

Embracing the future
of Saudi trade

GTR KSA

2025 RIYADH

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KAFD Conference Center, Riyadh, KSA
May 13, 2025

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GTR KSA 2025 RIYADH

Embracing the future of Saudi trade

GTR KSA returns to Riyadh on May 13, 2025!
Following the participation of over 400 industry leaders in 2024, the next instalment is set to provide another eagerly awaited opportunity to connect with key players and engage with an array of companies involved in the Saudi trade and export finance community.

Supported by prominent financial institutions, industry associations and government agencies, delegates can expect invaluable insights from an extensive programme featuring over 30 expert speakers. Additionally, the exhibition hall provides an unrivalled platform for networking and establishing connections with industry leaders, peers, and potential clients within the Saudi Arabian trade and export market. Don't miss your chance to attend this unparalleled conference in this exciting region.

"Very good conference for highlighting financial topics."

F Shaikh, Alwasata Global Company

**KAFD Conference Center – Banqueting Hall
Riyadh, KSA**

May 13, 2025

6 big topics

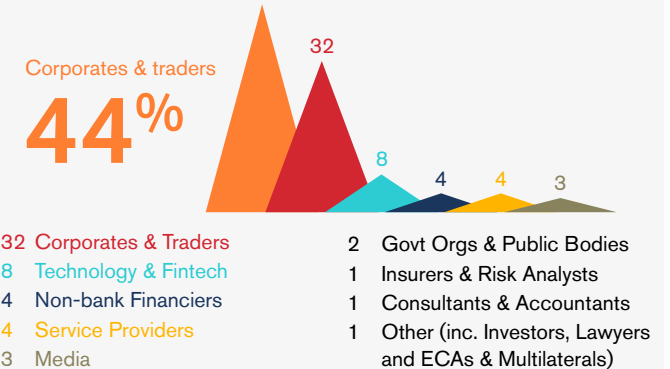
- Consolidating the Kingdom's position in global trade
- Embracing the next chapter in the Saudi success story
- How is the market adapting to new technologies?
- Unlocking alternative sources of financing for suppliers
- Expanding the offering in the Saudi export drive
- GTR KSA 2025 Leaders in Trade Awards Ceremony

Vital statistics in 2024

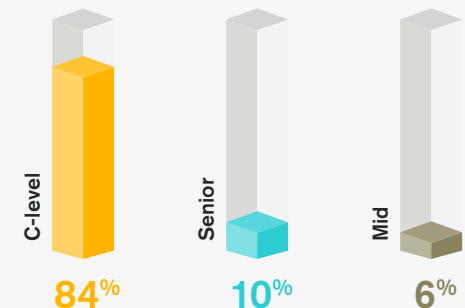


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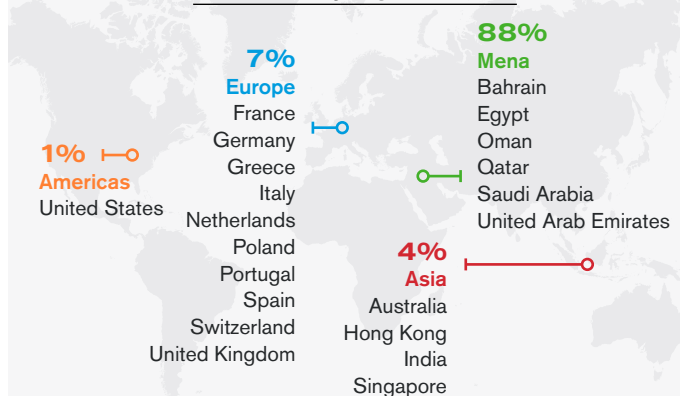
Attendees by sector in 2024



Job titles represented in 2024



Attendees by region in 2024



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Tuesday 13 May Morning

09.00-09.10

Chair's opening remarks

Ramia Farrage, Senior Producer & Presenter, Forbes Middle East

09.10-09.30

Keynote: Assessing the current landscape for business

This session will provide C-level insights into the environment for doing business in Saudi Arabia at present, identifying the key pillars for success in an evolving financial landscape. Points for consideration will include the importance of strategic planning from business leaders, the importance of agility in the face of market disruption and an evolving regulatory landscape, as well as the potentially transformative nature of emerging technologies such as blockchain and artificial intelligence in the way business is conducted.

The session will also cover how focus on non-oil sectors and the Kingdom's efforts to develop a diversified economy provide fresh opportunities across a range of industries for companies of all sizes to grow through collaboration and innovation, empowering the private sector and boosting employment through ambitious economic reforms and fiscal prudence.

Riyas Ahmed, Chief Financial Officer, Eram Holdings

"GTR KSA 2024 Riyadh was exceptionally organized with insightful content, a seamless engaging experience. Top notch execution."

F Otaibi, SABIC

"It was great to have international brains with international experience and localized thinking to adapt international experiences to serve the local needs which will take us to improve and reach the international standards."

