. Foreign Commercial Services officers and business leaders
- Follow-up support for 90 days



# Practical Keys for Success

- Invest in local relationships: visit in person
- Localize offerings – marketing to their needs
- Be flexible: regulations and norms vary by emirate/country
- Patience: different pace, different communication style.





# Saudi Arabia/UAE Trade Mission

DECEMBER 5-11, 2025

- Multi-Sector Trade Mission
- Customized one-on-one business appointments with interested buyers and other prospective business partners set up by the GSGP Arab Gulf Trade Office

**Mission registration deadline: September 5, 2025**

- Mission Participation Fee \$1,800 (US) per person (each additional participant \$800 US)
- Customized B2B Meeting Schedule \$6,110
- Grant funding is available in many States to offset travel costs and mission fees.



# Trade Mission Itinerary

December 4, 2025

Depart U.S./Canada for Saudi Arabia

December 6, 2025

City Tour and Business Briefing

December 7-8, 2025

Company Business Meetings in Riyadh

December 8, 2025, Travel to Dubai

December 9-10, 2025

Company Business Meetings in Dubai

December 11: Depart for U.S./Canada





# Québec Trade Mission

OCTOBER 6-9, 2025

- Multi-Sector Trade Mission
- Customized one-on-one business appointments with interested buyers and other prospective business partners set up by the GSGP Canada Trade Office

## Mission registration deadline: July 25, 2025

- Mission Participation Fee \$1,800 (US) per person (each additional participant \$800 US)
- Customized B2B Meeting Schedule \$4,700
- Grant funding is available in many States to offset travel costs and mission fees.





# Australia Trade Mission

MARCH 16-20, 2026

MARCH 22-25, 2026-Optional Add-on to New Zealand

- Multi-Sector Trade Mission
- Customized one-on-one business appointments with interested buyers and other prospective business partners set up by the GSGP Australia Trade Office

## **Mission registration deadline: December 5, 2025**

- Mission Participation Fee \$1,800 (US) per person (each additional participant \$800 US)
- Customized B2B Meeting Schedule \$7,500 Australia and \$1,500 for add-on to New Zealand
- Grant funding is available in many States to offset travel costs and mission fees.





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# Questions?





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