

# Competitiveness

▶ Second Quarter 2022 Newsletter by the National Competitiveness Center.

Launching the  
Development of  
“World’s Largest  
Modern Downtown”  
in Riyadh



NEW MURABBA

▶ The Crown Prince Announces the Establishment of PIF’s “RIYADH AIR”

▶ A Workshop on Saudi Legislative and Judicial Reforms Held at the UN Headquarters

▶ NCC, IMD Sign a Bilateral Agreement

▶ Translating and Publishing more than 1,000 Regulatory Documents Related to the Business Sector

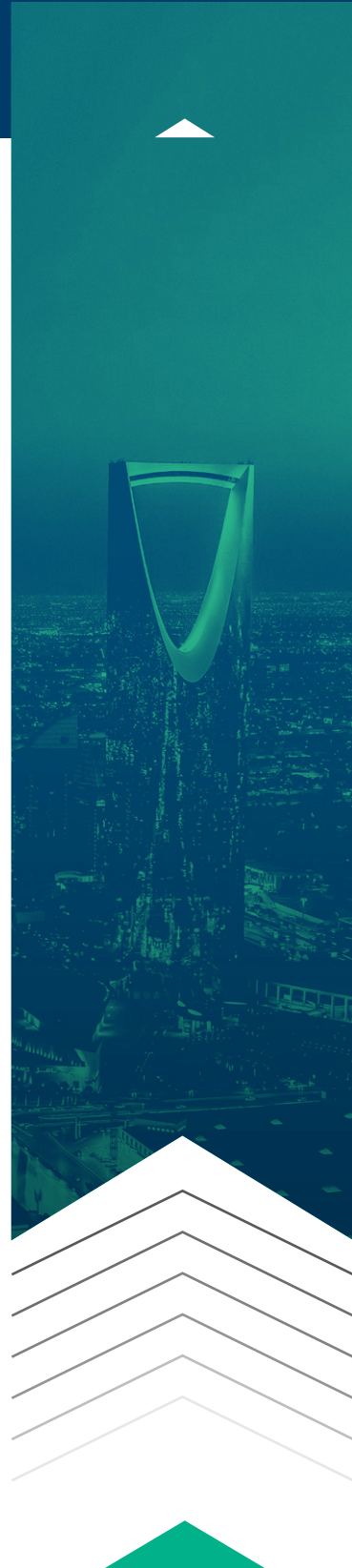
# Editorial

The “Competitiveness” newsletter for the first quarter of 2023 keeps track of the Kingdom’s local and international developments, as well as the most prominent activities and work of the National Competitiveness Center, through which the NCC seeks to improve the business environment and raise the Kingdom’s competitiveness locally and globally.

This newsletter tracked projects announced by His Royal Highness Prince Mohammad bin Salman bin Abdul-Aziz, Crown Prince and Prime Minister, with the goal of increasing the Kingdom’s competitiveness in various sectors, such as the “NEW MURABBA” project and the “RIYADH AIR” company.

Also, the newsletter highlighted the participation of His Excellency the Minister of Commerce, Chairman of the Board of Directors of the National Center for Competitiveness, Dr. Majid AlKasabi, in Al-Ahsa Forum 2023, which was inaugurated under the patronage of His Royal Highness the Governor of Al Ahsa Governorate, as well as His Excellency the Minister of Commerce’s approval of the Bylaw of

Furthermore, it reviewed the most notable studies and research published by international organizations in the first quarter of 2023, as well as the NCC’s local and global activities, including its participation in a workshop held in New York on “The Legislative and Judicial Reforms in Saudi Arabia,” as well as the NCC’s efforts to support the legislative environment through seminars, workshops, and meetings that discussed the Kingdom’s promising opportunities, as well as the exchange of experiences and best practices in related fields with a number of foreign delegations.





# What is Competitiveness?

It is the state's ability to make the best use of all of its resources, policies, and institutions to improve the adequacy and quality of services provided to individuals and businesses, thereby contributing to the state's long-term development and placing it in a leading competitive position.

## Our Vision



is for the Kingdom to be one of the top ten most competitive countries in the world by 2030, with a focus on investment, entrepreneurship, innovation, and productivity.

## Our Mission



is to improve the Kingdom's competitiveness and align government entities' strategies around a unified vision by developing the legislative and procedural environment.

