

Executive Summary
Annual Report
2021





﴿ وَقُلْ أَعْمَلُوا بِمَا أُرْسِلْتُمْ بِهِ وَإِنَّ إِلَهَكُمْ عِندَ رَبِّكُمْ ﴾

[سورة التوبة: 105]

Board Members for the Twenty-Second Session



Mohammed Bin Yousef Naghi
Chairman of the Board



Fayez Bin Abdullah Al Harbi
Vice of Chairman of Board



Khalaf Bin Housan Al Otaibi
Vice of Chairman of Board



Raed Bin Ibrahim Al Modaihem
Board Member



Dina Bint Hassan Al Nahdi
Board Member



Osama Bin Zakaria Jamjoum
Board Member



Ahmed Bin Sajdi Al Atawi
Board Member



Ibrahim Bin Mohammed Batterjee
Board Member



Abdullah Bin Mialli Al Sehi
Board Member



Abdullah Bin Fadh Al Solami
Board Member



Abdullah Bin Raddah Al Harthi
Board Member



Salih Bin Nasser Al Sorayai
Board Member



Sarah Bint Aaed Al Aaed
Board Member



Naif Bin Abdul Mohsin Al Rajhi
Board Member



Majid Bin Makhdour Al Sahafi
Board Member



Majid Bin Salim Al Harbi
Board Member



Omer Bin Rabih Al Solami
Board Member



Alaa Bin Yousuf BaShanfar
Board Member



Ramiz Bin Mansour Al Ghalib
Acting Secretary General

Chairman's Message

Mohammed Bin Yousef Naghi
Chairman, BOC



I would like first of all to extend my sincere appreciation to the Custodian of the Two Holy Mosques, King Salman bin Abdul Aziz and His Crown Prince Mohammed bin Salman, for the generous and unlimited support that has enabled the private sector to continue to participate effectively in the economic development of our country and to contribute to improving Kingdom's economy to remarkable growth levels during 2021. The package of generous royal initiatives and decisions supported the positive performance of the private sector and helped it overcome the challenges of emergency conditions that the Kingdom has successfully faced, in away highly appreciated by all the world. Globally, KSA has been number two in flexible dealing with the pandemic. That positively affected the performance of the Chamber, as representative of Jeddah business community. I equally extend my appreciations to Dr. Majid Al Qasabi, Minister of Commerce, for his efforts deployed to improve the systems and decisions regarding the private sector, as well as for striving hard to facilitate the difficulties through «Yesser» Program, in addition to his appreciable participation in the improvement of the Trade Chambers System and its executive regulations, which will contribute to support the business sectors, particularly the small and medium enterprises. I shall not bypass the efforts of the ministry of trade to fight the commercial frauds. Those efforts which pushed the Chamber to play its role in full cooperation and collaboration, in the framework of its goals and operational plans.

I would like to heartily recognize all the governmental bodies and programs that participated to the matrix of sectorial councils. That contribution enhances the role of the Chamber, as representative of the business community in Jeddah, in order to improve the participation of the business sectors in the economic development. The Chamber's contribution focus on the empowerment of the strategic sectors, based on the competitive privileges of Jeddah. The statistics hereinafter reflects the efforts of those Councils during the year 2021.

Great appreciations are due to the Chamber's General Secretariat and all its employees who combined their efforts during the year to implement the work plans, directions and operational objectives of the Chamber. These are based on main axes, such as raising the percentage of subscribers, satisfaction, integration and strategic partnerships with government agencies, bodies and vision programs, as well as ensuring the Chamber's financial sustainability so that it can develop its services that will positively affect the business sectors in the city of Jeddah.

I pray Allah the Almighty to assist and orient us to deploy additional efforts to enhance the presence of the Chamber in the local, regional, and global business communities, in order to accomplish its mission, which is to make of Jeddah Chamber the successful model of the influential and reliable voice of the business sector.

Acting Secretary General Message



Ramiz Mansour bin Ghalib
Acting Secretary General

During the year 2021, the Jeddah Chamber witnessed the wide activity and movement in its various departments. In order to implement its plans, initiatives, and programs that are in harmony with the programs of the KSA “Vision 2030”, after the receding conditions that accompanied the previous year. This report reflects the activity of the Chamber and its General Secretariat during the year, as it presented several initiatives, programs, workshops and projects aimed at improving the work environment and developing the workforce in the private sector, within the framework of the Chamber’s directions and work plan for the twenty-second session of its Board, in pursuit of its mission “to make of the Jeddah Chamber a successful of the reliable voice of the influential business sector.”

