

# SAUDI ARABIA

*A Guide for Canadian Exporters*

External Affairs and  
International Trade Canada

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# SAUDI ARABIA

*A Guide for Canadian Exporters*

1992

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## NOTE

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*Given the variable nature of the Saudi Arabian market, the information contained in this guide is subject to change.*

*Any questions concerning the contents of this guide should be addressed to:*

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External Affairs and International Trade Canada  
Tower A, 4th Floor, 125 Sussex Drive  
Ottawa, Ontario  
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Tel: (613) 993-7043  
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*(Publié également en français)*

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# I. GENERAL

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## History

Prior to 1932, Saudi Arabia did not actually exist as a national state; the area now known as Saudi Arabia was populated by nomadic tribes and by settlers whose major activity was trading. Most trading routes of the ancient Arab empires had traversed at least part of modern-day Saudi Arabia, bringing to bear the influence of a wide variety of cultural and religious movements.

Under the late King Abdul Aziz bin Saud, Saudi Arabia achieved a measure of unity. Having unified the various tribes of the Arabian Peninsula by the early '30s, Saud embarked on a concentrated policy of closer political and economic relations with the West. At the same time he directed Saudi Arabia into the then emerging Arab League. Upon the death of Abdul Aziz, his son, Saud bin Abdul Aziz, succeeded to the throne. He was instrumental in establishing a program of economic development on a national scale. In 1958, King Saud transferred all executive power to his brother, Faisal, who subsequently succeeded to the throne in 1964.

King Faisal concentrated on industrial expansion and continued the process of extending Saudi Arabia's influence. He was able to achieve economic stability and began the process of utilizing oil revenues for national economic development. He was known for having introduced cautious reforms and conservative foreign policies. In March 1975, King Faisal was assassinated. He was succeeded by his brother, Khalid, who subscribed to a continuation of Faisal's policies centred on Moslem solidarity and Arab unity.

King Khalid died in June 1982, and succession passed to his brother, Fahd. Like Khalid, King Fahd has continued various regional, social and economic development programs.

The above historical factors have left an indelible impression on the Kingdom:

- The 5,000 male members of the Al Saud family, especially the forty-plus sons of King Abdul Aziz, rule the country. They and various scions of the royal family occupy almost all the key positions in government.
- The Korean and rigidly enforced Islamic law (Shariah) provide the basic precepts under which the country is governed. This accounts for such characteristic features of the Kingdom as the public separation of the sexes, and the total ban on alcohol and pork products.
- The Al Saud family continues to maintain its close identification with the Wahhabi religious leaders and the observance of the Islamic faith, keys to the maintenance of authority among a devout and conservative people.

Saudi Arabia has displayed a remarkable degree of stability and adaptability over the past four decades. Most notably, it has been able:

- to defy successfully the threats to the regime's existence posed by radical opponents in the Arab world;
- to use its oil wealth to move to a welfare state while still maintaining internal stability;
- through OPEC and the key position it holds in that organization, to play a significant role on the world economic scene.

Saudi Arabia has always attempted to remain part of a broad Arab consensus. Within Arab councils, it continues to play a vital role. Its moderate, basically pro-Western influence has been used effectively to promote regional stability within the Arab world.

The Kingdom has taken the lead in welding the oil-producing states of the Gulf into a military/economic alliance, called the the Gulf Cooperation Council (GCC), which provides a measure of security against domestic unrest and regional revolutionary forces.

Oil wealth has led to domestic prosperity and rapid economic development, especially since the oil boom of the 1970's. Although the royal family along with members of a number of trading houses have accumulated considerable wealth, all members of Saudi society have enjoyed substantially greater economic well-being. For example:

- the average Saudi enjoys access to a wide range of social benefits, ranging from free health care and education (including at foreign universities) to subsidized housing and interest-free loans;
- young Saudis have, until recently, found prestigious and well-paying jobs readily available; most of the manual work has been reserved for imported labour;
- the creation of a vast new infrastructure (including roads, airports, water desalination plants, factories and whole new cities) has given the populace a high quality of life;
- the beginnings of industrialization and on-going efforts to diversify the economy have helped create challenging job opportunities for young Saudis.

## **Geography**

The Kingdom of Saudi Arabia occupies approximately 80% of the Arabian Peninsula. With an area of 2.15 million square km, it is one-fifth the size of Canada. Only 25% of the country's land area is inhabited. Saudi Arabia is divided into five provinces:

- (a) Al Hasa, the Eastern Province bordering the Gulf, contains the Kingdom's onshore oilfields;
- (b) Najd, the largest province, covers the central plateau, which includes the world's largest desert, known as the Rub Al Khali or Empty Quarter;
- (c) Hejaz, the Western Province where the trading centre, Jeddah, is located on the Red Sea;
- (d) Asir, the Southwestern Province of the Red Sea coastal plain and inland mountains; and
- (e) Medina, the Northern Province also bordering the Red Sea.

The Red Sea coast is bordered by a narrow plain of marshlands and lava fields, separated from the central region by a range of rugged mountains. The plain is made fertile by silt-bearing waters from the nearby mountains.

In the vast barren areas in the south and southeast, the boundaries with Yemen, Oman and the United Arab Emirates are poorly defined. Saudi Arabia extends eastward to the Gulf and borders on the north with Kuwait, Iraq and Jordan.

## **Climate**

Summer temperatures often reach 50 degrees and these high temperatures are accompanied in central

regions by dry winds and cloudless skies, while coastal areas experience high humidity levels.

Winter temperatures in the coastal areas (Jeddah and Dhahran) tend to be somewhat milder than in the south, receiving heavy winter rainstorms and even experiencing frost and snow at higher elevations. Rainfall ranges from zero in the desert region to about 100 mm annually in the extreme north and south. The western and eastern coastal regions experience cooler but more humid summer conditions but warmer winters than in the central Najd region (Riyadh).

### **Population and Cities**

Total population is estimated to be 11 million including approximately 4 to 5 million foreign workers. Half of the people live in urban centres, 25% are settled farmers and the remainder are basically nomadic.

Riyadh, the capital and administrative centre, has a population of approximately 1.5 million. Jeddah, a city of similar size, is the largest port on the Red Sea coast and the commercial and banking centre of the Western Province.

The Western Province contains the two sacred cities of Mecca and Medina; access to these two cities is restricted to people of the Moslem faith. These cities and other holy sites in the area attract over 2 million pilgrims annually.

The principal cities in Saudi Arabia's oil-rich Eastern Province are located within a few miles of each other: Dammam, the commercial centre, provincial capital and major Saudi seaport on the Arabian Gulf;

Dhahran, Jubail, north of Dammam, and Yanbu, north of Jeddah, are two industrial cities built over the last 15 years. Aramco's head office site and residential over the Saudi Aramco, the national oil company; and Al Khobar, also a commercial centre.

## **Government**

The Kingdom of Saudi Arabia is an absolute monarchy with a centralized government. National law is predicated on the Koran and provisions of the Shariah (Islamic) law. Although the system of government has been evolving towards ministerial rule, the present monarch, H.M. King Fahd bin Abdul Aziz is also Prime Minister. Crown Prince Abdullah is First Deputy Premier. Other members of the Royal Family occupy key cabinet positions including Defence and Aviation, Foreign Affairs, Interior Ministry and Public Works and Housing.

There are neither political parties nor a legislature in Saudi Arabia. However, the government contains an element of populist democracy and egalitarianism as a result of tribal traditions. Although the powers of the King are absolute in theory, he governs on the basis of a consensus of the views of the Royal Family. The country is firmly committed to capitalism and the free enterprise system.

The various institutions of local government are the General Municipal Councils, the District Council and the tribal and village councils. The country is divided into five administrative divisions: Najd (Central Province), Hejaz (Western Province), Asir (Southern Province), Medina (Northern Province) and Al Hasa (Eastern Province).

## **Religion and Social Customs**

Most Saudis are part of the Wahabi Sect of the Sunni Branch of Islam. The public practice of any other religion is not tolerated. Saudis subscribe to the traditional way of life as portrayed in the Koran, upon which all national legislation is based. Thus, pork products and alcohol are strictly forbidden within the Kingdom.