January 13, 2023

# HRH Crown Prince Announces Diriyah as PIF's Fifth Giga-Project



► His Royal Highness Crown Prince Mohammad bin Salman bin Abdulaziz, Prime Minister and Chairman of the Public Investment Fund (PIF), announced the Diriyah Project as the PIF's fifth giga-project, reflecting Diriyah's unique status as a destination with distinct cultural, historical, and tourism landmarks.

The announcement reflects HRH the Crown Prince's efforts to enable Saudi cultural identity, which includes the Diriyah Project because of its historic, cultural, and political value in highlighting the Kingdom's history to the world.

February 16, 2023

# Launching the Development of “World’s Largest Modern Downtown” in Riyadh



NEW MURABBA

► His Royal Highness Crown Prince Mohammad bin Salman bin Abdulaziz, Prime Minister and Chairman of the Board of Directors of the New Murabba Development Company, announced the establishment of the New Murabba Development Company, which will oversee the creation of a modern downtown Riyadh in accordance with the Kingdom’s Vision 2030 goals. It will be located northwest of Riyadh at the intersection of King Salman and King Khalid roads, and its designs will rely on applying sustainability standards and raising the level of quality of life.

The project’s development is consistent with the Public Investment Fund’s strategy of unleashing the potential of promising sectors, empowering the private sector, and diversifying the local economy’s sources of income.



## The project includes the following components:



**104,000**  
residential units

**9,000**  
hotel rooms

**+980,000**  
sq m of retail space

**1.4 million**  
sq m of office space

**620,000**  
sq m of recreational space



## The project intends to:



Applying sustainability standards and improving quality of life

Creating more green spaces and walking paths

Promoting health and fitness concepts, as well as community activities

March 12, 2023

## The Crown Prince Announces the “Establishment of PIF’s “RIYADH AIR



► His Royal Highness Crown Prince Mohammad bin Salman bin Abdulaziz, Prime Minister and Chairman of the Public Investment Fund (PIF), announced the launch of “RIYADH AIR,” the PIF’s new national carrier.

In accordance with the objectives of

the Saudi Vision 2030, RIYADH AIR will contribute to the development of the air transport sector, leverage the Kingdom’s strategic geographic location between the three continents of Asia, Africa, and Europe, and increase the competitiveness of national companies.

### RIYADH AIR’s objectives are as follows:

- 01 Using the best international safety and sustainability practices in the aviation industry
- 02 Providing cutting-edge digital leadership technologies
- 03 Expansion of operations to support future operations
- 04 Enhancing the passenger experience by launching flights to over 100 destinations worldwide by 2023.
- 05 Providing access to Saudi tourist, natural, and heritage sites
- 06 Increasing transportation, shipping, and strategic logistics capacity

February 15, 2023

## Minister of Commerce Participates in Al Ahsa Forum 2023

**SAR 960  
Million**

SMEs' financing amount in Al Ahsa

**+1.3  
Million**

Commercial Record in 2022, 15% for the Eastern Region and 17% for the Al-Ahsa Governorate

**60**

**Legislations** were prepared and developed over the past six years



► Under the patronage and presence of HRH Prince Saud bin Naif bin Abdul-Aziz, Governor of the Eastern Region, His Excellency the Minister of Commerce, Dr. Majid Al Kasabi, took part in the sixth edition of the Al Ahsa Forum 2023, titled "Al Ahsa.. The Future of Economy."

According to Dr. Al Kasabi, the Al-Ahsa Governorate now accounts for 17% of the total

number of commercial records registered in the Eastern region, which accounts for 15% of the total number of commercial records registered in the Kingdom.

Furthermore, the value of financing small and medium-sized businesses in the Al-Ahsa Governorate has reached SAR 960 million, in addition to the preparation and development of over 60 laws over the last six years.

February 6, 2023

# Saudi Arabia Hosts Leaders of Change in Technology and Innovation at “LEAP 2023”



► Riyadh hosted the international technical conference (LEAP 23), which was attended by a number of world-leading companies in the fields of technology and innovation. The conference was divided into 12 sections, including digital health, security, financial and educational technologies, transportation and logistics services, human resources, virtual courts, tourism and culture, smart cities, the digital economy, and a section for pilgrims and

visitors to the Two Holy Mosques.

