



## **Saudi Arabia – South African Edition**



# Supporting Saudi – South Africa Trade & Industry Missions (27 – 28 May 2025)

May 27—28, 2025

Johannesburg, South Africa





# About the Event

The Saudi—South Africa: Market Linkages and Networking Events supports and forms a vital part of the official Saudi Government Digital Transformation and Major Industry Trade Missions to South Africa, organised to foster high-impact economic collaboration.

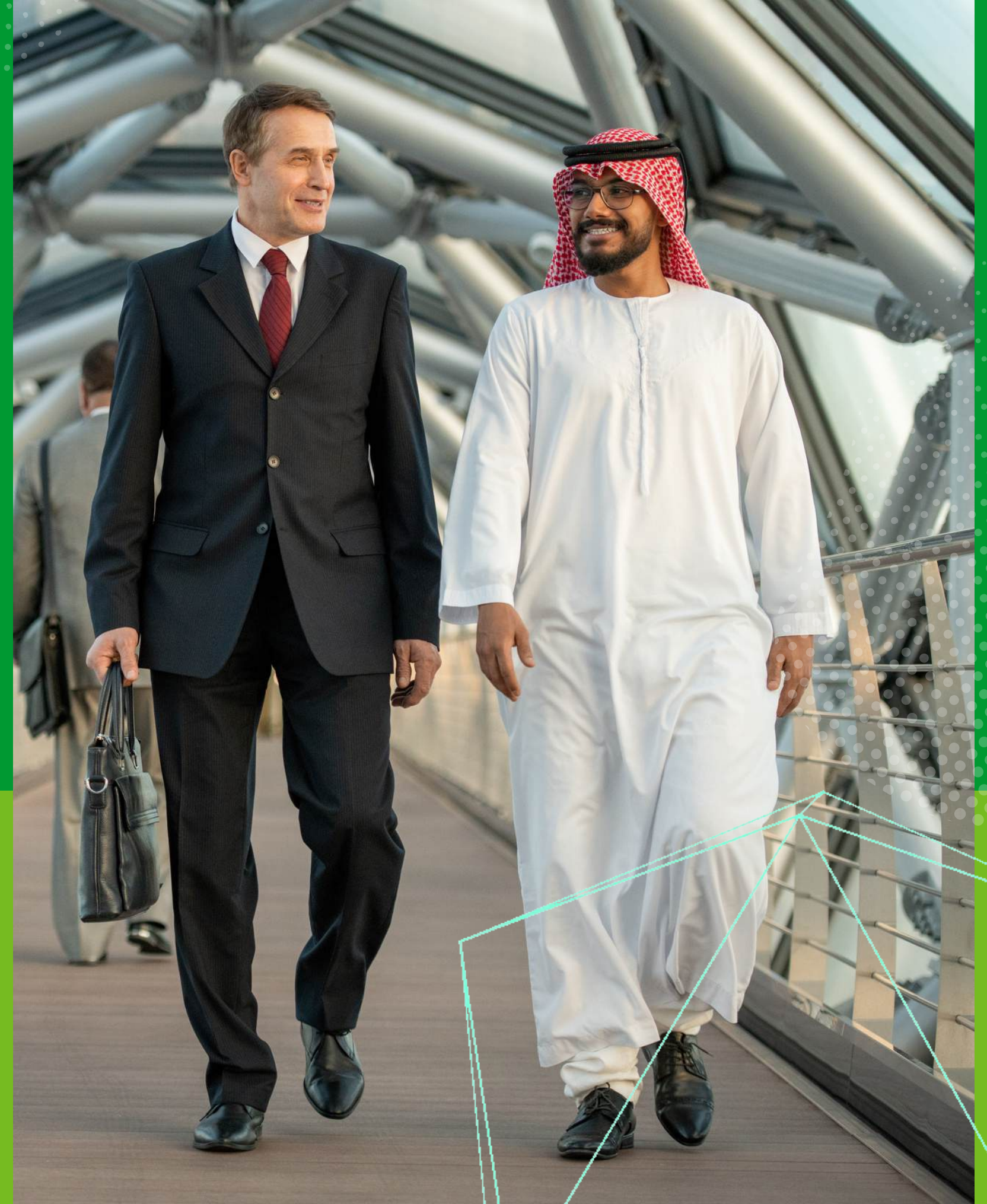
The trade missions organised will convene public and private sector leaders, including Saudi digital enterprises and major industry represented by C-suite executives.