Although not required to wear veils, Western women are expected to dress conservatively (i.e., slacks or dresses with sleeves and hems below the knees). Wives should not necessarily expect to accompany their husbands to business-related social functions. Women are not allowed to drive cars.

During the period of Ramadan (a month-long period of fasting), westerners should not smoke, drink or eat in public (except in hotels). Foreign visitors should not photograph Saudis without permission; photographing airports, military installations and similar facilities is forbidden.

Personal effects and tobacco products may be brought into the country but the import of alcohol is strictly prohibited. Books, magazines and video tapes are subject to censorship.

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## **II. THE SAUDI ARABIAN ECONOMY AND THE FIFTH FIVE-YEAR PLAN**

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### **Economy**

Saudi Arabia has the largest proven oil reserves in the world (25%), is the largest exporter of oil and is third in oil production behind the USSR and the United States.

In recent years, the government's economic priorities have been set out in a series of five-year plans. Since the first of these plans in 1970, the government has focussed on the following fundamental objectives: general economic growth, development of human resources, and diversification of the economy. The first five-year plan (1970-75) was overtaken by the events of the oil boom of 1973 but nevertheless concentrated on these fundamental objectives. Rising inflation, shortages of labour and materials and further increases in oil revenues were reflected in the second five-year plan's emphasis on developing basic infrastructure and increasing the prosperity of all social groups within Saudi Arabia. By the time of the second oil boom (1979-80), the third plan's strategy stressed the development of capital- and energy-intensive industries and programs in an effort to replace foreign workers with Saudis.

By 1985, major infrastructure development was nearly complete. Diversification of the economy, although limited, had increased to approximately

55% of GDP<sup>1</sup>. Inflation was virtually non-existent. Education and health care systems had not yet been fully completed.

During the mid 1980s, Saudi Arabia was acting as a swing producer and oil revenues were greatly reduced as oil production dipped to as low as 2.2 mb/d. In 1988, the Saudi government decided to increase production, resulting in the price of oil dropping below \$10 (US) per barrel. Over-production and the consequent drop in revenues resulted in renewed awareness by OPEC producers of the fragility of the oil market. The economy has shown a moderate but sound recovery during the past couple of years.

### **Fifth Plan 1990-1995**

Recent economic growth data, together with the release of the Saudi Arabian five year plan and annual budget on December 31, suggest more buoyant economic times as the nation moves into the decade of the 1990s. These developments potentially mean increased market opportunities for Canadian businesses.

The just announced Fifth Development Plan commits more than U.S. \$500 billion to economic expansion in the Kingdom between 1990 and 1995. Some U.S. \$95.5 billion will be spent on development projects, and an additional U.S. \$10 billion in development loans will be made by the Saudi Industrial Development Fund and other specialized credit agencies. With this substantial capital infusion, the plan projects a 3.2% annual growth in gross domes-

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*1 Ministry of Finance and National Economy,  
Non-oil private sector share of GDP.*

tic project (GDP), including 2.7% yearly growth in the oil sector, 3.6% growth in non-oil GDP, 7% growth in agriculture, and 8% growth in petrochemicals.

The Plan's development goals include:

- Increasing non-oil revenues through economic diversification;
- Ensuring balanced development throughout all sectors, while expanding the private sector's role in that development;
- Promoting greater domestic capital investment;
- Expanding exports, while diminishing the need for imports through greater production of local products; and
- Ensuring greater job opportunities for Saudi citizens.

### **Economic Repercussions of the Gulf War**

Despite windfall profits for Saudi Aramco due to the oil price rise soon after the Iraqi invasion of Kuwait, the high cost of financing the coalition military effort and expanding Saudi Arabia's own Armed Forces has resulted in a net loss versus pre-August revenues. Saudi Arabia's recent turn to the international money markets for a three-year loan of US \$3.5 billion is the most obvious consequence. Saudi Arabia continues to depend on oil for more than 80% of its export earnings. With the post-Gulf War role of OPEC not yet clear, it is likely that oil prices will be depressed for some time as Kuwait production comes back on stream and the economic sanctions against Iraq are withdrawn. Iraq in particular, with an economy and infrastructure to rebuild and war reparations probable, will be starved for cash. At the same time, those OPEC members that

were able to increase oil production to compensate for virtually all of the export production (from Kuwait and Iraq lost), i.e. Saudi Arabia, the United Arab Emirates and Venezuela, will themselves be after a larger chunk of OPEC production.

Saudi Aramco's ambitious US \$6 billion expansion plans announced a year ago will likely be cut back pending the shake-out in the world oil market. Saudi Aramco continues to find new, high-quality sources of crude and can afford to wait to bring them on to the world market, although proven reserves do have an influence on the oil quota.

Military expenditure by Saudi Arabia, already in excess of 30% of the 1990 budget, are expected to rise considerably as Saudi Arabia acknowledges its inability to confront other regional powers without outside assistance.

Large infrastructure projects are largely complete but telecommunications will continue to expand. The government will be taking steps to encourage the private sector to become more the engine of the economy as part of the current 5 year plan.

Investment flows into the Kingdom, which has largely dried up since last August, will resume, though for some time at least more cautiously. The autumn cash flight from the Kingdom will be reversed and, should an apparently durable peace in the Gulf be attained, ex-pats will once again actively pursue jobs in the Kingdom as the recession in the West is more seriously felt.

On focus of business activity in the region will be the rebuilding of Kuwait, in which Saudi companies will play a role and provide support.

Saudi Arabia's foreign aid expenditures will be reallocated to more closely reflect foreign policy goals and demonstrate a reaction against earlier cheque-book diplomacy that paid few rewards in Jordan, Yemen and among the Palestinians.

### **III. CANADA/SAUDI ARABIA TRADE STATISTICS**

	<b>(CAN. \$000)</b>				
	1986	1987	1988	1989	1990
<b>Exports to Saudi Arabia</b>	211,985	267,862	202,535	337,220	273,466
<b>Imports from Saudi Arabia</b>	186,894	175,134	95,407	253,248	634,718

#### **Major Commodity Exports to Saudi Arabia: 1990**

('000 \$Cdn)

Barley	150,873
Lumber, coniferous (softwood)	27,320
Paper fluting (corrugating medium)	10,376
Wheat and meslin	10,372
Paper, household/sanitary	8,087
Newsprint	3,856
Parts, radio/television apparatus	3,009
Filtering/purifying machinery and apparatus	2,867
Transmission apparatus, for radio- telegraph incorporating reception apparatus	2,749
Ferrous waste and scrap, iron or steel	2,542
Prefab buildings	2,103

Automatic regulating or controlling instruments	1,980
Automobiles with reciprocating piston engine	1,815
Parts of gas turbines	1,392

### Major Commodity Imports from Saudi Arabia

Petroleum oils & oils obtained from bituminous minerals, crude	619,090
Petroleum oils & oils obtained from bituminous minerals, o/than crude, etc.	8,583
Mineral or chemical fertilizers	2,483

Note: In addition to goods exported to Saudi Arabia, Canadians are involved in service contracts which, when combined with products exported, place export earnings at more than \$600 million (Cdn) per annum.

Source: Statistics Canada

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## ***IV. DOING BUSINESS IN SAUDI ARABIA***

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### **Making Contacts**

The businessperson hoping to be successful in Saudi Arabia should be aware from the outset that repeated personal visits to the market are essential. Correspondence is not always followed up and contracts are rarely signed before personal contact is established with the customer or the exporter's appointed agent (see below). Exporters should attempt to arrange appointments prior to arrival in Saudi Arabia, especially if government officials are involved. They should also be aware that appointments are not always kept. Marketing in Saudi Arabia is a time consuming process. Exporters should allow sufficient time for their visits to be as productive as possible, and plan on making many follow-up trips.

### **Representation in the market**

The Commercial Division of the Canadian Embassy in Riyadh can assist Canadians wishing to export to Saudi Arabia. The Embassy can make a preliminary investigation as to the acceptability of a firm's products or services and will help to establish initial contacts. It will also provide information and advice on local agents and brief exporters on local customs and on travel and visa requirements.