The four-day conference saw the launch of eight investment funds totaling \$646 million, with the goal of making the Kingdom a hub destination for innovation and digital entrepreneurship by supporting the growth of emerging and medium-sized companies and accelerating the video game industry and enhancing competition in the fields of research, development, and innovation, as well as stimulating the ecosystem.

## LEAP 23



The conference was attended by major government and private entities, as well as local and global communication and technology companies.



12 agreements were signed to support the digital transformation process and encourage the adoption of innovative solutions.



Announcing more than \$9 billion in investments to support future technologies and digital entrepreneurship





March 13, 2023

## Agreements worth SAR 52 billion signed at the BIBAN 23 Forum

**BIBAN**  
بيبان 23

► The BIBAN 23 Forum, held under the slogan “Opportunities Create Leadership,” concluded its activities by presenting a number of important opportunities and activities aimed at supporting the Kingdom’s rapid development in the sector of small and medium enterprises

and entrepreneurship, in addition to signing cooperation agreements with a number of local banks and private sector companies, as well as memorandums of understanding with a number of government entities.

### Most prominent agreements and launches

**24**  
SAR billion

بنك التنمية الاجتماعية  
SOCIAL DEVELOPMENT BANK



**10.5**  
SAR billion

**SME Bank**

بنك المنشآت الصغيرة والمتوسطة  
Small & Medium Enterprises Bank

**5.88**  
SAR billion

كفالة  
Kafalah

بنك كفالة التمويل الميسر  
Small & Medium Enterprises Loan Guarantee Program

**500+**  
SAR million

Funds and Investment  
Rounds



February 3, 2023

## NCC, IMD Sign a Bilateral Agreement



► In the presence of Dr. Majid Al Kassabi, Minister of Commerce and Chairman of the Board of Directors of the National Competitiveness Center (NCC), the NCC, represented by Dr. Eiman Al-Mutairi, Vice Minister of Commerce and CEO of the NCC, signed a bilateral agreement with the International Institute for Management Development (IMD) in Lausanne, Switzerland, aimed at adopting frameworks for managing continuous relations between the two sides.

Dr. Al Kassabi stated after the signing ceremony, which included the Saudi Ambassador to the Swiss Confederation, Dr. Adel Siraj Mirdad, that the NCC seeks to build strategic partnerships with organizations and centers for developing global competitiveness in order to contribute to achieving the goals of the Kingdom of Saudi Arabia's Vision 2030, which aims to improve the business environment and put the Kingdom among the top ten most competitive countries.

February 8, 2023

## A Panel Discussion Reviews Legislative and Judicial Reforms and Alternatives for Settling Commercial Disputes in Saudi Arabia

► In collaboration with the Saudi Center for Commercial Arbitration (SCCA), the National Competitiveness Center (NCC) organized a panel discussion in New York on "The Kingdom's Competitiveness in Light of Legislative and Judicial Reforms."

The purpose of the panel discussion is to educate law firms, interested parties, and the business sector on the Kingdom's legal and regulatory environment, as well as the processes and alternatives for resolving commercial disputes in accordance with worldwide best practices.



February 7, 2023

## A Workshop on Saudi Legislative and Judicial Reforms Held at the UN Headquarters



► His Excellency the Minister of Commerce and Chairman of the Board of Directors of the National Competitiveness Center (NCC), Dr. Majid Al Kassabi, stated during his participation in a workshop on “Legislative and Judicial Reforms in the Kingdom” at the United Nations headquarters in New York that the Kingdom’s economy is undergoing major and fundamental transformations as a result of the ambitious goals of the Kingdom’s Vision 2030, which resulted in the Kingdom being the transformations in light of

the ambitious ambitions of the Kingdom’s Vision 2030, which resulted in the Kingdom becoming the G20’s fastest growing country.

Dr. Al Kassabi noted that these transformations have created a number of new sectors and promising opportunities that require a highly efficient legislative and regulatory environment to keep up with them, noting that the NCC has worked with a number of government entities to implement more than 700 reforms to improve the Kingdom’s global competitiveness.

February 15, 2023

## Saudi Arabia Concludes its Participation in the UNCITRAL’s 77th Session at the United Nations

► Saudi Arabia has concluded its participation in the 77th session of the United Nations Commission on International Trade Law (UNCITRAL) Working Group II (Dispute Settlement), which was conducted for five days at the United Nations headquarters in New York.

