

**SATIC Market Linkages &  
Networking Side Events  
@ Saudi Digital Transformation  
& Industry Trade Mission  
Johannesburg  
27 – 28 May 2025**

All agenda, participation and sponsorship benefits subject to final agreements, partner, participants and trade mission delegation, host itineraries \*



## Introduction

Unlock Strategic Partnerships at the Networking & Side events organised to support the Saudi Digital Transformation & Industrial Trade Mission on 27 - 28 May 2025, Johannesburg.

Join SATIC's premier networking functions, knowledge exchange sessions, and market linkages side events during the Saudi Digital Transformation & Industrial Trade Mission.

As a valued participant and sponsor, you will gain access to decision-makers, innovators, and trade leaders driving the future of digital transformation between Saudi Arabia and Africa, with South Africa as the gateway.



## Background & Context

- Saudi Arabia has committed billions of dollars to AI and digital technologies, aiming to become a global Digital and AI powerhouse. Key initiatives include: a \$40 billion AI investment fund, making Saudi Arabia one of the world's largest AI investors (AI-Monitor). A target to attract \$21 billion in AI investments by 2030, contributing 12% to GDP and transforming industries such as energy, logistics, and smart cities (MEED, AGBI). Saudi Aramco's integration of AI-driven operational efficiencies, collaborating with AI firms such as DeepSeek to optimize energy resource management (FT). A \$1.5 billion investment in AI chip startup Groq, positioning Saudi Arabia at the forefront of AI hardware innovation (Reuters). With these investments, Saudi Arabia is well-positioned to export AI solutions, digital infrastructure, and fintech innovations to South Africa, fostering trade relationships and knowledge exchange.

## Supporting Developments & Market Readiness for timeliness of Digital Trade Mission

- Saudi-backed Africa-1 Submarine Cable (2025 launch) will enhance data connectivity across the continent.
- Saudi Digital ID Solutions already being tested in African financial inclusion projects.
- AI & Smart City Growth in Africa
- South Africa's \$2.5B Smart City Project (launched 2024) aligns with Saudi expertise in AI-driven urban planning.
- Africa's Cloud Computing Market is Booming, the market is projected to hit \$15B by 2028, creating demand for Saudi cloud services, data centers & cybersecurity



# Saudi Arabia's pioneering Digital Government

Saudi Arabia has made significant strides in managing national identity to facilitate secure and efficient access to essential services across various sectors, including health, education, housing, and social services.

## National Digital Identity and Unified Access:

The Kingdom's National Single Sign-On Initiative, developed by the Ministry of Interior, provides citizens and residents with a unified digital identity. This system enables users to access a wide array of government services securely and efficiently, streamlining interactions with public agencies. [moh.gov.sa](https://moh.gov.sa)

## Absher Platform:

Central to Saudi Arabia's digital transformation is the Absher platform, which has issued over 28 million unified digital IDs. Absher offers more than 460 services, including digital IDs, authentication services, and passport management, enhancing the efficiency and security of service delivery. [leaders-mena.com](https://leaders-mena.com)

## Digital Health Services:

In the healthcare sector, the Seha Virtual Hospital exemplifies the integration of digital identity with health services. Utilizing advanced technologies like artificial intelligence and augmented reality, Seha provides specialized services such as emergency consultations and virtual home care. Since its inception in 2022, it has served over 58,550 beneficiaries, with an anticipated annual capacity of 400,000 patients. [blogs.worldbank.org](https://blogs.worldbank.org)

## Educational and Social Services:

The unified digital identity system also facilitates access to educational and social services. By leveraging a single digital identity, citizens and residents can seamlessly interact with various government platforms, ensuring efficient service delivery across sectors. [my.gov.sa](https://my.gov.sa)

Through these initiatives, Saudi Arabia demonstrates a comprehensive approach to digital identity management, enhancing the accessibility and efficiency of essential services nationwide.