# Why Attend?

The Right Room. The Right  
Voices. The Right Time.







# The Saudi—South Africa Trade Mission

Market Linkages and Networking Events creates a strategic platform for deepening commercial and investment ties between Saudi Arabia and South Africa. This mission offers Saudi businesses direct access to South Africa's key sectors and leading stakeholders, while South African enterprises engage with top-tier Saudi companies and government-backed delegations exploring investment, innovation, and trade opportunities.



# Trade Missions & Business Matchmaking

Through this official government-supported trade mission, participants will benefit from bespoke matchmaking activities, curated networking, and sector-focused engagements. Designed to connect decision-makers, investors, and innovators, the event enables sustainable partnerships and high-value business linkages between the two countries.







# Market Research & Strategic Insights

Delegates will receive exclusive insights into South African and Saudi markets, including sector overviews, investment climates, and trade trends. This intelligence is designed to support market entry, expansion strategies, and informed decision-making for companies aiming to grow across digital, industrial, and infrastructure sectors.



# Investment Support in Key Sectors

The trade mission prioritises investment facilitation in high-growth sectors such as digital technology, agribusiness, smart infrastructure, logistics, and critical minerals. It provides Saudi and South African stakeholders with the tools and connections needed to activate cross-border investments and collaborative ventures aligned with national development priorities.







# Customised events and deal rooms

The programme includes highly focused roundtables, sector-specific networking, and private deal rooms, designed to accelerate trade and investment outcomes. With pre-qualified participation and aligned commercial objectives, these engagements ensure every conversation is purposeful, every connection strategic.



# Featured Sectors:



Digital Transformation



Agriculture



Critical Minerals





Hospitality and  
Entertainment  
(Creative,  
Culture, Arts,  
Sports)



Logistics and  
Supply Chain  
Optimisation  
including Cold  
Chain  
Distribution



Manufacturing



FMCG (Fast-  
Moving Consumer  
Goods)



Energy



Special Trade  
and Economic  
Zones





# Key Objectives:

- Facilitate business matchmaking between Saudi and African enterprises
- Encourage public-private sector collaboration
- Address Africa's growing demand for diversified trade partners
- Spotlight Saudi Arabia's transformation journey in key sectors



# Key Industries Represented in the Delegation

- **Technology & AI:** Specialists in cybersecurity, robotics, and digital infrastructure, shaping the future of smart economies.
- **Healthcare & Digital Transformation:** Pioneering the future of smart healthcare, AI-driven solutions, and government-backed digital initiatives.
- **Logistics & Supply Chain:** Industry leaders with decades of expertise in freight forwarding, warehousing, and trade facilitation.







- **Education & Knowledge Economy:** Companies driving digital transformation in learning, knowledge management, and workforce development.
- **Major Industry Delegation: FMCG, Construction, Agribusiness & Major Industry** including Critical Minerals & Steel beneficiation & value addition industry





# Schedule at a Glance

27 – 28 May 2025

SATIC in Collaboration with SEDA Networking Event  
for Saudi and South African Trade Mission Delegates,  
Guests & Partners