The Saudi side and members of UNCITRAL Working Group II discussed additional observations on

early refusal and preliminary determination, updated drafts of model clauses, and guidance documents on the resolution of disputes involving technology and arbitration throughout the meeting. The Saudi side sought to provide a legal framework for the speedy and efficient resolution of disputes using a procedure that ensures its enforceability across borders.

March 16, 2023

# Vice Minister of Commerce Reviews the Impact of Economic Reforms on the Kingdom's Competitiveness



► Her Excellency the Vice Minister of Commerce and CEO of the National Competitiveness Center, Dr. Eiman Al-Mutairi, reviewed the impact of the Kingdom's economic reforms on its global competitiveness and increasing the attractiveness of its business environment during her participation in the Industry Strategy Forum 2023 hosted by the World Economic Forum in Geneva, Switzerland. Dr. Al-Mutairi noted that the transformation seen in the Kingdom was the result of the Saudi leadership's directions and follow-up, referring to the implementation of a number of advanced projects, programs, and strategies within the Saudi Vision 2030. Her Excellency also referred to the NCC's

roles, such as developing the Kingdom's business environment to be more attractive to investors, and contributing to integration with the related government entities by identifying and solving the private sector's challenges and obstacles. In addition to receiving the business sector's feedback on government entities' economic and development law projects via the "Public Consultation Platform", and receiving the business sector's suggestions and challenges via the "Private Sector Feedback Platform", indicating that these procedures contribute to developing systems that take into account stakeholders, and help to enable and stimulate the business environment.

March 9 to 13, 2023

# The NCC's Roles in Improving the Business Environment Reviewed at the BIBAN 23 Forum



► The National Competitiveness Center reviewed its roles in enhancing and developing the Kingdom's business environment, the implemented economic and development reforms, and the impact on raising the Kingdom's competitiveness globally as part of its participation in the BIBAN 23 Forum, which was organized by the Small and Medium Enterprises General Authority (Monsha'at). The NCC's pavilion at this forum, which was attended by entrepreneurs, more than 50 global brands, and over 650 international investors with the goal of strengthening the Kingdom's position as a preferred regional and

international investment destination, reviewed the roles of the "Public Consultation Platform" and the "Private Sector Feedback Platform" by explaining the impact of these platforms on developing the Kingdom's business environment, as this is carried out by collecting and solving the challenges facing the business sector in integration with the concerned government entities. In addition to receiving feedback from individuals, government agencies, and the private sector on law projects related to economic and development affairs that are presented on the "Public Consultation Platform" before approval.



## NCC and Saudi Committee for the Labor Market Discuss Ways to Develop the Labor Market

► The National Competitiveness Center (NCC) discussed with the Saudi Committee for the Labor Market of the Federation of Saudi Chambers ways to foster labor market development in all economic sectors, including opening communication channels with national committees, discussing challenges, proposing recommendations, and sharing studies between these committees and the NCC.



## NCC and the Ministry of Commerce Discuss the Challenges Facing Investors

► The National Competitiveness Center (NCC) met with Ministry of Commerce branches around the Kingdom to discuss the difficulties that investors face in all economic sectors, how to investigate them, and provide ideas to serve the competitive business environment and streamline procedures.

01

+86 inputs of challenges and feedback collected within the 1st Q of 2023

02

Based on what was monitored, the NCC helped to propose a series of reforms.

March 12, 2023

## “Antwerp HRD” Launches Diamond Grading and Jewelry Design Programs in Saudi Arabia

▶ Following the graduation of the first training batch of accredited diamond evaluators at the BIBAN 23 Forum, the “Antwerp HRD” company has announced the opening of two recognized diamond grading and jewelry design programs in the Kingdom in the second quarter of 2023. The previous meetings between the

National Competitiveness Center and “Antwerp HRD” and the World Diamond Center in Belgium resulted in attracting them to enter the jewelry market in the Kingdom, as this was a continuation of the NCC’s role in adding exceptional expertise and strengthening partnerships in promising sectors

March 12, 2023

## GAFT holds the 7th U.S.-Saudi Trade and Investment Council Meeting



▶ The National Competitiveness Center hosted the 7th U.S.-Saudi Trade and Investment Council meeting, held by The Saudi General Authority of Foreign Trade (GAFT), to review the efforts led by the Kingdom in economic reforms, and to discuss trade and investment issues between the two countries.