## Who should attend

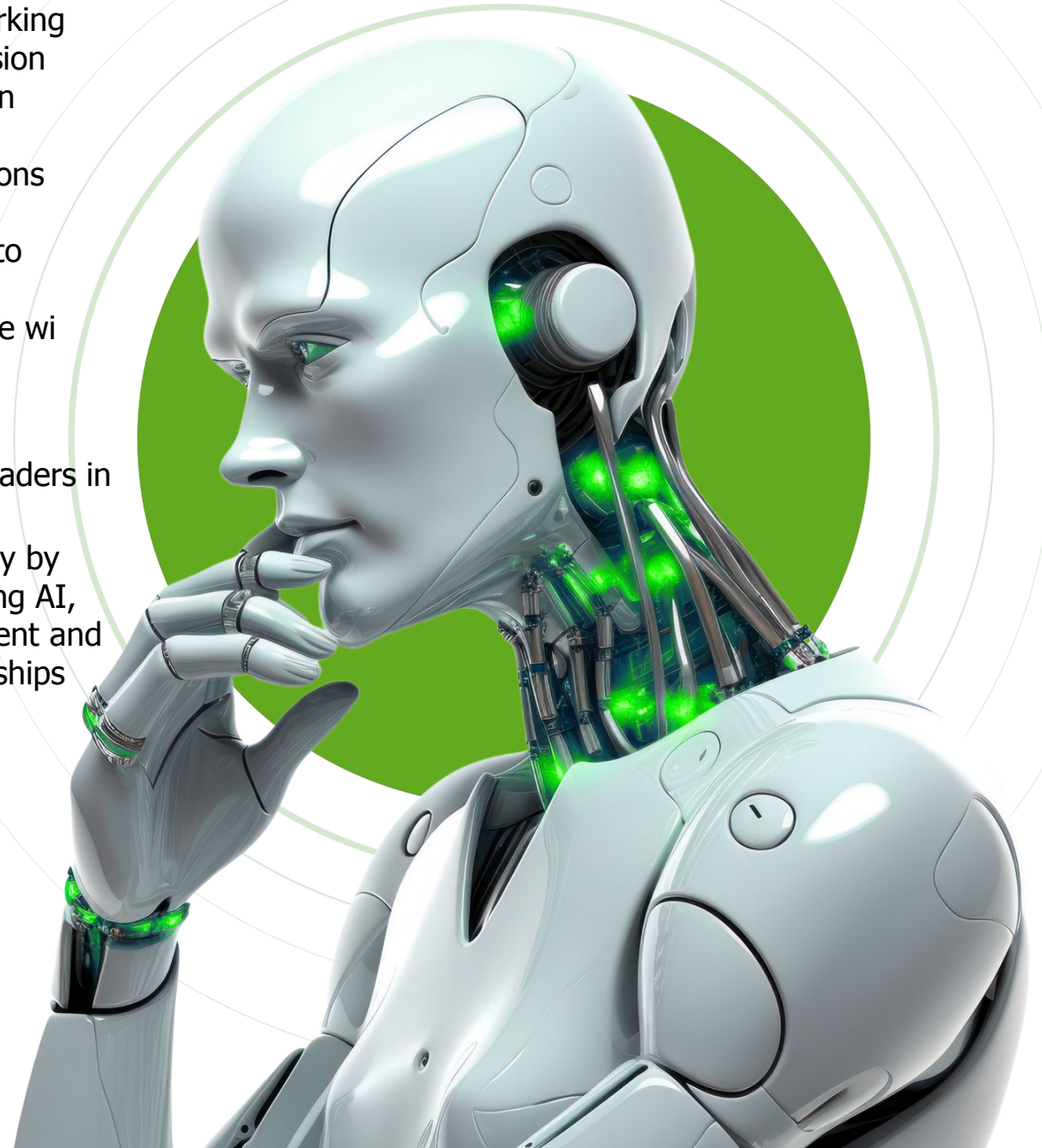
SATIC will collaborate with SEDA to organise networking events co-located with Digital Trade & Industry Mission organised for 12 - 20 Saudi organisations focused on growing in Africa between 27th & 28th May 2025 Private Sector mission from Saudi Arabia. The missions will be focused on engaging with key government departments (Health, Transport, Education, DCDT) to support the right market linkages and business intelligence to grow Saudi Exports. Additionally there wi

## Attendees

Saudi and South African private and public sector leaders in Digital Transformation who can benefit in driving operational delivery, productivity and service delivery by leveraging Saudi digital transformation tools including AI, Tech, Digital Transformation including Tech investment and innovation ecosystem focused on solutions, partnerships and trade.

