



Delegation der Deutschen Wirtschaft
für Saudi-Arabien, Bahrain und Jemen
German-Saudi Arabian Liaison Office
for Economic Affairs (GESALO)
مكتب الإتصال الألماني السعودي للشؤون الاقتصادية



Dear Members of the German Business Community,

The German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) and the Bavarian Representation in KSA in cooperation with alp Bavaria has the pleasure of inviting you to the following event:

**Online info seminar for Bavarian companies in the
food industry:
Opportunities on the Arabian Peninsula with focus
on Saudi Arabia, UAE and Bahrain**

Please register here

<https://www.eventbrite.de/e/saudi-arabien-online-infoseminar-zu-marktchance-auf-der-arabischen-halbinse-tickets-491171877307>

15

March 2023

Time:

9 am – 1 pm
KSA time

Location:

Virtual



alp Bayern

Agentur für Lebensmittel
Produkte aus Bayern

Program:

11 am: Opening & Welcome

(Dr. Dalia Samra-Rohte, Bavarian Representative, Delegate of German Business, Gundula Dietrich, Bavarian State Ministry of Food, Agriculture and Forestry)

11:20 am Part 1: Market potential for Bavarian companies in Saudi Arabia

- Market overview, Dr. Dalia Samra-Rohte
- Technical presentation on food regulations and certification of food imports, Wasem Alshalawi, Senior Investment Specialist, Saudi Food and Drug Authority (SFDA) tbc
- Kabli Holding Co., Samirah Alsafari, Purchasing Manager tbc

12 pm Part 2: Market potential for organic products in the UAE

- Market Overview, Karin Zangerl, Bavarian Representative UAE
- Marketing of organic products online, Greenheart Organic Farms N.N.

12:30 Part 3: Market potential for Bavarian companies in Bahrain

- Market overview, Sherine Fakoussa, Deputy Delegate
- Ministry of Agriculture N.N.
- Al Jazira supermarket chain, Abhimanyu Gopinath, Country Head Marketing tbc

1 pm B2B Talks: Bavarian Food Manufacturers & Saudi/Bahraini Companies

Moderation: **Sherine Fakoussa**, Deputy Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen

Feel free to also share this invitation with your relevant colleagues.

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