

# GSBM

GERMAN-SAUDI BUSINESS MAGAZINE

December 2021

*Bahrain News*

**SUSTAINABLE  
WATER  
MANAGEMENT**

*Tourism*

**ABANDONED IN  
AL BAHA**

*Interview with Monika Staab*

**SAUDI ARABIA  
SETS UP NEW  
NATIONAL WOMENS  
FOOTBALL COACH**

*Top Stories*

# WASTE MANAGEMENT



Delegation der Deutschen Wirtschaft  
für Saudi-Arabien, Bahrain und Jemen  
German-Saudi Arabian Liaison Office  
for Economic Affairs (GESALO)  
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# EDITORIAL

Dear Business Community, Dear Reader,

Vision 2030 is emphasizing sustainability and the recent announcement that Saudi Arabia aims to become carbon neutral by 2060 underlines the ambitious commitment. Within the last months the GESALO team has focused on several sustainability topics. Moving away from linear to more circular approaches, the Kingdom is aiming to set up a circular carbon economy. Setting up a waste management and recycling sector is one of the most important steps of the transformation to a circular economy. Recent developments, ambitious projects aiming to reach 94% landfill diversion, waste treatment and financing models were some of the examples which were discussed with a German business delegation on Waste Management. The delegation was conducted on behalf of the German Federal Ministry of Economic Affairs and Energy (BMWi) together with our partners MENA Business GmbH, German RETech Partnership e.V., Bundesverband der Deutschen Entsorgungs-, Wasser- und Rohstoffwirtschaft e.V. and University of Rostock. "At the right time in the right place" the German companies witness a huge enthusiasm, a very warm welcome and numerous cooperation opportunities throughout the whole visit.

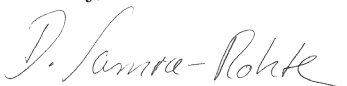
A tree planting ceremony in the Boedeker Park in Riyadh concluded a project on Sustainable Water Management in Saudi Arabia. GESALO conducted the project on behalf of the German Federal Ministry of Environment and Chamber of Green Tec. The project, which discussed in different webinars the challenges and opportunities of the water sector coincided with the announcement of the Green Riyadh Initiative, aiming to plant 7,5 Mio trees throughout the city.

Our first German delegation since the beginning of Covid pandemic on the Petrochemical sector in September allowed us to bring back a bit of normality meeting in person with stakeholders in the Eastern Province and Bahrain. Besides the developments of Petrochemical plants, energy efficiency, and sustainable chemicals the localization programs have been discussed with different stakeholders in both countries.

Another highlight of this Edition is the interview with Monika Staab, the trainer of the first ever Saudi Female National Football team. While already 30% of the workforce in the Kingdom are female, we aimed to explore a knowledge exchange from sports to business. The roundtable discussion with Saudi and German Businesswomen at the GESALO premises revealed motivation, energy and generated valuable insights for all participants.

I hope you enjoy reading this GSBM issue. Stay healthy!

Sincerely,



Dr. Dalia Samra-Rohte

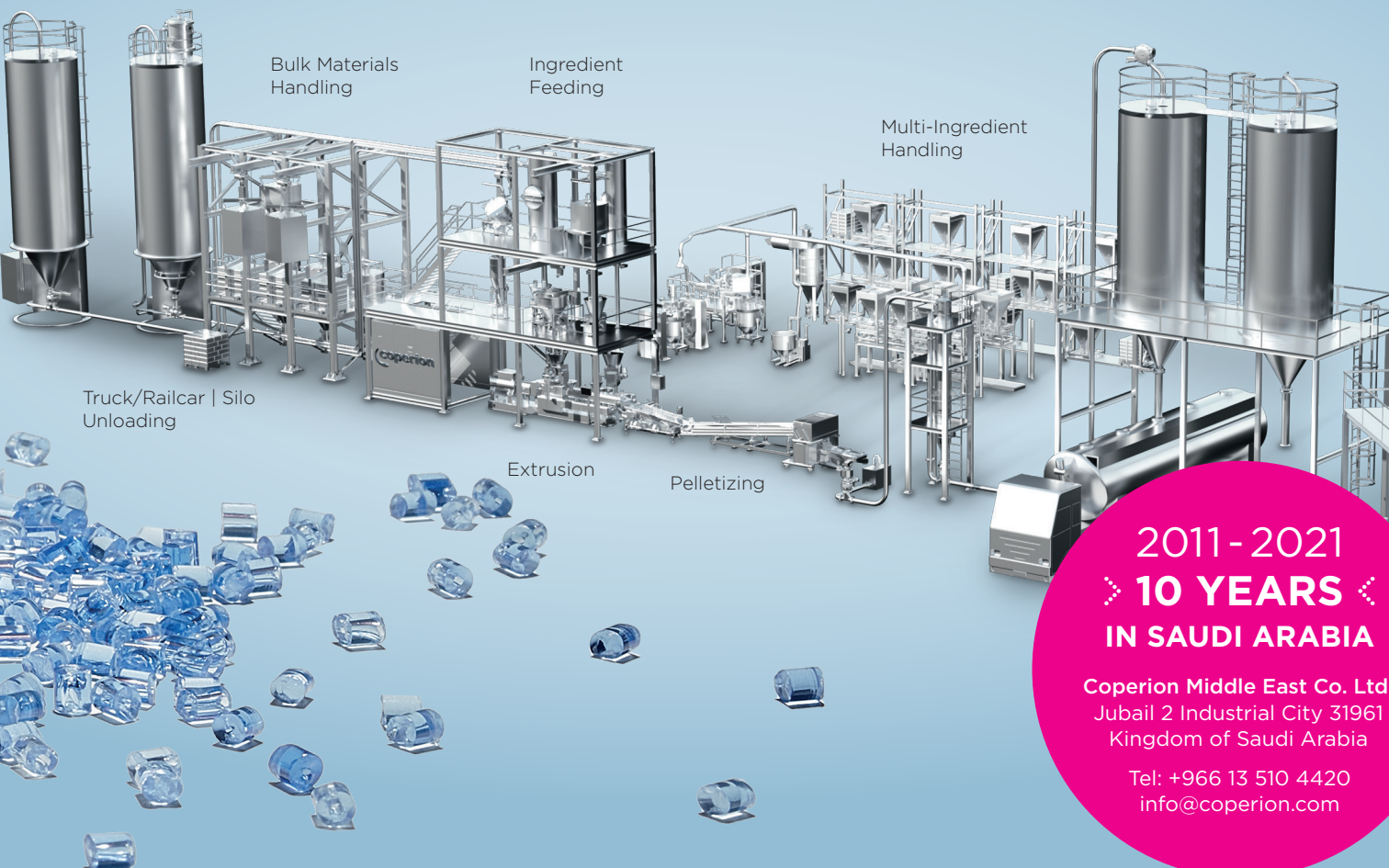


**DR. DALIA SAMRA-ROHTE**

*Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen*

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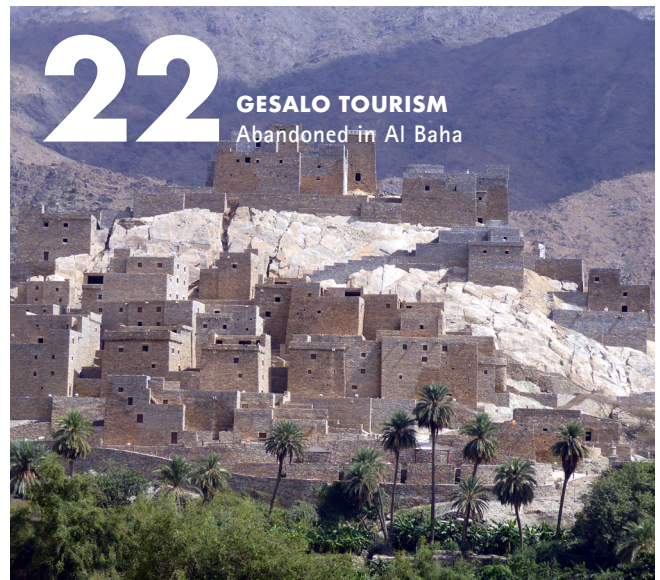
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The German lady has been appointed head coach for the Saudi female national football team in September 2021.



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Qassim region is an interesting mixture of tradition and innovation. Read more about our business trip to Burayada and Unaizah in Al Qassim.

# BUILDING A CIRCULAR ECONOMY

The Kingdom of Saudi Arabia has ambitious goals for its waste management. At the present, however, there is barely any recycling or energy recovery of waste.

## MARKET OPPORTUNITIES

The planned expansion of a circular economy would require investments of billions of euros in machinery and equipment for the waste recycling. By providing state-of-the-art technology, Germany could help.

- ' Waste sector with more ambitious targets
- ' Waste disposal sector is still very underdeveloped
- ' Waste management in the capital region
- ' A waste sector with challenging objectives

Saudi Arabia is still in the very early stages of establishing a circular economy. This is expected to change, however. According to the plans of the state-run National Waste Management Center (NWMC), established in 2019, the goal is to dispose only 18 percent of the waste generated in landfills by 2035. Waste recovery is to be split between recycling (42 percent), composting (35 percent), incineration (19 percent) and other processes (4 percent).

The NWMC forecast projects a waste generation of 106 million tons in 2035. All categories of waste are included here (municipal, commercial, industrial, and construction waste).

In total, there will be more than 1,300 disposal and recycling facilities in 2035. The necessary investment volume is calculated at around US\$22 billion.

A key task of the NWMC is to attract private investors. PPP (Private Public Partnership) projects play an important role. Different forms of private involvement are under discussion. The spectrum ranges from long-term operator models to purely private companies that conclude contracts with the municipalities.

According to the CEO of the state-owned Saudi Investment Recycling Company (SIRC), Jeroen Vincent, a total of 23,000 additional jobs are expected to be created in the waste management sector by 2030. It is expected that foreign companies will invest US\$1.6 billion in the development of a modern waste management system. The sector is predicted to contribute nearly US\$10 billion to gross domestic product by 2030. SIRC was founded in 2017 to develop a national circular economy and is part of the Public Investment Fund (PIF).

Government planning (Waste Management National Regulatory Framework) sets the following sectoral targets to be achieved by 2035 for the



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circular economy: (1) municipal waste to be 81 percent recycled and 19 percent incinerated in waste-to-energy (WTE) facilities, (2) construction waste to be 60 percent recycled, and (3) industrial hazardous waste to be 85 percent recycled or processed.

### **THE WASTE MANAGEMENT SECTOR IS STILL VERY UNDER-DEVELOPED**

According to estimates, the proportion of waste recycled for materials or energy is currently probably well below 10 percent. Data on waste generation and recycling rates is poor. The SIRC calculates the total annual waste volume at 130 million metric tons. In the case of municipal waste, it is assumed that 1.4 kilograms per capita are produced every day, which would mean 17.4 million metric tons per year for a population of 34 million.

Between 2015 and 2019, statistics from the Ministry of Municipal and Rural Affairs show an increase in the amount of waste recorded statistically by the municipalities from 14.2 million to 23.1 million tons. This is likely to be mainly municipal waste. The strong growth is likely to be due primarily to an increase in the statistical recording of waste volumes. The recycling rate for 2019 is reported at 5.7 percent.

The "National Environment Strategy" published in 2017 by the Ministry of Environment, Water and Agriculture includes the following findings: (1) poor monitoring of waste disposal and insufficient data, (2) lack of household waste separation hinders recycling, (3) the estimated recycling rate of municipal waste is 10 percent, (4) almost all landfills do not meet environmental standards, and (5) large amounts of commercial waste are disposed illegally.

The Saudi Arabian Bureau of Statistics conducted its first Household Environment Survey in 2019, survey-

---



ing 20,000 households nationwide. Almost all households (99.6 percent) reported disposing of their waste unsorted in the collection containers set up by the municipalities. The small amount of waste sorted, mostly in special containers, consisted mainly of organic waste (30 percent), plastic (26 percent), glass (13 percent) and metal (12 percent). 85 percent of electrical/electronic equipment was disposed of in the municipal collection container.

### **SOLID WASTE MANAGEMENT IN THE CAPITAL REGION**

The five cities of Riyadh, Jeddah, Mecca, Medina and Damman are estimated to account for about two-thirds of the national waste generation. According to SIRC estimates, the capital city of Riyadh is the largest producer of waste, accounting for over 20 percent. A Comprehensive Waste Management Strategy (CWMS) was presented by the ArRiyadh Development Authority (ADA) in 2016.

According to the CWMS, Riyadh's annual waste generation is estimated at around 53 million tons, which is expected to consist of 47 million tons of construction waste, 2.8 million tons each of municipal waste and industrial waste, as well as 0.4 million tons of sewage sludge and 0.02 million tons of medical waste.

According to the CWMS, 57 percent of municipal waste consists of organic materials, with paper, cardboard, plastics, metals and glass accounting for another 24 percent. Private waste management companies transport household and commercial waste, which is collected in containers distributed throughout the city, to the large Al-Sulay landfill on behalf of the municipality. The landfill does not meet international standards. For construction waste, the city of Riyadh operates two landfills (Al-Ghanmiah, Al-Nadhim), and there are also private

construction waste landfills. A significant portion of construction waste is disposed illegally.

The CWMS envisaged a reduction of household and commercial waste sent to landfills by 2 percent by 2020, with 98 percent of the waste to be recycled for energy or materials. In fact, the situation has changed only marginally so far compared to 2016. In mid-2019, the Riyadh municipality signed a memorandum of understanding with the NWMC and SIRC to establish an integrated waste management and recycling system.

### **SECTOR STRUCTURE**

The waste sector is dominated by companies that dispose unsorted waste. The Saudi Investment Recycling Company is pushing the development of a circular economy.

- ' Recycling industry still underdeveloped
- ' The Saudi Investment Recycling Company is to provide impetus
- ' Energy recovery controversial
- ' Averde builds recycling plant on the Red Sea

### **RECYCLING INDUSTRY STILL UNDERDEVELOPED**

In Saudi Arabia, there are about 600 companies that collect municipal and commercial waste and store it, mostly unsorted and unprocessed, in landfills. The landfills are often set up without complying with environmental standards and usually have inadequate technical equipment. In addition to officially licensed landfills, many wild dumps exist, where both household and commercial waste and construction debris are disposed.

The recycling sector is still being developed. The few recycling plants often operate at low capacity, and some recycling plants have even been closed completely. Recyclable materials continue to be collected primarily

by the formal sector from the containers set up for mixed household and commercial waste. In some cities, there are containers that are not placed openly on the street but are recessed into container troughs.

