



Seizing opportunities in the Food and Beverage sector with major buyers of Saudi Arabia



6 October 2021
11.30 am (Rome time) Live Webinar

SACE, with the kind cooperation of **ICE**, the Italian Trade Agency and **Confindustria**, is pleased to invite you to a presentation of new business opportunities in Saudi Arabia. Italian SMEs attending will be able to get in touch with major buyers of Italian goods such as Lulu Saudi Hypermarkets, Saudi Goody Products, Gulf West and more. The products of interest for the Saudi market include pasta, olive oil, dairy products, fruit, meat, snacks and biscuits, soft drinks, organic products and canned foods.

The meeting will also help you understand how SACE can support Italian Exporters as well as local Buyers to do business - with competitive payment terms.

Following the plenary meeting, SACE, the Italian Trade Agency and Confindustria will favour business relations between Italian Exporters and Saudi Buyers.

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Agenda

11:30 Opening remarks

Luca Passariello, Head of Supply Chain and Business Promotion – SACE

Enrico Barbieri, Italian Trade Commissioner to Saudi Arabia and Kuwait – ICE / Italian Trade Agency

Letizia Pizzi, Director, Assafrica & Mediterraneo, and Middle East Country Manager – Confindustria

11:40 Overview of the Italian food sector

Massimiliano Boccadelli, Parliamentary Relations, Internationalization, Food Security – Federalimentare

11:50 Emerging local consumer trends in Saudi Arabia

Alessandro Olivieri, General Manager - Billionaire Riyadh

12:00 Buying and selling in Saudi Arabia

Liban Ahmed Varetti, Member of 'Osservatorio Internazionale dei Commercialisti di Roma'

12:10 How SACE can support new business between Italian Exporters and Saudi Buyers

Ciro Aquino, Senior Relationship Manager/UAE and MENA Region – SACE

12:30 Wrap up and Q&A

Moderator: Gianluca Scialdone, Supply Chain and Business Promotion – SACE

For more information and B2B opportunities:
businesspromotion@sace.it