## Focus sector areas for engagement

Government Services, Transport, Logistics, Supply Chain, Mining, Food, Construction & Real Estate Development, Banking & Financial Services, Manufacturing, FMCG, Retail, Agriculture



# Who Will Attend?

SATIC's curated networking events 27th & 28th May bring together a high-impact audience, including:

- Saudi Companies (12- 20 Delegates) – Leading technology, infrastructure, and digital transformation firms expanding into African markets.
- Government Officials & Policymakers – Saudi and South African trade representatives, regulatory bodies, and digital economy leaders including Saudi Government agency representing global expansion interests of 6K Saudi Companies
- Corporate & Industry Leaders – CEOs, C-suite executives, and senior decision-makers from multinational corporations and SMEs in Saudi Arabia, South Africa and select African countries.
- Investors & Financial Institutions – Investment funds, venture capitalists, and financial service providers exploring cross-border trade opportunities.
- Technology Innovators & Service Providers – Startups, SaaS companies, and digital transformation enablers looking to expand in emerging markets.
- Trade and Export Finance Organisations and Agencies – Financial Services, Export Finance, Trade, Digital Transformation Organisations driving market expansion, including Saudi Export Development Authority (SEDA) and business councils.





# Key Stakeholders of Trade Mission

About the Saudi Delegation

12 – 20 Saudi Companies with expertise in Digital Transformation, Technology, Shipping, Logistics, Manufacturing with African market expansion and trading goals.

## About SATIC

SATIC (Saudi- Global Africa Trade & Investment Council) is a private sector and independent platform fostering bilateral trade and investment between Saudi Arabia and Africa. Our mission is to drive economic partnerships, create high-value networking opportunities, and support businesses in expanding across Global Africa and Saudi Arabia.  
SATIC is a trading brand of TBC Alliance Group

## About Saudi Export Development Authority (SEDA)

SEDA champions Saudi non-oil exports by connecting businesses to global markets. Through tailored programs, trade missions, and networking events, SEDA facilitates international business growth and cross-border partnerships.

## About the Saudi Embassy in South Africa

The Saudi Embassy in South Africa plays a key role in strengthening economic and diplomatic ties. The Embassy is responsible for liaising with the Government Departments and International Relations Departments. It supports trade initiatives, facilitates market entry, and fosters investment collaboration between the two regions.





# **Proposed Agenda + Private Sector Networking**



**27 May 2025 –  
SATIC in Collaboration with SEDA Networking Event  
for Saudi and South African Trade Mission Delegates, Guests &  
Partners**

Time	Activity	Location	Participants	Notes
6:00 PM - 6:30 PM	Guest Arrivals & Networking Drinks	Provided on attendance	Trade Delegation, SEDA, Partners, Sponsors	Open Networking
6:30 PM - 6:35 PM	Welcome Remarks by <b>TBC</b>	Provided on attendance	All Attendees	
6:35 PM - 6:50 PM	Presentation by <b>Sponsors &amp; SEDA - Official Mission Representative</b>	Provided on attendance	All Attendees	
6:40 PM - 7:00 PM	Panel Discussion with Saudi Mission, SA Partners, and Sponsors (Including Q&A)	Provided on attendance	Trade Delegation, Partners, Sponsors	Moderated Discussion
7:00 PM - 10:00 PM	Networking Drinks Private Dinner Breakouts 1:1 Networking Pre-qualified Meetings (Sponsored)	Provided on attendance	All Attendees	Sponsorable, Sector & Subject Private Dinners Available (8-10 participants - all participants)

**May 28, 2025 – SATIC Saudi-South Africa Trade Forum & Roundtables**

**Introduction:** The 28th of May will offer South African public and private sector leaders and organisations an opportunity to engage directly with the Saudi Delegation.

With a diverse group of Saudi businesses from various sectors in attendance, this day will facilitate valuable discussions and strengthen bilateral trade and investment ties.

All sessions and customisable to meet needs of audience and Sponsor.

**Morning Session: Private Sponsorable Breakfast Briefing**

Time	Activity	Location	Participants	Notes
8:00 AM - 10:00 AM	Private Breakfast Briefing	Provided on attendance	Sponsors, Key Partners, Trade Delegation	Sponsorship Available
10:00 AM - 1:00 PM	Private Executive Briefings	Provided on attendance	Sponsors, Key Partners, Trade Delegation	
1:00 PM - 2:00 PM	Networking Lunch	TBA	All Attendees	Sponsorship Available



### Afternoon Session: Mission Sector Market Linkages & 1:1 Meetings

Time	Activity	Location	Participants	Notes
3:00 PM - 5:00 PM	Mission Sector Market Linkages & 1:1 Meetings  Transport & Industrial Food Security & Agribusiness Consumer Goods Mining & Mineral Processing High-tech Industries & Innovation Digital Economy & ICT	Provided on attendance	Saudi & SA Business Leaders, Govt Reps	