To a very limited extent, containers/garbage cans are provided for waste separation in Riyadh and other large cities. In addition, some waste sorting facilities exist in the metropolitan regions, for example at the large Al-Sulay landfill in Riyadh.

### **SAUDI INVESTMENT RECYCLING COMPANY TO PROVIDE IMPETUS**

The Saudi Investment Recycling Company (SIRC), which is part of the Public Investment Fund (PIF), was established in 2017 to develop the recycling sector. The first major SIRC investment was the acquisition of Global Environmental Management Services (GMS; headquartered in Jeddah) in 2019. GMS is the largest player in Saudi Arabia in the industrial waste management sector, with focus areas including waste management services for the oil and petrochemical industries as well as the mining sector.

The first SIRC project is the construction of a construction waste treatment plant in the north of Riyadh (Al-Khair). Completion was scheduled for 2020, but there have been delays; it is now expected to be commissioned shortly. The plant has a capacity to process 600 tons per hour, and 90 percent of the material will be reused in road and house construction. The first customer for the recycled material will be a 35,000-unit housing project.

Construction of a large sorting and recycling plant in Riyadh (Al Dagham) was scheduled to begin in 2020. However, the US\$75 billion project has so far not progressed beyond the planning stage. SIRC wants this project to be carried out by the private sector on



a BOT (Build, Operate, Transfer) basis. It is unclear whether SIRC itself plans to make an equity investment.

In SIRC's view, an important prerequisite for the realization of the recycling plant in Riyadh is a sufficient spread of waste separation at source (two-ton system), meaning waste separation by households into green (organic waste) and black (other recyclables) garbage cans. Pilot projects with the "two- garbage can system" exist in the Al-Rawdah and Al-Waha neighborhoods. The SIRC also intends to build a com plant for organic waste, but no concrete plans are known so far.

### ENERGY RECOVERY CONTROVERSIAL

SIRC is currently cautious about disposal by incineration in waste-to-energy (WTE) plants. The cost of disposal in WTE plants is significantly higher than landfill disposal, according to Jeroen Vincent, CEO of SIRC. Recycling must be a priority, he said.

However, alternative energy plans call for the construction of WTE power plants with a total capacity of 3 gigawatts by 2030. The "Comprehensive Waste Management Strategy" drawn up for the capital region also relies heavily on energy disposal for municipal waste. In 2035, around 68 percent of municipal waste is to be recycled for energy.

SIRC is also planning to build a recycling plant for municipal waste in the Eastern Province (Dammam region). A memorandum of understanding to this effect was signed in 2020 with the local government of the Eastern Province and the National Waste Management Center (NWMC). Efforts are also being made to jointly develop a comprehensive waste management strategy for the Eastern Province.

### AVERDA BUILDS RECYCLING PLANT ON THE RED SEA

The waste management company

Averda International has been active in Saudi Arabia since 2009 and is now represented in almost all parts of the country. A new Averda project is an US\$80 million waste management facility for a mega tourism project under construction on the Red Sea (The Red Sea Project). Construction of the plant officially began in February 2021. The focus will be a plant for processing construction waste (capacity: 150,000 tons/year).

Seder Environment (Seder Group) is another important provider of waste management services. The Middle East Waste Management Company, founded in 1998 in Jeddah, specializes in plastic recycling. Refal Environmental Services Company, part of the Obeikan Investment Group, recycles paper and cardboard. Another company in the paper recycling sector is Saudi Recycling Company for Paper Waste. The National Environment Recycling Company (Tadweer) operates two facilities in Riyadh for recycling electronic and electrical waste.

### STATE REMAINS KEY PLAYER

The National Center for Waste Management (NCWM) was established in 2019 as a new regulator and to promote and coordinate waste management. All activities in the waste sector require a permit (license) from the NCWM. In addition, other licenses from other agencies must usually be obtained.

In spring 2021, the Shura Council (Consultative Assembly) adopted new legal regulations for the waste management sector. These regulate the transport, treatment, storage, and disposal of all categories of waste. The goals are to reduce the volume of waste and to promote recycling. However, the necessary royal decree to bring the new regulations into force has yet to be issued.

State institutions are likely to continue to play the central role in initiating

large waste management projects. However, private investors are expected to implement the projects on a PPP (Private Private Partnership) basis.

In Saudi Arabia, projects are in general implemented in accordance with standard international procedures. As a rule, interested companies are first given the opportunity to submit expressions of interest. Then selected companies are invited to submit bids. The process leading up to the award of contracts can be very laborious and lengthy. In many cases, project planning, management and monitoring are entrusted to international engineering firms. German companies have good opportunities here.

In recent years, the importance of local value creation (local content) has grown considerably. It can be assumed that it will also become increasingly difficult to import complete plants for waste management projects. High local value creation and technology transfer have become decisive award criteria. The creation of jobs is of overriding relevance.

The GTAI provides detailed information on economic and tax law as well as import regulations, customs duties, and non-tariff trade barriers.

*This article was translated by Saida Nassrat.*

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This picture represents the variety of plastic waste of an average household. Our aim is to establish a new understanding of plastic waste as a resource and to see research into recycling possibilities as an opportunity.

# CHEMISTRY FOR A MORE CIRCULAR ECONOMY

Circular economy means decoupling growth from resource consumption. At BASF, we are driving the circular economy by making the most of the limited resources of our planet: We keep them in use for as long as possible, minimize waste and create value with renewable resources.

**G**lobally, we are facing the pressures of climate change, population growth and limited resources. To not exceed our planet's boundaries, we need to transform the way we live and decouple growth from resource depletion. Moving away from the linear "take-make-dispose" to a more circular approach in production and consumption could be the biggest economic transformation since the industrial revolution.

At BASF, we have been recycling by-products and waste from chemical production for a long time. A our so-called 'Verbund' production sites, the excess heat produced in one production facility is re-used as energy in other plants. However, in many areas of the chemical industry, production is still designed along linear models of value creation.

As the world largest chemical company, BASF aims to drive industry efforts towards a more circular economy through our Circular Economy Program. As part of this program, we have set ourselves very ambitious goals: BASF has committed to transforming 250,000 metric tons of recycled and waste-based raw materials into new products each year as of 2025. And we will increase our sales with solutions for the circular econo-

my to €17 billion by 2030.

In order to achieve these goals and close as many loops as possible, BASF is concentrating on three action areas: new feedstocks, new material cycles and new business models.

Under the new feedstock focus, we will gradually replace fossil primary feedstocks with renewable or recycled raw materials. One way in which we do so is through our ChemCycling project: We have started transforming plastics that were previously not recycled into pyrolysis oil using a thermochemical process. This oil is already being used as an input in the BASF production Verbund site, where it replaces fossil primary feedstock.

We are not only looking into how we can use chemical recycling for our own production sites but are also partnering with peer companies and customers to combine our intelligence and introduce chemical recycling elsewhere, including in the Middle East and Saudi Arabia.

When we talk about new material cycles on the other hand, we are talking about making sure that materials are not only long-lasting, but also recyclable. We are working on establishing product-specific recycling loops, for example for biopolymers and for the recycling of automotive batteries and mattresses.

Finally, as part of our focus on new business models, we enter new markets, create smart digital solutions and offer new services which allow a decoupling of growth from resource consumption.

Our Circular Economy Program enables us to drive innovation. It also enables us to support our customers, including those in the Kingdom of Saudi Arabia, with tailor-made solutions that increase their sustainability profile and further improve their products all the way to carbon neutrality. We see the circular economy as an opportunity and together, we can make a difference. Join us on our journey.

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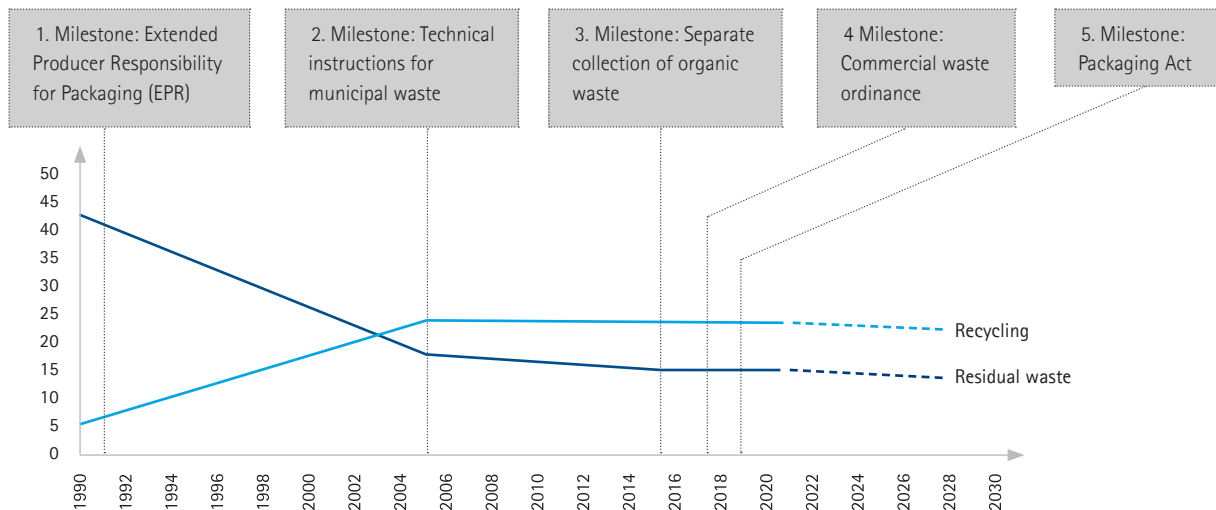
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## WASTE MANAGEMENT

# POTENTIAL SAUDI-GERMAN COOPERATION

Waste management and recycling industry with a turnover of approx. € 76 billion per year (in Germany) is one of the economic branches that offers a huge cooperation potential for planned strategies of Saudi Arabian sustainable waste management and circular economy. In the last 30 years Germany has developed the waste management into a circular economy. The main milestones for this development comprise and their effect on increasing the recycling rate from household waste in Germany are illustrated in the following figure.

Development from waste management to circular economy



**1991-2005**

Between this timeframe:  
Highest success  
achieved

· Highest success was achieved in the period 1991 to 2005 through the extended producer responsibility (EPR), introduction of separate collection and landfilling only with pre-treatment. The separately collected recycling materials has

increased from 5 to 25 million Mg per year.

· The residual household waste is processed by 70 waste incineration plants and 40 mechanical-biological residual waste treatment plants for material and energy recovery.



## FACTS AND FIGURES ABOUT WASTE MANAGEMENT IN GERMANY (EU-RECYCLING (2021))

Saudi Arabia has passed numerous laws and strategies in the last 2 years to develop the circular economy. The 30 years of practical experience in Germany offer a good basis for the Saudi-German cooperation. Institutions like RETech and DGAW ([www.retech-germany.net](http://www.retech-germany.net), [www.dgaw.de](http://www.dgaw.de), etc.) can make a significant contribution to this cooperation. German RETech Partnership is the network of German private companies and governmental institutions in the waste management and recycling industry for the export of innovative technologies and the transfer of know-how.

## ORGANIZATION AND RESPONSIBILITY ARE THE KEYS TO SUCCESSFUL WASTE MANAGEMENT AND CIRCULAR ECONOMY

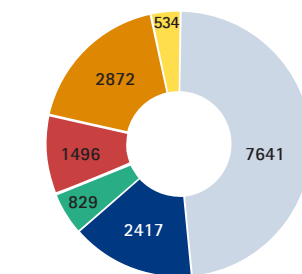
In addition to the laws and regulation

of financing, the organization of the municipalities plays an important role in Germany. Most municipalities developed a municipal waste management company. The municipal companies are organized in a German Association of Local Public Utilities of municipally ([www.vku.de/en/](http://www.vku.de/en/)). Berliner Stadtreinigung (BSR) is the largest municipal waste disposal company in Germany with around 5,400 employees and 550 Mio. € turnover. The company is responsible for garbage collection, street cleaning and waste treatment in Berlin.

### GERMAN CIRCULAR ECONOMY "STATUS REPORT 2018"

- 10,000 municipal and private companies
- 267,000 employees
- around 76 billion euros turnover
- "innovative economic sectors in Germany"

Number of different waste treatment plants



- sorting and processing
- biological/mechanical
- thermal waste recycling
- landfill constructions
- backfilling
- chemical-physical

The business potential for Saudi-German cooperation can be summarized in the following table:

Institutions, Education and public awareness	<ul style="list-style-type: none"> <li>Regulations, standards, organisation, monitoring, etc.</li> <li>Establishment from communal companies and cooperation with private sector</li> <li>Share the responsibilities between public and private business</li> <li>Vocational education in waste management</li> <li>Public awareness for waste avoidance and separate collection</li> </ul>
Financing of waste management and circular economy	<ul style="list-style-type: none"> <li>Municipal waste disposal charge</li> <li>Extend Producer Responsibility – EPR for packaging, WEEE, Tires, etc.</li> <li>Financing the waste management through EPR and CO2- Tax, municipal fee, etc.</li> <li>Financing of the landfill aftercare</li> <li>Business and job creation in waste management</li> </ul>
Waste collection and transportation	<ul style="list-style-type: none"> <li>Standards for waste collection and transportation</li> <li>Concepts for separation at source and monitoring</li> <li>Indicators and monitoring for city cleaning</li> </ul>
Waste to resource and energy	<ul style="list-style-type: none"> <li>Electricity from landfill gas (Regulation is needed to sell the electricity)</li> <li>Use the landfill areas for solar energy production</li> <li>Refused Derived Fuel (RDF) as alternative fuel in the cement industry</li> <li>Waste Incineration plants for big cities (it's a must)</li> <li>Incineration of medical and hazardous waste</li> <li>Biogas for industrial purposes</li> <li>Sorting plants for recyclables</li> <li>Mechanical-biological treatment</li> <li>A big potential for composting "Each city with about 100,000 Inhabitants needs composting plant for green and clean organic waste"</li> </ul>

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# SUSTAINABLE TREATMENT & REUSE OF WASTEWATER

How nature-based solutions can help make Saudi Arabia green, while realising its ambitious net-zero emission target

## FRESH WATER ACCESS IN A GROWING KINGDOM

In the past 50 years, Saudi Arabia has experienced rapid population growth reaching a total of 35 Million in 2021. Almost 85% of the population reside in urban areas. As cities grow, so do urban water challenges. For many years the Saudi people have found enough water to support their daily lives through natural oases and aquifers. Located in the arid middle-east region, characterised by limited annual rainfalls and depleting non-renewable groundwater resources, there has been a gradual shift towards desalination as the main water source. The National Water Strategy 2030 sets the framework for the interrelated freshwater and wastewater infrastructure. The government intend to promote public private partnerships to ensure delivery of high-quality water services, without compromising treatment costs or energy efficiencies. Nevertheless, there is still a critical need to conserve fresh water and recycle wastewater if the oil rich Kingdom is to square the circle in their pursuit of becoming carbon neutral by 2060.