As part of the Chamber’s projects and initiatives during 2021 is the “Digital Transformation Project” achieved to upgrade the services provided to its partners. The project coped with its aspirations to have a fully digital system, by activating an electronic system that includes all services provided to its clients under a single digital platform, through which all transactions are electronically accomplished. This has had an effective impact in raising the satisfy action of the Chamber’s partners of the services pro-

vided to them.

In order to achieve the goal of “financial sustainability”, great interest during the year was given to diversify the Chamber’s resources to ensure that it continues to reach its orientations and objectives, and to interact with economic changes. This was done by rationalizing’s pending, activating the procedures for collecting trespassing debts and developing ambitious plans for the center of forums and events after its rehabilitation and maintaining, making it an attractive center for exhibitions and events.

The Chamber was equally interested in continuing to develop management procedures and improve its work environment, by establishing the concept of institutional work and governance in its various departments, developing the administrative structure and career management, and developing incentive programs that increase their efficiency and develop their administrative skills.

Finally, I wish to send a sincere appreciation to all the staff of the Chamber and its executive body for the active role and hard work to implement the directions, objectives and plans of the Board of Directors during 2021, serving the business sectors of the Jeddah community.



مقدمة

The sequence of building the Jeddah Chamber's strategic direction in line with the Kingdom Vision and with the goal of establishing the Chamber

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Introduction

In the light of the ambitious plans for the economic path of the Kingdom, the chamber elaborated its current and future directions and plans to serve the business community in Jeddah, support the economic activities of the chamber's partners, and develop the economy of the western region of KSA. Over the course of 2021, the chamber witnessed a movement and activity that spread remarkable vitality in the Jeddah business community. This came after the global pandemic that created some circumstances which the chamber contributed to confronting with its capabilities. This activity included all departments of the chamber during the year with further development and building of strategic partnerships with government agencies, active participation in the Federation of Saudi Chambers, activating international economic relations to become a bridge for developing investment opportunities, participating in increasing the volume of international trade of KSA, and supporting its logistical and financial position regionally and internationally. Good management and early reforms of the Kingdom's economic path, diversification of its sources, the methodology for implementing "KSA Vision 2030" and the programs developed by the wise leadership had a great impact on the steps taken by the Saudi economy towards achieving remarkable levels of the growth during 2021 despite the challenges and circumstances. All of this was supportive of the chamber in implementing its objectives which serves the partners, and reinforces its role as a representative of the private sector in Jeddah

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The pages of this report monitor the Chamber's efforts deployed during the year 2021 on all axes based on its operational orientations, plans, and its chapters illustrate the reality of the Chamber's approach to achieving the Chamber's twelve operational objectives, supporting the dependency of the sector, facing challenges by solutions consistent with "KSA Vision 2030", as well as supporting the services of this sector with programs, initiatives, plans and events that take care all of its interests and development, thereby enhancing its ability to actively participate in the sustainable economic and community development of our country. We hope that this report will reflect a clear picture and a faithful monitoring of the Chamber's efforts towards the Jeddah community and its business owners

.We pray Allah to guide us to success

First) Main Pillars and Operational Objectives of the 22nd Session) Competitive Advantages of Jeddah City

The investment components of the city of Jeddah crowned it with competitive advantages in many economic sectors. This is reinforced by its geographical location and supported by the presence of the modern and advanced infrastructure and services, which help in achieving the goals of “KSA Vision 2030” to improve the quality of life and enhance the position of the cities of Saudi Arabia among the cities of the world.



The economic sectors with competitive advantages in Jeddah:

Logistics Sector

Jeddah Islamic Port: The largest seaport in KSA, with its 62 berths, in the highest global standards.

King Abdul Aziz International Airport: The largest airport in the Middle East.

Trade And Retail Sector

The city of Jeddah is considered as a center for commercial houses and large economic entities.

Industry Sector

There are three industrial cities in Jeddah, with an area of 28 million square meters.

