



Gulf Organization for Industrial Consulting Sixth Saudi Businesswomen Forum 2011

"Women's industrial investment .. a promising future"

Introduction

Riyadh Chamber of Commerce and Industry, represented by Ladies' Branch, keeps up with businesswomen to develop their business environment, handle key issues that support and encourage them to engage in all types of investment so as to use their capabilities as they represent half of the society. Women investments have seen a remarkable development albeit the proportion of their contribution to the investment is still limited. Commercial registration records of business women represent 7.3% of the total and investment is concentrated heavily in the area of trade and services with almost complete absence in industrial investment. This is in spite of the great importance of this sector and its economic advantages, especially in the absorption of labor and creation of opportunities for production such as in service companies with their upstream and downstream interdependence with the industrial sector as well as the correlation of this sector with other sectors.

Objective and Concept of the Forum

The organizing committee of the Saudi Businesswomen Forum is keen to continue their effort by introducing the Forum's theme "Women's Industrial Investment .. a Promising Future). By doing so, the Forum will have a practical nature that would conclude recommendations and procedures that help support women investment in the industrial field beside its cultural nature to leverage and build business capacities of women entrepreneurs.



Cooperation with the Gulf Organization for Industrial Consulting:

Cooperation has been established with the Gulf Organization for Industrial Consulting as a kind of partnership in expertise and technical support as GOIC has a broad range of experience and extensive knowledge of industrial consulting in the GCC countries in general and in Saudi Arabia in particular. The GOIC also have thorough knowledge of work environment, climate and different investment opportunities.

Activities of the Forum:

1. Reverse Exhibition with the Participation of Major Factories and Companies.

The objective of this exhibition is to give more applied and practical nature to the forum, enrich the concept of reverse exhibition (handling), encourage industrial investment in general (male and female) and identify various sectors and nature of input of each industry to organize a reverse exhibition. This is a type of exhibitions where entrepreneurs showcase their business requirements to business implementers during the Forum.

2. Bilateral Meetings Associated with Reverse Exhibition

The idea of bilateral meetings is based on providing and compiling requirements by entrepreneurs, identify suppliers in accordance with capacities and potentials, hold bilateral business meetings between business entrepreneurs (buyers) and business implementers (suppliers) through trade fairs and reverse exhibitions.

The main objective of the reverse exhibition and associated bilateral meetings is to develop business trading between local producers (suppliers) and buyers with the promotion of the idea of handling and of industrial partnership. The exhibition might have led to establish business partnerships with industrial linkages founded between suppliers and buyers in the region, which may lead in turn to save business



entrepreneurs time, increase revenues of business implementers, and to better use of production techniques.

3. Main Session: Review of the Results and Recommendations of the Study (Women's Industrial Cities and Methods of Activation).

Riyadh Chamber of Commerce and Industry followed the scientific approach to resolve issues of controversy pertaining to women for eliminating all obstacles to their integration into industrial investment. Also, Riyadh Chamber prepared a study on (Women's Industrial Cities and Methods of Activation) by a specialized consultant office the results of which will be presented to the audience in this session and comments will be welcomed both on those results and on women's industrial investment trends.

4. General Session: Review of Experiences of Women's Industrial Employment

The Forum is keen to present experiences on women's industrial investment based on employment of women to determine strengths, weaknesses, opportunities and challenges facing this type of investment and determine whether or not there is a future vision for how to overcome such challenges and take advantage of the opportunities through the participation of audience of businesswomen in the Forum .

5. A Lecture Titled (Women's GCC Industrial Investment)

This is to pave the road to urge women investors to enter the industrial field by offering them five investment opportunities that would be studied and analyzed from all different aspects:

- Market research
- Details of production and product specifications
- Study of production technology



- Input
- Financial Analysis
- Technical study detailing types and availability of the required human resources.

6. Bilateral Meetings Associated with the Lecture (Women's GCC Industrial Investment)

This involves organizing bilateral meetings for those women wishing to invest in the industrial field and learn more details about those offered opportunities in a form of private and limited meetings.

7. A Research Workshop on (Mechanisms to Activate a Stimulating Environment for Women's Industrial Investment).

With the participation of experts and stakeholders from both the public and private sectors, this workshop aims to provide a practical dimension to discussions of mechanisms for activating the recommendations and output of the study titled (Women's Industrial Cities .. Methods of Activation) in the presence of specialists and relevant authorities.

8. Preparing for Entering Industrial Sector " Building Capacity ".

Provision of studies and opportunities without making available those human resources capable of applying such studies and opportunities and of taking advantages therefrom is an incomplete effort. That is why we commit ourselves to building capacities of women entrepreneurs in this area through a number of workshops on topics relevant to the industrial sector such as:

- Basics of investment in the industrial field.
- Industrial interdependence.
- Design competition strategies for projects.