## RETHINKING THE WATER CYCLE

Despite being one of the world's driest countries,

the average per capita water consumption in Saudi Arabia is 278 litres/day (3rd highest globally), compared to Germany, where the water usage has fallen to 124 litres/day. Through the Qatrah program, Saudi Arabia is already committed to rationalise water consumption and aims to reach a per capita water use of 150 litres/day in 2030. The biggest consumer of water is the agricultural sector accounting for more than 81%, followed by the municipal sector at 13% and industry with approximately 5%. The water used for agriculture in Saudi Arabia comes almost exclusively from fossil aquifers that are at risk of becoming depleted in a few decades. Future agricultural developments must involve non-conventional irrigation sources, such as treated and recycled domestic wastewater and grey water (wastewater from domestic sources excluding toilets), in combination with improved irrigation efficiency.



**Nature-Based Solutions:** A yellow tanker discharging raw sewage and sludge into a constructed wetland designed and constructed by BAUER Resources GmbH.





**Nature-Based Solutions:** Reliable and cost-effective management of domestic and industrial wastewater in the Kingdom of Saudi Arabia.

To progress towards a sustainable interaction with water resources, a paradigm shift is required to start viewing the water cycle through a Circular Economy lens. Wastewater needs to be viewed as a valuable resource, rather than a liability, with opportunities to yield clean water, nutrients, energy and create bio-diverse ecosystems and green landscapes. By developing smart systems which enable water to circulate in closed loops, gaining multiple benefits out of every drop, Saudi Arabia can advance beyond the wastefulness of conventional linear approaches to water resource management.

### **WASTEWATER TREATMENT WITH THE POWER OF NATURE**

The water and wastewater sector is said to contribute to 5% of the global greenhouse gas emissions through energy consumption and direct emissions of methane and nitrous oxide. Consequently, the sector must reduce its own emission footprint and become more resilient to climate change im-

pacts. Decision makers, developers and operators of wastewater infrastructure must implement alternatives to the energy, chemical and maintenance hungry conventional treatment approaches, which currently dominate the local market. In the outskirts of urban areas and in remote locations, where land is available, while the need for recycled water is high, it would be extremely beneficial to establish biological wastewater treatment using wetland technologies. These nature-based solutions are inherently carbon neutral and can effectively convert raw wastewater, as well as grey water, into clean recyclable water, plant biomass and a nutrient-rich organic soil improver, all without consuming any electricity or chemicals. Wetland systems can handle fluctuations in water quality and quantity, while supporting the establishment of new habitat, enhancing biodiversity, climate resilience and providing cooler and more liveable cities. This is in line with the National Environment Strategy and the recently launched Saudi





Nimr Water Treatment Plant: The world's largest constructed wetland developed by BAUER Resources GmbH in Oman to treat produced water from the oil & gas industry.

Green Initiative, which aims at addressing desertification by developing vegetation, protecting the environment and wildlife.

Nature-based solutions can play a vital role in achieving the Kingdom's goals of increasing the connectivity and treatment of domestic wastewater from the current 50% to more than 95% by 2030, while making recycled water available where it is needed. By using small modular wetland technologies such as the ReedBox® or medium sized wetland installations, wastewater from clusters of unsewered homes or facilities can be treated and reused at a local level, providing a flexible solution, which realises large savings in the cost of pipelines for transporting sewage long distances to central treatment plants and conveying recycled water back for irrigation of agriculture and landscaping. Even in areas already served by a sewer network, robust nature-based solutions can be used to extract wastewater from the network and treat it to provide clean water at locations where there

is a demand for irrigation water while offsetting the need to expand the central infrastructure. This approach, known as "sewer mining", will surely become an integral part of the future smart water cities of Saudi Arabia.

By rethinking the urban, industrial and agricultural water cycles in an integrated and circular way, with nature-based solutions at the core, Saudi Arabia has the opportunity to lead the world in demonstrating how to achieve increased living standards, prosperity and access to clean water in one of the planet's driest lands, all without increasing greenhouse gas emissions.

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# SIRC LEADING THE KINGDOM'S SUSTAINABILITY DRIVE

PIF-owned company supporting Vision 2030 sustainability goals by developing the waste management sector, encouraging recycling, and preserving Saudi Arabia's natural resources

In an age when protecting the environment has emerged as one of the key challenges facing mankind, effective waste management is central to ensuring the efficient use of natural resources. Saudi Arabia now produces over 15 million tons of municipal solid waste every year. The implementation of proper waste management systems can contribute to a significant reduction in greenhouse gases, in line with the ambitious roadmap to achieve net-zero carbon emissions by 2060 announced by HRH Crown Prince Mohammed bin Salman as part of the Kingdom's Saudi Green Initiative (SGI).

One of the organizations at the forefront of this mission is the Saudi Investment Recycling Company (SIRC). Established in 2017 as a national pioneer to lead Saudi Arabia's transition to a circular economy, SIRC is a wholly-owned subsidiary of the Public Investment Fund (PIF) that supports Vision 2030's sustainability goals by developing waste management, encouraging recycling, and preserving the Kingdom's natural resources.

The company has launched a series of initiatives to achieve the ambitious targets set by the Waste Management National Regulatory Framework for 2035, which include a recycling rate of 81% of total municipal solid waste, as well as the diversion of 85% of hazardous industrial waste,

100% of solid waste, and 60% of construction and demolition waste from landfills.

SIRC's pioneering Construction and Demolition Waste (CDW) plant in Riyadh processes 1,200 tons of waste per hour, with recycling rates of more than 90%. The first-of-its-kind in Saudi Arabia, the facility is capable of converting and recycling five million tons of construction/demolition waste every year and represents an important addition to the Kingdom's recycling capabilities.

The company's activities seek to deliver long-term benefits for Saudi Arabia and its people, including strengthening the economy, generating employment, and enriching national talent. SIRC is successfully developing, operating, and investing in a diverse range of solutions to manage, treat, and recycle waste, as well as introducing innovative waste-to-energy solutions.

Ziyad Al-Shiha, CEO of SIRC, comments: "It is an honor to contribute to the government's sustainability drive, which addresses some of the most critical challenges of our time. We are grateful for the guidance of the wise leadership and the PIF, as well as our strategic partners for their support in helping us achieve the Vision 2030 and Waste Management National Regulatory Framework targets. Since launching, we have witnessed remarkable progress and I am confident that we are on track to reach our goals and safeguard our planet for future generations."







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# TREE PLANTING EVENT IN THE DIPLOMATIC QUARTER

A symbol of sustainability and  
German Saudi cooperation.



H.E. Dieter Lamlé with  
GESALO at DQ, Riyadh.

**P**lanting a tree as a symbol of sustainability is part of the Sustainable Water and Wastewater Management project that the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) conducted on behalf of the German Ministry of Environment and Chambers of Green Tec. It highlights the importance of water preservation, one of the world's most essential natural resources, and symbolizes the significance of sustainable solutions in the Water and Wastewater sector.

The tree planting took place in Bödeker Park at the Diplomatic Quarter in Riyadh, with the support of architect Jens Bödeker, son of the late German landscape architect Richard Bödeker whom the park was named after in honor

of his significant role in the Diplomatic Quarter's landscape architecture.

"We see that Saudi Arabia is committing to sustainability and have conducted several events on sustainable water management jointly with our Saudi partners. The initiative fits into the frame of Green Riyadh, aiming to plant 7.5 million trees. We see great potential for joint projects in the Kingdom's water sector", says Dr. Dalia Samra-Rohte, Delegate of the German Industry (GESALO).

Saudi Arabia has embarked on a journey of economic transformation and diversification in line with Vision 2030, aiming to set up a circular carbon economy, while the water sector remains vital for the Saudi Vision 2030.

This project aims to gather Saudi and German industry experts, to elaborate on current challenges and sustainable solutions relevant to the Saudi Arabian Water and Wastewater sector.

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# VALUE CREATION IN EVERY DIRECTION

## V-LINE GROUP engages for Sustainable Relationships in Supply Chain Management

**W**hen talking about sustainability, many people directly refer to environmental aspects. But sustainability has many facets. It includes value creation, long-term relationships and jointly solved challenges,” explains Hasnain Jamil, CEO of V-LINE MIDDLE EAST. In its more than 40 years of business experience in the Kingdom of Saudi Arabia, the V-LINE GROUP can well be called a role model for those aspects. V-LINE, being the global leader in providing services around

*“ Clients appreciate the sustainable way of doing business in long-term based partnerships. Our goal is growing together over the years. ”*

Hasnain Jamil  
CEO of V-LINE MIDDLE EAST

MRO (Maintenance, Repair and Operations) supply, is the missing link between industrial clients and suppliers all around the world. “The V-LINE GROUP takes care of the whole supply chain management. For our clients, V-LINE facilitates all steps of the MRO supply chain, e.g. the procurement by being the one contact to many needed suppliers. Suppliers, especially the ones taking part in our Brand Management program, have huge advantages through us granting access to new markets and business for them, supporting the complex export process and connecting them to our network. With our first brand EKATO for example, we already work together for more

than 12 years,” Tilman Mieseler, CEO of V-LINE EUROPE, states. “V-LINE creates value in all directions. The core of the V-LINE DNA is being an excellent service provider and partner. This is what we strive for with every step we take.”

The service concept was indeed the starting point for the successful SME headquartered in Sehnde, Germany. In 1979, Detlef Daues, founder and chairman of the V-LINE GROUP, visited Saudi Arabia and its water desalination plants and wondered how spare parts for these plants will arrive in time and who will take care of it: The birth of the V-LINE idea that led to the foundation of the company. Since then, big customers like SWCC, Tasnee, SABIC, PetroRabigh and Ma’aden rely on V-LINE. It is something that Hasnain Jamil is really proud of: “Our long-term relationships with our customers are based on trust and heading in the same direction. It doesn’t matter which solution our client needs: We will provide it.” These deeply rooted relations also show themselves in various awards and strategic partnerships, e.g. with the multinational chemical company SABIC. Working together for decades, the good business relationship resulted in the first SABIC Outstanding Supplier Award for V-LINE in 2004. It founded a long-term part-



V-LINE becomes strategic partner in SABIC's NUSANED program in 2019: A milestone for local content creation and for the partnership.





**Sustainability in the V-LINE Management:** The Executive Board of the V-LINE GROUP with founder and chairman Detlef Daus. From left: Tilman Mieseler (CEO V-LINE EUROPE), Hasnain Jamil (CEO V-LINE MIDDLE EAST), Peter Knakowski (Managing Director V-LINE USA), Detlef Daus (founder and chairman V-LINE GROUP), Dr. Dirk Schliephake (CFO V-LINE EUROPE), Simone Reinhold (Executive Assistant to the CEO V-LINE EUROPE), Arne Hartmann (Director of Global HR V-LINE EUROPE).

nership that has been extended over the years. In 2019, SABIC again recognized V-LINE GROUP as outstanding supplier. In the same year, V-LINE became the international strategic partner as part of SABIC's Nusaned program that boosts localization in the Kingdom of Saudi Arabia. In this context, V-LINE acts as an ambassador and facilitator to attract foreign manufacturers to invest in the Saudi market, promotes local manufacturing, identifies local demand and the possibility for scaling manufacturing in the Kingdom and supports small and medium-sized Saudi companies to increase their export. Also localizing the clients' business by identifying the local value proposition and its benefit from job creation to expertise knowhow and transfer to quality improvement is part of the alignment and implementation of the localization, thus Vision 2030, in daily business life. This includes also creating in-country value by training and constantly developing the employees in their MRO expertise and transferring this knowledge also to the customers of V-LINE. Jamil explains: "When you look on the joint history with SABIC and other clients, we see long-term based partnerships. Clients appreciate this sustainable way of

doing business. Our goal is growing together over the years, not only making money once. They appreciate our expertise and being their go-to contact person whenever they need a solution around MRO supply chain management. Our customers entrust us with their complete supply chain. Topics like total cost of ownership are thus very important for both our clients and us." Tilman Mieseler resumes: "On every single day, we want to prove that we are worthy of our partners' trust: clients, suppliers, employees and other stakeholders. In the MRO supply, sustainability can only flourish when all work jointly towards the same goal in a transparent, collaborative manner. This is the base of our success and leads to innovations along the supply chain to be able to master current and future challenges – together."

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**T**he Al Baha region is now benefiting from the \$4 billion Saudi Tourism Development Fund (TDF), established in 2020 to facilitate private sector investment in tourism and develop the tourism sector as part of plans to diversify the Saudi economy. TDF has signed a financing agreement with travel company Seera Group to develop and operate a major tourism project. An attractive visitor destination is to be built on an area of 50,000 square meters with a luxury resort (200 rooms), restaurants, stores and facilities for outdoor activities.

#### **AREA WITH RICH HISTORY AND CULTURE**

"Al Baha's rich history, cultural heritage, climate, natural resources, forests, topography and geographical location in southwestern Saudi Arabia make it a sought-after area for tourism," explains Majed, my driver guide on the route from Taif to Al Baha. I admire the winding road, built by Koreans more than 50 years ago, surrounded by 3,000-meter-high mountains. It crosses numerous wadis on many bridges and passes through 23 tunnels. Occasionally the clouds are below us and only a few mountain peaks peek out. There are many waterfalls and special surprises, like wild monkeys. The Red Sea is close by. "For centuries, sheep and goats were traded in this area. In winter, there is snow here, and then the animals were driven to the coast and sold there. Whole families were on the move, then in summer, when it gets too hot and humid in the Tihama, they would move back to the mountains with all their belongings - camels, donkeys and horses," Majed explains. "Many visitors from the GCC countries appreciate not only the pleasant climate, but moreover the Raghdan forest, handicrafts, cultural heritage and traditional souks." - I ask Majed to take me to old villages built in traditional stone architecture. They are around 500 years old.