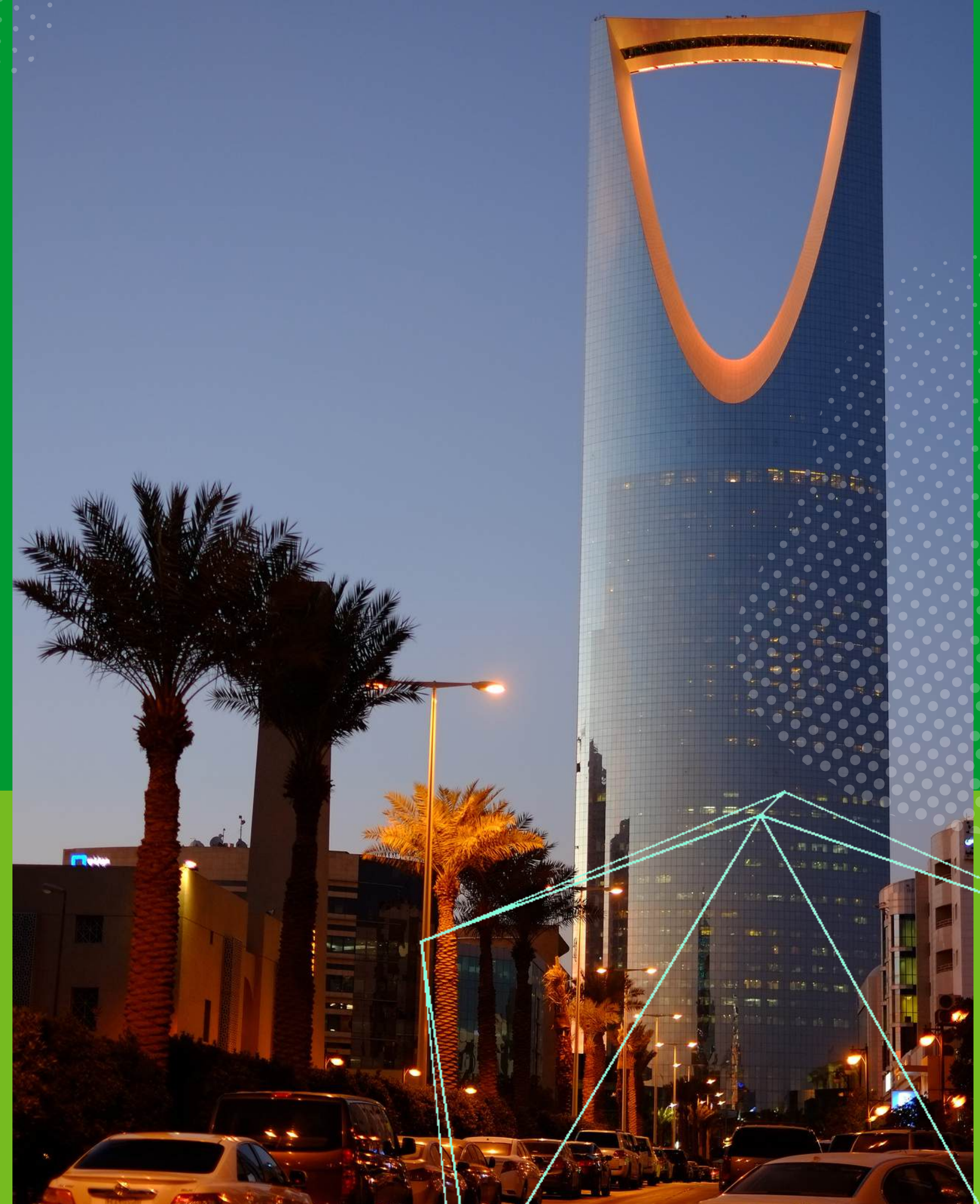


Time	Activity	Location	Participants	Notes
6:00 PM – 6:30 PM	Guest Arrivals & Networking Drinks	Provided on attendance	Trade Delegation, SEDA, Partners, Sponsors	Open Networking
6:30 PM – 6:35 PM	Welcome Remarks by TBC	Provided on attendance	All Attendees	
6:35 PM – 6:50 PM	Presentation by Sponsors SEDA – Official Mission Representative	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	Dinner and Networking Private Dinner Breakouts 1:1 Networking Pre-qualified Meetings (Sponsored)	Provided on attendance	All Attendees	Sponsorable, Sector & Subject Private Dinners Available (8–10 participants)