On the sidelines of this meeting, a workshop was held, attended by entities from the public and private sectors, as well as American companies, to discuss the most important challenges facing those companies in the Kingdom’s economic sectors, provide feedback, and propose recommendations to address these challenges.

# A Summary of the Kingdom's Performance in International Reports and Indicators Monitored by the National Competitiveness Center

## within the 1st Quarter of 2023

► In order to achieve the objectives of Saudi Vision 2030 related to raising the Kingdom's competitiveness regionally and globally, the National Competitiveness Center (NCC) studies, analyzes, and follows up on about 27 significant international reports to monitor the Kingdom's performance in the indicators of those reports. That by monitoring and analyzing global indicators and reports related to competitiveness and comparing the Kingdom's performance with other leading countries. As well as listing the most important indicators and specialized reports in various fields, referring them to the concerned government entities, and proposing appropriate recommendations for their implementation. The significance of these global reports stems from monitoring and analyzing the country's competitive performance within the context of its strategy in a way that reflects the development and improvement efforts made to improve the country's indicators and contributes to raising competitiveness and strengthening its global position.

### Reports in which the Kingdom's performance has improved



**Global Entrepreneurship Monitor (GME),**  
issued by the Global Entrepreneurship Monitor Group.

The Kingdom advanced from the 4th rank to 2nd among 49 countries in the NECI indicator and ranked 1st in the following sub-indicators:

- 01 Ease of doing business index, maintained its 1st rank
- 02 The index of the availability of good opportunities to start a business, maintained its 1st rank
- 03 Fear of failure index, advanced 3 ranks
- 04 The index of knowing someone who started a new project, advanced 15 ranks
- 05 The index of possessing skills and knowledge among individuals, maintained its 1st rank
- 06 Significant wealth building index, advanced 6 ranks



**Global Terrorism Index,**  
issued by the Institute for Economics and Peace

- 01 The Kingdom's ranking improved 9 ranks in the report, moving from 54th to 63rd among 163 countries, as the decrease in the ranks within this report indicates that it is far from being affected by terrorism.
- 02 The index measures the total number of terrorist incidents in countries, resulting deaths and injuries, as well as hostage-taking cases. It also provides an overview of major global trends and efforts.
- 03 The index report stated that the Kingdom is one of the best improving countries in the MENA region.



January 1, 2023

## NCC Organizes a Workshop on the “Private Schools Regulation Project”



► The National Competitiveness Center, in cooperation with the Ministry of Education, organized a virtual workshop on the “Private Schools Regulation Project” in the Kingdom, in the presence of Her Excellency the Vice Minister of Commerce and CEO of NCC, Dr. Eiman Al-Mutairi, and the participation of representatives from several government entities as well as the private and non-profit sectors.

The workshop discussed the most prominent provisions of the regulation project, which included

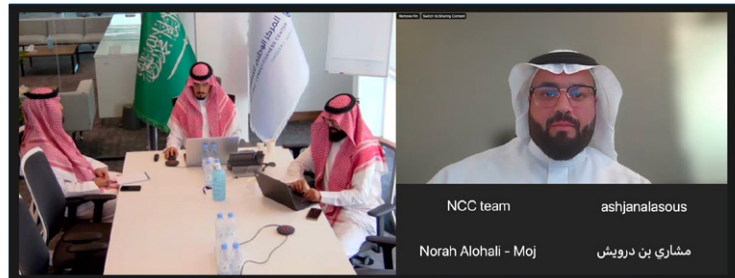
21 articles, to regulate the participation of the private and the non-profit sectors in providing public education services. In addition to applying quality standards, improving the level of performance and outputs in private schools, and providing education in private schools with various options, curricula and operational models, as well as to reviewing the requirements, procedures and requirements for licensing, buildings and curricula.

### The workshop highlights

- 01 Regulating the participation of the private and non-profit sectors
- 02 Quality standards, level of performance and outputs in private schools
- 03 Requirements, procedures and conditions for licensing, buildings, and curricula

March 2, 2023

## NCC holds a Workshop on “Mediation Law Project”



► The National Competitiveness Center held a workshop on the “Mediation Law Project”, in cooperation with the Ministry Justice, and the participation of representatives of relevant government entities and the business sector.