SA Al Zayat, Al Rubaiyat Group

09.30-09.50

Consolidating the Kingdom's position in global trade

The trade finance market reflects a dynamic interplay of government initiatives, opportunities and challenges shaping growth and prospects. This session will consider the key factors impacting on this, from Saudi's location as a regional hub to challenge Dubai, to strategic advantages for trade routes, to establishing a logistical centre. Key talking points will include developing new industries and identifying priority sectors, establishing localised production facilities and creating a manufacturing hub, as well as the importance of attracting international businesses through initiatives such as free trade zones, and enhancing trade volumes through the development of a diverse range of financial products and services.

Osama Bukhari, Head of the Banking Committee, ICC Saudi Arabia & **Ali Alkhamis**, Head of Trade & Supply Chain, Banque Saudi Fransi *in conversation with* **Muhammad Anis Yunus**, Chief Financial Officer, Al Fadhili Housing Co.

09.50-10.35

Where to now? Embracing the next chapter in the Saudi success story

This session will highlight Saudi Arabia's transformation into a global trade powerhouse, from diversifying away from oil dependency to establishing the Kingdom as a global financial centre. Points for discussion will include:

- How is strategic focus on non-oil sectors opening up new avenues for trade finance? To what extent is the financial sector adapting its offering to support companies and enable them to capitalise and prosper?
- What measures are corporate financiers taking to ensure sufficient liquidity and optimise working capital? Is there greater demand for alternative providers and products such as credit insurance?
- How has the Kingdom's ongoing process of reform and various incentives provided impacted on business sentiment? What has been the impact on foreign direct investment?
- To what extent are mega-projects such as NEOM, The Red Sea, Qiddiya, King Salman Park, Diriyah Gate, Jeddah Central, Amaala and the Riyadh metro and airport expansion expected to drive demand for financing facilities?
- What are the main risks and challenges faced in the current climate? To what extent do macroeconomic factors such as oil price or inflation still pose a threat?

Moderator: Ramia Farrage, Senior Producer & Presenter, Forbes Middle East

Ahmed Kishk, Chief Financial Officer, SMT United Holding Company

Murat Aslanoglu, Finance Director Middle East, Lucid Motors

Dr Sadar Abdul Rasheed, Director of Commodity Risk Control, Savola Group

10.35-11.15 Networking break

11.15-11.55

How is the market adapting to new technologies to remain competitive?

With financial institutions increasingly required to cater to the growing needs of their customers, this session will consider the extent to which trade finance providers are adapting to new technologies in order to remain competitive, highlighting the complexity of integrating new technologies into existing systems and the substantial investment often required. The discussion will bring leading institutions together to consider the following:

- Digital banking: Expanding and enhancing digital offerings to improve customer experiences, including achieving greater integration with government platforms
- AI and machine learning: Incorporating integration into key areas and functions such as credit risk and fraud detection to streamline customer services
- Tackling the challenge of cybersecurity: To what extent are banks investing in advanced security protocols and technologies to safeguard customer data and prevent cyber-attacks?
- ESG and sustainability: Highlighting the important role technology has to play in supporting green initiatives, including tracking and reduction of carbon footprints to the transparency of physical supply chains
- Open banking: Integrating third parties such as fintechs for trade finance use cases to enhance the overall financial ecosystem and offer customers greater flexibility and options
- E-invoicing: How technological advancements are gaining traction in streamlining trade processes, reducing transaction costs and enhancing transparency

Ishwar Haswani, Chief Executive Officer, E3 Energy DMCC

Ahmad Hamam, Senior Head, Product & Channel Implementation, Transaction Banking Product, Abu Dhabi Commercial Bank

"It is the best place to know the latest about trade finance."

M Al Medhesh, Haif Company

Tuesday 13 May Afternoon

11.55-12.35

Reinforcing resilience: Unlocking alternative sources of financing for suppliers

Increased focus on supplier liquidity and greater cash forecasting accuracy is seen as recognition of the crucial role suppliers play in contributing to business continuity, enabling the delivery of Saudi products reliably and competitively across the globe in line with the Kingdom's diversification drive. This session will consider the following talking points, as the market seeks to enable suppliers to optimise their working capital, gain access to alternative financing and strengthen business relationships, potentially unlocking billions in liquidity:

- Ensuring the flow of cash: Enhancing the ability of suppliers to meet customer needs through access to early payments
- Introducing fintech solutions for suppliers and offering access to a unique range of competitive financing opportunities
- How technology platforms provide an investment opportunity for bank participation to enhance the scale and viability of solutions
- Highlighting the importance role of regulators in providing the right environment for unlocking added value for stakeholders
- Improving understanding of the benefits of such facilities including the potential implications of new disclosure rules

John Monaghan, Senior Business Advisor, Premium Technology

Motasim Iqbal, Managing Director, Regional Head Transaction Banking Sales, Africa Middle East, Standard Chartered Bank

