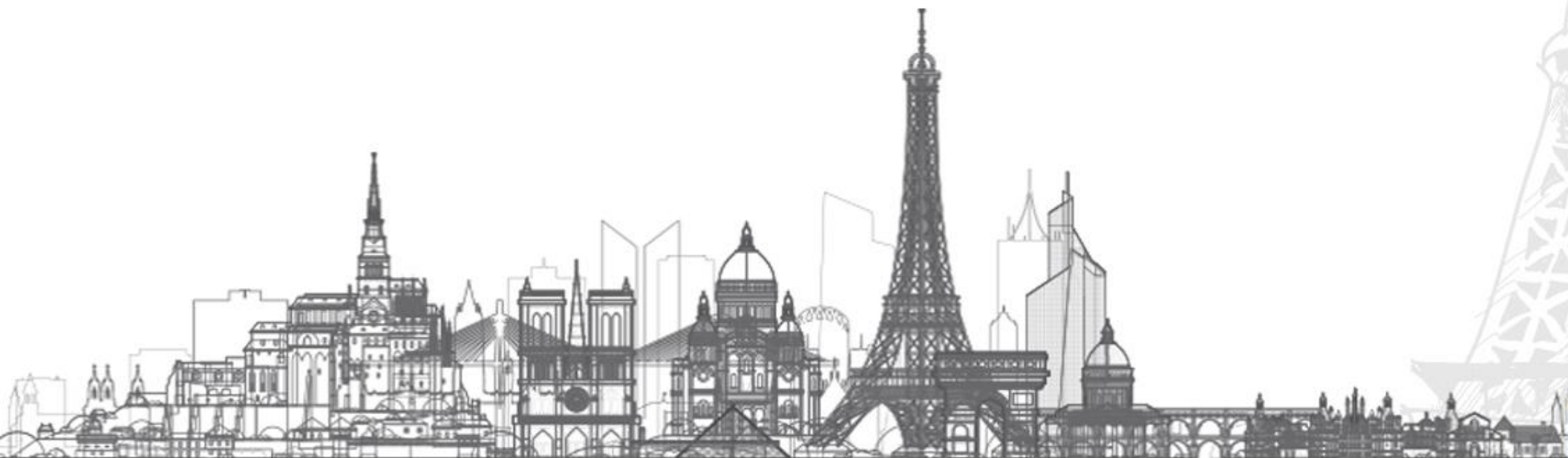




INSTITUT  
**CHOISEUL**



**MEETING OF THE SAUDI FRENCH BUSINESS COUNCIL**

**19 JUNE 2023 - CAFS DELEGATION TO FRANCE 2023**

# AGENDA OF MEETING

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- **9.00 am** – Welcoming speech by Mr. Laurent Germain, Co-President of the CAFS
- **9.05 am** – Opening speech by Dr. Mohamed Ben Laden, President of the CAFS
- **9.10 am** – Presentation of the Note Saudi Arabia 2.0 by Dr. Pascal Lorot, President of the Institut Choiseul
- **9.20 am** – Presentation of the new strategy of the Saudi French Business Council (CAFS) and of the new services offered to French companies
- **9.30 am** – Q&A session with participants
- **9.55 am** – Closing remarks by H.E. Eng. Khalid bin Abdulaziz Al Falih, Saudi Minister of Investment, and by H.E. Mr. Olivier Becht, French Minister of External Trade, Attractiveness and French Expatriates
- **10.15 am** – **Beginning of the France Saudi Investment Forum**





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Conseil d'Affaires Franco-Saoudien

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# PRESENTATION OF THE CAFS

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by Eng. Faiz ALELWEET, Vice-President of CAFS

# ABOUT THE CAFS

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- **The CAFS is “Where Saudi and French business meet”**
- **The CAFS** was one of the first business councils registered by Royal Decree under the Council of Saudi Chambers **in 2003**
- It is a **non-profit organisation** under the umbrella of the Federation of Saudi Chambers
- It is **100% self-financed** and depends on its members and activities for financing
- It aims to represent the **Saudi and French private sectors** in Saudi Arabia
- It aims to support French companies operating in Saudi Arabia and Saudi companies with their activities in France
- **Authorised to welcome French and foreign members since 01/2023**



# OBJECTIVES

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- **Develop relations** between Saudi and French business communities
- **Foster export and trade** via communication, information, and business visits in both countries
- **Communicate with the authorities of both countries** to improve cooperation and eliminate obstacles
- **Encourage the construction of economic projects in both countries** by identifying the best funding channels and providing intelligence to businessmen
- **Help finding amicable agreements** for any possible trade disputes between businessmen from the two countries
- **Focus on training, technology transfer, and access to exchange programs**