# **Sponsorship Packages**

Digital Transformation Trade  
Mission Networking Events



# Sponsorship Tiers & Benefits

## A. Lead Sponsor (\$20,000) - non exclusive (+ venue & catering costs)

- Presentation speaking opportunity at knowledge exchange sessions (27th or 28th May 6pm)
- Premier branding on screens & digital platforms (27th May and/28th May 2025)
- Lead generation & one-on-one matchmaking with high-value attendees (27th May 2025)
- Host Dinner & Welcome Remarks & Wish List & customized activation opportunities (27th or 28th May)
- Access to VIP networking functions (27th May or 28th May)
- Targeted introductions with industry leaders (27th - 28th May)
- Branded content inclusion in post-event reports

## B. Networking Dinner Sponsor: Wish List of Guests, Branding, Host & Welcome Address and Networking (\$10,000 + Venue & Catering Costs) 27th or 28th May 2025

## C. Breakfast Briefing or Lunch Sponsor: Branding, Host for up to 20, Short Introduction and Networking (\$5,000+ Venue & Catering Costs) 28th May 2025

# Networking Sponsorship Packages

Package	Price (SAR)	Price(Rands)	Price (USD)	Key Benefits
Supporter Package	20,000	100,000	5,000	Branding and logo recognition, access to networking session on 27th May (1 delegate)
Networking Sponsor	40,000	200,000	10,000	Branding and logo recognition, access to networking session, B2B Matchmaking (3 Delegates)
Lead Sponsor & Private Dinner Networking Partner	80,000	400,000	20,000	All participation benefits + premium branding, featured speaking opportunity, invitation and hosting of exclusive VIP dinner excluding Venue & Catering costs Dedicated Roundtable 28th May 2025 ( 4 Delegates)

## Audience

Saudi Government Delegation responsible for export growth opportunities for 6K+ Saudi Companies  
Digital Transformation Delegation (C-Suite Level & International Business Development/Export Lead)  
Saudi Embassy Representatives in South Africa in Commercial Attache Office  
Saudi Delegation C-Suite (Food, Transport & Logistics, Healthcare, Major Industry)  
Public & Private Sector Leaders in Digital Transformation (South Africa & Saudi Arabia)  
Government Leaders from Major South African Ministries  
C-Suite Executives from Saudi Arabia's Leading and SME Digital Transformation, Logistics Companies



# Networking & Side Events Sponsorship Trade Mission

## Special Considerations

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Agenda	The programme will be finalised by end of April, all submissions and sponsorship confirmations must be made by then	<p>The Programme, sessions, locations are finalised and aligned with trade mission and market linkages priorities, the current agenda acts as a guide only</p> <p>The final agenda and arrangements will be shared 3 – 4 weeks before the mission aligning agendas, meetings based on trade and investment opportunities ( 1 May 2025)</p> <p>All agenda and participants are subject to change and the organiser holds no liability for changes in schedules or meetings</p> <p>27 May: 6pm - 10pm</p> <p>28 May: 8am - 10pm</p> <p>Morning or Afternoon Roundtables ( 3 hours)</p> <p>Breakfast Briefings, Lunch, Networking Drinks &amp; Private Dinners</p> <p>Site Visits &amp; Hosted Excursions</p>
Participation	Government, Corporate & Industrial Site Visits, Innovation Hub Visits	<p>Saudi Government Delegation representing Saudi Companies (8 – 10 representatives)</p> <p>South African Government Departments</p> <p>12 – 20 Saudi Digital Transformation, Logistics, Shipping, Supply Chain &amp; Tech Companies</p> <p>Private sector engagement and further introductions beyond 4 Government Departments will be facilitated with private sector engagement through TBC/SATIC which includes:</p> <p>Visits to Major Organisations to discuss (TBC by Sponsors or Partners)</p> <p>Networking Events for market linkages and intelligences (Breakfast, Lunch, Dinner, Refreshments)</p> <p>Provision for Corporate Site Visits on 28th May : Professional Services, Major Industrial, Mining, manufacturing facilities Industrial site visits and personalised business development introductions (TBC)</p>
Enhanced Services	Market Linkages B2B Matches Industrial Site Visits Regulatory & Professional Services review	Trade Mission Participants, Sponsors, Partners and Delegation can secure enhanced market entry, expansion, market intelligence services to support their marketing, business development objectives with participants
How to participate?	Sponsorship options	<ul style="list-style-type: none"> <li>- Sponsor Networking function/private dinners on 27th or 28th May</li> <li>- Sponsor and Host Morning or Afternoon Roundtables on 28th May</li> <li>- Sponsor and Host Breakfast, Lunch or Private Dinner briefings on 28th May</li> <li>- Sponsor Networking Sessions on 27th May</li> <li>- Supporter Package - brand association and delegate participation on 27th Networking Sessions</li> </ul>

# About us

The Business Consulting Alliance Group (TBC Alliance Group) is a forward-thinking and dynamic consulting firm that is dedicated to assisting organisations in the public and private sectors in achieving their economic and social goals.

