



BUSINESS OVERVIEW

The Kingdom of Saudi Arabia is the largest and fastest growing market of Middle East and Riyadh being its capital is the center of it all. Not only home to the Kingdom's government, the city has all the key institutions, embassies, diplomatic missions, trade centers making it the legitimate decision making hub of the country.

Riyadh provide widespread opportunities in all key economic sectors offering an ideal platform to participate in Saudi Arabia's economy which was initially dependent on "Hajj" (a pilgrimage to Mecca, the holiest spot for Muslims), date farming and pearling. However, with the discovery of oil which was largely found in Riyadh, it created an infrastructure that transformed the nation into a diversified industrial state.

Today, oil and petroleum products account for more than 90% of the city and country's income. In addition to oil and petroleum products, the capital is also rich in iron and steel, processed food stuffs, cement and electrical equipment while desalination plants meet domestic water requirements as natural water is in short supply. Further quite extraordinary, the government has funded agricultural development in order to reduce dependence upon imported foods and raise the standard of living.

Hosting many international trade shows and expos at its luxurious Exhibition Center (Riyadh Exhibition Center), Riyadh serves all the key economic sectors of the nation. Fairs like Riyadh Motor Show, Saudi Petrochem and Saudi Stone along with numerous other renowned events make the city a frequented destination of business executives and trade seekers.

MAJOR BUSINESS CENTERS

RIYADH EXHIBITION COMPANY (REC)

REC is the leading organizer and exhibitor in the Middle East hosting about dozen exhibitions annually covering all key economic sectors. In last 25 years it has organized over 330 international shows attracting participation from over 40 countries including strong representation from Western Europe, North America, Australia, Far East and Gulf Region. Pertaining to its unmatched international recognition and leading shows, the center has achieved the UFI (Union Foires International) certification unlike any other Arab organizer. The key exhibitions of REC are related to Agriculture, Building, Education, Communications, Food, Medicine, Elenex, and Furniture which are also UFI certified for their highest possible standards in organizing and in attracting exhibitors and visitors consistently bringing wide spread benefits to the local economy.



SAUDI ARABIA STOCK EXCHANGE OR TADAWUL

Tadawul is the only stock exchange of the Kingdom of Saudi Arabia, which is situated in the capital city Riyadh. Supervised by Saudi Arabian Monetary Agency, the exchange is the 11th largest in the world. The Stock Exchange lists around 82 publicly traded companies while its main index is Tadawul All-Share Index (TASI). The exchange is located in Al-Ma'ather Road.

MAJOR COMMERCIAL AREAS

OLAYA DISTRICT

One of Riyadh's finest and major business and commercial centers, Olaya District is just 30 minutes away from the International Airport of the city. The Olaya Main Street is surrounded by the various deluxe shopping centers such as Al Mousa, Al Faisaliah Mall and Jewelry shops. It also has the main Computer Market of the city. The district is loaded with big local companies including NCCI, Al Rajhi, Riyad, NCB, Al Jazeera, and Saudi American Bank along with unlimited accommodation facilities. One can find wide range of hotels and guestrooms like Olaya Holiday Inn, Tulip Inn Olaya House Hotel, Olaya Palace Hotel and so many more. The district is all packed up with ministry offices, hospitals and exhibition centers as well as making it the true heart and soul of commerce in Riyadh.

SALAHUDDIN DISTRICT

Together with its main street King Fahad Road, Salahuddin District is yet another important commercial hub of Riyadh. With numerous shops, lively markets, world cuisine restaurants and huge malls, the district remains packed with tourist most of the time. Therefore, no visit to the city would be complete without discovering the secrets of this bustling quarter.

MAJOR MANUFACTURING ZONES

SHIFA INDUSTRIAL AREA

Shifa is the major industrial district of Riyadh City accommodating range of factories. Variety of manufacturing units are sprouted around the area especially that of automation and pharmaceutical.