



اتحاد الغرف السعودية  
Federation of Saudi Chambers



# ANNUAL ACTIVITY REPORT



# 2023



## INTRODUCTION BY THE PRESIDENT



Saudi Arabia is not only changing. It is reforming itself at an unprecedented pace and scale. Ambitious projects are not only planned on paper; they are already rising from the ground, making the Kingdom probably the largest open-air construction site in modern history.

The Saudi French Business Council (CAFS) is naturally following this dynamic, not only by supporting the programs of the Saudi Vision 2030, but also by growing in synergy with the development of the Saudi economy.

In 2023, the CAFS was the first business council, under the Federation of Saudi Chambers,

to open its membership to foreign companies, thus truly making us « *the place where Saudi and French business meet* ».

This year also gave way to the recruitment of a team of employees dedicated full-time to supporting our members and to developing the services offered by the CAFS.

This increase in our resources and our opening to the French business community has led to a dramatic increase in the number of activities implemented by our organisation in 2023, as you will see in the present activity report.

These developments mark the acceleration of our strategy aligned on the goals fixed by the Saudi Vision 2030. They are only the beginning of an action plan which aims to ever more achieve the objectives of our organisation:

- To support all of our members, Saudi and French companies, in the development of their activities in both countries.
- To develop relations between the French and Saudi business communities in both countries.



- To promote exports and trade through communication, information and business visits to both countries.
- To communicate with authorities in both countries to improve cooperation and remove barriers.
- To encourage the construction of economic projects in both countries by identifying the best financing channels and providing information to businessmen.
- To focus on training, technology transfer and access to exchange programmes.

To achieve these objectives, we will continue to collaborate in synergy with all our partners, in France and in the Kingdom.

Together, let's deepen the friendship between our two countries. And let's capitalise on all the joint initiatives launched in 2023, to make 2024 an even more productive year for the Saudi-French relation.

**Dr. Mohamed Ben Laden**  
**President of the CAFS**

# KEY FIGURES IN 2023



## Membership



**Members x 2.5** in 1 year

From 80 to **200+** members

**All sectors / All sizes**

**80% Saudi / 20% French**



## Events



**30+** events / 1,200+ attendees

**14** networkings / 700+ attendees

**12** meetings with officials

**5** masterclasses / 100+ attendees



## Services



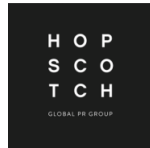
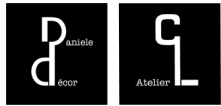
**500+** direct introductions

**30+** B2B meetings

**3** business delegations

**2,000+** qualified contacts

# 43 FRENCH & FOREIGN COMPANIES JOINING IN 2023



# OUR PARTNERS & SPONSORS IN 2023



## OUR BENEFACTOR MEMBERS



## OUR EVENT SPONSORS

## OUR EVENT PARTNERS



## JANUARY

## FEBRUARY



**29/01 - BILATERAL MINISTERS MEETING IN RIYADH** - Participation of the CAFS President in the bilateral meeting in Riyadh between H.E. Dr. Majid bin Abdullah Al Kassabi, Saudi Arabia's Minister of Commerce, and H.E. Mr. Bruno Le Maire, French Minister of Economy, Finance, and Industrial and Digital Sovereignty. [Read more](#)

**02/02 - RECEPTION FOR FRENCH MINISTERIAL VISIT IN RIYADH** - Participation of the CAFS President in the reception given at the French Residence by H.E. Mr. Ludovic Pouille, Ambassador of France to Saudi Arabia, for the visit of H.E. Mrs. Catherine Colonna, French Minister for Europe and Foreign Affairs. [Read more](#)

**13/02 - MEETING WITH SAUDI MINISTER IN RIYADH** - Participation of the CAFS President in the meeting between H.E. Mr. Ludovic Pouille, Ambassador of France to Saudi Arabia, and H.E. Mr. Faisal Al-Ibrahim, Minister of Economy & Planning, on the eve of his visit to Paris. [Read more](#)

**13/02 - MEETING OF CAFS' EXECUTIVE COMMITTEE IN RIYADH** [Read more](#)

## MARCH



**15/02 - MEETING WITH SAUDI MINISTER IN PARIS** - Participation of the CAFS President in the meeting between H.E. Dr. Faisal F. Alibrahim, Minister of Economy and Planning of the Kingdom of Saudi Arabia, H.E. Dr. Fahd Al Ruwaili, Ambassador of the Custodian of the Two Holy Mosques to the French Republic, and Mr. Laurent Germain, CEO of Egis, and Co-Chair of the CAFS.