Employing a local agent is essential to success in the Saudi Arabian market. Besides direct marketing activities, an agent can arrange for entrance and exit visas, make airline reservations and other local transportation arrangements, reserve hotel accom-

modation, and set up appointments with government and private sector officials. A competent agent's knowledge of the Saudi business culture can prove invaluable.

The key factor affecting a company's success in this market is its choice of an agent. Strict government regulations plus the intricate nature of the Saudi business community means that changing agents is both difficult and expensive. Many agents will agree to a one-year trial period subject to renewal if both parties agree. This arrangement allows for an evaluation of the agent and the agent's evaluation of the company's products. Additionally, it is important that the Canadian exporter be able to offer the ongoing support the agent needs to launch a comprehensive marketing effort. Such support can include product literature, training materials, after-sales service capability and frequent visits to Saudi Arabia by the Canadian principals.

### **Commercial Registration**

All companies conducting business in Saudi Arabia must register with the Commercial Registration Offices maintained by the Ministry of Commerce and Industry. Offices are located in all the major cities in the Kingdom.

### **Government Procurement**

Within the context of the general tender regulations, individual ministries and autonomous agencies are permitted to enter into contracts directly with suppliers. Each ministry has a procurement office.

Contracts which exceed one million riyals in value require solicitation of bids from at least three firms — five if for construction work. Contracts under this amount may, in most cases, be negotiated directly.

By law, the government must give preference in awarding contracts to (a) Saudi firms, and (b) joint ventures with more than 50% Saudi participation. Foreign firms are awarded contracts only when a qualified Saudi company cannot be found. Except in the case of consultants, local representation is a necessity for all foreign companies bidding on government projects. Foreign contractors must import all their needs through Saudi agents and must place 30% of subcontracts on government projects with local companies.

### **Bid and Performance Guarantees**

Bid (1% of contract value) and performance (5% of contract value) guarantees are typically required on "call" instruments. While there has not been a history of wrongful call of these instruments, their vulnerability to such action has led Canadian financial institutions to require 100% security.

The Export Development Corporation offers a comprehensive insurance package for performance bonds and guarantees to Canadian exporters, banks, surety companies and other financial institutions. Canadian exporters are advised to contact External Affairs and International Trade Canada, their chartered banks, the insurance industry and the Export Development Corporation for information on requirements pertaining to bid or performance guarantees.

### **Terms of Payment**

Cash and irrevocable letters of credit are the usual terms of payment, depending on the buyer's credit worthiness. Some importers buy on letters of credit as a matter of course even though they are financially sound.

## **Banking**

The central banking function for Saudi Arabia is handled by the Saudi Arabian Monetary Agency (SAMA), created in 1952 to stabilize the value of the riyal, to oversee the commercial banks and to act as a banker to the government. SAMA is the government organization responsible for handling Saudi Arabia's substantial oil revenues.

The largest of the private Saudi banks is the National Commercial Bank. Other major local banks include the Arab National Bank, Riyadh Bank, and Al-Rajhi. A number of joint-venture banks are also active in the Kingdom. They include the Saudi American Bank, the Saudi French Bank, the Saudi British Bank and Saudi Holland Bank.

## **Industrial Incentives**

Saudi Arabia has a number of financial institutions whose principal activities are to provide financing on various "soft" terms to foster the development of domestic industry. The Saudis have indicated a marked preference for joint ventures as an appropriate vehicle for enhancing domestic technological capabilities. The following are some of the more important institutions.

<b>Name</b>	<b>Purpose</b>
Saudi Industrial Development Fund	Support industrial development in the private sector through medium- and long-term interest-free loans.

Public Investment Fund	Provide interest free medium-and long-term loans to public sector industrial projects, including joint ventures between public and private sectors.
Saudi Agricultural Bank	Provide short-medium and long-term loans for small and large scale, public and private agricultural projects.
Saudi Real Estate Development Fund	<ol style="list-style-type: none"> <li>1. Provide medium and long-term loans to individual Saudis for up to 70% of housing construction costs;</li> <li>2. Provide medium and long-term loans for up to 50% of the cost to Saudis building income-producing properties.</li> </ol>

### **Pricing and Terms of Payment**

Prices should be quoted to Saudi importers on a C.I.F. or C and F basis; the latter is commonly used when the importer prefers to arrange insurance on his own. FOB prices are, in general, of little use to the Saudi businessman. Payment has traditionally been made in cash or by letter of credit in Saudi Arabia. Although Islamic law prohibits the charging of interest, retailers of consumer durables and heavy equipment dealers are beginning to finance their customers with a two price system.

The rapid expansion of the Saudi economy over the last year has made this financing necessary. Firms have generally not offered better than 180 day terms, even after establishing a good relationship.

The Embassy recommends that, until a good business relationship has developed, payments be in cash or confirmed irrevocable letter of credit, as it is difficult, costly, and sometimes impossible to collect receivables.

### **Patents and Trademarks**

Since Saudi Arabia has no patent laws, there is no patent protection. Neither is the Kingdom party to any international convention in this area. There has been considerable discussion of late regarding copyright laws and protection of intellectual property.

Trademarks and patents must be registered through a Saudi lawyer, in the Distinguishing Marks Register, Department of Internal Trade, Ministry of Commerce, Riyadh. Trademarks, by Saudi standards, may consist of any unique combination of letters, numbers, special drawings or signs. Protection lasts 10 years and is renewable for an additional 10 years provided application for renewal is filed three months prior to expiration.

### **The Market for Consumer Products**

From the importer's point of view, delivery time is crucial because of Saudi Arabia's relative geographic inaccessibility to suppliers. As demand for consumer goods is a relatively recent development, "brand loyalty" is not a well-established concept except for a few luxury items. Both prestigious and relatively inexpensive items have sold successfully.

Virtually all consumer goods available in North America are also available in Saudi Arabia, apart from prohibited items (alcohol, pork). Most of the population lives in three major cities (Riyadh, Jeddah and Dammam), so these are the main consumer markets as well. Women have considerable influence on consumer purchases.

## **Advertising**

Although print advertising is well-established, television advertising is relatively new in the Kingdom, and is under very strict control as to possible offensive advertisements and violations of the Islamic code. Little research into Saudi consumer behaviour has been carried out and point-of-sale and direct-mail advertising remain very important. Leading local newspapers, periodicals and advertising agencies are listed in Section VII.

## **Regulations for Consulting Engineers**

In general, Canadian consulting companies are advised to form a joint venture with an established Saudi consulting firm on a project-by-project basis.

Individual consultants or companies generally cannot practise without first obtaining a licence from the Ministry of Commerce. Licences are issued to non-Saudis only when no Saudi engineers are available.

The Government requires that companies applying for registration must have been continuously active for over 10 years. The licence is valid for two Hajira years and may be renewed for a similar period. As any disputes between or involving both foreign and Saudi consultants are settled in accordance with the Kingdom's laws and regulations, interested companies should contact a local legal firm for advice on how to proceed with regard to registration.

## **Shariah Law and Commercial Transactions**

The Kingdom's legal system is based upon the Shariah which is derived from the Holy Koran, the traditions of the Prophet, the unanimity of religious scholars and precedent. It also serves as the basis for modern commercial law. In addition to the Sharia', the Government has codified other laws, in particular the 1931 Commercial Code. Most disputes, except insurance-related ones, under this code are referred to a Commercial Dispute Tribunal comprising two Shariah judges and one legal adviser. Banking disputes have been removed from the jurisdiction of this tribunal and are now handled under a separate arbitration body composed of three persons (not Shariah judges). Decisions of these bodies may be appealed to the King.

Arbitration agreed outside the Kingdom is not enforceable under Saudi Law.

## **International Economic Boycotts**

Canadian firms wishing to do business with Saudi Arabia may encounter boycott restrictions related to Israel. To ascertain the details regarding Canada's policy on the Arab boycott, Canadian firms being confronted with boycott undertakings should contact:

Africa and Middle East Trade  
Development Division  
External Affairs and International Trade Canada  
125 Sussex Drive  
Tower A, 4th Floor  
Ottawa, Ontario  
Canada K1A 0G2  
Tel: (613) ~~990-7043~~ 944-5984  
Fax: (613) 990-7431

## **Language**

Arabic is the official language of Saudi Arabia. English is widely used and understood by most businesspersons and is acceptable in business correspondence. However, a basic Arabic vocabulary is most helpful in conducting business and is appreciated by the Saudis.