The workshop discussed the most prominent provisions of the mediation law project, which aims to activate mediation and reconciliation, make it the preferred method for resolving disputes, improve the business environment in the Kingdom and attract investment, and enable

the Kingdom’s competitiveness in attracting international mediation. In addition to reviewing the professional standards of mediation and reconciliation, promoting the values of integrity and accountability, and protecting the mediator, the conciliator and all parties. As well as contribute to achieving social development by strengthening social ties and commercial relations, promoting digital transformation and procedural control, and activating and controlling the mechanism for involving the private and non-profit sectors in mediation and reconciliation.

March 7, 2023

## The Council of Ministers Approves the Suspension of Services Controls

▶ The Council of Ministers approved the suspension of service controls and directed government agencies to put them into effect and handle the current requests for suspending services within not more than 180 days from the date of the decision issuance on March 7, 2023.

This decision included the formation of a supervisory committee, whose headquarter is in Riyadh, is led by the Ministry of the Interior, includes representatives from various ministries and government entities, and has full authority to manage and supervise the unified electronic platform for service suspension.

### Suspending the Service depends on



Legal document or court order



Notifying the suspended service entity ahead of time

### Classification of individual services

01

Low-impact, which are new services that are not related to an existing service and additional services

02

Medium impact, which are services that limit the use of non-impact services

03

High impact, which are all services that can be suspended and does not involve an individual's identity

### Classification of business sector services

01

Low impact, which are new services that are not linked to an existing license and additional services

02

Medium impact, which are services that limit the expansion of activities and benefit from services that do not affect the nature of these activities

03

High impact, which are all services that can be suspended

### The powers of the supervisory committee

01

Prepare electronic forms for suspending services

02

Decide on requests submitted by government entities for suspending services

03

Adopt of the classification consisting of three categories of services

04

Ensure that all controls and provisions for suspending services are applied

05

Linking the unified electronic platform with government entities

06

Cancelling the order for suspending services automatically within 24 hours after the cancellation request is approved

February 28, 2023

## Over 1000 Documents on Business Sector were Translated and Published

► The National Competitiveness Center, in integration with the Official Translation Division at the Bureau of Expert at the Council of Ministers, and in cooperation with 60 government entities, completed the translation of more than 1,000 legal documents related to the business sector. That is in implementation of the high royal order to translate all the regulations, laws and requirements related to the business sector, with the aim of facilitating procedures, and enabling the local and foreign investor to reach and access all information related

to economic activities online in Saudi Arabia. Among the most prominent of these laws and regulations that have been translated recently; "The companies law, the tourism law, the small and medium enterprises bank law, the judicial costs law, the payments law and its services, the real estate brokerage law, and the evidence law". As well as other laws and regulations that were previously translated and published on the websites of the concerned government entities, in addition to publishing them on the website of the National Center for Documents and Archives.

المركز الوطني للتنافسية  
NATIONAL COMPETITIVENESS CENTER  
المركز الوطني للتنافسية  
المركز الوطني للتنافسية  
1000 Documents on Business Sector were Translated and Published  
to enable the local and foreign investor to reach and access all information related to economic activities online in Saudi Arabia

In integration with the Official Translation Division at the Bureau of Expert at the Council of Ministers, and in cooperation with

60 government entities

### Recently translated Laws and Regulation

- 01 The companies law
- 02 The tourism laws
- 03 The small and medium enterprises bank law
- 04 The judicial costs law
- 05 The payments law and its services
- 06 The real estate brokerage law
- 07 The evidence laws

All the translated documents are available on:

- The National Center for Documents and Archives website
- The websites of the related government entities





The most prominent studies and researches issued by the international organizations within the 1st quarter of 2023, on developments in productivity, inclusivity, sustainability, and adaptability:

### Where is the Value in the Chain? Pathways out of Plastic Pollution



WORLD BANK GROUP

Pathways out of Plastic Pollution aims to support the efforts of policy makers to address plastic pollution, by studying the economic and financial impacts of plastic management. This report provides key recommendations on how to create a comprehensive approach to address the plastic pollution, and to help policy-makers regarding the decisions to manage the plastic pollution, and collecting new data from three analytical projects. Therefore, The National Competitiveness Center studied and analyzed this report and shared it with the concerned and related entities.

