



Preliminary Meeting Program / Organic Export Promotion Saudi Arabia 2024

Monday April 29th

Tuesday April 30th

TBC	Short briefing at hotel With Ms. Ansa Ghulam (Royal Danish Embassy) and Ms. Sarah C. S. Fuglsig (Danish Agriculture and Food Council)	TBC	Visit to Lulu Markets: Guided supermarket tour
TBC	Meeting with Saudi Food & Drug Authority (SFDA) – Certification and rules	TBC	Presentation + Q&A at Lulu Markets’ Offices B2B sessions
TBC	Meeting with Tawthiq or MEWA (policy makers in the field of organic F&B /market development)	TBC	Visit to Carrefour: Guided supermarket tour
TBC	Lunch at organic restaurant self paid (Rootura)	TBC	Presentation + Q&A at Carrefour’s Offices B2B sessions
TBC	Meeting with Almizan Natural Trading Co. (largest organic importer in Saudi Arabia)	TBC	Lunch in bus
TBC	Dinner and presentation with already established Danish company – self paid	TBC	Meeting with General Trading Company (GTC)
		TBC	Networking reception at Radisson Blu / Embassy
		TBC	Travel back to hotel



Wednesday May 1st

TBC	Visit to Tamimi Markets : Guided supermarket tour
TBc	Tamimi Markets Office Corporate presentation + Q&A B2B sessions
TBC	Meeting with IKEA / AlTaleb Organic Farm B2B sessions
TBC	Lunch (self paid)
TBC	Meeting with Gulf Central Company (distributes to the entire Gulf region)
TBC	Transport to hotel

Updated: January 11th 2024 **N.B.:** Please be aware that the program may be subject to changes due to local business culture.