Saudi Arabia Towards Competitiveness

A Quarterly Newsletter Issued by the National Competitiveness Center, NCC Q2 Newsletter 2021



HRH Crown Prince Mohammad bin Salman

Reviews the most prominent achievements of the Kingdom's



and during the past five years

- 260 entrepreneurs.
- The Minister of Commerce meets NCC's E- Platforms at a round table with 50 American companies.
- Regional visits to... Al- Qassim, Tabuk and the Eastern Province.

Briefs

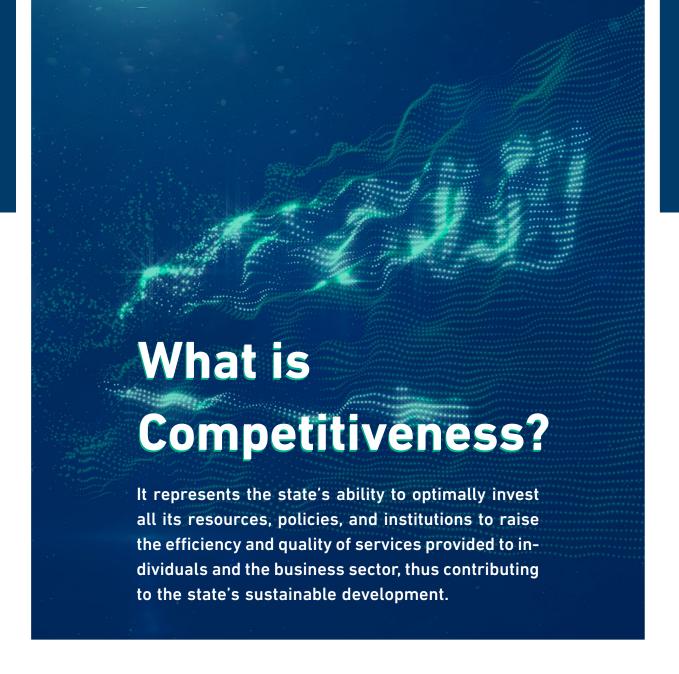
The National Competitiveness Center's (NCC) second quarter newsletter 2021 coincides with the Saudi Vision 2030's fifth anniversary, highlighting the progress and achievements witnessed at a local, regional, and international level.

The newsletter includes the most prominent activities and visits, including the reception of the ambassadors of Belgium and Mexico to the Kingdom, at NCC's headquarters to discuss aspects of strengthening and developing bilateral cooperation and coordination and discussing several issues of common interest.

This newsletter reviews NCC's participation in virtual local and international meetings and workshops, including NCC's meeting with the American Chamber of Commerce, to introduce the working mechanism of the "Private Sector Feedback Platform" and the "Public Consultation Platform." In addition to discussing the challenges they face and ways to address them in cooperation with the relevant government entities.

This newsletter also sheds light on the "Regional Development Team" regional visits, led by Dr. Majid Al-Qasabi, Minister of Commerce, Chairman of the Board of Directors of NCC, and Deputy Minister of Commerce, Dr. Eiman Al-Mutairi, CEO of NCC, to enhance the region's competitiveness and discuss the private sector's challenges through meetings with business owners and investors in the regions of Al- Qassim, Tabuk and the Eastern Province.





Our Vision





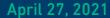
To make the Kingdom of Saudi Arabia among the ten most competitive economies in the world by 2030, by focusing on investment, entrepreneurship, innovation, and productivity.

Our Mission





To strengthen the Saudi economy's global competitiveness by promoting investment and business-friendly regulatory environment and aligning all government sectoral strategies around a unified vision of competitiveness.



Five Years Since the Launch of the Saudi Vision 2030



HRH Crown Prince Muhammad Bin Salman discussed the most prominent achievements of the Kingdom's Vision 2030 programs and projects over the past five years in an interview broadcast by the state's television and the most important Arab television channels.

He explained that the volume of income and growth achieved by oil is much greater than our needs at that time, specifically in the last thirties and forties, adding that the volume of the surplus of income and economic growth was hundreds of times more than we aspire to.