# **ABANDONED IN AL BAHA...**

... are some ancient villages only, where you find surprising artifacts though. Increasingly, southern parts of the Kingdom, such as the Al Baha area, are enjoying new tourism developments. Objectives: Attract investors and create jobs.

#### **THE ROCK VILLAGE OF THEE AIN**

First destination is Thee Ain, near the town of Al-Mekha, a unique village, picturesquely built on the slope of a marble cliff against a mountainous backdrop behind a lush green palm oasis, indicating that springs provide abundant water. This is also appreciated by the owners of the lemon and banana plantations on the total agricultural area of 40,000 square meters. Houses, mosque, alleys and walls are solidly built exclusively from the reddish brown/beige stones of the area, with only wooden beams providing stability to the stone structures. Thee Ain is a perfect example of how man has adapted to the natural environment. So the village has been proposed for the UNESCO World Heritage List. The Saudi Commission for

Houses of  
Thee Ain.



Tourism and National Heritage (SCTNH) is providing five phases of rehabilitation and development with the goal of turning the village into an economic, tourism and cultural resource that will provide jobs for local people and tour guides. This is a continuation of 30 years of work by Thee Ain Cooperative Society. Some of the renovated houses have already been turned into private museums, the main alley to the waterfall has been equipped with seating, and the mosque has been reopened. Soon a visitor center will offer local products to visitors.

### THE STONE VILLAGES OF BANI KABIR, AL ABADEL AND AL ELAIAN

An hour's drive away is Bani Kabir, another old abandoned village whose houses retain carved doors and windows and interior decoration with massive wooden support columns typical of the area. The

shape and decoration with geometric patterns, often painted in blue and gold, are unique. - The nearby village of Al Abadel, with a central granary, also once served as a pilgrimage station, as did the other villages.

They have survived thanks to the solid construction of the buildings. - The last traditional village in this area

is Al Elaian. Here, in addition to numerous houses, an old mosque with

a simple prayer niche still in use, and one of the largest granaries in the area, a fully furnished traditional three floor building houses a private museum worth visiting. In an authentic atmosphere with unchanged interior design, the rooms are overflowing with traditional treasures like histor-

ical writings, weapons, garments, jewelry, handicrafts and more. The photo gallery records that several members of the Saudi Royal Family have been here, including Prince Sultan bin Salman, because the highest authorities sponsor this private museum as well as 400 more in the Kingdom. Owner Saleh proudly points to his ancestral gallery and the rare photos of women. "These photos are over 70 years old. In those days, women wore long, colorful dresses with belts and a headscarf. In the Tihama, they additionally protected their faces with wide-brimmed straw hats." One photo catches my attention. "This is a young man from Tanumah in the typical clothing of that time with a special hairstyle. The photo is about 120 years old, so it dates from well before the founding of the Kingdom."

### TANUMAH PILGRIMAGE STATION

"Tanumah is my hometown, has 10,000 inhabitants in winter and 50,000 in summer. Because of the pleasant temperature in summer, there are many second homes here," Majed tells me. "Many rocks around the city have names, such as the Abdallah Rock. The story of Abdallah could be called Romeo and Juliet of Tanumah. Abdallah was very poor and in love with the daughter of a very wealthy sheikh. As such, she was naturally very much courted, but she also loved Abdallah. In order to give all marriage candidates an equal chance, the successful climbing of this very steep rock was announced as a condition for marriage. Only Abdallah managed to do that, luck was perfect and everyone accepted the decision".

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Wild monkeys in the region.

# SUSTAINABLE WATER MANAGEMENT

## Webinar: Water and Wastewater Management in the Kingdom of Bahrain.

**T**he German-Saudi Arabian Liaison Office for Economic Affairs had the pleasure of organizing another webinar on the Water and Wastewater Management in the Kingdom of Bahrain on the 21st of October.

This Webinar was part of a series of events organized by GESALO and was supported by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and Chambers for GreenTech (Exportinitiative Umwelttechnologien), which have been conducted throughout the year in Saudi Arabia and had a spillover effect on the neighboring country Bahrain.

With Vision 2030, The Kingdom of Bahrain has embarked on an economic transformation and diversification process. The Kingdom is aiming to set up a circular carbon economy. The water sector remains vital for the Kingdom's Vision 2030. By 2030 the Kingdom of Bahrain plans to have an efficient, equitable and secured water management system effectively serving its Economic Development Vision.

After the introduction and opening remarks of Dr. Dalia Samra-Rohte, the Delegate of German Industry & Commerce for Saudi Arabia, Bahrain, and Yemen, and H.E. Kai Boeckmann, German Ambassador to the Kingdom of Bahrain, Dr. Waleed Zubari, Professor of Water Resources Management Program Department of Natural Resources & Environment at the Arabian Gulf University (AGU) gave an extensive insight of the current water and wastewater situation, water resources availability, groundwater resources, desalination, and Municipal Water, treated Municipal Wastewater, Agricultural Water, and demonstrated the National Water Strategy of the Kingdom of Bahrain.

Dr. Tom Headley, Senior Wetland Specialist at BAU-

ER Resources Bahrain W.L.L, explained that constructed wetlands play a key role in nature-based solutions for decentralized wastewater treatment by showcasing BAUER's wetland projects in Oman which consists of three case studies (on Household-scale, Community, or Institutional Scale, and Modular and Portable - the ReedBox®).

Mr. David Heinz from Boreal Light GmbH presented the topic Solar Water Desalination – Sustainable Drinking Water Production. He highlighted the challenges Bahrain is facing being an arid Island location, such as the decline of groundwater levels, saline irrigation water, and industrial wastewaters, and demonstrated how Solar Water Desalination system solutions could offer affordable and straightforward solutions.

The webinar was well attended by a high number of participants, 86 resulting in a vivid discussion and professional exchange between both sides. The idea of sustainability and the search for innovative solutions was clearly shown in the presentations and the discussions that followed. Germany is offering innovative state-of-the-art technologies and services in the water sector. Some German technology providers are already present and well-positioned in the market. However, this webinar emphasized the importance of the topic and the further market opportunities for German companies.

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# ALLIANZ CLIMATE LITERACY SURVEY

Time to leave climate Neverland.

**C**limate literacy seems to be worryingly low in Germany, France, Italy, the UK and the US: Just 14.2% of respondents in our survey prove to be truly climate literate. While the results in the four European countries are quite similar, the US stands out with the proportion of those with low climate literacy (i.e. answering three or fewer questions correctly) almost twice as high as in Europe (56.3%). Only 4.9% of American respondents can be considered highly climate literate (answering seven out of 10 questions correctly). Moreover, we find that “the older,

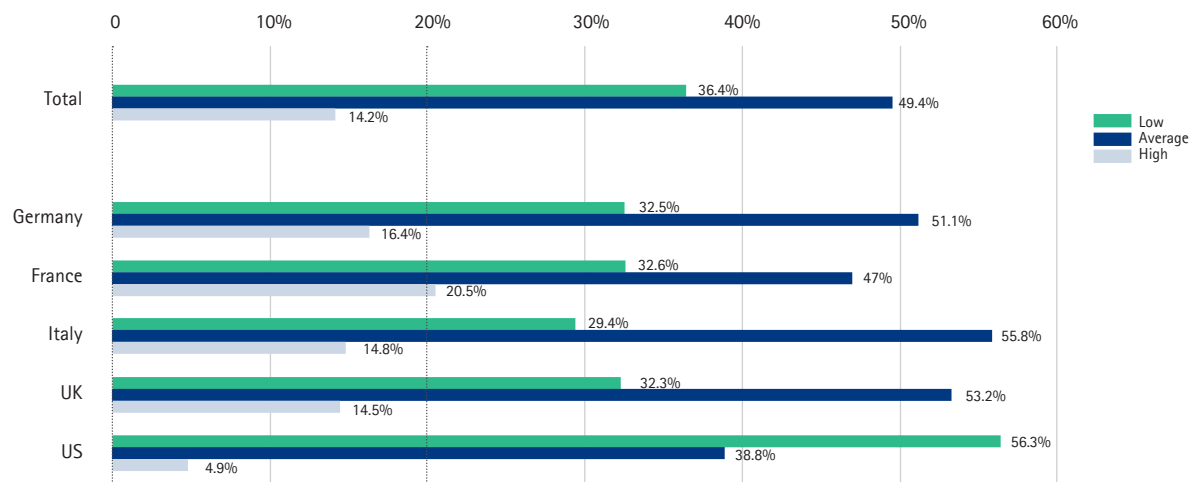
the wiser” does seem to apply to climate literacy overall: The proportion of respondents with a high level of climate literacy is highest among Boomers at 16.3%; Gen-Z only achieves 11.5%.

**Actions speak louder than words: Those with high climate literacy are more than three times as likely to be actively making an effort to reduce their carbon footprints.** The likelihood of doing nothing drops to almost zero if respondents have at least average climate literacy. In contrast, among respondents with only low climate literacy, the share is

13.4%. We also find that it is primarily respondents from older generations who are actively combating climate change by making efforts to reduce their carbon footprints. More Gen-Z respondents say they do not actively engage in actions to tackle climate change (8.2% vs. 5.5% for Boomers).

**Overall, most respondents seem to still live in climate Neverland, massively underestimating the extent of the measures needed and, above all, the speed with which they must be implemented.** Two-thirds of respondents are aware that a temperature increase of two degrees or more

## THE LEVEL OF CLIMATE LITERACY, IN % OF TOTAL RESPONDENTS







would have catastrophic consequences for nature and people. However, only slightly more than half are aware that harmful greenhouse gas emissions must be reduced substantially if such an outcome is to be prevented. And only a meagre 12.2% are aware of the enormous time pressure that climate policy is under: this is the share of respondents that understand that we can carry on as we are for only another eight years before the world reaches its climatic limits.

**What does this mean for policy-makers?** There are three dimensions to spread the climate gospel: engagement for the learner, excellence in material and equity for all. Promoting climate literacy, is creating hope for a world where citizens understand the issues we are facing and are actively involved in reshaping the future of our societies and economies. If we strive to build back better, we should build back literate.

#### **MORE INFO**

For more information, and to read the full survey please scan the following QR Code:



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From single components to complete systems: Coperion offers innovative processing solutions for various industries.

# COPERION ME CELEBRATES 10 YEARS

From a small sales office joint venture to a fully integrated service center for customers from Saudi Arabia and the Gulf region: After its foundation 10 years ago, Coperion Middle East has meanwhile established its reputation as a reliable partner for after-sales services as well as the realization of projects in the field of extrusion, feeding and conveying. As a single source provider Coperion offers state-of-the-art technology and advanced system solutions for various applications and industries.

Over a time span of 10 years, Coperion Middle East has grown to a strong partner for customers in Saudi Arabia and the entire Gulf region. In 2011, Coperion Middle East was founded as a joint venture with Golden Wing with the intention to realize local projects more efficiently and faster. With only a few employees in the initial phase, the new location has facilitated a better support and customer care for all planned or existing installations in the region. Up to this day, services embrace local project coordination and procurement just as much as the making available of processing know-how or the drafting of machine modification studies, thus boosting local wealth creation.

Over the years, the company has continuously expanded its services and offerings so that today, more than 25 employees provide comprehensive services and carry out projects in regard to extrusion, feeding and conveying. The technologies and solutions are used in various industries such as the



plastics, chemicals or food industry.

One big milestone in the history of Coperion Middle East was the relocation and opening of its new facility. In February 2018 Coperion Middle East celebrated the grand opening of the new building and workshop. This new facility, with a footprint of over 1,400 sqm including an over 800 sqm workshop, has enabled the company to provide extended and even faster services for customers in Saudi Arabia and the Gulf region.

With this workshop, equipped with high-end machinery, Coperion offers best-in-class services – from the stock of spare parts to the maintenance of process-critical parts of extruders, feeders as well as rotary, diverter and slide valves. The services include among others die plate grinding, extruder barrel and screw elements overhaul as well as rotary and diverter valves maintenance.

Over the last 10 years, the focus of Coperion Middle East has evolved, and the business has been expanding: In addition to its comprehensive services, Coperion now also offers complete debottlenecking and retrofitting projects as a single source provider. Many years of experience, comprehensive engineering know-how and a broad portfolio of products allow the company to build the best suitable system according to the needs and requirements of the customer. Coperion Middle East is able to leverage the expertise of the entire Coperion Group and thus offer comprehensive solutions – starting from bulk material handling through feeding all the way to extrusion. The local support includes installation and commissioning as well as after sales services such as repair and maintenance.

One example of the various projects that Coperion offers, is a PTA container unloading project which Coperion realized in Saudi Arabia during the Corona pandemic in 2020. This project was a crucial part of the local-supply chain as it helped to maintain the production of PET bottles in Saudi Arabia. Coperion successfully realized this project, including engineering, equipment delivery and installation of the system.

Based on our commitment towards the region and our customers, Coperion's long-lasting customer Sabc has valued this relationship of almost 40 years and therefore secured a strategic alliance partnership. This strategic alliance supports the Kingdom of Saudi Arabia's Vision 2030 program and



Workshop at Coperion Middle East: Equipped with high-end machinery to offer best in class service.

will further target value creation through improved safety and reliability, increase knowledge sharing and technology transfer, manufacturing excellence, cost optimization and increase local content.

To support the Kingdom's Vision 2030, Coperion Middle East focusses on hiring local employees. This effort supports the vision to grow and diversify the economy in the region and increase employment. At Coperion Middle East 7 Saudi people work in sales, administration and service. As Marouane Mansour, General Manager of Coperion Middle East, explains: "We did start and will continue on this path in the future to support the Vision 2030".

We are very satisfied with what we have achieved in the last 10 years and we will continue offering best service and realizing systems projects for our existing and new customers. Coperion Middle East will continue to play an important role in Saudi-Arabia and the entire Gulf region", so Marouane Mansour.

