

SURPRIS

AUSTRIAN BUSINESS CIRCLE

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BUSINESS AND GOLF AT THE GULF IN RIYADH

INGENIOUS



MINI-CONFERENCE - RIYADH 2024

25. & 26. APRIL 2024

in cooperation with:

Rödl & Partner

supported by:



PROGRAMM

Effective 24.04.2024 | information on participation fees, packages and registration can be found on the last pages

THURSDAY, 25 APRIL 2024

morning

INDIVIDUAL ARRIVAL IN RIYADH

INDIVIDUAL TRANSPORT TO ALNAKHLA COMPOUND

Riyadh traffic can be very busy, therefore please plan accordingly.

Location: [on google maps](#)

14.00

ARRIVAL & ACCESS PROCEDURE AT THE COMPOUND

To smoothen your entrance at Al Nakhla Compound kindly allow us to enter some requested information in the Al Nakhla Compound Portal. This will facilitate your entrance. You will then receive a barcode on your email which has to be shown on the gate.

Thus, we ask you kindly to provide us with the following:

- Nationality
- Iqama/Passport or ID number
- Mobile Number
- Email Address in which you like to receive the barcode for the access.
- Car plate number

Location from the first gate to the Royal Hall: <https://maps.app.goo.gl/X4GbvUNwRAZv9Aav8>



14.30 – 15.45	<p>SEMINAR: DOING BUSINESS IN SAUDI-ARABIA – SESSION I</p> <p>An official welcome address by Christoph Pfeifer, Commercial Counsellor, Austrian Embassy in Riyadh incl. presentation of agenda and program. Introduction of our sponsors and partnering organizations.</p> <p>Industry message: Martin Boson; Senior Vice President, General Manager at Parsons</p> <p>Presentations on the tax and legal framework (incl. Regional Headquarter topic) by Tarek Antaki (Rödl & Partner)</p> <p>Location: Nakhla Compound “Royal Hall”</p>
15.45-16.00	<p>COFFEE BREAK</p> <p>in between the seminar</p>
16.00-17.15	<p>SEMINAR: DOING BUSINESS IN SAUDI-ARABIA – SESSION II</p> <p>Continued presentations on the tax and legal framework (incl. Regional Headquarter topic) by Tarek Antaki (Rödl & Partner)</p> <p>Experience on RHQ – TÜV Austria Riyadh: Hisham Abdullah M Binghoumayjan & Mohammad Jehad Alrasheed</p>
	<p>BREAK</p>
17.30 -18.30	<p>AUSTRIAN VENTURE CLUB SESSION</p> <p>Panel Discussion: Startup Ecosystems in the Middle East – Moderated by: Pascal Haider</p> <ul style="list-style-type: none"> • H.H. Loulwa Al-Saud • Abdelhameed Sharara (RiseUp) • Omar Alshabaan (Thegarage CEO) • Anas Agag (ex GAIA) • Roberto Croci (PIF) • Ali Alsaileek (KSA Labs) • Aladin Ben (Memorality) • Margarete Schramböck (former Austrian Minister of Digital and Economic Affairs) <p>Live Pitches</p> <p>4 Start-ups live Pitches each 1min. Public Voting 2 can pitch 5min and get direct feedback from the Panel Guests.</p> <p>Host for the 4 Startups - Romy Sigl (COWorking Salzburg)</p> <ul style="list-style-type: none"> • Startup 1 – Matthias Spitzer (Lalamu Entertainment) • Startup 2 – Daniel Pühra (ComCom) • Startup 3 – Patrick Lengdorfer (Sports Remember) • Startup 4 – Swen Maikranz (Upstrive)
18.30 – 19.00	<p>BREAK</p> <p>Walking to the evening event</p> <p>Location from the Royal Hall to Villa 950: https://maps.app.goo.gl/cYKgmifwrJNbgC9w9</p>

19.00 – 22.00	<p>AUSTRIAN BUSINESS CIRCLE: RÖDL & PARTNER NETWORKING DINNER</p> <p>Participants will have the chance to get to know each other and network. The Austrian business community of Saudi Arabia and local stakeholders are also invited for this networking evening. Dinner and beverages will be served.</p> <p>Greetings by Christoph Pfeifer, Austrian Commercial Counsellor</p> <p>Welcome Words by Nicola Lohrey; Managing Partner, Branch Manager UAE KSA at Rödl & Partner</p> <p>Location: Residency of the Austrina Commercial Counsellor at Nakhla Compound</p>
	INDIVIDUAL TRANSPORT TO THE HOTEL

