

# VIRTUAL TRADE DEVELOPMENT VISIT - SAUDI ARABIA, KUWAIT, OMAN AND BAHRAIN

Week commencing  
Sunday 5th September 2021

## Key sectors

Food and Drink

**Closing Date:**  
20th July 2021

Taking Wales to the World



Llywodraeth Cymru  
Welsh Government



## The Offer:

We are inviting applications from Food and Drink Wales Export Club members to participate in a Food and Drink Wales supported virtual Trade Development Visit targeting Saudi Arabia, Kuwait, Oman and Bahrain. This is the first Welsh food and drink trade visit in the Middle East outside of the UAE and Qatar.

With a combined population of approximately 47 million, these four Gulf Cooperation Council (GCC) countries are showing positive signs for economic recovery post-covid and welcome doing business with UK companies.

Conducting this Trade Development Visit virtually gives you the opportunity to make connections with prospective buyers, distributors and importers in a fraction of the time a physical Trade Development Visit demands.

## Why Saudi Arabia, Kuwait, Oman and Bahrain?

The Kingdom of Saudi Arabia is a high-income country with a large and fast-growing population, 39% of which are under 25. The Kingdom has significant purchasing power and a growing reputation as an important destination for many foreign brands in many different sectors.

In 2020, the total UK exports to Kuwait amounted to £1.9 billion (DIT, 2021). 70% of Kuwait's population is made up of ex-pats.

Bahrain is a small but prosperous economy, which has experienced steady growth. It has one of the most liberal business environments in the region. In the year to March 2019, total trade between the UK and Bahrain was £1.1 billion (ONS, 2019). The UK remains a preferred business and trade partner.

The Sultanate of Oman is the second largest country geographically in the Gulf Cooperation Council (GCC). Its strategic location within the Arabian Peninsula, internal political stability, a favourable tax regime and strong existing links with the UK offer significant export opportunities for UK businesses. English is widely spoken and accepted as a business language.

\*Source of information: Exporting Is Great

[Please use this link for the online application form](#)



## Some Things to Consider

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The working week in Saudi Arabia, Kuwait, Oman and Bahrain is Sunday to Thursday, therefore please be prepared for some meetings which may take place on Sunday. There is a 3-hour time difference between the UK and the region, so some meetings may take place outside of usual working hours.

If a prospective buyer requests samples in advance of or after a meeting, you will be responsible for shipping the samples and all associated shipping costs. Producers will be expected to respond to requests for further information or samples in a timely way.

Although there is no cost to participate in this virtual Trade Development Visit, non-attendance at, or withdrawal from the virtual Trade Development Visit once work has started on it will mean that you are liable for any costs that are incurred by the Welsh Government.

Late responses to requests for further information and non-participation in pre-booked buyer meetings is reputationally damaging both for the producers, but also for the Welsh food and drink sector as a whole. Therefore, participating producers are expected to commit to the whole process and act as “ambassadors” for the Welsh food and drink sector.

## Eligibility

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This virtual Trade Development Visit is open to new and experienced exporters to this region.

## Key Dates

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One to one calls between producers and the in-market partner start week commencing 26th July 2021, with flexibility for the holiday period.

A Market Briefing will take place between 9.00am – 10.30am on Wednesday 25th August 2021 (the briefing will be recorded).

One to one meetings with pre-qualified buyers, importers and distributors will take place during week commencing 5th September 2021, although this is subject to the availability of the buyers, importers and distributors and maybe earlier or later.

There is no fee to participate in this virtual Trade Development Visit.  
This Virtual Trade Development Visit is limited to 10 applications.  
[Please use this link for the online application form](#)