[Read more](#)

**06/03 - MEETING WITH BELGIAN DELEGATION IN RIYADH** - Meeting with the CAFS President at the Federation of Saudi Chambers, for the business mission from Belgium and Luxembourg, led by H.E. Mr. Pascale Grégoire, Ambassador of Belgium to the Kingdom of Saudi Arabia, and Mr. Qaisar Hijazin, Secretary General of the Arab Belgian Luxembourg Chamber of Commerce (ABLCC).

[Read more](#)

**15/03 - CCFA'S SUMMIT IN PARIS** - Participation of the CAFS President as a speaker in the 4th France-Arab Countries Economic Summit, organised by the French-Arabic Chamber of Commerce (CCFA), in Paris, on "*A partnership to be strengthened in a world in crisis*". [Read more](#)

MAY



**15/03 - PIF'S PANEL DISCUSSION IN RIYADH** - Participation of Eng. Ziyad Alshiha, CEO of SIRC, and Eng. Walid Abukhaled, CEO of SAMI, members of the CAFS' Executive Committee, in the panel discussion on the "Role of the private sector in developing emerging sectors", organised by the Saudi Public Investment Fund (PIF). Eng. Soufyan Al-Kabbani, Vice-President, also attended. [Read more](#)



**16/03 - INAUGURATION OF I-OASIS IN PARIS** - Participation of the CAFS President and of Mr. Soufyan AlHbshi, Director of External Relations of the CAFS, in the inauguration of i-Oasis, the first multiverse dedicated to training, in Paris. [Read more](#)

**27/03 - LAUNCH OF CAFS' NEW WEBSITE** ([www.cafs.org.sa](http://www.cafs.org.sa)) and of pages on social media.



**25/05 - NETWORKING EVENT WITH H.E. MR. RAFFARIN IN RIYADH** - Organisation of a meeting on French Saudi economic relations, H.E. Mr. Jean-Pierre Raffarin, former French Prime Minister, H.E. Mr. Ludovic Pouille, Ambassador of France to Saudi Arabia, and more than 100 representatives of the Saudi and French business community. The meeting was followed by a networking luncheon. [Read more](#)



### JUNE



**08/06 - MASTERCLASS WITH ESSEC BUSINESS SCHOOL IN RIYADH** - Meeting of CAFS Vice-Presidents and members with ESSEC Business School, represented by Prof. Cedomir Nestorovic, Professor of International Marketing and Geopolitics, Mrs. Baptistine Mazzetto, Corporate Programs Designer, and Mr. Bastien Blanc, ESSEC Alumni in Saudi Arabia, for a masterclass on « *Geostrategics* » by Prof. Nestorovic. [Read more](#)

**12/06 - MEETING SAUDI MINISTER IN PARIS** - Participation of the CAFS in the meeting organised by the MEDEF International for the visit of H.E. Mr. Bandar Alkhorayef, Minister of Industry and Mineral Resources of Saudi Arabia to Paris, in presence of H.E. Dr. Fahad Al Ruwaili, Ambassador of the Kingdom of Saudi Arabia to France. The CAFS was represented by its President, and Vice-Presidents. [Read more](#)

**13/06 - BUSINESS FRANCE'S VISION GOLFE 2023 IN PARIS** - Participation of the CAFS in Vision Golfe 2023, organised by Business France at the French Ministry of Economy in Paris. The CAFS was represented by several members of its Executive Committee. Dr. Ben Laden, President of the CAFS, participated in the panel discussion on « *Doing Business in the Gulf countries, a successful Vision for global economy* ». [Read more](#)



**14/06 - RECEPTION AT FRENCH SENATE IN PARIS** - Participation of the CAFS President in the reception given by Senator Olivier Cadic, at the French Senate, for Vision Golfe 2023. Dr. Ben Laden, President of the CAFS, met with Senator Olivier Cadic, Senator Lucien Stanzione, both members of the France – Saudi Arabia Friendship Group, as well as with H.E. Dr. Fahad Al-Ruwaily, Ambassador of Saudi Arabia to France. [Read more](#)