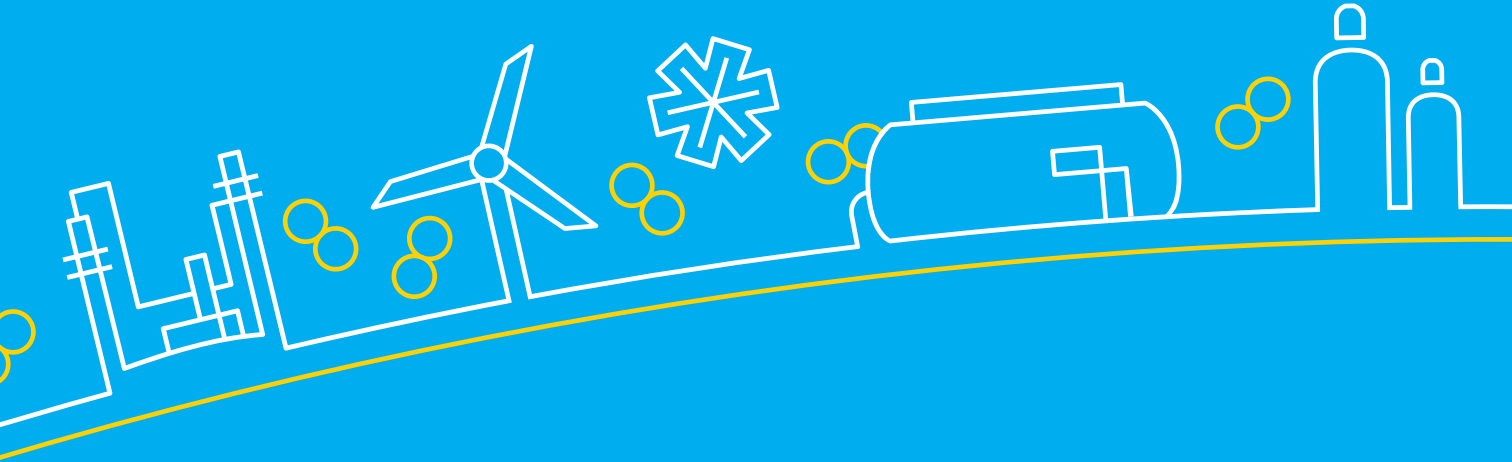
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# KSA'S FIRST FEMALE FOOTBALL LEAGUE

An interesting aspect to strengthen the position of women in the public has been initiated with the launch of the first Saudi Arabian Female National Football Team in 2019. Monika Staab a well know figure in female football has been appointed in 2021 to lead the work to train the national team 11-side, but also to establish the necessary groundwork and infrastructure for a sustainable development of female football in the Kingdom.

One of the most fascinating aspects of the ongoing transformation of the Saudi Arabian society is the increasing participation of women in the society. Football was and is in many countries still very male dominated. In Germany only relatively recently the female national team has witnessed more appreciation in the public.

Monika Staab is a former German football player and has worked already in the region while her assignments as national coach for Qatar (2012 to 2014) and Bahrain (2007). She was the manager of the women's Bundesliga side 1. FFC Frankfurt from 1993 to 2004 and served also as chairwomen of the club. Mrs Staab has worked for FIFA in around 80 countries with different projects. Her main goal is to help develop female's and girls' football around the world.

GESALO had the opportunity to talk to the new female national football coach Monika Staab:

## What motivated you to come to Saudi Arabia?

The Gulf region is not new to me. I have been training the female national team in Qatar and Bahrain beforehand. Taking up the pioneer role in Saudi Arabia seemed very interesting to me and I wanted to take up this challenge as I truly believe that we can make a contribution to strengthen women in the society through sports.



National Women Football Team Saudi Arabia Federation.



**Below:** Laima Bahaian and Monika Staab at the press conference, 21st of Sep 2021 at the Football Federation.

**Right:** National Coach Women Monika Staab.



### **What role does female football plays in Saudi Arabia and how engaged are women in it?**

Football in general plays a very prominent role in Saudi Arabian society. While in the past it was not allowed for women to watch football in the stadium, nowadays you see a lot of women are attending games in person. They are cheering and are as engaged as the male audience and sharing the excitement of the game. This shows that the excitement has leaped to the female world and that has also led to an engagement and interest of women playing football. One could say they



get “infected with the football virus” aiming to become football stars.

### **What did you find when you first arrived? Is there already a structure?**

Since 2019 the Saudi Arabian Soccer Federation is having officially a national futsal female team and also a women football department with Laima Bahaian as a strong head of the women football department. Laima played football since 2006 and always believed in this sport. All sport facilities in the Kingdom must provide access for male and female players. We are currently setting up the structure within the Football Federation for a National team. We are scouting now potential female players for the National Team and have already 400 applicants.

Contrary what is very open reported and perceived by the media outside the Kingdom I have found very committed women and players who are receiving great support from the different institutions and relevant

Ministries like Ms. Adwa AlArifi, she is also a board member in the Saudi Football Federation. She herself played football and now is with Laima the driving force to develop the women's game. We see a great willingness of the government to support female participation in sport.

### **Can you tell us a bit about the female players you meet and the women engaging their life for Football?**

First, I am very impressed by the commitment of the women heading the women department in the Federation. They are very dedicated understanding how to motivate female players within their cultural boundaries and commit them to football. They are strong women who understand and appreciate the opportunity they are given. The Federation is fully supporting them and taking it very seriously. The female players themselves are very ambitious. Some of them must drive 2 hours to reach the training three time a week. They want to achieve success and see themselves as pioneers of a new era.

### **Do you see any parallels to your career in Germany in the late 70s and early 80s?**

Female Football was also not that recognized during my time in Germany. Compared to the male football we were not taking seriously. With my position I can pass on my experience an motivate women to continue their path leading to success. I have been in the last 14 years in over 80 countries to develop the women's game and it always remembers me on that day when I wanted to play with the age of 11. The German Football Federation did not allow us before that officially to play the game after 30th of October 1970. We had to fight for many years to overcome a lot of obstacles and



Four power women: Aliyah Alrasheed, Adwa AlArifi, Lamia Bahaian, National Coach Women Monika Staab.

prejudice to get finally the acceptance in the society to get the opportunity and the chance to also play this game. The game is surely not only made for the men and boys – the women feel a lot of enjoyment and fun when they are allowed to play the game. The women are out here so passionate about the game and they just would like to play this beautiful game like men and boys do.

**Could you please elaborate on that point? You mentioned in one of your interviews that you were giving a coffee set after a successful game**

This was when the national women team did win the first European Championship in 1989 as a reward for the outstanding performance – ZDF and ARD broadcasted the first time from the women's game. 23000 spectators were going to the stadium

in Osnabrück and many were waiting outside to get in.

**How do you see the potential of the Saudi Female National Team to win a trophy?**

The long-term strategy plan the Saudi football women department has made up is a very good plan which can be successful in 5 years' time. It is very important to start with young players to ensure the future in women football. So, the Saudi will have one day a good U-17 national women team which will be able to compete in the AFC Championship. Of course, 5 years later these players gain again very much experience by playing international matches thus they will be mature to play one day a very good role in the A- National Football Team. For now, it is important to play international friendly matches to en-

ter in the FIFA rank list and to gain experiences in playing on the 11-side field. I think it can be a realistic aim to be in 10 years' time in the top 10 of the AFC if the strategy will all being implemented.

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# IN THE SPOTLIGHT! H.E. DIETER LAMLÉ

H.E. Dieter Lamlé is the new Ambassador of the Federal Republic of Germany to the Kingdom of Saudi Arabia.



The new Ambassador of the Federal Republic of Germany to KSA:  
H.E. Dieter Lamlé.

**Please tell us more about your motivation selecting Saudi Arabia as your new post.**

For me it is the first time that I am assigned to an Arab country. I always wanted to work in this exciting part of the world and learn more about the region. Saudi Arabia is one of the most interesting and challenging countries, not only in the region. Since I like challenges I applied for Riyadh as German Ambassador. My previous posting was in Hong Kong and after 4 years in that part of Asia it is very nice to be in a completely different environment.

**What are your first impressions about Saudi Arabia?**

My first impressions are very positive. Saudi Arabia is a fascinating country with exciting places to visit. People here are overwhelmingly hospitable. In only three months I have already met so many friendly and interesting people from different backgrounds whom I enjoyed talking to and learning from about the fascinating culture and history of Saudi Arabia.

**What did surprise you most when arriving in Riyadh and what did you do not expect at all?**

When you arrive to a new post, everything is surprising and astonishing. My wife and I are very much interested in getting to know all the aspects of Saudi lifestyle, in particular its culture, nature and landscapes. Therefore, we decided to be very active outside the Diplomatic Quarter – we already travelled to Jeddah, Dammam, Al Khobar and Jubail. In addition, we did what most of the Saudi people do: we went to the desert with a group of



friends. What a wonderful experience! We also attended the famous falcon auction and really enjoyed this exciting event. What did I not expect? How hot and difficult to bear 50 degrees Celsius can be! We arrived end of July and the first weeks were quite tough, weather-wise.

**In the last months you have already seen a lot of the Kingdom since your arrival in August. The GESALO Team organized for you a business trip to the Eastern Province in October, visiting the economic power house of Saudi Arabia and talking to several German companies. What were the insights you took from the trip?**

During our trip to the Eastern Province I visited a number of Saudi and German companies operating there, and I was delighted to experience a very positive and optimistic spirit. The longstanding friendship and trust between Saudi Arabia and Germany has been very visible, and the interest in German technology was high. I will continue to promote these outstanding relations. Together with our Saudi partners we are committed to be a reliable partner in the implementation of Vision 2030.

**What is your Vision for Germany in Saudi Arabia?**

Germany wants to support Saudi Arabia in its breathtaking transformation process. We follow with respect and admiration the rapid changes that are happening in Saudi Arabia: the role of women in society and business life, the evolution in the sphere of culture and entertainment, the aspiration to make the Saudi economy leading for the challenges of the 21st century. As G20 members we share many common interests, starting with climate protection, energy transition or the fight against international terrorism. My personal vision would be to bring more Germans to Saudi Arabia as tourists, official delegations or business people, curious and interested in experiencing a Saudi society in motion. I am sure that they will leave the Kingdom as friends and I will work hard to make this possible.

**As a diplomat you are a globetrotter by default and have worked in different many countries.**

**What are the key lessons learnt you can share to be a successful leader and negotiator in different cultural environments?**

The most important point is to listen to your counterparts and to have a very open mind. Learning as much as possible about the different political, economic, cultural and social aspects is essential for gaining a better understanding of our host country. Without this profound understanding it is not possible to build bridges between countries, institutions, companies and people, which is the most important pillar of the professional work of a diplomat. I am happy and grateful for what I was already able to learn about Saudi Arabia, but of course, there is still a long way to go ...

**Please tell us more about a typical day in your life as ambassador (wake up, breakfast, work, any daily routines)**

A very typical aspect of a typical day of an Ambassador is that there is no such thing as a typical day. Every day is different, unpredictable and challenging. Daily routines include meetings with the staff at the Embassy. These are very important, because without the backing of the team my work would not be possible. Let me also mention the close cooperation with GESALO that takes place on an almost daily basis. This coordination between politics and business is an outstanding combination that helps strengthen our mutual commitment.

**What is your favorite city in Germany?**

My favorite city in Germany is our capital Berlin, and I strongly recommend every Saudi who has not yet been there to visit this vibrating and exciting city in the heart of Europe.

**What is your favorite German author?**

My favorite German authors are Martin Walser and Siegfried Lenz.

*“ We follow with respect and admiration the rapid changes that are happening in Saudi Arabia ”*

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# GERMAN DELEGATION ON WASTE MANAGEMENT AND RECYCLING

Dr. Dalia Samra Rohte  
welcoming the German  
delegation in Riyadh.

On the 6th and 7th of December we welcomed the German Delegation in the field of Waste Management and Recycling to Riyadh. The rapid developments in the Waste Management and Recycling Sector offer great opportunities in the Saudi Arabian Market. Saudi Arabia is aiming to achieve landfill diversion and increasing recycling rate.

**T**he Delegation is part of a Showcase Business Trip for German companies in the field of Waste management and recycling in Riyadh Saudi Arabia, which we organized on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) and in cooperation with our partners MENA Business GmbH, the associations RETech (German RETech Partnership e.V.), BDE (Bundesverband der Deutschen Entsorgungs-, Wasser- und Rohstoffwirtschaft e. V.) as well as the Chair of Waste and Material Flow Management at the University of Rostock

Institutional group visits to some of the most relevant Saudi institutions and companies, such as Tadweer Saudi, Saudi Investment Recycling Company (SIRC), MWAN, and Riyadh Municipality





Individual B2B Meetings at the German Waste & Recycling Symposium.

took place. The following day the German participants presented their companies at the Symposium. Specialized lectures and Know How Exchange in relation to the waste sector were planned. During the symposium and afterwards contacts and B2B meetings have been arranged between the German companies and potential local business partners and institutions.

With the Vision 2030, Saudi Arabia has embarked on an economic transformation and diversification process. Part of the vision is setting up of a circular carbon economy. The development of a recycling sector and reforming the waste management sector is one of the basis for the envisaged circular economy.

There is a growing awareness in the country that ecological absorption capacities are finite if population growth continues at a high rate. With a population of around 35 million, Saudi Arabia generates more than 15 million tons of solid waste per year. The per capita waste generation is estimated at 1.5 to 1.8 kg per person per day.

To build the industry from the ground up, the Saudi Investment Recycling Company (SIRC) was established. SIRC is part of the PIF (Saudi Public Investment Fund) and aims to become the largest recycling company in the Gulf Cooperation Council (GCC). SIRC's goal is to develop a

comprehensive concept for waste management in the country. By 2035, SIRC is expected to recycle 85% of already industrial waste and 15% of hazardous waste. German expertise is in demand for this.

Furthermore, the National Waste Management Center, the Riyadh Municipality and the Saudi Investment Recycling Company, SIRC, signed a tripartite memorandum of understanding (MoU), to start integrated waste management and waste recycling activities in Riyadh.

The local industrial players such as Aramco and SABIC are also embarking on a strong sustainable approach. Sustainable chemicals as well as plastic recycling are among many approaches on their agenda.

The delegation came at the right time as these developments offer great potential for German technical service providers as well as technology providers with innovative and sustainable solutions, enhancing the bilateral business relationship between the countries

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# PETROCHEMICAL DELEGATION TO SAUDI ARABIA & BAHRAIN

**T**he petrochemicals sector is concentrated in the Eastern Province of Saudi Arabia with the cities of Dammam, Al Khobar and Jubail. Even though neighbouring Bahrain has only limited crude oil reserves, it benefits from its proximity to Saudi Arabia's east coast and boosts its petrochemical production by importing up to 226,000 barrels/day (bbl/d) of crude oil and refining it into petrochemical products. Both countries have several large-scale petrochemical projects in the planning or implementation stages. In Saudi Arabia, there are several joint ventures and close cooperation between German and Saudi Arabian companies. Beyond that, Germany is the main supplier of chemical products to Saudi Arabia.

