

10th AUSTRIA CONNECT GULF

Kingdom of Saudi Arabia and Jemen



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Advantage Austria in Saudi Arabia

- Advantage Austria Office in Riyadh
- 30+ Austrian subsidiaries, 1300+ local jobs
- 400+ regular exporters
- Trade volume 2020:
 - Saudi exports: EUR 101 mio.
 - Saudi imports: EUR 397 mio.
 - 42nd largest trading partner
- Joint Economic Commission & Trade Mission in KSA 2022

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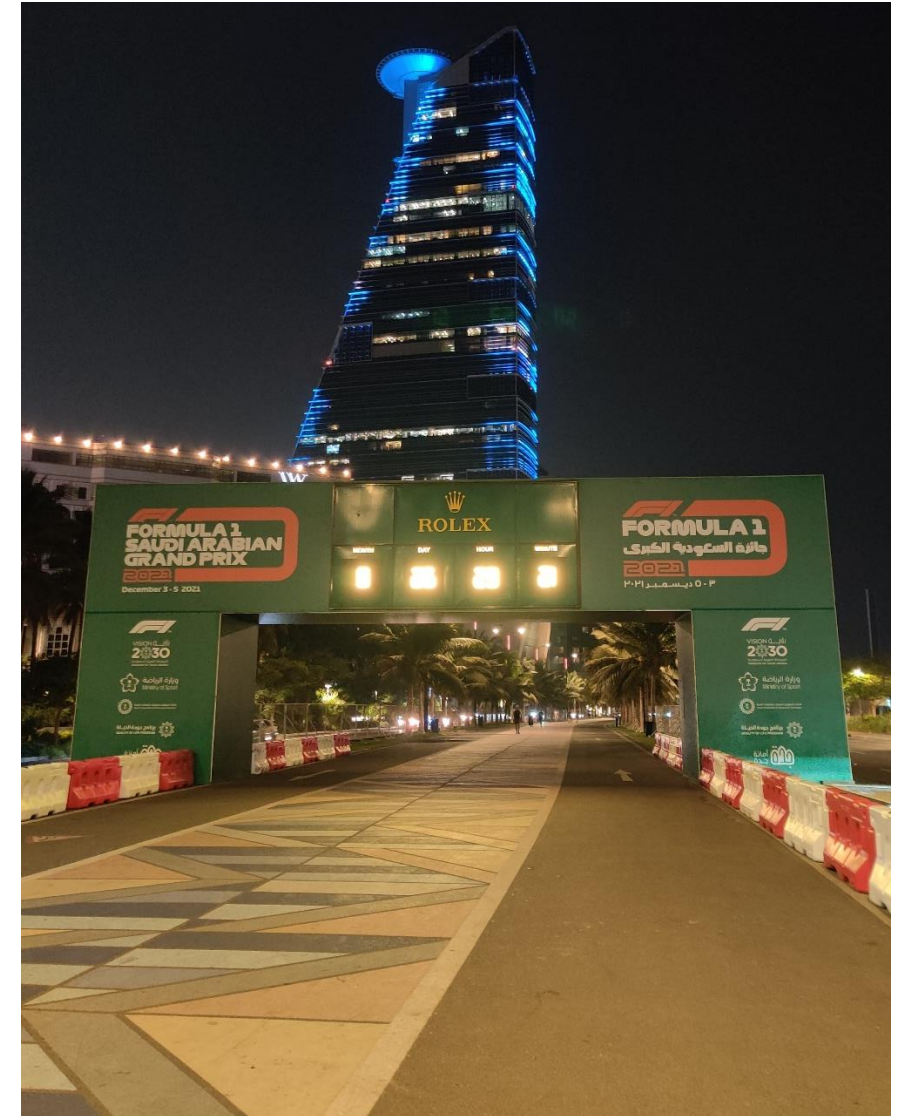
Saudi Arabia in Numbers

- At the convergence of 3 continents with
 - more than **40 fast-growing markets within 4 hours**
 - over **40% of the world's GDP within 6 hours**
 - over **half of the world's population within 7 hours**
 - **13% of the global trade** passes through the **red sea**
- GDP growth: +2,2 % (2021 estimate) | **+4.5% (2022 forecast)**
- **Riyadh Strategy 2030**: 500 regional HQs, doubling of population
- **Young and skilled workforce**
 - 36,461 educational institutions in Saudi Arabia
 - 7.7 mi. students
 - 40th rank for global talent competitiveness index in 2020 (INSEAD)
 - 9th rank globally for digital literacy in 2020

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Entertainment Sector

- Opening of the country and liberalization
- Successful event formats
 - Riyadh Season
 - Riyadh Art
 - Noor Riyadh – lights festival
 - MDL Beast / Soundstorm 2021
 - Dakar Rally
 - Saudi International Golf
 - Formula 1: Saudi Arabian Grand Prix in Jeddah 2021



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Vision 2030 Projects in Saudi Arabia

The Red Sea The project spans 200 km of Saudi Arabia's Red Sea coast. It includes an archipelago of more than 90 islands. The project is expected to provide 70,000 jobs and contribute SAR 22 bn. to GDP.

ROSHN ROSHN is a PIF company and the national real estate developer, providing world class residential neighborhoods that meet the aspirations of the Saudi people.

DIRIYAH Gate Under the mandate of Diriyah Gate Development Authority, the project contributes to Vision 2030, by its target of 27 million local and international visitors by 2030. This supports the national tourism strategy which aims to host 100 million worldwide tourists in the Kingdom by 2030.



NEOM The world's most ambitious and sustainable integrated ecosystem in which to live and work.

AMAALA located along Saudi Arabia's northwestern coast, is a global wellness ultra-luxury destination that focuses on transformative personal journeys inspired by wellness, arts, culture and purity of the Red Sea.

QIDDIYA will contain more than 300 recreational and educational facilities in five different zones. It is expected to attract 17 million visitors each year, provide more than 25,000 jobs and contribute SAR 17 billion annually to the Saudi economy by 2030.

King Salman Park will be the largest urban park in the world expanding across more than 16 square kilometers. The park will be an environmental, sports, cultural and entertainment project.

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Upcoming events

- **Webinar Tourism KnowHow & Infrastructure in the Red Sea**
13.01.2022 | online
- **Trade Mission alongside Joint-Economic-Commission KSA-Austria**
28.02.-04.03.2022 | Riyadh & Jeddah/Dammam
- **International Conference and Exhibition for Education 2022**
08.- 11.05.2022 | Riyadh
- **Catalogue Exhibition at The Saudi Entertainment & Amusement Fair (SEA) 2022**
16.-18.05.2022 | Riyadh
- **Austria Showcase Railways**
November 2022 | Riyadh