**15/06 - VISIT OF VIVATECH IN PARIS** - Visit of Vivatech trade show in Paris by a delegation of the CAFS including Eng. Faiz AlElweet, Vice-President, Eng. Soufyan AlKabbani, Vice- President, and Mr. Basem AlHbshi, Director of External Relations. The visit included meetings at the Invest Saudi pavilion, as well as at the iOasis booth, a French company member of the CAFS. [Read more](#)



**16/06 - MEETING ATELIERS DE FRANCE IN PARIS** - Meeting of Dr. Mohamed Ben Laden, President of the CAFS, with Mr. Antoine Courtois, Chairman of Ateliers de France, a French company member of the CAFS, at their headquarters in Paris. [Read more](#)



**19/06 - CAFS' MEETING AT MISA'S INVESTMENT FORUM IN PARIS** - CAFS meeting in Paris, with H.E. Mr. Khalid Al-Faleh, Minister of Investment of Saudi Arabia, H.E. Mr. Olivier Becht, French Minister of External Trade, Attractiveness and French Expatriates, and 100 French and Saudi companies. It was organised with the MEDEF International, the Institut Choiseul, and the Saudi Ministry of Investment. [Read more](#)

**19/06 - MISA'S INVESTMENT FORUM IN PARIS** - Participation of the CAFS delegation of 25 CAFS members and representatives of the Executive Committee in the France Saudi Investment Forum organised by the Ministry of Investment of Saudi Arabia in Paris. The CAFS' Executive Committee also met with Mr. Arnaud Vaissié, President of CCI France International, to discuss future collaboration. [Read more](#)

**19/06 - BUSINESS LUNCH OF THE SAUDI MINISTRY OF COMMERCE IN PARIS** - Participation of the CAFS President in the business lunch organised by H.E. Mr. Majid AlKassabi, Minister of Commerce of Saudi Arabia, in Paris, to support the candidacy of Riyadh to host the World Expo 2030 under the theme *"The Era of Change: Together for a Foresighted Tomorrow"*. [Read more](#)



**19/06 - SAUDI ARABIA'S WORLD EXPO RECEPTION IN PARIS** - Participation of CAFS President in the reception organised in honour of the visit of H.R.H. Crown Prince Mohamed Bin Salman in Paris, to support the candidacy of Riyadh to host the World Expo 2030. On this occasion Dr. Ben Laden, President of the CAFS, met with the four Saudi astronauts and representatives of the Saudi Space Agency.

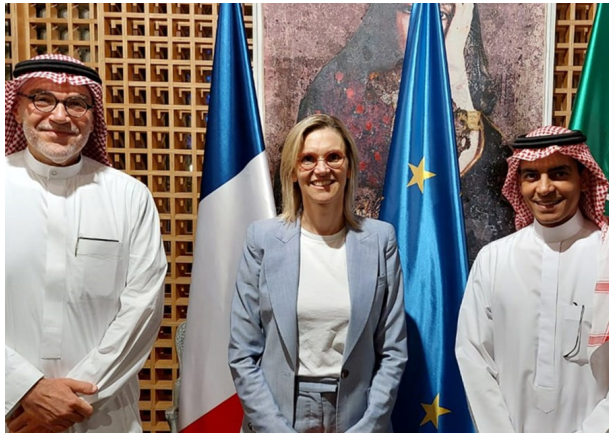


**20/06 - CAFS' DELEGATION TO PARIS** - Visit of a delegation of 25 members of the CAFS to Paris, including a business meeting with idVerde, a masterclass on the « *Myths of strategy* » at the ESSEC Business School at La Défense, and a site visit of Le Bourget Air Show, which gave way to meetings with GACA, SAMI, Riyadh Airports, Thales, DCI Group, Riyadh Air, and other exhibitors. [Read more](#)



**21/06 - CAFS' GALA DINNER ON SPACE IN PARIS** - Organisation of the CAFS' Gala Dinner on Aerospace in Paris, with H.E. Eng. Abdullah bin Amer AlSwaha, Minister of Communications and Information Technology of the Kingdom of Saudi Arabia and Chairman of the Saudi Space Commission, and more than 160 representatives of French and Saudi authorities and companies in the aerospace sector. [Read more](#)

