



GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
ISLAMABAD



SUBJECT: REPORT ON B2B DURING SAUDI ARABIA-PAKISTAN INVESTMENT FORUM – 10th OCTOBER, 2024

Saudi Arabia-Pakistan Investment Forum was held in Islamabad on **10th October, 2024** at the Serena Hotel, Islamabad.

B2B Activities of Non-Agro Product Wing

The B2B sessions between Pakistani non-agro companies and various Kingdom of Saudi Arabia (KSA) firms were held to explore potential collaborations, joint ventures, and business opportunities across multiple sectors, including construction, minerals, power, and sports. The following is a detailed analysis of the key outcomes:

Total Meetings: 110

Key Sectors Involved:

- **Construction**
- **Power**
- **Sports**
- **Minerals**

A. Highlights of Non-Agro B2B Meetings

1. **Lalei Al Barakah International Group**
 - **Number of Meetings:** 7
 - **Expected Outcome:** MOU with Fauji Foundation in the **construction** sector.
2. **Albawani Group**
 - **Number of Meetings:** 4
 - **Expected Outcome:** Likely deal with ZKB in **construction**.
3. **Alsharif Group Holding ASG**
 - **Number of Meetings:** 9
 - **Expected Outcome:**
 - 50% chance of a deal with **World Gems**.
 - Positive feedback and potential future venture with **Izhar Group**.
4. **Alkifah Holding**
 - **Number of Meetings:** 7
 - **Expected Outcome:**
 - Possible deals with **Gondal Group, Fauji Foundation, Izhar Group, and Master Tiles** in construction.
5. **Manara Group**
 - **Number of Meetings:** 8
 - **Expected Outcome:**
 - Collaboration with **PMDC** for establishing a Soda Ash Company.
 - Future negotiations with **Rehab Minerals** in the **power** sector.
6. **Zahid Group**

- **Number of Meetings:** 6
 - **Expected Outcome:**
 - Ongoing discussions with **OTO Pakistan Pvt. Ltd.**
 - **Procon Consultants** expected to generate business worth **USD 50 million.**
7. **Ajyal Group**
- **Number of Meetings:** 8
 - **Business Generated:** **Queen Sports** secured expected business of **USD 20,000** in the **sports** sector.
8. **Alosais Group**
- **Number of Meetings:** 8
 - **Expected Outcome:**
 - **Oilco Petroleum** is expected to finalize a **USD 5 million** joint venture.
 - **PRL** is also expecting an MOU in the near future.
9. **Zamil Group**
- **Number of Meetings:** 8
 - **Expected Outcome:**
 - Ongoing discussions with **Wah Nobel** for blasting and drilling.
 - **Procon Consultants** expected to generate significant business.

B. Business Expectations from Non-Agro Meetings

- **Total Number of Meetings:** 110
- **Business Discussed/Expected to be Generated:** USD 50 million
- **Key Collaborations Expected:** Multiple MOUs, joint ventures, and agreements across the construction, power, sports, and minerals sectors.

B2B Activities of Agro Food Product Wing

The B2B meetings focused on fostering business relations between Pakistani companies and KSA delegates in the agro food sector. The sessions were aimed at exploring joint ventures, agreements, and business partnerships that could enhance the agro food trade between the two nations.

Total Meetings: 70

Key Sectors Involved:

- **Food Processing**
- **Agro Products**

A. Key Figures from Agro B2B Meetings

1. **Pakistani Companies Confirmed for B2B:** 64
2. **Pakistani Companies Registered for B2B:** 57
3. **Total Meetings Held:** 70
4. **Business Discussed/Expected to be Generated:** USD 40.2 million
5. **Companies Expecting Contracts/Agreements:** 5
6. **Companies Interested in Joint Ventures (JVs):** 10
7. **Companies Expecting Future Collaborations:** 40

B. Feedback from Pakistani Agro Companies

- **85%** of companies rated the B2B meetings as "Very Useful."

- **10%** rated the meetings as "Unuseful."
- **3%** rated them as "Less Useful."
- **2%** found the meetings "Not Relevant."

C. Recommendations from Agro B2B Participants

- **Broader Participation:** Participants suggested inviting more KSA companies to cover a wider range of agro food product sectors.
- **Scheduling Adjustments:** Companies recommended starting meetings after 3:00 p.m. to accommodate KSA delegates' prayer times and cultural practices.
- **Breaks in Session:** It was suggested to include short breaks during the session, as KSA delegates took unscheduled breaks, which left Pakistani companies waiting.

