



مجلس الأعمال السعودي الأمريكي  
U.S.-Saudi Arabian Business Council

## SAUDI ARABIA: NEW AUTO MARKET HUB FOR THE MIDDLE EAST, AFRICA, AND SOUTH ASIA

June 26, 2013

9:00 a.m. – 2:00 p.m.

The Townsend Hotel – Birmingham, Michigan

**Isuzu** has begun vehicle assembly in Saudi Arabia and **Jaguar/Land Rover** has signed a letter of intent to build a manufacturing plant there as well. Saudi Arabia is suddenly on the map as OEMs and their suppliers seek to tap into new regional growth markets. This program on the emerging auto hub in Saudi Arabia will bring together Saudi industrialists, leading OEMs, senior Saudi Government officials and industry thought leaders.

### Conference Topics Include:

#### Building Blocks for an Automotive Cluster

- Efficiency and logistics convenience in an “automotive zone” master plan
- Low cost and fully developed industrial land
- Low energy costs
- Pro-business tax and regulatory environment

#### Ready Availability of Material Inputs for Manufacturing – The Kingdom’s Vehicle “Lightweighting” Advantage

- SABIC of Saudi Arabia is a leader in automotive plastics technology.
- Ma’aden/Alcoa have built one of the largest and lowest cost integrated aluminum facilities in the world.
- Sadara Chemical Company, a joint venture of The Dow Chemical Company and Saudi Aramco, now under construction will be one of the world’s largest integrated chemical facilities with product applications serving automotive parts.

#### Outlook for the Wider Regional Market – The Middle East, Africa, and South Asia

- Saudi Arabia is the largest car market in the Middle East, offers tariff-free access to Gulf Cooperation Council (GCC) countries, and is within easy reach of the rest of the Middle East and North Africa region and the powerhouse market of South Asia – approximately one-fifth of the world’s consumers

#### Speakers Confirmed To-Date:

**H.E. Dr. Tawfig Alrabiah**, Minister of Commerce and Industry

**Mohamed Al-Mady**, Saudi Arabian Co-Chairman of the USSABC and Vice Chairman and CEO of Saudi Basic Industries Corporation (SABIC)

**Peter Robertson**, U.S. Co-Chairman of the USSABC and former Vice Chairman of Chevron

**Azzam Shalabi**, President of the Saudi National Industrial Cluster Development Program

**Chris Probert**, Director of Strategy, GM Middle East

**John Lucci**, Partner- Global Automotive Practice, Oliver Wyman

**Helmi Kutbi**, President, Natpet Downstream Industries

Registration Fee: \$75.00

The conference agenda, speaker bios, information on the Saudi Arabian auto market, and **REGISTRATION** details can be viewed at: [www.us-sabc.org/autoconference](http://www.us-sabc.org/autoconference). You may also call David Callahan at 703-962-9300.