Government ministries require that all documents submitted be translated into Arabic.

## **Measures**

The metric system is used in Saudi Arabia.

## **Electricity**

The Kingdom is supplied with 110-120 volt and 220 volt, both 60 cycles alternating current.

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## **V. CUSTOMS AND EXCHANGE REGULATIONS**

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### **Saudi Arabian Tariff System**

The general rate of duty applicable to imported goods is 12%. Locally produced goods are granted tariff protection of 20%. Basic non-processed food-stuffs (rice, sugar, barley, meat, etc.) enter Saudi Arabia duty-free as do books, publications and newspapers in addition to medicines and medical supplies. Medical equipment has a tariff of 7%.

Canada receives the same tariff treatment as that accorded other non-Arab countries.

### **Import and Exchange Controls**

There are no restrictions on the amount of currency that may be taken into or out of the country. All goods imported into Saudi Arabia for re-sale within the Kingdom must be imported by a Saudi citizen.

There are few licensing controls on incoming commercial products: cigarettes, drugs and medical supplies may be brought into the country only by licensed importers. Some products such as hunting firearms, rice and sugar require import licences. Military goods such as arms, ammunition and other war materials are imported only by the Saudi government. Certain items such as pork products and alcoholic beverages are not permitted. Goods from South Africa and Israel are banned.

The use of all artificial sweeteners, particularly cyclamates, is banned. However, saccharin and similar substances used in light beverages for diabetics and others requiring low calorie diets are permitted entry, provided they carry labels in both Arabic and a foreign language stating that the products are calorie free.

## **Shipping Documents**

### **(a) Commercial Invoice**

Five copies are required, three of which must be certified by a Chamber of Commerce as to current export prices and two copies must be legalized by a Saudi Consular Office in Canada or by a Chamber of Commerce. At least three additional copies of the commercial invoice are required in Arabic, which can be provided by the Saudi importer.

### **(b) Certificate of Origin**

Five copies are required, certified by a Chamber of Commerce and legalized by a Saudi Consular office, with each retaining a copy. A copy of the commercial invoice must be attached to each copy of the certificate of origin.

### **(c) Packing List**

This list must accompany the bill of lading, giving accurate details as to the contents of each case or container, the gross and net weights in metric, and C.I.F. value.

### **(d) Bill of Lading**

One copy is required per shipment. Information on the bill of lading should correspond to that on the commercial invoice, with the consignee's name and address in Arabic, if possible. The bill

of lading should be attached to the invoice. All measurements must be in metric and the signatures on all documents must be handwritten.

**(e) Insurance Certificate**

If required, two copies must be prepared to confirm that the goods have been insured by an insurance company having a representative or resident agent in Saudi Arabia.

**(f) Ship Certificate**

Legalization by a Saudi Consulate of two copies of a ship certificate is required, showing the name, nationality, and ownership of the vessel and certifying that it is not registered in Israel, not owned by nationals or residents of Israel, and will not call at or pass through any Israeli port(s) en route to Saudi Arabia.

## **Markings and Labelling**

Products such as pharmaceuticals, confectionery, foodstuffs and beverages are subject to special labelling regulations. Consumer foodstuffs must be labelled in Arabic. It is not sufficient to affix the Arabic labels over the standard labels. Labels must include the name and address of the manufacturer, the name of the distributor in Saudi Arabia, the container weight and size or number, batch number, the date of packing and expiry date of the goods, and information pertaining to additives. All containers must be marked with gross weight and initials or name of the consignee. If there are more than two containers per shipment, they should be consecutively numbered.

For prepackaged food products, product name, net weight of contents and list of ingredients should be displayed on the container in both English and Arabic. Where appropriate, the word "artificial" must be printed. Production and expiry dates must utilize the Islamic Hajira dates and may also be in English.

An international phytosanitary certificate is required for any fruit, seed, plants and vegetables imported into the Kingdom. It must state that the product is free from pests and plant diseases.

A radiation-free certificate is necessary for all food items and processed products trans-shipped through a European port. If goods have been sent directly from a North American port, this certificate is not required.

All meat and poultry products require a certificate stating that the animals were slaughtered in accordance with Muslim law.

Pharmaceutical and medicines require a certificate of free sale acceptable to the Saudi Arabian consulate in the country of origin. This requires prior registration with the Ministry of Health in Saudi Arabia.

Foodstuffs which usually contain derivatives of pork must be labelled specifically to indicate that they do not contain pork (beef gelatin, non-pork gelatin, vegetable shortening, etc.)

Products bearing labels related to alcoholic beverages (e.g. wine vinegar) or containing alcohol (e.g. vanilla extract) will be denied entry into Saudi Arabia.

## **Other Requirements**

### **(a) Medical Certificate**

This certificate pertains to articles made of hair or bristle certifying such goods to be free of anthrax germs.

### **(b) Artificial Sweetener Certificate**

This certificate is necessary when requested, stating that the product contains no prohibited artificial sweeteners.

### **(c) Steel Reinforcing Bar Certificate**

The certificate must state that the product has been subject to continuous analysis; analysis results must accompany the certificate.

### **(d) Soap and Foodstuffs Certificate**

This certificate is intended to determine product safety.

### **(e) Perfume Certificate**

An analysis by Health and Welfare Canada is necessary.

### **(f) Disinfection Certificate**

This certificate must accompany any shipment of used clothing.

### **(g) Flour**

The packing date must be clearly shown on the container.

### **(h) Electrical Goods**

The invoice must show that such goods will function under Saudi Arabian conditions.

## **Commercial Samples**

Prior permission to import samples must be obtained from the Director-General of Customs, Riyadh. The written request should include product identification, unit price, date of intended arrival and period of stay. Any duties collected on commercial samples imported for display periods of up to six months (which is renewable), are returned when the samples are re-exported.

Samples of no commercial value are admitted duty free. The accompanying document and the samples themselves should be clearly marked to indicate that they are samples of no commercial value. Samples containing alcohol or pork products (including leather made of pork hide) are prohibited and will be confiscated on arrival.

Advertising material is exempt from duty, provided the duty normally paid does not exceed 50 riyals. Commercial films and videotapes are censored upon arrival in the country which can result in time-consuming delays.

## **Entry and Warehousing**

All imported goods are held in government customs warehouses as there are no private or bonded warehouses. Storage charges begin 10 days after unloading. Goods unclaimed after six months may be sold to defray storage charges.

Unloaded goods remain the responsibility of the shipper until actually received by the customs agent. After clearing customs, the goods become the responsibility of the importer. Goods exempt from duty are generally exempt from wharfage charges as well.

Charges for off-loading a vessel vary depending on the kinds of goods involved.

### Consular Fees

Documents sent to the Saudi consular authority for legalization must be accompanied by a stamped self-addressed envelope; otherwise, a modest fee is charged for this service.

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## **VI. VISITING SAUDI ARABIA**

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### **Passports and Visas**

Visas are required by all Canadians entering the Kingdom and should be obtained prior to departure from Canada. Visa applications should be sent to the Embassy of Saudi Arabia, located in the Metropolitan Life Building, 99 Bank Street, Ottawa, Ontario. The telephone number is (613) 237-4105, fax: (613) 237-0567 and office hours are from 9:00 a.m. to 2:00 p.m. Visitors should submit their visa applications at least 15 working days in advance of their departure date. Note: a letter of invitation from a Saudi sponsor is required.

The External Affairs and International Trade Canada may be able to assist Canadian exporters seeking visas by informing them of the necessary steps as communicated by the Embassy of Saudi Arabia, in Ottawa. Although the Department cannot sponsor Canadian business visitors to the Kingdom, it may be able to assist in identifying a suitable Saudi commercial contact as the sponsor. Enquiries should be directed to:

Africa and Middle East Trade Development  
Division (GBTE)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Tower A, 4th Floor  
Ottawa, Ontario K1A 0G2  
Tel: (613) 993-7043

Whenever possible, a visa should be obtained prior to departure from Canada, but should it be necessary to apply for a visa outside of Canada (e.g. London), a supporting letter from the Canadian Embassy or High Commission may be requested by the local Saudi Embassy.