He stressed the Kingdom's desire to maintain the level of quality of life and its continued growth. In addition to the risk that the Kingdom's economy depends mainly on oil and what confronts oil in the next forty or fifty years of challenges and lack of use, and oil price decrease in the long term.

On a question about what comes after the Kingdom's Vision 2030? the Crown Prince replied that planning is ongoing and that the vision places us in a very advanced position in the world, but 2040 will be the stage of global competition.





Vision 2030 pushes us to eliminate the challenges that faces us as well as to exploit the untapped opportunities that may constitute 90 percent of the situation today. We will continue to grow and prosper in order to compete on all fronts



HRH the Crown Prince Mohammed bin Salman

in his interview with the Saudi television

Highlights of Crown Prince

Mohammed bin Salman's interview





- The vision was a necessity for the country's present and future:
 - In the fourth quarter of 2019, the non-oil economy grew by 4.5%.



- All the numbers thought to be large and unachievable were broken by the year 2020, and we are going to make greater breakthroughs by 2025.
- The Public Investment Fund
 (PIF) will become a tributary to
 the state's revenues after 2030:
 - A specific policy for PIF's revenues will be established after 2030.
 - PIF enhances private sector
 opportunities and doubles
 government spending for the sector.



- The Saudi citizen is the first component for success:
 - Citizen's readiness for challenges conviction in work are the most important reasons for success.
 - Fear does not exist in Saudis' mindsets.
 - Our identity is very strong and a source of pride, and it is a major part of the movement we are experiencing now.



Meeting with 260 Entrepreneurs



The Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, confirmed that entrepreneurs are the real nerve of the Saudi economy, indicating that the Kingdom is keen to overcome any obstacles and address all challenges facing them.

This was during a meeting organized by NCC with more than 260 entrepreneurs, on Sunday, April 11, 2021 with the participation of the Minister of Communications and Information Technology, Eng. Abdullah Al-Sawaha, to discuss the challenges and solutions facing the entrepreneurship environment in the Kingdom.

Al-Qassabi said that Small and Medium Enterprises General Authority "Monsha'at", the NCC and the Saudi Business Center (SBC) are working together to unite efforts to empower and motivate the facilities.

Minister Al-Sawaha said that pioneers and entrepreneurs in e-commerce have proven their

competence with real success stories during COVID-19 pandemic. They are the heroes of the recovery and prosperity journey, and the Ministry of Communications is working to overcome the obstacles they face in partnership with all government entities.

The meeting discussed the most prominent challenges facing e-commerce entrepreneurs, such as, licensing, hosting, technical infrastructure, in addition to obstacles facing the transportation sector, logistics, business transactions, consumer and merchant rights.

It is noteworthy that the employees of the private sector can raise their feedback and challenges related to regulations, legislation and procedures regarding all sectors on the "Private Sector Feedback Platform" in order to study, analyze, discuss solutions and apply best practices with the relevant entities, to improve the business environment in the Kingdom.



Minister of Commerce to Entrepreneurs:

You are the real nerve of the economy and the state is eager to support you.



Minister of Communications and Information Technology:

E-commerce entrepreneurs have proven their competence during COVID-19 pandemic, and they are the heroes of the recovery and prosperity journey.



April 15, 2021

Dr. Eiman Al-Mutairi in a panel discussion organized by "WIL DIGITAL TALKS":

"Saudi Vision 2030" is a Project to Develop and Transform into a Diversified Economy that Depends on the Energies of the Saudi Citizen









The Vice Minister of Commerce, CEO of the National Competitiveness Center (NCC), Dr. Eiman Al-Mutairi, participated in the panel discussion "Building the Future of Saudi Arabia". The panel discussion was organized by "WIL Digital Talks" in cooperation with (IE) University in Spain, with many experts, academics, and specialists attending worldwide.

During the virtual event conducted by the President of IE University, Prof. Santiago Iñiguez, Al- Mutairi said that the "Saudi Vision 2030" is a project for construction, development, and transformation from the dependence of oil and gas resources to a diversified economy that depends on the capabilities and energies of the Saudi citizen.

She added that the Kingdom represents a great investment powerhouse, describing it as the heart of the Arab and Islamic world, which has enormous opportunities available to local and

foreign investors in various sectors.