B2B Activities of Services Wing

Human Resource Recruitment Sector B2B Sessions

Two prominent Saudi HR recruitment companies, **M/s. Maharah Human Resource Company** and **M/s. Watan Al Awal**, engaged in B2B sessions with 18 Pakistani human resource and overseas employment promotion (OEP) firms. A total of **24 B2B meetings** were held, allowing each Pakistani company to present its expertise and capabilities.

- **Sectors of Interest:**
 - **Healthcare:** Particularly in the recruitment of nurses and doctors.
 - **Construction:** Skilled labor across various trades.
 - **Transportation:** Including drivers and bike riders.
 - **Hospitality:** Demand for cleaners and housemaids.
 - **Fabrication:** Skilled and unskilled workers.
- **Outcomes:**
 - **Seven Memorandums of Understanding (MoUs)** were signed, with an estimated total value of **USD 180 million**.
 - **Workforce Demand:**
 - Approximately **5,000 nurses** are required in healthcare.
 - Around **7,000 workers** are needed in the construction sector.
 - Additional interest in skilled and unskilled fabricators and civil engineers in line with Saudi Vision 2030.
- **Collaborative Efforts:** Meetings with **TEVTA** and **NAVTTTC** ensured alignment of workforce quality standards, emphasizing skill development programs to meet Saudi requirements.

Consultancy Sector B2B Sessions

Two leading Saudi consultancy firms, **M/s. Mind Merge Inc.** and **M/s. TUV Rheinland Saudi Arabia**, attended the B2B forum to explore collaboration opportunities in training, workforce management, and sustainable development. Eleven sessions were conducted, allowing Pakistani consultancy companies and government entities to present their services.

- **Company Profiles:**
 - **Mind Merge Inc.:** Provides professional training, management services, certifications, and health & safety workshops across various sectors.

- **TUV Rheinland Saudi Arabia:** Focuses on safety and quality development to ensure industry standards across human resources, technology, and environmental requirements.
- **Outcomes:**
 - **Mind Merge Inc.** engaged with organizations such as **OPHRD, NEVTTC, TEVTA, Union Manpower,** and **POEPA** to discuss advanced training programs and skill enhancement initiatives.
 - **TUV Rheinland Saudi Arabia** conducted discussions with **PSQCA, DPP, MNFSR,** and **MoC,** emphasizing certifications and technical assistance to help Pakistani companies meet international quality standards.

These productive B2B sessions encouraged partnerships to enhance workforce capabilities and ensure compliance with global standards, with anticipated progress in the coming months.

IT Sector B2B Sessions

In collaboration with the Ministry of Information Technology & Telecom (MOITT), eight leading Saudi IT firms participated in the forum, holding **52 B2B meetings** with Pakistani IT companies.

- **Focus Areas:**
 - Artificial Intelligence (AI)
 - Cybersecurity
 - Health Tech
 - Ed Tech
- **Selection Process:**
 - Over **400 Pakistani IT companies** applied, with **50 shortlisted** based on compatibility with Saudi counterparts.
- **Outcomes:**
 - **Two MoUs Signed:**
 - **USD 17 million** MoU between **M/S S.N Technologies** and **CARE** (Pakistan) focused on AI.
 - MoU between **M/S CyberCave** and **Kualitatum** (Pakistan) in the cybersecurity field.

Feedback from participants was highly positive, and attendees commended the Ministry of Commerce and MOITT for facilitating these impactful B2B sessions, which are likely to lead to future collaborations.

Conclusion

The Saudi Arabia-Pakistan Investment Forum was instrumental in fostering new B2B partnerships and paving the way for substantial economic collaboration across key sectors. The event underscored Pakistan's potential as a significant partner in meeting Saudi Arabia's workforce, industrial, and quality standard's needs, aligned with Saudi Vision 2030. Both nations look forward to solidifying these relationships, translating them into actionable agreements, and achieving impactful results in the coming months. The overall feedback from participants was positive, with a clear emphasis on future collaborations, joint ventures, and formal agreements. The sessions demonstrated the potential for enhanced trade and investment between Pakistan and KSA across both non-agro and agro food sectors.