### City Prosperity Index: Making Cities Green, Resilient, and Inclusive in a Changing Climate



WORLD BANK GROUP

This research serves as a guidepost for policymakers at all levels, paving the road for them to realize their objectives of making cities greener, more resilient, and more inclusive. It also defines accessible policy tools and their users, as well as how policy options are devised, prioritized, and sequenced for optimal implementation.

The National Competitiveness Center analyzed the report and distributed it to the appropriate agencies in order to capitalize on the most important elements and learned recommendations.

### Markets of Tomorrow Report 2023: Turning Technologies into New Sources of Global Growth



This report made out of two sections; the first includes the main findings of the research, which are, the most important technologies, the most important enabling sectors, and the main obstacles to create markets. The second is about a broader overview of tomorrow's data markets, with profiles covering the top ten most important technologies, sectors and challenges, and a selection of G20 economies. The main challenges are related to talents, infrastructure and public sector initiatives. The report and research results highlight technologies related to economic fundamentals, such as, agriculture, education, and energy, while the information technology services sector plays the largest role in enabling the growth of new markets.





منصة استطلاع  
PUBLIC CONSULTATION PLATFORM



The National Center for Competitiveness' public consultation platform allowed the public, as well as the private sector and government entities, to express their opinions and provide feedback on law and regulation projects related to economic and development affairs before they were approved, thereby contributing to the improvement of the business environment and the Kingdom's competitiveness.



The Public Consultation Platform in the 1<sup>st</sup> quarter of 2023



92

proposed projects



2053

submitted feedback



28

government entities



The most prominent sectors



The financial and control sector, the commerce sector, the economy and investment sector, the municipal services, urban planning and development sector, and the health sector.

- Banking law
- Mediation law
- State revenue law
- Amending the white land fees law and its bylaw
- Amending the government competitions and procurement law

January 11, 2023

## Al Mutairi Discusses Strengthening Economic Ties Between Saudi Arabia and Finland.



► Her Excellency the Vice Minister of Commerce and CEO of NCC, Dr. Eiman Al-Mutairi, met a delegation from the Republic of Finland, headed by the Under-Secretary of State for external economic relations at

the Ministry for Foreign Affairs in Finland, Nina Vaskunlahti. The meeting, which was attended by the Finnish ambassador, Anu-Eerika Viljanen, discussed ways to strengthen economic relations between Saudi Arabia and Finland.

January 11, 2023

## The CEO of NCC Reviews the Kingdom's Economic Reforms for the Oman Chamber of Commerce and Industry Delegation

► Her Excellency, Dr. Eiman Al-Mutairi, Vice Minister of Commerce and CEO of NCC, met with a delegation led by Mr. Muhammad Al-Maskari from the Oman Chamber of Commerce and Industry. The discussion focused on Saudi Arabia's most significant economic reforms and their impact on the business environment. Furthermore, the two sides discussed the potential for economic collaboration and partnership in attracting share capital between the Kingdom and Oman.



January 17, 2023

# GS1 President and Visits NCC



► Her Excellency, the Vice Minister of Commerce and CEO of NCC, Dr. Eiman Al-Mutairi, met with the GS1 President, Renaud de Barbuat. During the visit, both parties discussed measures to strengthen the relationship and joint cooperation between the NCC and the GS1. The visit is part of the NCC and Saudi GS1's joint efforts to organize the Saudi business

sector and develop regulations and standards for all economic and development sectors, including creating an attractive, competitive investment environment to place the national economy and development sector among the advanced sectors committed to applying global standards, particularly GS1 standards.

## The visit highlights

- 01 Strengthening the relationship and joint cooperation between the NCC and the GS1
- 02 Fostering the NCC's role in applying global standards
- 03 Regulating the Saudi business sector and to develop regulations and standards for all sectors
- 04 Placing the national economy and development sector among the advanced sectors committed to applying global standards, particularly GS1 standards

January 26, 2023

## Al-Mutairi Meets with the Irish Ambassador to Discuss Measures to Strengthen Bilateral Cooperation



► Her Excellency the Deputy Minister of Commerce and CEO of NCC, Dr. Eiman Al-Mutairi, met with the Ambassador of Ireland to the Kingdom of Saudi Arabia, Gerry Cunningham. Over the course of the meeting,

they discussed measures to enhance bilateral cooperation between the Kingdom and Ireland, and briefed the Irish side on the most prominent achievements and reforms that have been implemented recently in the Kingdom.