FRIDAY, 26 APRIL 2024

	INDIVIDUAL BREAKFAST AT THE HOTEL
07.00	<p>BUS PICK-UP FOR TRANSFER TO DIRAB GOLF AND COUNTRY CLUB</p> <p>Meeting Time: 6:50 AM, Location: Hilton Garden Inn Riyadh Financial District (Location)</p> <p>The bus will depart promptly at 7:00 AM. Please ensure you arrive at the designated meeting point on time to avoid any delays.</p>
	TRANSFER TO DIRAB GOLF AND COUNTRY CLUB
08.00	<p>ARRIVAL AT DIRAB GOLF AND COUNTRY CLUB (Location)</p> <p>For individual arrival: please park in the visitors parking area and meet the group.</p> <p>Health & Safety Note:</p> <p>Please respect KSA laws and regulations, be positive, have fun, be safe, and have a great time!</p>
08.30 – 12.30	<p>GOLFING AND TRAINING SESSION</p> <p>Will be categorized based on experience/level of golf:</p> <ul style="list-style-type: none"> • Beginners will be guided by the coach to show tips on how to play golf. • Intermediate will be either playing 9 or 18-hole (tbc) <p>During the game water will be served complementary. Additionally, beverage carts will be available along the golf course: drinks have to be paid on the spot and are individually chargeable to each participant.</p>
13.00	<p>LUNCH AT DIRAB GOLF AND COUNTRY CLUB</p> <p>Joint lunch for all participants of the golf allowing for further networking in an informal atmosphere.</p>
	TRANSFER BACK TO THE CITY
	INDIVIDUAL DEPARTURE FROM RIYADH

Further information on participation fees, packages and registration can be found on the next page.

OPTIONAL – OTHER EVENTS IN RIYADH

27.-29. April	<p>OPTIONAL: INDIVIDUAL PARTICIPATION AT THE “RISE UP SUMMIT”</p> <p>This event is not organized by Advantage Austria and not part of our Austrian Business Circle; individual participation is possible: https://riseupsaudi.com/home</p>
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28.-30. April	OPTIONAL: INDIVIDUAL PARTICIPATION AT THE “HEALTH TOURISM FUTURE FORUM” This event is not organized by Advantage Austria and not part of our Austrian Business Circle; individual participation is possible: https://saudihtf.com/en/intro-en/ Location: Fairmont Hotel, Riyadh
Has benn postponed! new date: 09.-13. December 2024	OPTIONAL: INDIVIDUAL PARTICIPATION AT “KINGDOM OF TOMORROW - SHAPING THE FUTURE” This event is not organized by Advantage Austria and not part of our Austrian Business Circle; individual participation is possible: https://www.kingdomoftomorrow.com/ Location: Riyadh Exhibition & Convention Center, Malham, Riyadh
30. April – 2. May	OPTIONAL: INDIVIDUAL PARTICIPATION AT THE “SAUDI FOOD MANUFACTURING” This event is not organized by Advantage Austria and not part of our Austrian Business Circle; individual participation is possible: https://www.saudifoodmanufacturing.com/ Location: Riyadh Front, Riyadh
30. April – 2. May	OPTIONAL: INDIVIDUAL PARTICIPATION AT THE “AUTOMECHANIKA RIYADH 2024” This event is not organized by Advantage Austria and not part of our Austrian Business Circle; individual participation is possible: https://automechanika-riyadh.ae.messefrankfurt.com/riyadh/en.html Location: Riyadh International Convention & Exhibition Center, Riyadh

FURTHER INFORMATION

GOLF BUNDLE

Golf Bundle Pricing: SAR 600

BUNDLE INCLUDES

- Seminar: Doing Business in Saudi-Arabia
- Austrian Business Circle (Thursday)
- Golf (incl. green fees & clubs rental)
- Lunch on Friday
- Transport to and from the Dirab Golf Country Club

Conference only (day 1): SAR 300

Please note that the horse riding and tennis court are optional, and the price is not included in any package/bundle. In case you are not interested in golf, and you would like to have another activity let us know in advance to discuss on an individual basis. (E riyadh@advantageaustria.org)

REGISTRATION

If you are interested to participate in the first Austrian “Business and Golf at the Gulf” in Riyadh from 25 to 26 April 2024, please let us know via E-Mail to riyadh@advantageaustria.org. We will then provide you with the registration form via email.

For any emergency inquiry please feel free to contact Ms Marwa Bazara at her phone: +966 59 296 1167.

Further information on hotel suggestions can be found on the next page.

HOTEL SUGGESTIONS AND RESERVATION

We would recommend that you reserve a hotel room at one of our trusted hotels with which we have a good connection. We also have approximate prices available for each option. It is advisable to secure your reservation early to avoid changes in pricing and availability.

Hotels List:

1. **Courtyard by Marriott**

- Standard Room
- SAR 573.60/- (single) average rate per room per night – breakfast inclusive
- Rates are subject to 20.75% taxes and fees per room per night.
- Prices are subject to change without prior notice depending on the hotel's occupancy and demand.

Contact Person:

THUSHARA MENIKDIWELA | Cluster Director of Sale

T +966 11 477 9300 | M +966.500.931.446

E thushara.menikdiwela@marriott.com

2. **Hilton Garden inn Riyadh Financial District**

- Standard Room
- SAR 650/- (single) average rate per room per night – breakfast inclusive
- Rooms rates are subject to 15% value added tax and 5% municipality fees
- Rates are subject to change without prior notice depending on the hotel's occupancy and demand

Contact Person:

Ahmed Raouf | Cluster Yield Manager

T +966 11 505 1086 | M +966 53 445 2197

E ahmed.Raouf@hilton.com