May 28, 2025 — SATIC

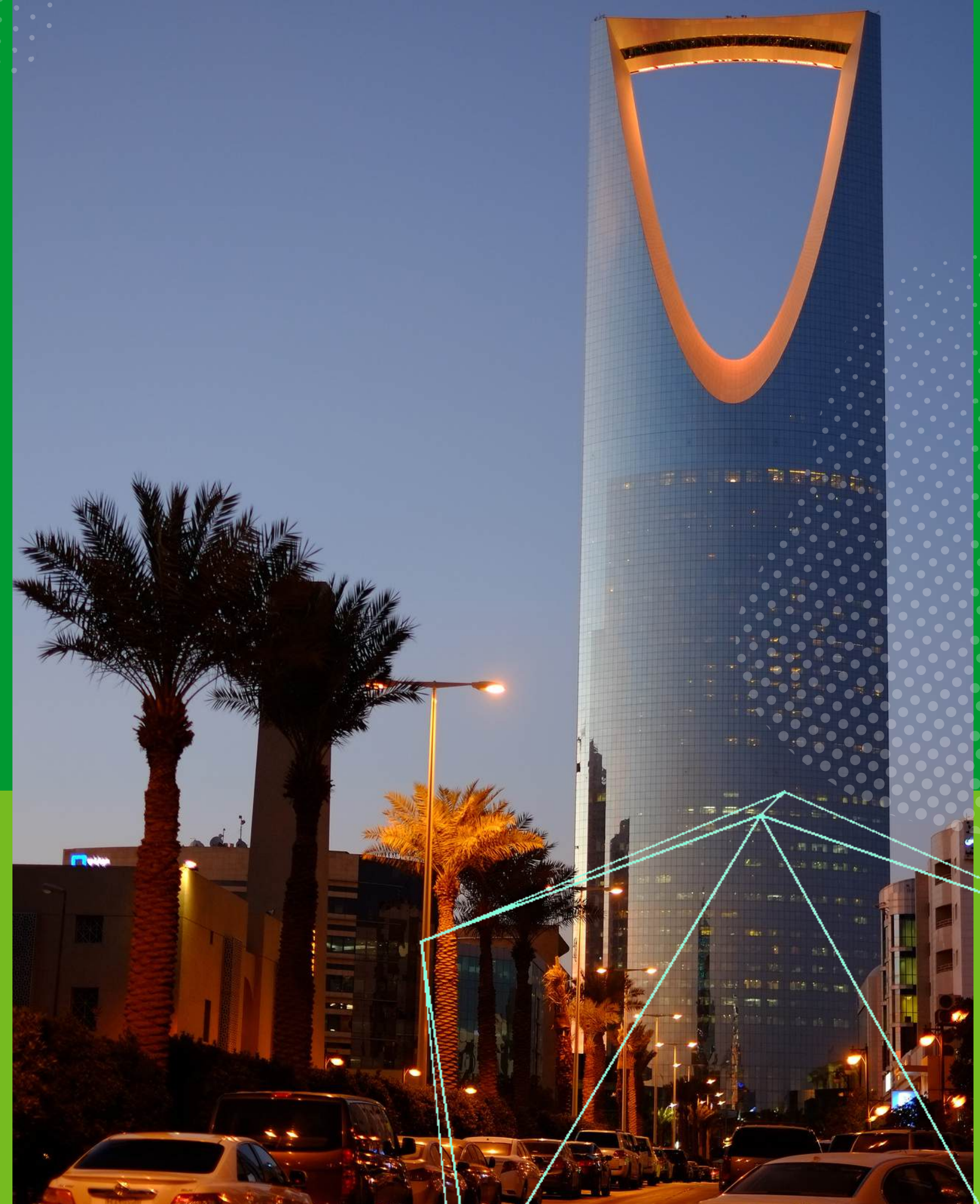
# Saudi–South Africa Trade Forum & Roundtables





# 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.





# 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 & InnovationDigital Economy & ICT	Provided on attendance	Saudi & SA Business Leaders, Govt Reps	



# Sponsorship

Sponsorship Packages for The  
Saudi Global Africa Caribbean  
Trade & Investment Council  
(SATIC)





# Sponsorship Packages

## Lead Sponsor

(\$20,000) – non-exclusive (+ venue and catering costs)

## Networking Dinner Sponsor

(\$10,000 + venue & catering costs)

## Briefings, Networking Co-Sponsorship

(\$20,000) – non-exclusive (+ venue and catering costs)

## Networking Participant

(\$4,500 ) subject to approval



# Registration

Reserve Your Seat at the Table

Register your interest now. All registrations are subject to review and relevance.

Visit to Register : <http://events.saticlinkages.com/>







# Contact Us

Join Us in Unlocking New Trade and Investment Opportunities between Saudi Arabia and Global Africa.

## Contact Us Today

- [contact@saticlinkages.com](mailto:contact@saticlinkages.com)
- [tori@tbcalliance.com](mailto:tori@tbcalliance.com)





27th – 28th May 2025 | Johannesburg, South Africa

[Register Here](#)

[www.saticlinkages.com](http://www.saticlinkages.com)

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