January 26, 2023

## Vice Minister of Commerce receives the Swedish Minister of State for International Development Cooperation and Foreign Trade



► Her Excellency the Vice Minister of Commerce, CEO of NCC received the Swedish Minister of State for International Development Cooperation and Foreign Trade. Both parties discussed methods to enhance bilateral

cooperation between the Kingdom of Saudi Arabia and the Kingdom of Sweden. Moreover, the Swedish side was briefed on the most prominent achievements and reforms that have been implemented recently in Saudi Arabia.





# يوم التأسيس Saudi Founding Day — ١١٣٩هـ / ١٧٢٧م —



The National Competitiveness Center enthusiastically celebrated Saudi Founding Day on February 22, commemorating with pride how Imam Muhammad bin Saud formed the First Saudi State three centuries ago on February 22, 1727.



# News Stand

A periodic internal event aimed at informing the NCC's employees of the latest developments in various fields related to the NCC's work, as in particular economic issues, or other issues that have an impact on competitiveness or the business environment.

The NCC's employees participate in organizing the event by searching for news and reports in various local and international media, presenting and discussing them, explaining their relationship to the NCC's tasks, and answering inquiries that follow.





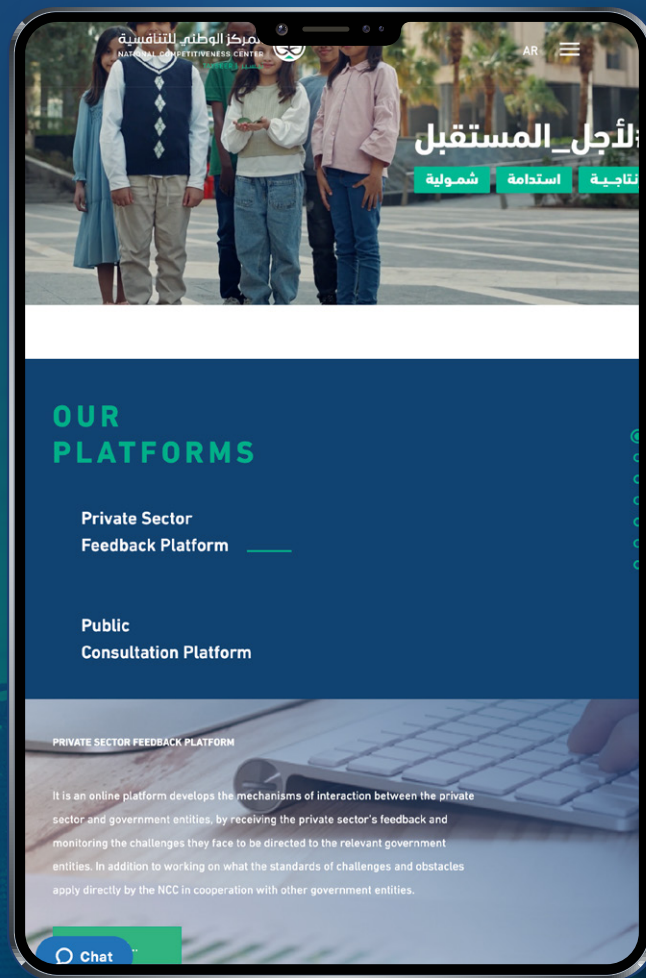
## Journal Club

### in pictures

A weekly educational program held at the National Competitiveness Center, aims to developing cognitive abilities and functional skills as well as creating a creative work environment for the NCC's team. That is by hosting prominent speakers in various fields, in addition to the NCC's employees, to talk about the most important topics of the economy and global competitiveness published in the global media and press.

# Facing Challenges in the Business Environment?

The "Private Sector Feedback Platform"  
is your gateway to reform



# The Contact Center

## Always at your service



Sunday to Thursday



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



Call  
**199077**



E-mail  
[Info@NCC.gov.sa](mailto:Info@NCC.gov.sa)



Live  
Chat

# Saudi Flag Day

March 11, 1937



KSANCC  
199077

NCC.gov.sa  
info@NCC.gov.sa

VISION رؤية  
2030  
التحول الرقمي  
DIGITAL TRANSFORMATION  
KINGDOM OF SAUDI ARABIA

المركز الوطني للتنافسية  
NATIONAL COMPETITIVENESS CENTER  
تيسير | TAYSEER

