

Saudi Arabia

When Saudi Arabia first struck oil, untold wealth was created and with that wealth came the need for all things to support a growing economy. As one of the largest economies and a key political player in the region, Saudi Arabia has a critical role in determining the future of the Middle East, if not the World. Highlighting this importance Saudi Arabia's economy has seen a steady and impressive increase over the last decade.

As experts in the handling of trade shows and exhibitions in Saudi Arabia, we are highly experienced and qualified customs agents, shippers and on-site handlers, the official UK agent & contractor to many international events held in Saudi Arabia and able to provide local partners at main trade fairs who act as importers of foreign goods.

Oil and the economy

As the single largest economy in the Middle East and Africa and home to an estimated 16% of the World's proven oil reserves, there is no market nor service that cannot be sold. The population is growing at about 3% per annum which is driving massive expenditure on new cities, housing, transport, power, desalination, healthcare and education. Petrochemicals and mining are leading the economy away from its historical dependence on oil and gas. These currently account for about 25 per cent of GDP.

Exhibiting schedule in Saudi

The exhibition schedule for 2014 was set against a background of spending plans of some USD150 billion, the largest budget in the country's history and a USD400 billion five year investment programme designed to stimulate and broaden the economy and to support sustainable private sector expansion. There are a host of show organisers looking at the country as a place to launch new events, many however are finding it difficult to enter, and to understand the forces at work within the Kingdom.

The importance of working with an established organiser with good local connections should be analysed thoroughly. Track record and international experience must be taken into consideration.

On the show floor

The following do's and don'ts have been compiled after many years of experience in shipping to and from Saudi Arabia. This will assist you in preparing your shipment and should be consulted prior to dispatch.

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Saudi Arabia is an Islamic state so it is important to respect and observe local customs and laws.

DO's

- Adhere to all published deadlines:
- **Sea freight:** Goods must arrive at KSA Port of entry 21 working days prior to required delivery date.
- **Air freight:** Goods must arrive at KSA Airport 14 working days prior to required delivery date.
- Prepare all shipments allowing for invoices to be received prior to arrival of shipments.
- Always clearly list all items shipped giving a simple full description of goods with quantity, type, serial numbers, model numbers with individual values with customs tariff headings and numbers with a total CIF value and country of origin.
- Pack all cargo to a high standard taking into consideration that boxes, crates and cartons will be examined on arrival.
- Pack all boxes and containers remembering that exhibits will be handled many times without the aid of sophisticated tools and equipment.
- Read and comply with all instructions regarding Shipping and Customs formalities carefully.
- Return all required information forms.
- Carry copies of all documentation and freight details to the exhibition site yourself.
- Insure your shipment.

DON'Ts

- Do not use a courier or attempt to hand carry.
- Do not address cargo to yourself or to your hotel or to the exhibition site - it will not be delivered.
- Do not use the term "Samples" on shipping documentation.
- Do not ship without taking copies of all shipping documents.
- Do not ship food, beverages, alcohol, religious artefacts, pictures depicting the human form under any circumstances. Communications and satellite equipment should not be shipped without our prior advice.
- Do not include videos or DVDs with your shipment. These must be sent in advance. Please seek our further advice.
- Do not underestimate the value of your shipment. Where values are questionable, customs will do their own assessment, and in some cases ban the import altogether.
- Do not ignore the deadlines. They need to be respected and adhered to.
- Do not think that money can solve all problems in Saudi Arabia. International movements of freight are a very serious business and must not be left to chance.