Each entry visa is good for one entry only, although permission to re-enter may be obtained in the Kingdom. Note: visas cannot be obtained upon arrival in Saudi Arabia.

### **Health Regulations**

TABT and gamma globulin vaccination certificates are recommended. Cholera and smallpox vaccination certificates are no longer required by visitors from Canada.

### **Mail, Telegraph and Telephone Facilities**

Businesspersons should use fax, air mail or courier services for all correspondence, as surface mail can take two months to reach its destination.

Reliable telex, fax and telephone facilities are available throughout Saudi Arabia.

### **Air Transport**

The easiest way to travel to, from and within Saudi Arabia is by air. Connections can be made through the major European and Asian hubs as well as New York. Saudi Arabian Airlines has a 24-city domestic monopoly which features daily air service connecting Jeddah, Riyadh and Dhahran with most other major centres in the Kingdom.

### **Surface Transport**

There are now approximately 25,000 km. of excellent paved roads in Saudi Arabia interconnect-

ing many of the major centres. Trucking is the main mode of transport employed for shipping goods within Saudi Arabia.

A railway system connects the port of Dammam on the Arabian Gulf with Riyadh, a distance of approximately 400 km. Transit time is about 4 hours. There is daily passenger service in each direction.

## **Hotels**

There are many international-standard hotels to accommodate business visitors to the major cities. However, during the Pilgrimage and the holiday season it is advisable to make reservations at least four weeks in advance. Cheques are not widely used and credit card usage is limited to the major hotels. Cash payments are expected unless other arrangements have been made. Visitors should not bring Canadian currency to Saudi Arabia as it is extremely difficult to exchange. U.S. travellers' cheques are convenient and easily negotiable in hotels, banks, and at money changing establishments.

Hotel rates are government regulated. The categories are as follows, based on single occupancy:

- (1) Deluxe — 250-340 (SR)
- (2) A(1) — 150-225 (SR)
- (3) A(2) — 75-125 (SR)

Major hotels are listed in Section VII.

## **Tipping**

- (1) Deluxe and first category hotels add a 15% service charge. Other categories add a 10% surcharge.

- (2) Hotel and restaurant staff — tip 10% provided no service charge has been added.
- (3) Taxi drivers — no tip is expected.
- (4) Porters — two riyals per bag is recommended.

### **Taxi service**

Although there are cabs available, service can be unpredictable. Rates for fixed distances are often officially posted, but actual fares should be negotiated with the driver before departure; hotel employees can be helpful in this regard.

Chauffeur-driven cars are available for a minimum of 50 (SR) per hour. Fares are higher in the evenings and, in Jeddah, they may double after 10:00 p.m. Visitors are allowed to rent cars but an international driver's license is required. Because the Kingdom's cities have few street signs or numbers, good directions are a must.

Taxi fares — within city limits: 10-50 (SR)  
— from airport: 50-80 (SR)

### **Water and Food**

It is recommended that visitors not drink the tap water. Bottled water is readily available. All food may be eaten without health concerns.

### **Restaurants**

Saudi Arabia has a variety of restaurants including European, Lebanese, Chinese, Korean, Arab, Indonesian, Turkish, Indian and Pakistani. No alcoholic beverages or pork products are available. A per diem of 150-200 (SR) for meals is sufficient.

## **Currency**

The Saudi Arabian monetary unit is the Saudi riyal (SR). It is divided into 100 Halalah. Currency is denominated as follows:

- (1) bills of 1, 5, 10, 50, 100 and 500 SR.
- (2) coins of 5, 10, 25 and 50 halalahs.

One Canadian dollar equals approximately 3.2 (SR), and one American dollar is fixed at 3.75 (SR).

## **Clothing**

Visitors should wear light-weight clothing except during December-January when medium-weight clothing is more appropriate. Saudi business dress is relatively formal even in hot weather when suits and ties are the norm for Western visitors.

## **Business hours**

### **Banks:**

0800-1200 — Saturday through Wednesday  
1700-1900 — Thursday is a half day

### **During Ramadan:**

1000-1330 — In Jeddah and Riyadh  
0900-1200 — In the Eastern Province

### **Government departments:**

0730-1430 — Saturday to Wednesday

### **During Ramadan:**

0900-1500

### **Foreign Embassies:**

0800-1500 — Saturday to Wednesday

### **Canadian Embassy:**

0800-1600 — Saturday to Wednesday

### **Business Office and Retail Establishments:**

0800-1200 — Saturday to Thursday

1600-2000

During Ramadan:

0900-1500

2030-2330

### **Shops, Supermarkets, Department Stores:**

0900-2100 — With mid-day break from

1200-1600 hours

Note: Thursday and Fridays are the official holidays although some offices remain open on Thursday mornings.

### **Major Holidays — Moslem Feasts**

The Moslem calendar is based on lunar changes and is dated from the Prophet Mohammed's flight to Medina, July 15, 622 A.D. The dates of the Moslem feasts are only approximate as they depend upon the physical sightings of the moon; they fall 10 to 12 days earlier in each Christian year. The following public holidays are observed during which all government and business offices are closed. It is advisable that business visitors avoid both these holidays periods including several days before and after:

- Id Al-Fitr: The feast following the fasting month, Ramadan
- Id Al-Adha: The Feast of Sacrifice following the end of Haj

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## **VII. USEFUL ADDRESSES**

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### **Saudi Arabian Embassy in Canada**

Suite 901, Metropolitan Life Building  
99 Bank Street  
Ottawa, Ontario, K1P 6S9  
Tel: (613) 237-4100  
Fax: (613) 237-0567

### **The Canadian Trade Representative in Saudi Arabia**

Commercial Counsellor  
Canadian Embassy  
Diplomatic Quarter  
P.O. Box 94321, Riyadh 11693  
Kingdom of Saudi Arabia  
Tel: (966-1) 488-2288  
Telex: (Destination Code 495) 404893 DOMCAN SJ  
Fax: 488-0137

### **Canadian Trade Office**

P.O. Box 8928  
Jeddah 21492  
Kingdom of Saudi Arabia  
Tel: (966-2) 665-1050  
Telex: 602851 ZHTRAC SJ  
Fax: (966-2) 669-0727

### **External Affairs and International Trade Canada**

Africa and Middle East Trade Development  
Division  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario  
Tel: (613) 993-7043  
Fax: (613) 990-7431

## **Canada-Arab Business Council**

55 Metcalfe Street  
Ottawa, Ontario  
K1P 6N4  
Tel: (613) 238-4000  
Telex: 053-3360  
Fax: (613) 238-7643

## **Saudi Government Agencies**

### **Ministries**

Ministry of Agriculture  
and Water, Riyadh  
Tel: 401-6666  
Telex: 401692 AGRIRS SJ

Ministry of Commerce,  
Riyadh  
Tel: 401-2222  
Telex: 401057 TIJARA SJ

Ministry of Communications,  
Riyadh  
Tel: 404-3000, 404-4732  
Telex: 401616 HI WAY SJ

Ministry of Defence and  
Aviation, Riyadh  
Tel: 478-9000  
Telex: 401188 MDA SJ  
401506 DMW SJ  
(Military Works)

### **Main Functional Responsibilities**

Agriculture, irrigation,  
desalination, fisheries,  
animal resources,  
locust control.

Foodstuff quality  
control, consumer  
protection, companies'  
registration, labelling  
regulations, standards.

Roads, railroads, bus  
systems, traffic control  
systems.

Construction of military  
bases, civilian airports,  
meteorology.

Ministry of Education,  
Riyadh

Tel: 409-6666

Telex: 401673

MAAREF SJ

Primary, intermediate  
and secondary  
education, Royal  
Technical Institute,  
programs for  
handicapped,  
antiquities and  
museums.

Ministry of Finance and  
National Economy, Riyadh

Tel: 405-0000

Telex: 401021 FINANS SJ

Finance, Customs,  
Central Department of  
Statistics, National  
Computer Center.