# GOVERNANCE

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- **Executive Committee of 12 Members**, elected for a 4-year mandate (2021-2025)
- **Leadership**



**Dr. Mohamed Ben Laden**  
President  
MBL Law Firm



**Eng. Faiz AlElweet**  
Vice-President  
Aramoon International



**Eng. Soufyan AlKabbani**  
Vice-President  
Saudico Electronic Systems



# MEMBERSHIP

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- **160+ MEMBERS** (June 2023 and growing)



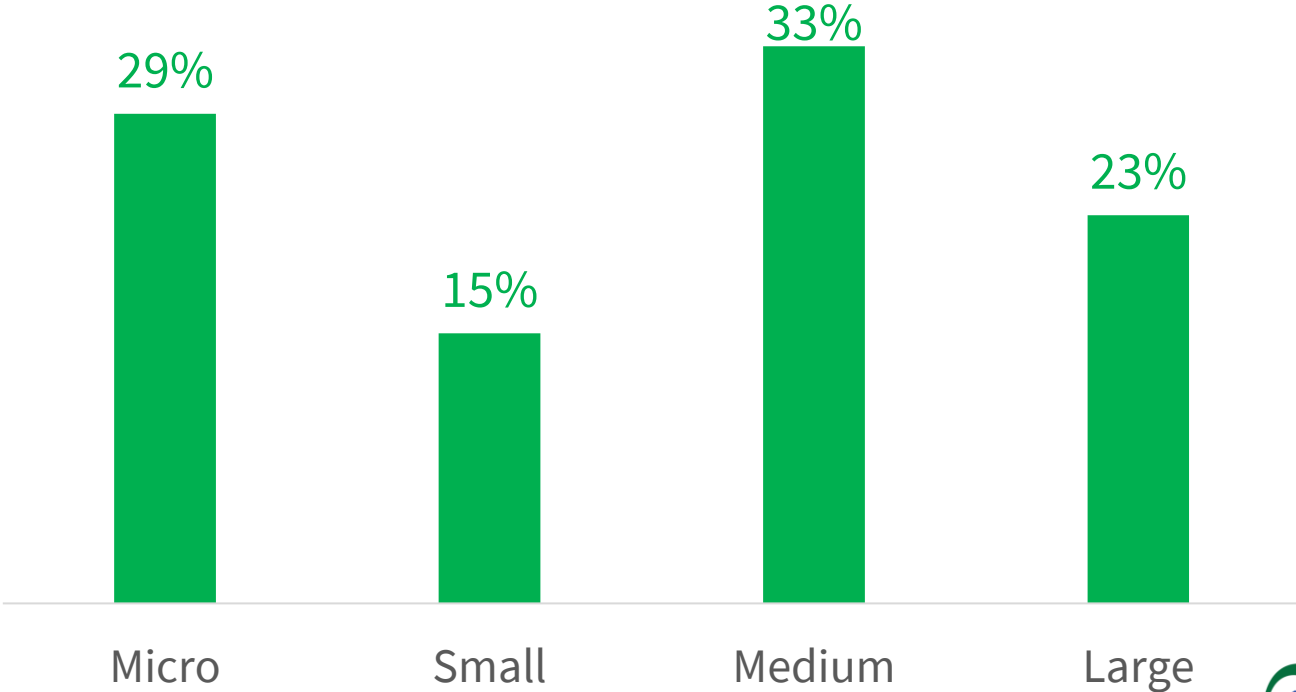
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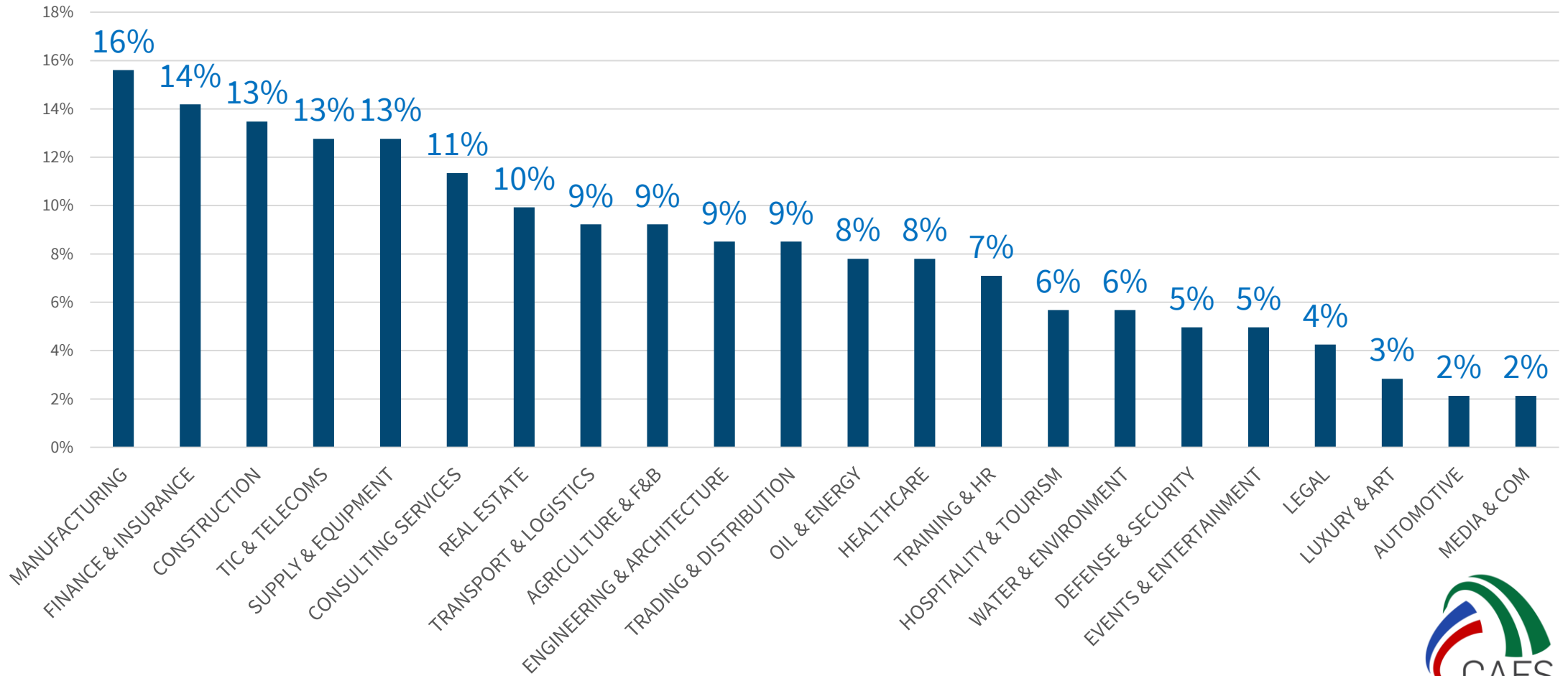
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# CAFS MEMBERS BY SECTORS