Al-Mutairi pointed out that the Kingdom has a prominent strategic location. It is the crossroads between Asia, Europe, and Africa and seeks to become an advanced global logistics center.

She stressed that the Kingdom's strategy in this context is based on improving the ports and transport sector infrastructure, providing logistical support, establishing free zones, and attracting major international companies.

Al-Mutairi emphasized that the Kingdom possesses energy, natural resources, and industrial cities that provide an attractive industrial investors environment for accordance with the Saudi Vision 2030.

She added, "The transformation and development witnessed by the Kingdom in all fields has made it a major workshop that will transform the national economy into a productive economy with diversified resources."

Saudi Arabia is a great investment powerhouse that provides big opportunities for investors, and seeks to become a global logistics center

Dr. Eiman Al-Mutairi,

Vice Minister of Commerce and CEO of NCC.



Minister of Commerce, Chairman of the Board of Directors of NCC Receives Ambassador of Belgium to Saudi Arabia



The Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, and the Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, received, at NCC's headquarters in Riyadh, the Ambassador of the Kingdom of

Belgium to Saudi Arabia, Dominique Mineur.

During the meeting, they discussed ways to enhance bilateral cooperation relations between the two countries and prospects of development, especially in exchanging cooperation to develop the business environment in both countries.

June 7, 2021

During their periodic "virtual" meeting with representatives of 50 American companies:

NCC Discusses with the American Chamber of Commerce Prospects for Cooperation



The National Competitiveness Center (NCC) held its periodic meeting with the American Chamber of Commerce to discuss many common interest topics with representatives of 50 American companies.

The meeting also introduced the "Private Sector

Feedback Platform" and the "Public Consultation Platform" working mechanism. In addition to discussing the challenges, American companies face in managing their activities in the Kingdom and ways to address them in cooperation with the relevant government entities.





June 9, 2021

Ambassador of Mexico to Saudi Arabia Visits NCC



The Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majid Al-Qassabi, and the Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, received at NCC's headquarters, the Ambassador of Mexico

to Saudi Arabia, Anibal Toledo.

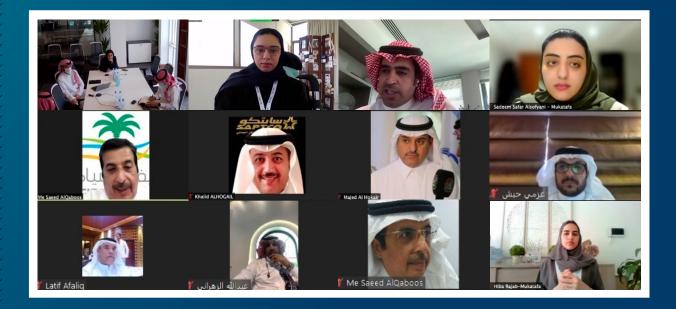
During the meeting, they reviewed relations between the two friendly countries, ways of enhancing bilateral cooperation and coordination, and several topics of common interest.



Journal **Club**

A weekly educational program held in the National Competitiveness Center (NCC), aims to develop knowledge capabilities, job skills, and create a creative work environment for the NCC's team by hosting prominent speakers in various fields, in addition to the NCC's employees, to talk about the most prominent global economy and competitiveness topics that are circulated in the international press.





April 8, 2021

NCC Organizes a Workshop on

The Competitiveness of the Tourism Sector

The National Competitiveness Center (NCC) organized a virtual workshop on the challenges of the tourism sector in Saudi Arabia, with a group of investors in the tourism sector, to review the most prominent challenges facing this sector. The aim is to provide suggestions and discuss

solutions to improve and reform the legislative and regulatory environment that contributes to developing and raising the attractiveness of the Saudi tourism environment and the opportunities for foreign tourists attractions to the Kingdom.

▶ Highlights

- Listening to the private sector's feedback to overcome the challenges of the tourism sector.
- Review of the most prominent solutions and initiatives to promote and develop the tourism sector in Saudi Arabia.
- Focus on the strengths and importance of the tourism sector as one of the main factors in the national economic development.