Ministry of Foreign Affairs,  
Riyadh

Tel: 405-5000

Telex: 403360 KHRJI SJ

Foreign Affairs.

Ministry of Health, Riyadh

Tel: 401-5555

Telex: 401628 HEALTH SJ

Health care, hospitals  
and clinics, medical  
training.

Ministry of Higher  
Education, Riyadh

Tel: 464-4444

Telex: 401481 ALI SJ

Most universities.

Ministry of Industry and  
Electricity

P.O. Box 5729, Riyadh

Tel: 477-6666

Telex: 401154 INDEL SJ

Industry and Power  
projects.

Ministry of Information

P.O. Box 843, Riyadh

Tel: 406-8888

Telex: 401461 RINFOR SJ

Press, radio and tele-  
vision.

<p>Ministry of Interior P.O. Box 3743, Riyadh Tel: 401-1111 Telex: 401622 MORS SJ</p>	<p>Public security, coast guard, civil defense.</p>
<p>Ministry of Labour and Social Affairs P.O. Box 1182, Riyadh Tel: 477-8888 Telex: 401043 LABOUR SJ</p>	<p>Vocational and on-job training programs, labour offices, Presidency for Youth Welfare, Government Organization for Social Insurance, Saudi Red Crescent Society.</p>
<p>Ministry of Municipalities and Rural Affairs, Riyadh Tel: 441-8888 Telex: 401063 DOMA SJ</p>	<p>Town planning, water and sewage systems.</p>
<p>Ministry of Petroleum and Mineral Resources P.O. Box 757, Riyadh Tel: 478-7777 Telex: 401058 PTROMN SJ 400998 PETROL SJ</p>	<p>Oil and gas, Petromin, oil refineries, mineral resources.</p>
<p>Ministry of Pilgrimage and Endowments, Riyadh Tel: 402-2200 Telex: 400189 AWQAF SJ</p>	<p>Annual pilgrimage to Mecca, land controlled by religious trusts.</p>
<p>Ministry of Planning P.O. Box 358, Riyadh Tel: 401-3333 Telex: 401075 PLAN SJ</p>	<p>National planning, Royal Commission for Jubail and Yanbu.</p>
<p>Ministry of Posts, Telephones and Telegraph, Riyadh Tel: 463-4444 Telex: 401220 TELECOM SJ</p>	<p>Post offices, telecommunications.</p>

Ministry of Justice  
Riyadh  
Tel: 405-5339

Law and justice.

Ministry of Public Works and  
Housing, Riyadh  
Tel: 402-2036  
Telex: 401142 ASHGAL SJ

Public works,  
construction, public  
housing projects.

### **Major Autonomous Agencies**

Central Department of  
Statistics  
(Ministry of Finance and  
National Economy)  
Tel: 405-9638

Collects and publishes  
miscellaneous  
statistics.

Customs Department  
P.O. Box 3483, Riyadh  
Tel: 401-3334  
Telex: 401626 CSTM SJ

Customs duties.

Director General For Mineral  
Resources  
Ministry of Petroleum and  
Mineral Resources  
P.O. Box 2880, Jeddah  
Tel: 667-4800  
Telex: 601150 PETROMIN SJ

Mineral Exploration  
and concessions.

Directorate General of Zakat  
and Income Tax  
Riyadh 11187  
Tel: 405-0000

Tax collection.

General Organization for  
Social Insurance (GOSI)  
P.O. Box 2963, Riyadh 11461  
Tel: 477-7735  
Telex: 401143 GOSI SJ

Social insurance  
agency.

<p>General Ports Authority  P.O. Box 5162, Riyadh 11181  Tel: 405-0005  Telex: 401783 PORTS SJ</p>	<p>Port development, port stevedoring.</p>
<p>Jeddah Islamic Port  Jeddah 21188  Tel: 647-1200  Telex: 601175 PORTS SJ</p>	<p>Port operation.</p>
<p>Dammam Seaport  (King Abdul Aziz Port)  P.O. Box 28062, Dammam 31188  Tel: 833-2500  Telex: 801139 DAPM SJ  802084 DAPM SJ</p>	
<p>Saudi Red Crescent Society  Riyadh 11129  Tel: 406-9072/406-5092  Ambulance 997  Telex: 200096 HILAL SJ</p>	<p>Emergency health care.</p>
<p>Government Electricity Corporation  P.O. Box 11850, Riyadh 11431  Tel: 477-2722  Telex: 401393 ELECTRIC SJ</p>	<p>Electricity planning, consolidated power companies.</p>
<p>Grain Silos &amp; Flour Mills Organization  P.O. Box 3402, Riyadh 11471  Tel: 404-3334, 404-4736  Telex: 401052 SAWAMI SJ  402580 SAWAMI SJ</p>	<p>Silos; flour mills, grain importing, animal feed production.</p>

International Airport  
Projects Office  
P.O. Box 6326,  
Jeddah 21442  
Tel: 685-4200  
Telex: 601521 IAPJED SJ

Approves/oversees  
work on new interna-  
tional airports.

Meteorology & Environmental  
Protection Agency (MEPA)  
P.O. Box 1358, Jeddah  
Tel: 687-7233/687-7825  
Telex: 601236 ARSAD SJ

Meteorology,  
environmental protec-  
tion.

SAMAREC  
P.O. Box 5250, Jeddah 21422  
Tel: 669-4661  
Telex: 603282 PETLIN SJ

Oil marketing, oil  
refineries.

Presidency of Civil Aviation  
P.O. Box 887  
Jeddah 21421  
Tel: 667-9000  
Telex: 601093 CIVIAR SJ

Overflights and airport  
administration.

Royal Commission for Jubail  
and Yanbu;  
Headquarters Office:  
Riyadh 11432  
P.O. Box 5864  
Tel: 479-4445  
Telex: 404560 ROYCOM SJ

Construction and  
infrastructure manage-  
ment of industrial  
complexes at  
Jubail and Yanbu.

Directorate General for  
Jubail  
P.O. Box 1000  
Al Jubail 31961  
Tel: 341-3050  
Telex: 832011 JABR SJ

Jubail Industrial City.

Directorate General for  
Yanbu  
P.O. Box 31, Yanbu  
Tel: 04/321-6000  
Telex: 630301 PARSYB SJ

Saline Water Conversion  
Corporation (SWCC)  
P.O. Box 5968, Riyadh 11432  
Tel: 463-1111  
Telex: 400097 TAHLIA SJ

Saudi Agricultural Bank  
P.O. Box 1811, Riyadh 11126  
Tel: 402-3911/402-3934

Saudi Arabian Airlines  
(SAUDIA)  
P.O. Box 620  
Airport Road, Jeddah  
Tel: 684-2000/686-0000  
Telex: 601007 SAUDI SJ

Saudi Arabian Monetary  
Agency (SAMA)  
P.O. Box 2992, Riyadh 11169  
Tel: 463-3000  
Telex: 401734-7 SJ

King Abdul Aziz City  
for Science & Technology  
P.O. Box 6086, Riyadh 11442  
Tel: 478-8000  
Telex: 401590 SANCST SJ

Saudi Arabian Standards  
Organization (SASO)  
P.O. Box 3437, Riyadh 11471  
Tel: 479-3332  
Telex: 401610 SASO SJ

Yanbu Industrial City.

Desalination com-  
plexes.

Purchases agricultural  
equipment, seeds, ani-  
mals; provides loans to  
Saudi farmers.

National Airline.

Central bank.

Research and  
development; solar  
energy projects.

Development and  
publishing of stan-  
dards.

Saudi Basic Industries  
Corporation (SABIC)  
P.O. Box 5101, Riyadh 11422  
Tel: 401-2033  
Telex: 401177 SABIC SJ

Conducts market  
research and  
industrial feasibility  
studies, prepares and  
publishes data on in-  
dustrial development.

Saudi Consulting House  
P.O. Box 1267, Riyadh 11431  
Tel: 448-6500  
Telex: 401152 DEVIND SJ  
401145

Joint venture with for-  
eign firms for petro-  
chemical and heavy  
industries at Jubail and  
Yanbu.

Saudi Fund for Development  
Box 50483, Riyadh 11523  
Tel: 464-0292  
Telex: 401145 SUNDOQ SJ

Project loans to P.O.  
developing countries.