Given this background on the 25th of September 2021 ten companies in the field of Petrochemicals arrived at the Dammam Airport to participate in the first in-person Business Delegation to Saudi Arabia and Bahrain since the start of the pandemic.

The delegation was part of the Marketing Assistance Program of the German Ministry of Economic Affairs and Energy (BMWi) organised by the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) with our partner the VDMA and Mena PP.

## DAY 1

The Delegation's aim was to explore the potential of the petrochemicals market in Saudi Arabia and Bahrain. Our German-Saudi Symposium for Petrochemicals was a full success.

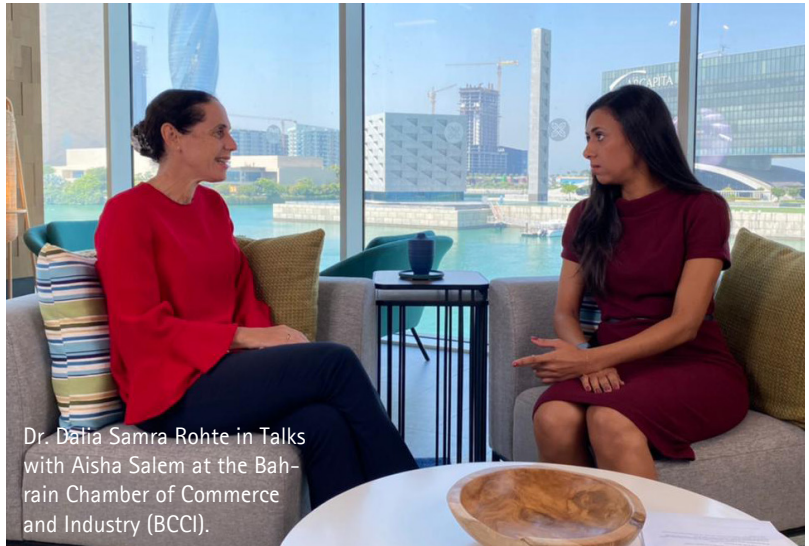
Furthermore, Information and ideas have been shared and collected, new opportunities introduced and connections for strong German-Saudi ties made. Starting off with the Symposium at the Kempinski Hotel in Dha-

The Delegation at the Royal Commission for Jubail & Yanbu (RCJY).





ran with presentations from SPARK, MISA, SABIC, Asharqia Chamber and the German companies took place. Moreover, a fruitful exchange between the delegation and many business representatives was possible. After two years of virtual meetings, we saw great engagement from all sides. As part of the Business Trip the delegates had group visits to the major players in the sector like Saudi Aramco, SABIC, TASNEE and institutional players like the Royal Commission of Jubail. Apart from the group visits the participants also engaged in several individual B2Bs to explore future business opportunities and/or renew already existing business relations with their Saudi partners.



Dr. Dalila Samra Rohte in Talks with Aisha Salem at the Bahrain Chamber of Commerce and Industry (BCCI).



Photos: GESALO (3)

## DAY 2

New insights on how an industrial city in the eastern province of Saudi Arabia looks like, were collected. During the Trip we visited Jubail and started off with a visit to SABIC where the German companies gained great insights on an industrial city in the eastern province of Saudi Arabia. We appreciate the warm welcome of SABIC.

Afterwards we went to see Coperton, a German Company that made the step to open a production line in Jubail and provided insight into the opportunities and challenges of operating in Saudi-Arabia. Then we visited TASNEE where we met with Mr. Mustafa Tammar, who gave us a short tour through the facilities where we quickly found German know-how in action.

Our last stop in Jubail was the Royal Commission of Jubail. The Royal Commission for Jubail and Yanbu is an autonomous organization of the Saudi Arabian Government. RCYJ plans and boosts investment, develops and manages the cities of the petrochemicals industry and energy-intensive indus-



Welcoming the guests to the symposium by the GESALO Team.

tries through focusing and integration with customers, investors, employees, the community, and other partners.

### DAY 3

After very great and successful days in the Eastern Province of Saudi Arabia, the post Covid Delegation departed to the Kingdom of Bahrain. Thanks again to the warm welcome at the German Embassy in Bahrain by H.E. Kai Boeckmann. We had a wonderful reception at the Residence of the German Ambassador to Bahrain and got briefed on the business environment of Bahrain.

Also present was Shelf Drilling with many years of experience of operating in Bahrain as well as Saudi Arabia,

providing the Delegation with first-hand insight of the market.

### DAY 4

The last day of the trip was filled with visits to the big players of the industry: BCCI, Bapco and GPIC.

The Bahrain Chamber of Commerce & Industry (BCCI) organized B2B meetings at the Hilton Garden Inn. There was a great exchange between the Bahraini and German companies. After the morning B2Bs the delegation set off to meet the major players in Bahrain. Starting with BAPCO the delegation met

with the CEO, Dr. Dawood Nassif, before going on a tour to their facilities. The modernization program of Bah-

rain Petroleum Company (Bapco) also benefits the downstream industry and the manufacturing industry, as well as the ongoing offshore exploration and production activities, thus enabling the achievement of significant long-term economic benefits. After BAPCO we headed to GPIC, the main player in the field of petrochemicals in Bahrain. After a warm welcome by its President, Dr. Jawahery, we introduced our ourselves. During the introduction, one of our delegates stood out, as his company has been working with GPIC for an extended time and both scheduled an instant meeting at the sites of the visit. Moments like this once again highlight the opportunities that arise when participating in delegations particular in-person. The trip was rounded up by a business lunch.

*“ New opportunities and connections arose from the meetings. The participants took the chance to share information and new insights on the Saudi market. ”*



Welcoming reception at the Gulf Petrochemical Industries Company (GPIC).

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# AHK WORLD BUSINESS OUTLOOK

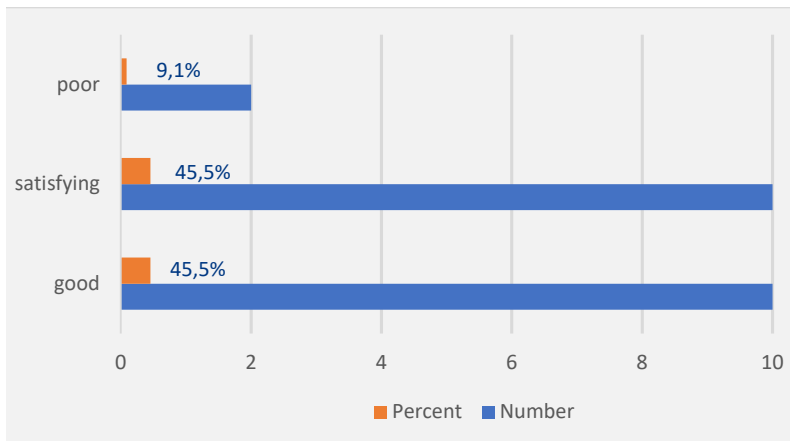
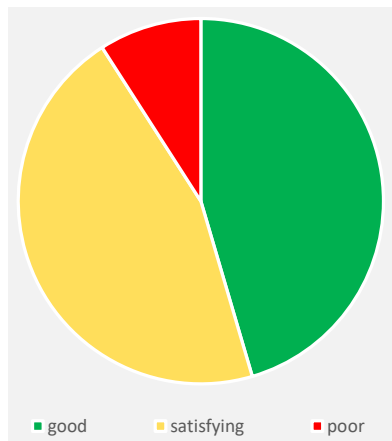
AUTUMN 2021

Dear Ladies and Gentlemen,

the economy is still facing the consequences of the coronavirus pandemic and problems in the international supply chains are hampering the economic recovery process.

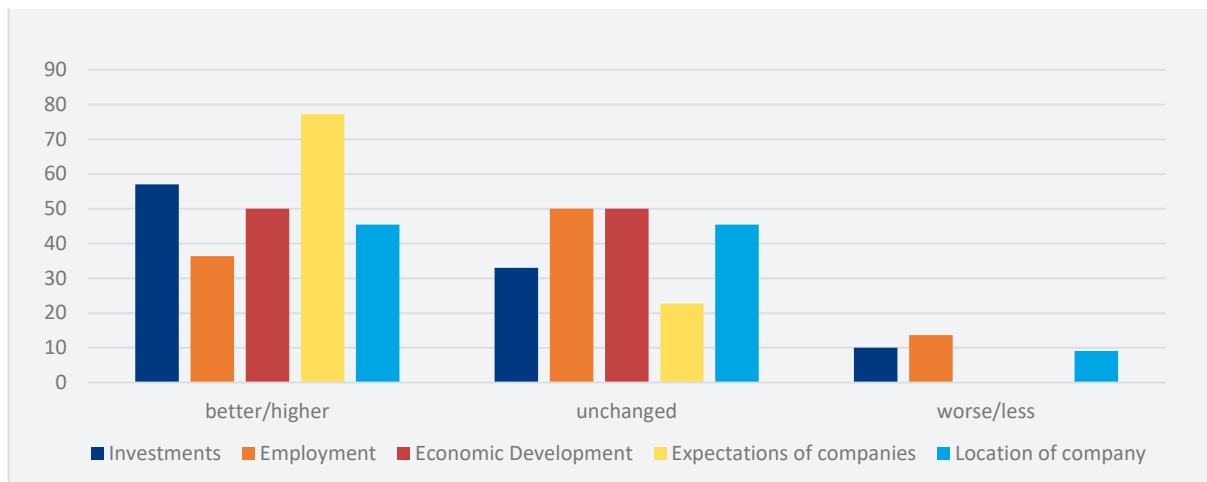
What is the current state of the global economy? In order to be able to demonstrate the current challenges for German companies but also the successes in international business, the global AHK network together with the DIHK regularly conducts a survey on the economic situation and future expectations. 3,200 companies participated worldwide, for Saudi Arabia 22 companies completed the survey. Below you will find an overview of the statistic evaluation for the Kingdom of Saudi Arabia.

How do you evaluate the current situation of your company?

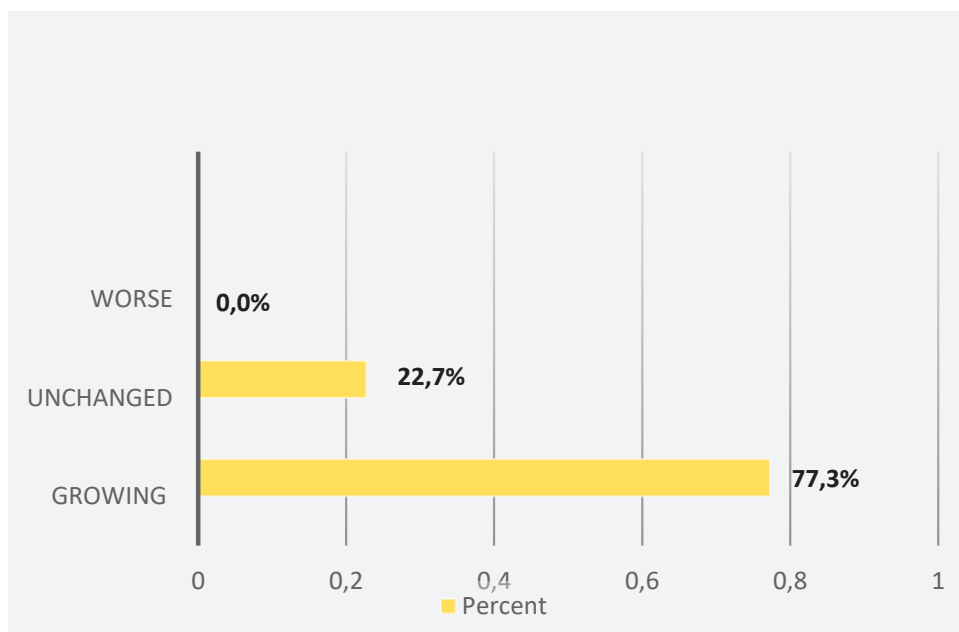




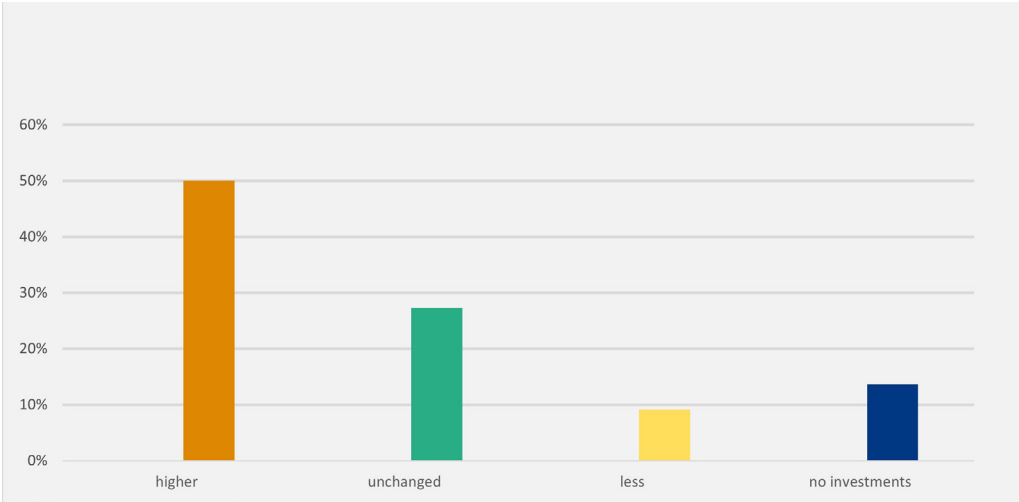
How do you evaluate the current situation of your company (compared to 2020)?  
Overview Saudi Arabia (in percent)



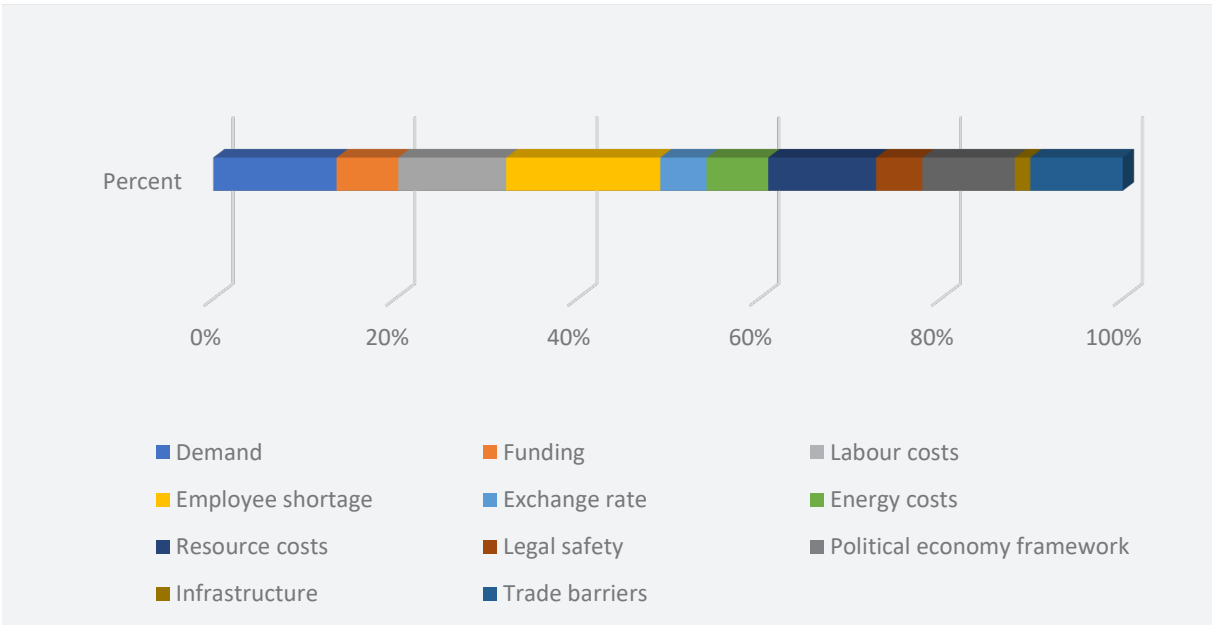
What business development do you expect for your company in the next twelve months?