June 29, 2021

NCC Organizes a Workshop on

The Endowments Sector

Under the patronage of the Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, and in the presence of the Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, a virtual workshop was held on the endowments sector in the Kingdom.

The workshop aims to discuss the current situation of the endowment sector and the most prominent challenges facing it, proposing solutions to improve and develop it and review successful global practices in the same field, with the participation of a group of specialists and experts.

▶ Highlights

- An overview of the endowment sector and its contributions.
- Examples of the best international practices in endowments.
- Growth opportunities and the development of endowment products.

Legislative or procedural obstacles facing the endowment sector.



April 27, 2021

A Workshop on the Small and Medium Enterprises Bank Draft Law

The National Competitiveness Center (NCC) held a virtual workshop on "The Small and Medium Enterprises Bank Draft Law," in cooperation with Small and Medium Enterprises General Authority "Monsha'at." Representatives from the government and private sectors attended the workshop to discuss the draft law of the bank and its role in developing the sector. Moreover, providing solutions, services, and financing products, and enhancing the contribution of financial institutions in supporting and developing the financing infrastructure.

▶ Highlights

- Provisions of the Small and Medium Enterprises Bank Draft Law.
- Financial services and products.
- Enhancing the contribution of financial institutions.
- Supporting and developing the financing infrastructure.

June 14, 2021

NCC Holds a Workshop on Regulating the Work of Endowments Supervision and Endowments Governance Draft Laws

The National Competitiveness Center (NCC) organized a virtual workshop to discuss the two draft laws of "Regulating the Work of Endowments Supervision and Endowments Governance." The workshop was in cooperation with the General Authority for AWQAF and with the participation of the Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, and many other specialists.

The workshop discussed organizing, preserving, and developing the endowment activities in Saudi Arabia within the Saudi Vision 2030. Which aims to strengthen the sector and implement the governance work, protect and build endowment assets to achieve its goals in community service, implement the wills of endowers, and enhance the principles of accountability.

▶ Highlights

- Principles of endowments governance.
- The provisions of regulating the work of endowments supervision.

- Requirements and obligations of the endowment supervisor.
- Methodology of supervising endowments.





May 25, 2021

Feedback Consultation on the Commercial Registration Draft Law

The National Competitiveness Center (NCC) organized a virtual workshop on the "Commercial Register Draft Law," in cooperation with the Ministry of Commerce, and the vice minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi.

The workshop was attended by representatives from the government and private sectors to explore their views and feedback on the commercial registration draft law and its most prominent provisions.

▶ Highlights

- Discussing the provisions for the similarities between trade names and expanding their scope.
- The terms and conditions of registering or reserving a trade name.
- Provisions for prohibited trade names to be reserved or registered in the Commercial Register.
- The mechanism of using trade names.

June 1, 2021

Feedback Consultation on the Trade Names Draft Law

In cooperation with the Ministry of Commerce, The National Competitiveness Center (NCC) organized a virtual workshop on "Trade Names Draft Law" to discuss the most prominent provisions of the law project and the conditions that must be met in the trade name. The workshop aims to receive feedback and suggestions on developing and improving the draft law and ensuring smooth and flexible procedures for registering a trade name.

▶ Highlights

- Discussing provisions for trade names similarities and expanding their scope.
- The terms and conditions of registering or reserving a trade name.
- Provisions for prohibited trade names to be reserved or registered in the Commercial Register.

The mechanism of using trade names.



NCC Monitors the Challenges of Al-Qassim Region

▶ Highlights

- Meeting with the governor of Al-Qassim, discussing the future of the business environment and the competitiveness of the region
- Meeting with investors, business owners and entrepreneurs









Reviewing Development

Opportunities and Challenges Facing the Dates Sector in Al-Qassim

HRH Prince Dr. Faisal bin Mishaal bin Saud bin Abdulaziz, Governor of Al-Qassim region, met with the Minister of Commerce, Chairman of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, date producers, and date festival organizers in the region. The meeting aims to explain Saudi Vision 2030 goal to make the Kingdom a global source for dates.