### JULY



**10/07 - RECEPTION FOR FRENCH MINISTERIAL VISIT IN RIYADH** - Participation of CAFS' Vice-Presidents, Eng. Faiz AlElweet and Eng. Soufyan AlKabbani, in the reception given by H.E. Mr. Ludovic Pouille, Ambassador of France to Saudi Arabia, on the occasion of the visit of the H.E. Mrs. Agnès Pannier-Runacher, French Minister for Energy Transition. [Read more](#)



**27/07 - PUBLICATION OF CAFS' MEMBERSHIP DIRECTORY** - Publication of the first edition of the CAFS' membership directory. [Read more](#)

### SEPTEMBER



**18/09 - CAFS' DELEGATION TO FRENCH HEALTHCARE'S FORUM IN PARIS** - Participation of a delegation of 7 members of the CAFS Healthcare Committee in the French Healthcare Innovation & Business Forum in Paris. The CAFS was represented by its Vice-President, Eng. Soufyan AlKabbani. [Read more](#)

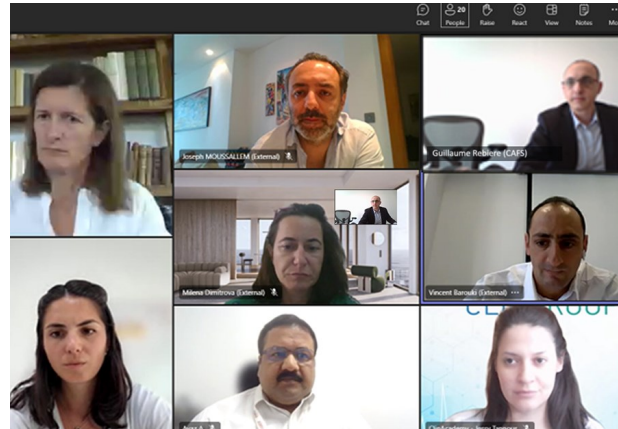


**20/09 - MASTERCLASS & NETWORKING WITH ESSEC BUSINESS SCHOOL IN RIYADH** - Organisation of a masterclass for 70 CAFS members with ESSEC Business School on « *Negotiation and Partnership Building* ». The masterclass was delivered by Professor Aurélien Colson, advisor to former French prime minister. The event was concluded by a networking luncheon among the participants. [Read more](#)

**25/09 - BUSINESS FRANCE'S MARITIME DAYS IN AL KHOBAR** - Participation of CAFS President in the Symposium "French-Saudi Maritime Days", organized by Business France, under the patronage of the Saudi Port Authority, in Al Khobar. Dr. Ben Laden, President of the CAFS, delivered the opening remarks of the events. [Read more](#)

**29/09 - CCI FRANCE LIBAN'S CONFERENCE IN BEYRUTH** - Online participation of CAFS President in the event organized by CCI France Liban on the opportunities offered by Saudi Arabia. Dr. Ben Laden, President of the CAFS, delivered the keynote speech, an introduction of the Saudi market, as well as a presentation of the Saudi French Business Council (CAFS). [Read more](#)

## OCTOBER



**25/10 - CONFERENCE & NETWORKING WITH EY FRANCE IN RIYADH** - Organisation of a conference in Riyadh on “France at the forefront today. How about tomorrow?” delivered by Mr. Eric Fourel, President of EY France, and Mr. Mohamed Mabrouk, Partner at EY France, to 40 CAFS members. The event was concluded by a networking luncheon among the participants. [Read more](#)

**26/10 - ONLINE JOINT MEETING OF THE HEALTHCARE COMMITTEE WITH CCI FRANCE UAE** - Organisation by the CAFS, in partnership with CCI France UAE, of a joint online meeting of their respective Healthcare Committees, to exchange information, present the CAFS, and offer networking opportunities. [Read more](#)

**31/10 - BUSINESS FRANCE’S AFEX DELEGATION IN RIYADH** - Meeting between the CAFS and the 80 companies participating in the AFEX (French Architects for Export) delegation organised by Business France in Riyadh. The CAFS was represented by its Vice-Presidents, Eng. Faiz Al-Elweet and Eng. Soufyan AlKabani, who presented the CAFS to the members of the delegation. [Read more](#)

### NOVEMBER



**31/10 - ESL & NETWORK'S EVENT ON SAUDI HEALTHCARE IN PARIS** - Presentation on « *Doing business in Saudi Arabia* », by Dr. Ben Laden, President of the CAFS during ESL & Network's event in Paris on the healthcare sector in Saudi Arabia, with Mrs. Amelia Lakrafi, President of the French-Saudi Friendship Group of the French Parliament, and H.E. Dr. Fahad Al-Ruwaily, Ambassador of Saudi Arabia to France. [Read more](#)