Parag Ekbote, Chief Business Officer, Veefin Group

12.35-13.15

Expanding the Saudi export drive

Vision 2030 and the Kingdom's wider growth plans have seen strong focus placed on the importance of providing Saudi Arabian non-oil exports with access to a wide range of global markets, with Saudi Exim expanding operations and signing a number of agreements to provide funding lines to regional and international banks in line with its strategic objective of empowering the Kingdom's non-oil economy through financing and risk mitigation, economic diversification and sustainability initiatives. This session will discuss the evolution of this strategy, considering the following:

- Highlighting new partnerships with local, regional and global financial institutions to expand the bank's range of credit solutions, bridging credit gaps and empowering the private sector
- Offering a diverse range of financial products including domestic and international lines of credit, working capital financing and structured financing provisions
- Providing competitive advantage for exploring new markets with confidence, including increased demand for insurance and indirect financing solutions
- Focus on SMEs: Considering the huge potential impact on long-term growth through improved credit access for small and medium-sized enterprises
- ESG principles: Ensuring that activities have a positive impact on environmental, social and economic sustainability

Moderator: **Farrukh Siddiqui**, Founding Partner, Emerging Capital Management Partners

Chandranath Bhattacharya, Senior Director, Head of Trade Solutioning & Advisory, Transaction Banking, Emirates NBD

13.15-14.15 Lunch

14.15-14.45

GTR KSA 2025 Leaders in Trade Awards Ceremony

The GTR Saudi Arabia Leaders in Trade Awards will return for 2025, highlighting excellence in the Saudi trade and export finance market across a range of sectors, with the winning submission for each category decided by the GTR team, drawing on the extensive knowledge and experience of its editorial board. A shortlist will be announced for each category and communicated to the market beforehand. Categories include:

- Best local bank
- Best international bank
- Best regional bank
- Best supply chain finance bank
- Best bank for ESG
- Best bank for working capital
- Best Islamic finance bank
- Best bank for digitisation
- Best new market entrant
- Best state agency

14.45-15.25

Explaining the business of treasury

The treasury function plays an increasing crucial role as the 'first line of defence' in any business, particularly during heightened times of economic and geopolitical uncertainty, as companies seek to navigate a complex range of short-term operational and long-term strategic challenges.

Held in partnership with the Association of Corporate Treasurers, this special educational session will seek to provide practical guidance and insights on all aspects related to the contemporary treasurer, from funding and liquidity options to supply chain resilience, the role of digital innovation, strategic priorities such as ESG requirements and the need to ensure a pipeline of developing treasury talent.

Nora Sena, Regional Treasurer, MEA, Pakistan & Turkey, Nestle; Council Member, Association of Corporate Treasurers (ACT)

Torsten Richter, Director, Treasury & Funding, CEER National Automotive Company

15.25-16.25

Workshop: Factoring and open account receivables finance

Hosted by FCI, this informative and interactive session will offer a comprehensive understanding of the latest developments in and fundamental principles of factoring and open account receivables finance, focusing on the need for establishing robust operations within organisations and presenting various case studies and success stories from across the global market.

The session will alight on the pivotal role factoring and supply chain finance can play in facilitating financing for SMEs, as well as paying special attention to regional factors such as the increasing demand for shariah-compliant product offerings.

Doaa Hafez, General Manager, Egypt Factors, Executive Committee Member, FCI

16.25

Close of event

"An excellent forum for corporate treasurers to see the present and future trends happening around trade finance."

E Niyas, Al Masaood

"An eye opener for what is happening in potential partnerships and what can be done in Saudi Arabia."

K Thakur, Prime Investrade

"A very good chance to connect with trade finance leaders and parties globally."

A Mohamed Elbeltagy, efcom

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An invoice will be issued to the email address provided, payment can be made via a bank transfer or credit card, a payment link will be provided.

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Young Professionals Pass – Limited free tickets available

To qualify, you must be under 25 years old, with less than three years of experience in the trade finance industry. Limited to 2 events per year. 10 passes are available for this event for those who work within the industry, limited to 1 pass per institution, and cannot be combined with other promotions. One pass is available for this event to those studying a relevant educational/University course. Confirm your eligibility by contacting ypp@gtreview.com with your LinkedIn profile and age.

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- Transfers:** If you cannot attend a conference, you can transfer your place to another individual. Places can be transferred at any time up to and including the day of the conference. Please note an additional charge may be applicable if the new attendee is not entitled to the same rate.
- A delegate place can be transferred** to another conference, if the request to us is received more than 5 working days before the conference. Please note additional charges may be applicable. A delegate can only transfer their place a maximum of two times, after which they will incur a 20% administration fee.
- Cancellations:** All delegate cancellations must be made in writing to events@gtreview.com. The charge for cancelling your booking is:
 - 1 month before the conference: 90% refund of the full cost
 - 5 or more working days before the conference: 80% refund of full cost
 - 5 or less working days before the conference: no refund
- Non-attendance** to a conference will result in no refund.
- In the case of cancellation** of the conference or the change of the conference date, GTR will not be held liable for any booking, travel or hotel costs associated with the booking.

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