How is your company's spending on investments likely to develop over the next twelve months (in percent)?

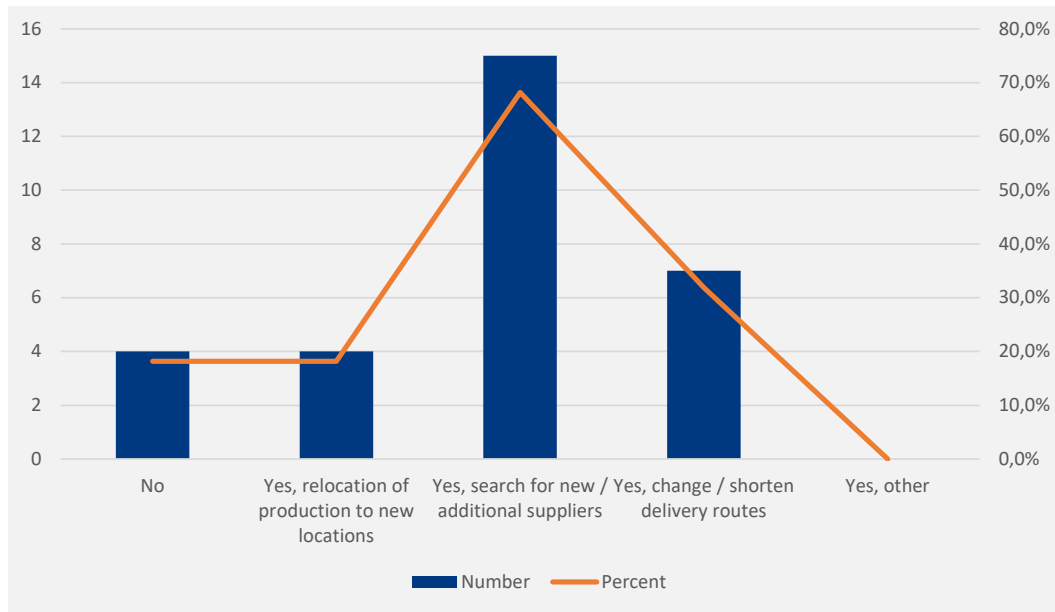


Where do you see the greatest risks in the economic development of your company in the next twelve months?





### Are you planning to diversify your supply chain or have you already made adjustments?



### Which factors are particularly relevant for you when choosing new / additional suppliers?



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# GESALO VISITING AL QASSIM

**A**griculture is the cornerstone of Al-Qassim's economy; therefore, our focus was to visit and connect with businesses operating in this sector and support them to exhibit at German trade fairs like International Green Week and Fruit Logistica. During our visit to Al Qassim region, we visited date farms, greenhouse plantations and agribusinesses to outline opportunities and access to new markets.

Despite being the largest producer of luxury dates and exporting them around the globe, Qassim is also well-known for its pharmaceutical sector. SPIMACO a Saudi Joint Stock company that develops, manufactures and sales pharmaceutical products and medical appliances is based in Burayda, Qassim and offered us a tour around its state-of-the-art production plant.



**Above:** Visiting SPIMACO in Burayada.

**Right and below:** Agriculture in Al Qassim.





Qassim region is an interesting mixture of tradition and innovation. Historical markets, full of agricultural assets and progressive and forward-thinking in terms of education and Science. We were invited to visit and marvel the newly build Abdullah Hamad Al Zamil Science Oasis in Onaiza, Qassim. This very impressive and innovative museum and education center was inaugurated later this year in October 2021

Last but not least, Qassim is a region of great hospitality. Therefore a huge thank you to the Unaizah Chamber Of Commerce & Industry and the Secretary General, Adel Al Rashid for the hospitality and organizational support of our trip.

Photos: GESALO (7)



Visiting the Abdullah Hamad Al Zamil Science Oasis.



Impressive education center as part of the science oasis.



Meeting with Mr Nazar Al Harakan from Unaizah Chamber.

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# THANK YOU

We would like to thank our partners in the GESALAW Network who have updated in 2021 the German business Community with regular articles and webinars on different legal changes such as PPP & Privatization, Merger and Acquisitions, Data Protection law or Management of Receivables & Litigation in the Kingdom of Saudi Arabia.

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# KSA APPROVES NEW PERSONAL DATA PROTECTION LAW

On the 16th of September 2021, the Saudi Arabian Data & AI Authority announced that the Council of Ministers approved the Personal Data Protection Law. This law aims to protect the collection & processing of personal data without an owner's consent.

**A**lthough the use of personal data has already been partially regulated in several Saudi laws, this is the first time in the history of the Kingdom that a special data protection law (PDPL) has been enacted. The announcement triggered a deadline under which the law will take effect on 23rd of March 2022. From this date, the data controllers have one year to adapt the existing regulations to ensure compliance.

This new PDPL is also in line with the digitalization of the society and will boost the Kingdom's digital transformation process according to the national Vision 2030 transformation plan. This law is expected to empower the economy and help to create a favorable regulatory environment for business growth and attracting foreign investments.

The Law defines personal data as data that enables a person to be identified, whether directly or indirectly. These data are mainly, but not limited to names, identification numbers, addresses, financial/ personal records, or pictures which are basically suitable for identification. The regulations are intended to prevent abuse or transfer of this data to other entities.

Under the new PDPL there are some main principles, such as the relevance of the collected data, accuracy, purpose limitation of the data and the principle that data should not be stored longer than necessary. According to the legal regulations, it will be illegal in the future to use personal data to send marketing or awareness-raising materials to individuals unless the consent has been obtained. There are exceptions to this rule, for example information material from public authorities.

The legislation provides various rights of data owners, including the right to withdraw the consent to the use of data at any time that is required in principle, to be informed of the legal basis for the contemplated personal data processing, to know the purpose of the data collection, to have inaccurate personal data updated and the right to have personal data destroyed if the purpose is fulfilled.

Last, there are certain obligations of controllers that apply after the one-year deadline like for example ensuring data security, record of processing, reporting data breaches and destroying personal data after the purpose has been achieved.

Violations of the PDPL carry stiff penalties, such as imprisonment of up to two years and/or a fine of up to SAR 3,000,000 for anyone who discloses or publishes sensitive data in violation of the law.

In the end, all the new rules will also lead to individuals being more willing to provide and share their data in the future, as the regulations clearly outline the limits of collection and processing, whereby the regulation will strengthen the sense of responsibility for individuals and entities and consolidate respect for privacy.

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# AMENDMENT TO CUSTOMS REGIME

An overview on recent legislative developments.

On 22 June 2021, Saudi Arabia has issued Royal Decree M/3852 on National Rules of Origin. This decree amended the treatment of products imported from GCC countries into Saudi Arabia. According to the decree products manufactured in a GCC country will not benefit from the treatment as GCC products, if they are produced:

- in a free zone;
- using Israeli supplies or by (partially) Israeli owned manufacturers;
- using less than 40 percent local supplies; or
- by companies that employ less than 25 percent locals.

Thus, where products are manufactured (1) in a free zone located in a GCC country or (2) onshore in a GCC country using Israeli supplies, these products will not be treated as GCC products. When imported into Saudi Arabia these goods will be subject to the same customs and tariffs as products produced outside of the GCC region. It is not entirely clear whether these restrictions will apply only where a specific amount of Israeli content is included in the product or its productions. The decree simply states that any good that contains an Israeli component shall not be deemed a product of GCC origin. Thus, as of now, the decree could be understood that no Israeli content can be included in a product for it to qualify as a GCC originating product. Furthermore, the decree explicitly states that all products manufactured by company owned wholly or partially by Israeli nationals and companies listed on the Israeli boycott declaration shall not be deemed of GCC origin in respect to customs and tariffs.

With respect to the requirements of quotas for local employment and local supplies, the decree provides for somewhat more differentiated regulations. In principle, to qualify as a GCC product the good must be produced onshore in a GCC country, without Israeli content (see above) by a company employing at least 25 percent local staff and at least 40 percent local supplies. Still, where the manufacturer employees less than 25 percent – but at least 10 percent – local staff, its products could still benefit from the preferential treatment of GCC products when imported into the Kingdom, if over 40 percent local supplies were used in the production of the goods. Similarly, where a manufacturer employs more than 25 percent local staff, the percentage of local supplies used can be reduced without losing the classification as GCC originating products, provided local supplies included are not less than 20 percent.

The requirement to employ local staff will make it difficult for companies manufacturing in the United Arab Emirates or Qatar to meet the conditions for their goods to be qualified as GCC products. In these countries the percentage of local staff is typically low.

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# THE SAUDI PERSONAL DATA PROTECTION LAW

**F**ollowing a wave of data protection laws, spearheaded by the European Union's General Regulation on Personal Data, the Kingdom of Saudi Arabia (KSA) follows the regional trend of enacting its own Personal Data Protection Law (PDPL) by virtue of Royal Decree M19/1443 approving Saudi Arabia Cabinet Decision No. 98/1443.

The PDPL introduces a comprehensive data protection regulatory framework in KSA; before its publication, data protection was spread across several laws and regulations, such as the E-Commerce Law (Ministerial Decision 200/1440), the Cyber Crime Law (Royal Decree M17/1428), the 2020 Data Protection Interim Regulations of the National Data Management Office (NDMO) and several others.

The PDPL will enter into force 180 days after its publication in the Official Gazette on 24 September 2021, i.e., on 23 March 2022. However, businesses have been given a grace period of one year from the effective date to become compliant. This means enforcement will commence on 23 March 2023. It is not clear if the NDMO's Data Protection Interim Regulations will be suspended by the PDPL. Many practical issues and details are not regulated by the PDPL and are instead left to the Implementing Regulations (IR), which are yet to be enacted.

## SCOPE OF THE PDPL

The PDPL applies to "any processing of personal data related to individuals

that takes place in KSA by any means, including the processing of personal data related to individuals residing in KSA by any means by any entity outside KSA". It addresses the collection, transfer, processing, disclosure, publication and destruction of personal data in general and in specific categories such as health and credit data, in particular. The PDPL establishes rights of data subjects (always individuals) as well as obligations and duties for data controllers.

## DATA CONTROLLERS & DATA SUBJECTS

Businesses in KSA regularly assume the position of data controllers, which are defined in the PDPL as "[...] any legal or natural private person, that defines the objectives of data processing and its ways regardless if it processes the data through direct means or by using a data processor". As data controllers, businesses are subject to certain requirements as defined in the PDPL.

Data subjects enjoy several core rights under the PDPL such as rights to information, access, correction and destruction of personal data.

## PROCESSING, DISCLOSURE AND TRANSFER OF DATA

Data processing relies largely on the consent of the data subject, especially where data is used for marketing activities. Most details in this regard, i.e., how consent may be given, are yet to be defined by the IR. Furthermore, data controllers must adopt data pri-

vacy policies and ensure adequate storage and protection of the collected personal data.

The disclosure of personal data requires the consent of the data subject. Furthermore, transfer of data outside KSA is highly restricted and data controllers must obtain an approval from the competent authority; an exemption may be granted if the data is not sensitive and if an adequate level of protection of the data outside KSA is ensured. It is currently not clear how liberally such exemptions will be granted.

Data controllers may become subject to a registration requirement with public authorities and certain economic activities may become subject to regulatory approvals and licensing in accordance with the stipulations of the IR.

The PDPL contains several penalties and administrative sanctions in case of non-compliance.

The PDPL is a complete overhaul of the data protection regime in KSA; however, key details are yet to be enacted in the form of implementing regulations. Businesses should carefully monitor the legislative developments in this regard and ensure compliance with the PDPL standards by 23 March 2023.

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# KSA ESTABLISHES NEW REQUIREMENTS FOR MAJOR FOREIGN COMPANIES

Companies operating in Saudi Arabia must be aware of the Kingdom's unique local legal system and prepare accordingly.

**T**he Kingdom is undergoing an ambitious transition from tradition to modernity, with all the challenges and identity issues that this entails. Thus, the country has initiated far-reaching economic and social reforms to attract investors. The aim is to make the Kingdom an easier place to live and work, and to reduce the bureaucracy that has long deterred foreign investors. In addition to planning a separate free trade zone the size of Belgium, there are plans to develop a high-tech city in Neom. The goal is to build Riyadh into the most important financial and trade center in the Middle East. The focus is on greater private sector participation, the privatization of numerous state activities and the development of various strategic industries.

The New Requirements established mid-February 2021 should also be seen in this context. From 2024 onwards, companies participating in public tenders or bidding for other state contracts in the largest economy in the Middle East, are forced to prove that they have their own Regional Head Quarter, regularly in the form of a local limited company, in Saudi Arabia. In this context, it is not sufficient to simply put up a "Regional Headquarters" company sign, but proof must be provided of significant operational processes and responsible personnel on site. Thus, it will not be possible to obtain the required investment license, articles of association or commercial register registration for a company to be established if it will not be registered as the regional headquarters of the company. This is to be ensured in a supplementary manner,

by submitting an office lease agreement also for the purpose of employee registrations.