Saudi Railroad Organization  
P.O. Box 92, Dhahran Airport  
2Tel: 871-2222  
2Telex: 801050 SARAIL SJ

Operates Dammam-  
Riyadh railroad.

Saudi Industrial Development  
Fund (SIDF)  
P.O. Box 4143, Riyadh 11149  
Tel: 477-4002  
Telex: 401065 SIDFND SJ

Loans to Saudi or  
Saudi/foreign joint  
industrial ventures.

General Presidency of Youth  
Welfare  
P.O. Box 965, Riyadh 11421  
Tel: 401-4576  
Telex: 401081 SPORTS SJ

Sports complexes,  
cultural and folkloric  
clubs, boy scouts.

## **Saudi Chambers of Commerce and Industry**

Council of Saudi Chambers  
of Commerce and Industry  
Riyadh Chamber's Building  
Al-Dhabab St.  
P.O. Box 16683  
Riyadh, Saudi Arabia  
Tel: (01) 405-3200  
Telex: 401054 TYARYH SJ  
Fax: 402-4747

Dammam Chamber of  
Commerce and Industry  
P.O. Box 719, Dammam  
Saudi Arabia  
Tel: 832-1134/833-8660  
Telex: 601086 CHAMR SJ  
Cable: ALGHURFA -  
DAMMAM  
Fax: 833-5755

Riyadh Chamber of  
Commerce  
and Industry  
Al-Dhabab St.  
P.O. Box 596  
Riyadh, Saudi Arabia  
Tel: (01) 404-0044  
Telex: 401054 TYARYH SJ  
Cable: TIJARIAH (or  
CHAMCON) Riyadh  
Fax: 402-1103

Jeddah Chamber of  
Commerce  
and Industry  
King Khalid (Al-Meena's)  
Street  
P.O. Box 1264, Jeddah  
Saudi Arabia  
Tel: 601069 GHURFA  
SJ  
Cable: THE CHAMBER -  
Jeddah  
Tel: (02) 642-3535  
642-4824  
Fax: (02) 648-4603

## **Leading Saudi Dailies, Weeklies and Advertising Agencies:**

### **Dailies**

Al-Jazeera (Arabic)  
Al-Nasirya Street  
P.O. Box 354, Riyadh  
Tel: 402-1440, 403-3361  
Telex: 401479 GAZATY SJ

Okaz (Arabic)  
University Street  
P.O. Box 1508, Jeddah  
Tel: 667-4020/667-4408  
Telex: 601360 OKAZ SJ

Al-Riyadh (Arabic)  
Arab Gulf Street  
P.O. Box 851, Riyadh  
Tel: 477-4710/477-4610  
Telex: 401664 JAREDA SJ

Asharq Al-Awsat  
P.O. Box 4556, Jeddah  
Tel: 669-1888  
Telex: 601570 SJ

## **Weeklies**

Alyamamah (Arabic)  
Al-Yamamah Press Est.  
Al-Khaleej Al Arabi Street  
P.O. Box 6340, Jeddah  
Tel: 64307465/643-2465  
Telex: 601664 JAREDA SJ

Al-Yaum (Arabic)  
Near Coast Guard Office  
P.O. Box 565, Dammam  
Tel: 833-1091/833-1906

Arab News (English)  
Arab News Bldg.  
Off Sharafia  
P.O. Box 4556, Jeddah  
Tel: 653-4239/653-3723  
Telex: 601570 ARANEWS  
SJ

Riyadh Daily  
P.O. Box 25848, Riyadh  
Tel: 479-4475  
Telex: 401664 JAREEDA  
SJ  
Fax: 477-7203

Saudi Gazette (English)  
2 Okaz St. Mina Road  
P.O. Box 5576, Jeddah  
Tel: 667-4020/667-4408

Saudi Economic Survey  
(English)  
Apt 17, 14th Fl. Attar Bldg.  
P.O. Box 1989, Jeddah  
21411  
Tel: 651-4952

## **Advertising Agencies**

Tihama  
Foreign Ministry's Circle  
P.O. Box 5455, Jeddah  
Tel: 644-4444 (20 lines)  
Telex: 601205 TIHAMA SJ

Saudi Advertising  
Saudi Advert. International  
Co.  
P.O. Box 6557, Jeddah  
Tel: 665-0380/660-2286  
Telex: 602229 ADVERT SJ

Marwah  
Ba-Qadu Bldg.  
Prince Fahad Str.  
P.O. Box 3029, Jeddah  
Tel: 651-8204/651-8200  
Telex: 600321 MARWAH  
SJ

Transworld Publicity  
North Murabba  
P.O. Box 1482, Riyadh  
Tel: 403-8465/403-6898  
Telex: 401654 TRANS SJ

Khoshaim  
Al-Karwan Bldg. Batha Str.  
P.O. Box 3157, Riyadh  
Tel: 403-3053  
Telex: 401795 KOSHIM SJ

Read Advertising  
Suite 1, Ali Turki Building  
Prince Fahad Street  
P.O. Box 1076, Jeddah  
Tel: 645-9782/644-8230  
Telex: 601035 MODERNE  
SJ

Tac Tayyar  
Room 504, 7th Fl,  
Al-Rajhi Bldg.  
P.O. Box 2999, Riyadh  
Tel: 403-7545  
Cable: TAC - Riyadh

Marad Advertising  
Saudi Research &  
Marketing Co.  
P.O. Box 4556, Jeddah  
Tel: 453-4743/653-3723  
Telex: 601570 ARANEW  
SJ

## Hotel Listings:

### Riyadh — Deluxe Category (International Standard)

Intercontinental (30 mins from airport)

P.O. Box 3636

Tel: 465-5000

Telex: 401076 IHCHOT SJ

Marriott Khurais (30 min. from airport)

P.O. Box 2086

Tel: 491-2244

Telex: 400133 KHUMAR SJ

Hyatt Regency (40 min. from airport)

Riyadh  
Tel: 479-1111

Telex: 402963 HYATT SJ

Al-Khozama (25 min. from airport)

P.O. Box 4148

Tel: 465-4650

Telex: 400100, KHOZAM SJ

Sheraton Hotel (25 min. from airport)  
P.O. Box 90807  
Tel: 454-3300  
Telex: 401415 SHER SJ

**Jeddah — Deluxe Category (International Standard)**

Al Fao Holiday Inn P.O. Box 10924  
Tel: 661-1000  
Telex: 600755 HOLY SJ

Marriott P.O. Box 6448  
Tel: 671-4000  
Telex: 605135 MARRIOT SJ

Red Sea Palace P.O. Box 824  
Tel: 642-8555  
Telex: 601014 REDOTL SJ

Hyatt Regency, P.O. Box 8483  
Jeddah Tel: 651-9800  
Telex: 602688 HYATT SJ

Sheraton Hotel P.O. Box 14315  
Tel: 699-2212  
Telex: 607229 SHERATON SJ

Al Bilad P.O. Box 6788  
— Movenpick Tel: 691-0111  
Telex: 603010 BILADH SJ

**Eastern Province — Deluxe category (International Standard)**

Dhahran (near airport on road to Al-Khobar)  
International P.O. Box 428, Dhahran  
Tel: 864-8555  
Telex: 801272 DIAH SJ

Gulf Meridien (20 min. from airport)  
Al-Khobar P.O. Box 1266, Alkhobar  
Tel: 864-6000  
Telex: 870505 HOMER SJ

Carlton P.O. Box 1235, Dammam  
Al-Moaibed Tel: 864-5455  
Telex: 870064 CARLTON SJ

Al-Gosaibi (on Gulf in Al-Khobar)  
P.O. Box 51, Al-Khobar  
Tel: 864-2787  
Telex: 870008 GOSTEC SJ

Dammam Oberoi P.O. Box 5397, Dammam  
Tel: 834-5555  
Telex: 802071 OBHTEL SJ

### **Meccah**

Inter-Continental (192 rooms, outside Holy City)  
P.O. Box 1435  
Tel: (04) 823-0240  
Telex: 670076 MEDSHR SJ