**6/11 - MEETING OF CCI FRANCE UAE'S DELEGATION IN RIYADH** - Organisation of a meeting for CCI France UAE's delegation in Riyadh, with presentations by H.E. Mr. Ludovic Pouille, Ambassador of France, by Mr. Samuel Ménard, Head of the Economic Department of the French Embassy, and by representatives of the Saudi Public Investment Fund, concluded by a networking luncheon with the 60 participants. [Read more](#)



**6/11 - VISIT OF DIRIYAH PROJECT FOR CCI FRANCE UAE'S DELEGATION IN RIYADH** - Site visit of Diriyah Project organised by the CAFS for the business delegation of CCI France UAE in Riyadh. The visit was concluded by a networking dinner at Bujairi Terrace with members of the French and Saudi business community. [Read more](#)





**7/11 - VISIT OF CAMCO EAST DEPOT FOR CCI FRANCE UAE'S DELEGATION IN RIYADH** - Site visit of CAMCO East Depot organised by the CAFS for the business delegation of CCI France UAE in Riyadh. The visit gave way to a presentation of the Metro Riyadh project. The CAFS was represented by its Vice-Presidents, Eng. Faiz Al-Elweet and Eng. Soufyan AlKabbani. [Read more](#)



**7/11 - NETWORKING FOR CCI FRANCE UAE'S DELEGATION IN RIYADH** - The CAFS organised a networking reception at Novotel Al Anoud, between the members of the CCI France UAE's delegation and 40 representatives of French companies operating in Saudi Arabia. The CAFS was represented by its Vice-Presidents, Eng. Faiz Al-Elweet and Eng. Soufyan AlKabbani. [Read more](#)



**8/11 - INDIVIDUAL B2B MEETINGS FOR CCI FRANCE UAE'S DELEGATION IN RIYADH** - The CAFS organised 4 individual B2B meetings for each member of the delegation of CCI France UAE, on 7th and 8th November, to support them in better understanding the Saudi market, and to help them find potential business partners in the Kingdom. [Read more](#)

## DECEMBER



**22/11 - ONLINE JOINT MEETING OF THE TOURISM COMMITTEE WITH CCI FRANCE UAE** - Organisation by the CAFS and CCI France UAE, of a joint online meeting of their respective Tourism & Hospitality Committees, for a presentation of the Saudi hospitality sector by Mr. Bastien Blanc, CEO of TroKadero. The CAFS was represented by its Vice-President, Eng. Soufyan AlKabbani, on this occasion. [Read more](#)

**4/12 - ESL & NETWORK'S FRENCH HEALTHCARE DAY IN RIYADH** - Organisation by ESL & Network and the CAFS of the French Healthcare Day in Riyadh, in collaboration with the Saudi Ministry of Health, the French Parliament and the French Embassy. This delegation brought together 150 participants, including officials and French and Saudi companies of the healthcare sector. [Read more](#)

**5/12 - BUSINESS FRANCE'S DELEGATION ON ENERGY & INDUSTRY IN RIYADH** - Meeting between the CAFS and the 12 companies of the delegation on Energy & Industry organised by Business France. This meeting gave way to presentations and to a networking between CAFS members and the French companies of the delegation. The CAFS was represented by its President and Vice-Presidents. [Read more](#)



**6/12 - BUSINESS FRANCE'S SYMPOSIUM ON ENERGY AND INDUSTRY IN RIYADH** - Participation of the CAFS President as keynote speaker in the Symposium on Energy & Industry transformation organised by Business France in Riyadh, in collaboration with the Saudi Ministry of Industry, the French Embassy, and Saudi and French authorities, in presence of Saudi and French companies. [Read more](#)

**13/12 - ESSEC BUSINESS SCHOOL'S MASTERCLASS ON BRANDING STRATEGY IN RIYADH** - Organisation of a masterclass for CAFS members with ESSEC Business School on « *Brandin Strategy* ». The masterclass was delivered by Professor Ashok Som. The event was concluded by a networking among the participants. [Read more](#)

**31/12 - PUBLICATION OF CAFS' MEMBERSHIP DIRECTORY** - Publication of the second edition of the CAFS' membership directory.