Until this decree is issued, the Kingdom of Saudi Arabia intends to push ahead with the initiated legal and economic reforms to create the perfect environment for foreign investors in a flourishing economy.

This New Requirements have already prompted some major companies to rethink their corporate strategy for the Middle East. Earlier this year, several foreign companies already agreed to set up regional offices in Saudi Arabia instead of overseeing operations from Dubai, for example.

Any future corporate engagement in Saudi Arabia should strategically consider these aspects. We will be happy to advise you on all questions regarding your present and future local engagement in the Kingdom, be it the establishment of a branch, the setting up of a company or the establishment of the regional headquarter.

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# WHEN JOINT VENTURE RELATIONSHIPS COME TO AN END

Separation of business partnerships must be structured around the interests of each party to become successful

## TRUST IS THE KEY ELEMENT

Like all relationships, joint venture projects with a local stakeholder start with the alignment of objectives between the future partners. The biggest threat to a lasting and profitable collaboration comes from poor understanding of roles and role-related difficulties, which over time often leads to a loss of trust. This proves to be especially true in a business context where the local partner takes on the role of silent investor, while the foreign stakeholder takes the technical lead. Ventures thoroughly structured right from their incorporation, designed around clearly defined contractual, organizational, and performance-related pillars prove to be more successful. Yet, an often neglected, although essential part, is the exit strategy and the related exit triggers.

The separation of the partners is a natural step of any business lifecycle. It is therefore in the very interest of everyone involved not to suffer the event as a loss causing fatality but rather to turn separation into an opportunity to maximize value. This should be done both by analysing the reasons that have led to the separation, and by clearly defining the

objectives that each counterparty pursues in the separation. Problems arising from a lack of trust or hidden agendas can be avoided very successfully if the separation follows a previously agreed path.

## COMPANY VALUATION VS. MERE FINANCIALS

Along this path, financial modelling alone is usually not enough to successfully wind down a joint venture. While the legal process of separation cannot be completed without the unbiased determination of intrinsic company values, it is often not enough to determine the value based on existing assets and forecasted sales alone, since most disputes center around the value attributable to the goodwill of the venture. Several models exist how to reduce the perceived gap between valuation and closing price which often prevents the departing parties from reaching an agreement. The most successful of these models are continued market entry support, on the one hand, and innovative payment terms such as success-based profit-sharing schemes or equity/debt swaps, on the other hand. Furthermore, risk-sharing models can be used to justify an increase of the value of the transaction while their very existence proves that shared interests may continue to prevail far beyond the date on which the legal separation takes effect.

Ideally, the parties will agree on a neutral party to evaluate the venture. If such an agreement cannot be reached,

each party may call upon its own advisors to produce a valuation and provide strategic negotiation support. The winning mix that guarantees the successful separation of joint venture partners is therefore a combination of forward-looking business planning, professional company valuation that goes beyond current financials, and a negotiation strategy that balances the interests of all stakeholders.

Regular preparations for a possible departure scenario are another way how to make separation a success: Indeed, even if the business partners have no intention yet to separate, regular alignment on roles and responsibilities and prophylactic company valuations within normal business planning can both extend the lifecycle of a collaboration and make the end of such lifecycle a win-win situation for the ex-joint venture partners.

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# IOT IMPLEMENTATIONS IN SAUDI ARABIA

Revolutionizing the Kingdom through technology & German IoT implementations.

**I**nternet of Things (IoT) is a network of things with built-in automation that allows internet connectivity and refers to the association between these things and systems that can connect to the internet. IoT allows integration beyond standard devices, such as computers and smartphones, and it has broadened with a variety of everyday devices.

A recent report of the Communications and Information Technology Commission (CITC) shows that IoT offers a viable opportunity to SMEs in the Kingdom. Among the major industries where IoT was deployed, we can mention manufacturing, automotive, transportation & logistics, retail, public sector and healthcare.

According to Saudi Gazette, in 2019 nearly 81% of companies in KSA implemented IoT uses. It benefited businesses with savings, new income streams and expanded production performance. IoT platforms are employed in many successful projects; such as smart cities, grids, metering, transportation, logistics, automated manufacturing, connected heating, venting and air conditioning.

In partnership with world-class technology experts, the Ministry of Communications and Information Technology (MCIT) in Saudi Arabia has launched dedicated hubs driving implementations of the latest technologies, including Artificial Intelligence, machine learning, IoT and Blockchain.

Government regulations are also driving the adoption of IoT use cases in the Kingdom; such as the Ministry of Interior's mandate for all commercial premises to be equipped with an intelligent CCTV Security and Surveillance system, the

Ministry of Transport and Logistic Services' mandate that a fleet management system manages all heavy-duty and commercial vehicles, while Saudi Electricity Company (SEC) used 10 million smart meters for its users across the Kingdom.

In 2018, a shared initiative between MCIT and Huawei boosted the development of products and applications and encouraged an open and participatory IoT ecosystem. Under this cooperation, Huawei also made available one million dollars of funding to developers to accelerate IoT adoption.

According to Entrepreneur, MCIT has structured and launched the Universal Service Fund (USF), which is financed by 9 billion Saudi Riyals (USD \$2.4 billion) from the government and paired with 6 billion Saudi Riyals (USD \$1.6 billion) from the Kingdom's leading telecom operators, to enhance the quality and range of the digital infrastructure beyond major cities to remote and rural areas. In the first round of the plan, and intending to address the challenge of building digital skills, MCIT also launched a multi-phase program to prepare 40,000 beneficiaries with future skills, and aims to create 20,000 high-quality jobs in the ICT sector by 2022. To date, they have generated opportunities for and employed more than 4,000 individuals and guided more than 24,000 trainees.

The MCIT Digital Innovation Center team targets e-sports, e-learning, and telehealth, and hopes to see more Minimum Viable Products (MVPs) built around IoT and other emerging technologies.

## 20k

High quality jobs in the ICT sector: MCIT's aim by 2022.



81% companies in KSA: implemented IoT uses in 2019.

## CONTACT



**AHMAD ALJURYIED**

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# EXPLORE & CONNECT

GESALO are the official representatives of some of the most renowned German trade fair companies. We help companies from Saudi Arabia, Bahrain and Yemen to exhibit their products and services in the shows we represent and thereby to establish and strengthen business connections. Our exhibitors and visitors receive a personalized and targeted service. Whether you are interested in exhibiting in a fair or just to visit, please contact Rasha Moslem, Trade Fair Officer at [moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com).

**JAN 22 - 30**



**WHAT** *boot Düsseldorf*  
**WHERE** *Düsseldorf*  
**WEB** *[www.boot.com](http://www.boot.com)*  
**CONTACT** *Mrs. Rasha Moslem,*  
*[moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com)*

**Discover a unique world!**

Everything a watersports lover could dream of will be waiting for you here again then, just before the new season starts. In addition to boats from a huge variety of classes, attractive travel offers and equipment, there will again be many magically inspiring highlights, such as the new glass diving tower and the various activity areas.

**FEB 02 - 06**



**WHAT** *spielwarenmesse*  
**WHERE** *Nuremberg*  
**WEB** *[spielwarenmesse.de/en/](http://spielwarenmesse.de/en/)*  
**CONTACT** *Mrs. Rasha Moslem,*  
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Experience the Spirit of Play at the key meeting point for the toy industry. As the largest and most important event of the year, the toy fair in Nuremberg brings together all international decision-makers. Well-known brands, trendy start-ups, buyers for major chains, independent retailers and large numbers of media representatives combine to make the Spielwarenmesse® a unique event for all players in the toys and games market.





# FEB 11 - 14

## INHORGENTA MUNICH

**WHAT** INHORGENTA

**WHERE** Munich

**WEB** [www.inhorgenta.com/en/](http://www.inhorgenta.com/en/)

**CONTACT** Mrs. Rasha Moslem,  
[moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com)

Europe's leading platform for jewelry, watches and gemstones. Discover fascinating jewelry collections, inspiring design jewelry, and brilliant business, and experience the gleaming facets of INHORGENTA MUNICH. Europe's leading platform is making a strong statement with a new date for the event in spring 2022.

# FEB 15 - 17

EuroShop Trade Fairs

## EuroCIS

**WHAT** EuroCIS

**WHERE** Dusseldorf, Germany

**WEB** [www.eurocis-tradefair.com](http://www.eurocis-tradefair.com)

**CONTACT** Mrs. Rasha Moslem,  
[moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com)

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# MAR 04-06



**WHAT** Beauty

**WHERE** Dusseldorf, Germany

**WEB** [www.glasstec-online.com](http://www.glasstec-online.com)

**CONTACT** Mrs. Rasha Moslem,  
[moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com)

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# APR 05 - 07



**WHAT** Fruit Logistica

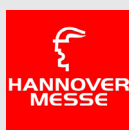
**WHERE** Berlin

**WEB** [www.fruitlogistica.de/en/](http://www.fruitlogistica.de/en/)

**CONTACT** Mrs. Rasha Moslem,  
[moslem@ahk-arabia.com](mailto:moslem@ahk-arabia.com)

**Go Future:** FRUIT LOGISTICA as global platform for new ideas, new input, and new solutions. 3.300 exhibitors and 72.000 trade visitors attend FRUIT LOGISTICA every year to realize their full business potential within the international fresh produce trade – and to write their own success story!

# APR 25 - 29



**WHAT** Hannover Messe

**WHERE** Hanover

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**APR 26 - 28**

**DMEA** Connecting Digital Health

**WHAT** DMEA

**WHERE** Berlin

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**CONTACT** Mrs. Rasha Moslem,  
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Europe's Most Important Event for Digital Health.

DMEA stands for a combination of trade fair, congress and intensive networking and is the ideal place for manufacturers, users, representatives from politics, science and administration to inform themselves about the developments in healthcare and to exchange ideas.

**JUN 21 - 24**

**analytica**

**WHAT** analytica

**WHERE** Munich

**WEB** [www.analytica.de/en/](http://www.analytica.de/en/)

**CONTACT** Mrs. Astrid Crookes,  
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**MAY 30 - JUN 03**

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**WHAT** IFAT

**WHERE** Munich

**WEB** [www.ifat.de/en/](http://www.ifat.de/en/)

**CONTACT** Mrs. Astrid Crookes,  
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World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management. The World's Leading Trade Fair for Environmental Technologies boasts a high international presence and an impressive number of exhibitors and visitors. A total of 3,305 exhibitors from 58 countries and 142,472 visitors from 162 countries used this platform for presentations and innovation in the water, sewage, waste and raw materials sector. The next edition takes place in Munich from May 30 to June 3, 2022. All relevant key-players will present their latest products and services on environmental solutions. The technical supporting program is free of charge.

#### IFAT KEY SECTORS

**Waste and secondary raw material** Covering topics such as energy generation, management of hazardous substances or exhaust gas cleaning, this sector will answer your questions about recycling or sustainability in road construction.

#### Water and Sewage

From plant technology to heat recovery: this section offers an extensive repertoire. Explore innovations, watch live demonstrations, listen to expert lectures, and discover efficient solutions for all aspects of water.



# TRADE FAIRS ARE THE FIXED STAR IN COMPANIES' MARKETING

Since the beginning of September trade fairs are taking place all over Germany – after more than one year of standstill due to the pandemic. As of November until the end of this year, more than 40 trade fairs are scheduled with proven hygiene concepts. The German government is supporting the German trade fair industry with special programmes. Entries for international exhibitors and visitors are facilitated even when entering from high-risk areas outside the European Union. Thereby Germany's international trade fairs are able to pick up again their important task: they are platforms for international business. 2022 the German trade fair calendar is well-filled with app. 380 trade fairs, among them important get-togethers for the industry such as the industrial fair Hannover Messe, the leading trade fair for process manufacturing Achema in Frankfurt, the trade fair for laboratory equipment, analysis and bioengineering Analytica in Munich and the trade fair for medical technology Medica in Düsseldorf.

For German companies trade fairs remain the most important instrument for B2B communication. Trade fairs are the fixed star concerning most of the companies' marketing measures. The pandemic and the associated rapid digitization of many areas of life initially raised doubt about this. However, the pandemic has shown that trade fairs possess tremendous strength and quality. People want to and have to meet in order to initiate new business. A survey among associations in 2020, the first year of the pandemic, has shown immediately: trade fairs were missing. More than 80 percent of the polled enterprises missed the networking for their business. The self-evident consequence: 80 percent of the companies did not win any prospects. However, there was one thing one could take comfort in: digital presentations ensured existing contacts to the greatest possible extent.

No doubt that after the pandemic virtual meetings will continue. There will be more video-calls than before and more hybrid formats and more online trade fairs as in 2019. But digital and live will complement each other perfectly. Digital stands for a first impression and quick and permanent accessibility. Concerning coverage online trade fairs come in first. In such a manner new target groups may be developed. Real live trade fairs, though, are the

stage for winning prospects and putting the spotlight on brand-new products and technologies. At trade fairs all senses are addressed, challenged and stimulated.

Germany as number one location for trade fairs offers a quality that is out-standing within the international competition.

Two thirds of the leading trade fairs worldwide

take place in Germany. Thanks to the many world market leaders who meet at trade fairs in this country, Germany has acquired an excellent reputation as trade fair location among exhibitors and visitors worldwide.

Before the pandemic about 60 percent of 180,000 exhibitors arrived from foreign countries annually, one third thereof came from countries outside Europe. One third of ten million visitors to trade fairs arrived from abroad. Germany's economy will continue this success with newly gained experience from the past difficult months.

For strengthening the export business, the German economy benefits from international trade fairs as well as from the government's foreign trade fair programme. Thus, many German companies will present themselves at 340 different trade fairs in sixty countries under the advertising slogan "Made in Germany". Just to name a few: The Big 5 Saudi and Intersec in Saudi Arabia.

**AUMA** is the association of the German trade fair industry: nationally and internationally, it represents the interests of 72 members. These include all large and medium-sized trade fair companies in Germany as well as associations representing exhibitors, service companies and visitors. [www.auma.de/en](http://www.auma.de/en)

## SERVICE FOR TRADE FAIR PARTICIPANTS

- Trade fair calendar 2022: [www.auma.de/en/exhibit/find-your-exhibitions](http://www.auma.de/en/exhibit/find-your-exhibitions)
- Advice for a successful trade fair participation: [www.auma.de/en/ExhibitionSuccess](http://www.auma.de/en/ExhibitionSuccess)

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