### **Taif**

Massarah P.O. Box 827  
Intercontinental Tel: 28333  
Telex: 600055 SJ

Al-Hada Sheraton (16 kilometers to city)  
P.O. Box 999  
Tel: 41400  
Telex: 651092 SHERHD SJ

### **Madinah**

Sheraton Hotel P.O. Box 1735  
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## VIII. PUBLICATIONS

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1. *The Middle East and North Africa* (annual) Europa Publications Ltd. 18 Bedford Square, London, England WCL 83TN.
2. *Meed Special Report: Saudi Arabia, Middle East Economic Digest*, Meed House, 21 John Street, London, England WCIN 2BP. (The Middle East Economic Digest is also one of the best weekly publications available on the area).
3. *Business Profile Series: Saudi Arabia*, Hong Kong Bank, GPO Box 64, Hong Kong.
4. *The Economist, Quarterly Economic Review — Saudi Arabia*, The Economic Intelligence Unit Limited (1983). Spencer House, 27 St. James' Place, London, England, SWIA INT.
5. *Summary of the Fifth Development Plan*, Ministry of Planning, Riyadh.
6. *Business Travel Guide to the Arab World*, Prepared for KLM Royal Airlines by Inter-Crescent Publishing Company Inc., Dallas, Texas, U.S.A.
7. *Doing Business in Saudi Arabia* (1989) Ernst & Whinney International.
8. *Dun and Bradstreet's Export Encyclopedia*, 77th Edition, Dun and Brandstreet International Ltd., New York, New York, March 1982.
9. *Middle East Executive Reports*, 1101 Vermont Avenue, N.W., Suite 400, Washington, D.C. 20005, Monthly.

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# **APPENDIX — DO'S AND DON'TS**

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Here is a compilation of handy do's and don'ts compiled by experienced Canadian businesspersons for new visitors to the Kingdom.

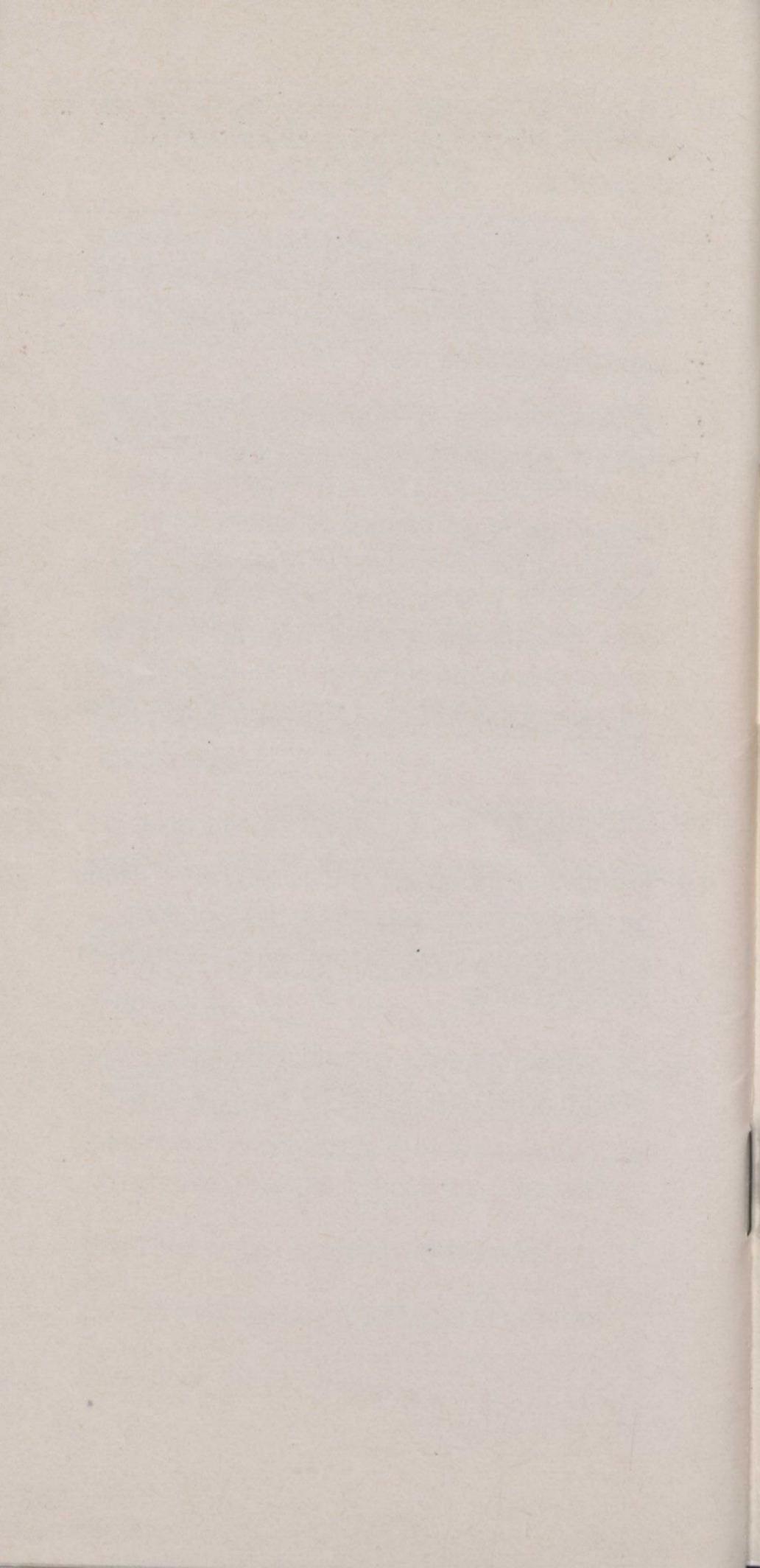
1. Don't bring Canadian money — hotels, restaurants and business establishments won't accept it, and it is extremely difficult to exchange.
2. Do arrange your visa well in advance — the Embassy usually can't help at the last moment; make sure its validity corresponds to the time of your visit.
3. Don't try to bring alcohol or pork products into Saudi Arabia.
4. Do bring lots of business cards (Arabic and English) — card collecting is a national pastime.
5. Don't forget to reconfirm all international flights 72 hours and Saudia domestic flights 24 hours in advance.
6. Do use Saudi Limousine or similar car hire firms — their cars are air-conditioned and clean, the drivers usually know their way around, and can provide receipts. (These taxis are white).
7. Don't leave your briefcase unattended.
8. Do carry you passport with you at all times.
9. Don't drink the tap water.

10. Do arrive at the airport one hour before domestic flights and two hours prior to international departures.
11. Settle the fare before taking the cab, and don't necessarily pay the taxi driver what he asks initially — some ask for payment in excess of legally established rates.
12. Do arrive on time for appointments, but don't be upset if you are kept waiting an hour.
13. Don't forget to get precise directions for the location of the companies or restaurants you wish to visit. Ask for some local landmarks — hotel, government building, large store and the relationship of the company to it — drivers often don't know the names of streets — if they have names.
14. Do keep your sense of humour.
15. Be ready, think ahead and be flexible — things do not always go smoothly in the Kingdom, so be relaxed, good-natured when unforeseen problems arise.
16. Do respect the wide cultural differences — you are the visitor and the guest in Saudi Arabia.

# APPENDIX DON'TS

1. Don't settle the fare before taking the cab, and don't necessarily pay the taxi driver what he asks for. It's better to ask for a receipt and pay the fare in advance.
2. Don't ask for a receipt for the fare. It's better to ask for a receipt and pay the fare in advance.
3. Don't forget to get precise directions for the location of the companies or restaurants you want to visit. Ask for some local landmarks, hotel, government building, large store and the relationship of the company to it -- others often don't know the names of streets -- if they have them.
4. Do keep your sense of humor.
5. Be ready, think ahead and be flexible. Things do not always go smoothly in the Kingdom.
6. Do respect the wide cultural differences -- you are the visitor and the guest in Saudi Arabia. Do use common sense and be polite. Do not drink or eat in public places. Do not drink or eat in public places. Do not drink or eat in public places.
7. Don't leave your briefcase unattended.
8. Do carry your passport with you at all times.
9. Don't drink the tap water.





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