# CAFS' COMMITTEES

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## PROPOSED SECTOR COMMITTEES

- Proposition to create 10 Sector Committees:
  1. Aerospace, Defense, Security, and Information & Communications Technology (ICT)
  2. Agriculture & Food industry
  3. Beauty & Luxury
  4. Construction, Infrastructure, Urban planning & Architecture
  5. Energy, Water & Environment
  6. Finance, Banking, Investments, Fintech
  7. Healthcare & Pharmaceuticals
  8. Hospitality, Events & Conferences, Entertainment, Sport & Tourism
  9. Industry & Manufacturing
  10. Transport, Mobility & Logistics

# CAFS' COMMITTEES

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## PROPOSED SECTOR COMMITTEES

*- Open to Corporate and Benefactor Members only, after validation by the Executive Committee*

- Led by 2 Co-Chairs elected by members of each Sector Committee (1 Saudi / 1 French)
- Only Corporate and Benefactor Members may apply for election as Co-Chairs
- Co-Chairs participate in Board meetings but have no vote (only Executive Committee can vote)
- Proposed activities organized under umbrella of sector committees:
  - Regular committee meetings and site visits
  - Meetings with Saudi and French officials
  - Conferences and webinars on specific topics
  - Meetings with and participation in delegation to France / Saudi Arabia
  - Participation in trade shows and exhibitions
  - Publication of white papers, articles and guides

# ACTIVITIES

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## PROPOSED BENEFITS BY SECTORS

Advocacy activities (Sector Committees)	Frequency	Total/year
Meeting with Saudi Minister of related sector	Annually	1/committee
Invitation to French organisations/institutions to participate in committee meetings	Regularly	
Publications of articles, recommendations and contributions by sector	Regularly	
Organisation of trade missions to France and/or to Saudi Arabia	Regularly	

Publications (Sector Committees + Business Clubs)	Frequency	Total/year
White Paper by sector by each Sector Committees	Annually	1/committee
Position Paper combining all White Papers by Sector Committees	Annually	1
Guide "How to do business in Saudi Arabia", by the Club Legal & HR, in collaboration with CCEF, Business France, French Embassy	Every 2 years	
"Human Resources Guide to Saudi Arabia", by the Clubs Legal & HR	Every 2 years	
"Entrepreneurs Guide to Saudi Arabia", by the Club Young Entrepreneurs	Every 2 years	