We specialise in transformative organisation-wide initiatives and provide value-added support to organisations with significant interest in:

***Our unrivalled network of experts in key sector areas provides our clients with access to deep knowledge and a trusted resource base.***



GCC  
Region



Africa



Caribbean



Latin  
America



# Technical Advisory Committee



## Craig Otter

SATIC Technical Consulting & Market Intelligence Associate

Craig Otter is a seasoned economist with extensive experience in economic analysis and research, particularly in emerging markets. He has held significant roles at prominent institutions, including Business Monitor International, the European Bank for Reconstruction and Development (EBRD), The Economist Group, and various investment financial institutions. Throughout his career, Craig has demonstrated strong analytical and research skills, contributing valuable insights into economic trends and developments. His expertise encompasses macroeconomic analysis, investment strategies, and financial market assessments, making him a respected figure in the field of economics.



## Joseph Hammond

SATIC Media Relations & PR Consultant

Joseph Hammond is an award-winning journalist and consultant with experience across Saudi Arabia, Africa, and the Caribbean. A fluent Arabic speaker, he has reported for Tier 1 media, including The Economist, Forbes, and U.S. News & World Report. His work spans geopolitical analysis, trade, and security, with roles at the Oxford Business Group and Global Integrity. A former Fulbright-Clinton Fellow, he has advised governments and moderated high-level panels, including at the African Union.



## JL Pomeroy

Technical Advisory Committee Lead, Events | SATIC

JL Pomeroy – Technical Advisory Committee Lead, Events | SATIC

JL Pomeroy is a globally renowned event strategist and producer with nearly two decades of experience leading world-class brand activations and luxury experiences. As the Founder & CEO of Jumpline Group, a premier event agency with headquarters in Los Angeles, London, and New York, she has executed high-profile events for some of the world's most prestigious brands, including Cartier, Louis Vuitton, Tiffany & Co., Harry Winston, Fendi, Hugo Boss, Audemars Piguet, Panerai, Piaget, Baume & Mercier, Roger Dubuis, and Swarovski.

Her expertise extends across entertainment, media, and luxury sectors, with standout collaborations with Netflix, Hulu, IMAX, Amazon Prime Video, ABC Studios, Freeform, and Westfield, as well as producing Hollywood award ceremonies. With a Harvard education and hands-on experience producing events in North Africa and emerging markets, JL is known for her exceptional attention to detail, strategic vision, and flawless execution of global events. As Technical Advisory Committee Lead on Events for SATIC, JL leverages her deep industry knowledge and international network to curate and execute impactful, high-caliber conferences, summits, and trade engagements, driving investment and fostering meaningful commercial linkages across strategic markets.



*Connecting Markets. Driving Growth*  
**CONTACT US**



**Carolina Tenzer**

Managing Partner TBC

+234 813 080 3956

+44 7984 957073

[carolina@tbcalliance.com](mailto:carolina@tbcalliance.com)



**Tori Abiola**

Managing Partner TBC

[tori@tbcalliance.com](mailto:tori@tbcalliance.com)



**Ladi Ojukotola**

Operations Executive

SATIC

[contact@saticlinkages.com](mailto:contact@saticlinkages.com)



**Sulaiman Alzuhair**

SATIC Local Partner – Saudi Arabia

Member, National Committee for Information Technology and Communications

Federation of Saudi Chambers

Founder & CEO, Crucial Solutions & Services (CSS) Leading provider of technology solutions in Saudi Arabia



**Emmanuel Mdawu**

Regional Associate SATIC

South Africa



**Holger Vogt**

Regional Associate SATIC

East Africa



**Xiomara Small**

Regional Associate SATIC

Caribbean and Latin America



**Kelly Sibisibi**

Regional Associate SATIC

Djibouti & SADC Region



**Tony Baio**

Regional Associate SATIC

Malawi



**Isabelle Djeni**

Regional Associate SATIC

Francophone Africa, Ivory Coast