Al-Qassabi highlighted the ministry's role in supporting date producers, finding ways to ensure the marketing of dates with high quality, and facilitating all procedures to achieve the Kingdom's vision.

"Al-Qassim dates have a priority to reach all parts of the world with the presence of e-commerce," he said.

HRH Crown Prince is the Leader of the Vision and the Godfather of the Transformation with Golden Opportunities to Develop and Facilitate Business

Dr. Majed Al-Qassabi Minister of Commerce, Chairman of the Board of Directors of NCC, The E-Commerce Council is working to open new doors to empower and motivate young men and women

Dr. Eiman Al-Mutairi
Vice Minister of Commerce, CEO of NCC,

Dr. Al-Qassabi and Dr. Al-Mutairi in a Meeting with Business Owners in Al-Qassim Region

44

Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, and Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, met with business owners and investors in Al- Qassim region. The meeting comes as part of the continued work at an accelerated pace to improve and develop commercial requirements, procedures,

and laws to achieve the Saudi Vision 2030.

Al-Qassabi confirmed the ongoing work to develop the commercial law, the companies' law, the commercial registry law, the trade names law, the consumer protection law, and engineering procedures to empower the business sector. Statistics showed that 97% of services were done online by implementing 88 digital services.

Eiman Al-Mutairi:

Knowing the Challenges and Opportunities Enhances the Process of Development and Improvement

Vice Minister of Commerce, CEO of the National Competitiveness Center (NCC), Dr. Eiman Al-Mutairi, stressed the importance of monitoring and identifying challenges and opportunities to benefit from them in the process of development and improvement.

She explained that the investment of e-commerce in marketing national products, especially dates, would have a great return on the national economy and considered e-commerce an opportunity to promote business and global expansion.





NCC Meets with Investors to Enhance the Competitiveness of the Region

▶ Highlights

- Meeting with Tabuk's governor to discuss the future of the business environment and the region's competitiveness.
- Meeting with investors, business owners, and entrepreneurs.







Governor of Tabuk Region Discusses

Initiatives to Improve the Region's Investment Environment

HRH Prince Fahd bin Sultan bin Abdulaziz, governor of Tabuk region, received Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, and Vice Minister of Commerce, CEO of NCC, Dr. Eiman Al-Mutairi, during their visit to the region as part of the "Regional Development" program by NCC.

During the meeting, they discussed initiatives related to the region to improve the investment environment, enhance the economic, natural, and human components, and develop the private sector by encouraging investors and entrepreneurs, especially in small and medium businesses.



The Crown Prince directed me to meet with Tabuk's business sector, to identify the challenges and discuss opportunities for improvement and development to enhance competitiveness and develop the region, to make Tabuk a leading global investment destination

Dr. Majed Al-Qassabi
Minister of Commerce, Chairman of the Board of
Directors of NCC,

The regional tours that we carry out aim to form sustainable work teams from the private sector, chambers of commerce, and government entities working throughout the year to address challenges in an institutional manner

Dr. Eiman Al-Mutairi
Vice Minister of Commerce, CEO of NCC,



Majed Al-Qassabi to the Governor of Tabuk:

We Work to Enhance the Competitiveness of the Region to be a Global Investment Destination

Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, stressed the importance of continuing to work on upgrading the business sector and enhancing competitiveness in the Tabuk region to achieve the Saudi Vision 2030.

"The Crown Prince Mohammad bin Salman has directed me to meet with the business sector, identify the challenges facing them, and discuss opportunities for improvement and development. To enhance competitiveness and develop the region, so that Tabuk becomes a leading global investment destination," Al-Qassabi added.

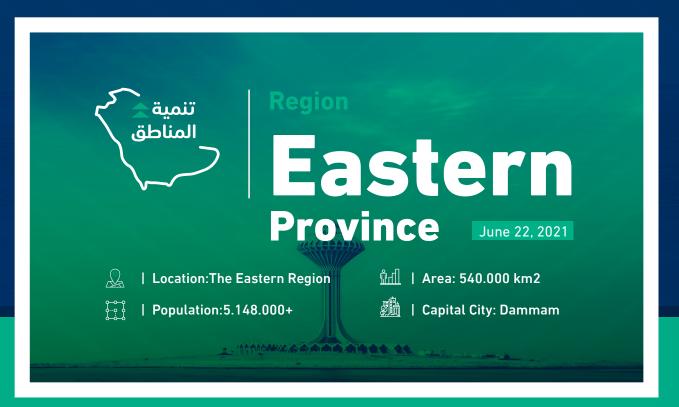
The Minister of Commerce discussed with officials the challenges facing the business sector and ways to enhance the region's competitiveness with leaders of the trading system in Tabuk, business owners, entrepreneurs, and officials of major companies.