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# BUSINESS CLUBS

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## CLUBS OF MEMBERS (open to all members)

- Proposition to create 7 Business Clubs:
  - Made in Saudi Arabia
  - Made in France
  - Women in business (*conditions apply: only open to Business Women*)
  - Top CEOs (*conditions apply: only open to Top CEOs*)
  - Legal & Human resources
  - Young entrepreneurs (*conditions apply: only open to entrepreneurs below 40 years old*)
  - Digital economy & Information and Communication Technology (ICT)
- Proposed activities organized under umbrella of Business Clubs:
  - Networking events, conferences and webinars
  - Training and workshops
  - Publication of guides and other resources

# ACTIVITIES

## PROPOSED NETWORKING EVENTS

- Mostly through Business Clubs & Sector Committees

### 2 Bi-annual Forums (in France and in Saudi Arabia)

Networking events	Frequency	Total/year	Sector Committees	Frequency	Total/year
Casual afterwork	Monthly	9 to 11	Committee's Meeting	Quarterly	3/committee
Club networking	Quarterly	3/club	Conference on Sector	Annually	1/committee
CEO Dinner	Quarterly	3	Webinar for France	Annually	1/committee
Joint Networking	Bi-annually	2	Site visits	Occasionally	-
Gala Dinner	Annually	1	Trade Show Pavilion	Occasionally	-
Conference/Webinar	Occasionally	-	Participation in delegations	As often as possible	-

**+ TRAINING & MASTERCLASS WITH PARTNERS LIKE ESSEC**

# COMMUNICATION

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- **Website** – [www.cafs.org.sa](http://www.cafs.org.sa)
- **Social media** – LinkedIn (1,500 followers) / Facebook / Twitter / Instagram / Youtube
- **Newsletter** – Monthly (850 recipients)
- **Whatsapp group for members**
- **Slack Workspace** – Coming soon – Secured platform for members with news, agenda of events, membership directory, channels by sector...





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# CONTACT

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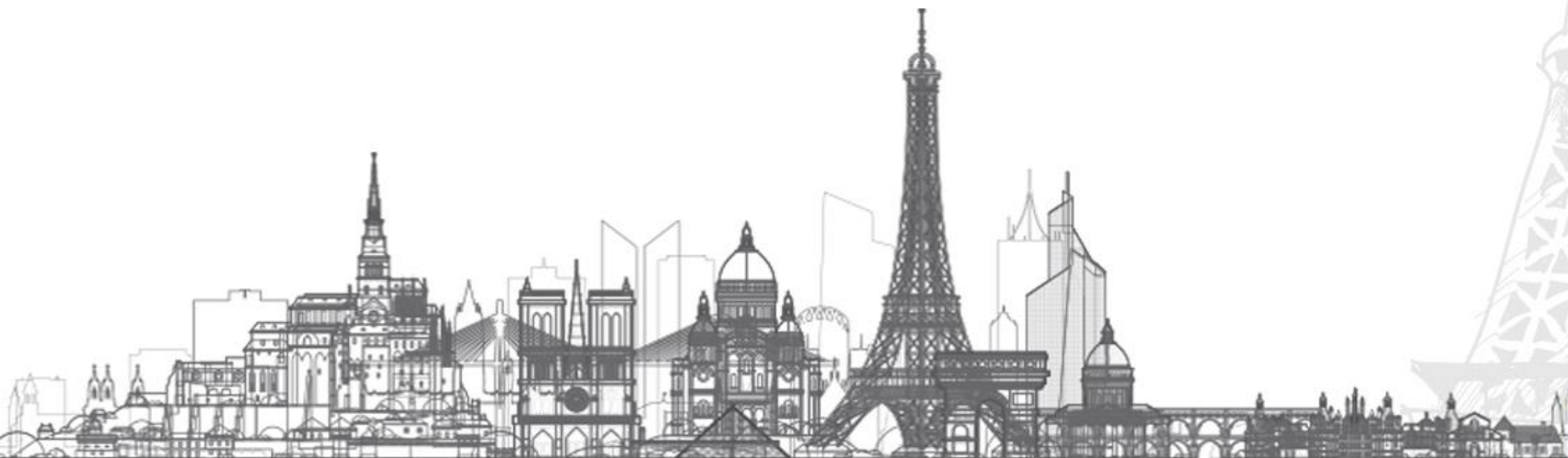
**Conseil d'Affaires Franco-Saoudien (CAFS)**

**[info@cafs.org.sa](mailto:info@cafs.org.sa) - <http://cafs.org.sa>**

**+966 532 177 832**



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