Eiman Al-Mutairi:

We Aim to Form Sustainable Teams

Vice Minister of Commerce, CEO of the National Competitiveness Center (NCC), Dr. Eiman Al-Mutairi, stressed the importance of the regional tours carried out by the trading system, noting that it aims to form sustainable teams from the private sector, chambers of commerce, and government entities working throughout the year to address challenges in an institutional manner.





NCC Visits the Eastern Province to Enhance its Competitiveness

▶ Highlights

- Meeting with the eastern region governor to discuss the future of the business environment and the region's competitiveness.
- Meeting with investors, business owners, and Entrepreneurs.









Governor of the Eastern Province

Praises the Investment Environment in the Kingdom

HRH Prince Saud bin Naif bin Abdulaziz, Governor of the Eastern Province, affirms that the investment environment in the Kingdom possesses many elements that made it able to attract investments. This comes from the leadership's support and follow-up to improve investors' experience and overcome the difficulties they may face.

"The eastern province is one of the largest areas that attract investments because of its large infrastructure that made it one of the major industrial areas globally and hosts big companies that have an economic impact on domestic production and the national economy," he added.



The private sector is a major partner in development, and it boosts job creation for youth

Dr. Majed Al-Qassabi Minister of Commerce, Chairman of the Board of Directors of NCC, We encourage enterprises to switch to e-commerce and address the challenges of the commercial environment by developing laws and procedures

Dr. Eiman Al-Mutairi
Vice Minister of Commerce, CEO of NCC,

Majid Al-Qassabi:

The Private Sector is a Pivotal Partner, and All Government Measures are Directed to Support this Partnership

Minister of Commerce, Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majed Al-Qassabi, explained that NCC aims to develop the competitive environment in Saudi Arabia and improve the Kingdom's ranking in relevant global

indicators and reports. This can be done by studying, identifying, and analyzing obstacles and challenges facing the public and private sectors, proposing solutions, initiatives, and recommendations, and following up on their implementation.

Eiman Al-Mutairi:

We Encourage Enterprises to Switch to E-Commerce and Address the Commercial Environment Challenges by Developing Laws and Procedures

Vice Minister of Commerce and CEO of the National Competitiveness Center (NCC), Dr. Eiman Al-Mutairi, said during a meeting with business owners and investors in the eastern province, at the headquarters of the Chamber of Commerce in Dammam, that the NCC is an essential empowering channel for the private

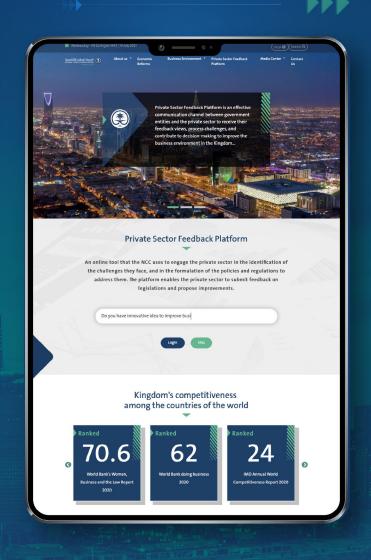
sector. She added that the NCC works to address challenges through its 23 committees and partner government entities and supports motivating enterprises to convert to e-commerce and address the challenges of the commercial environment through developing laws and procedures.



Facing Challenges in the Work Environment?

The "Private Sector Feedback Platform "

is your gateway to reform



The Communication Center Always at your service



Sunday to Thursday



from 08:00 a.m. to 08:00 p.m







E-mail Info@NCC.gov.sa



Live Chat