Tourism and Culture Sector

Jeddah is a touristic city par excellence and has a historical

area registered in UNESCO. The city enjoys distinctive waterfronts and a large number of hotels and hotel apartments.

Healthcare Sector

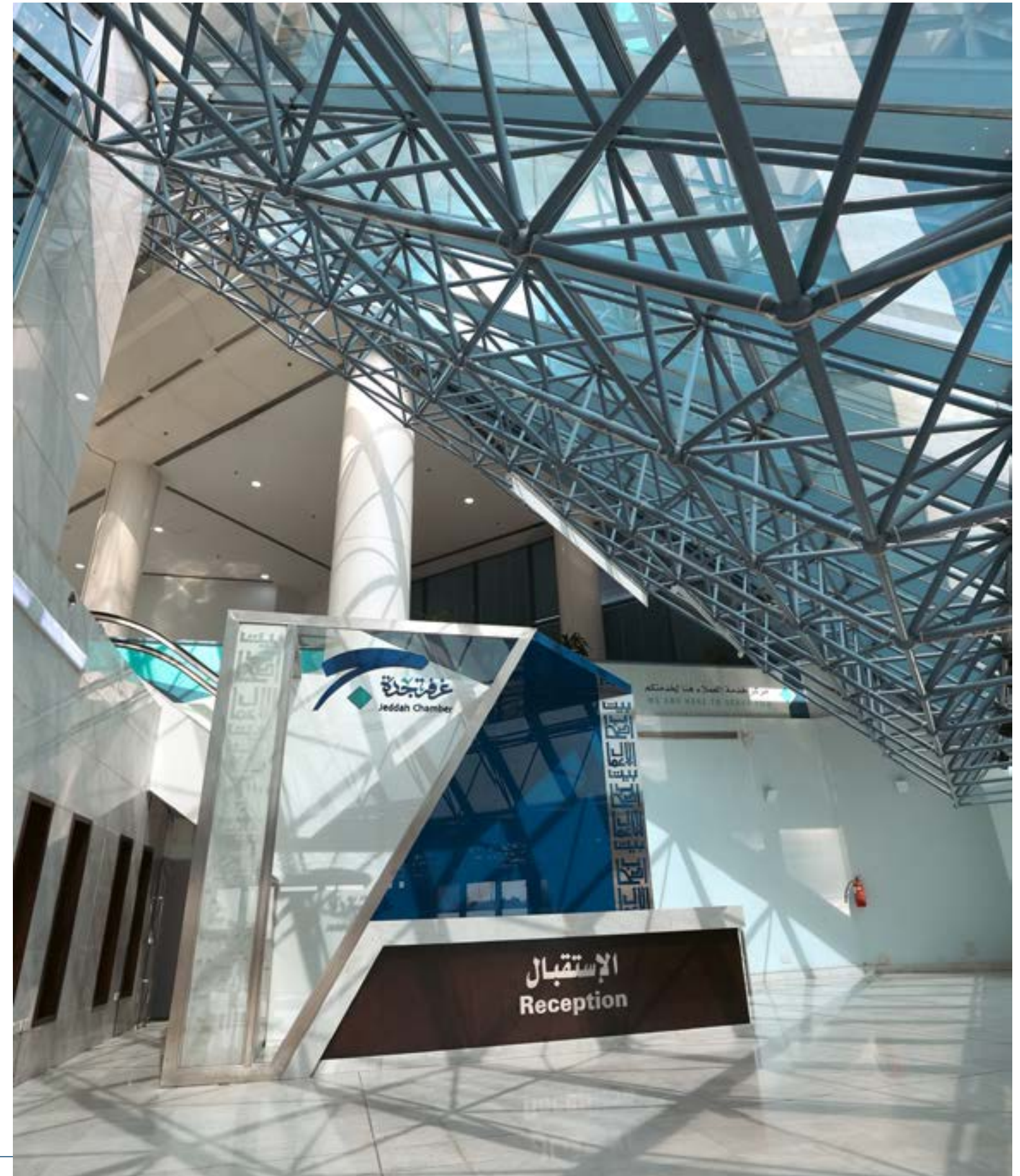
There are many hospitals in Jeddah with a high medical standard.

Education Sector

It has two public universities, four private universities, and eight private colleges.

Urban Development Sector

57% of the companies and institutions are registered at the Ministry of Commerce in this sector.

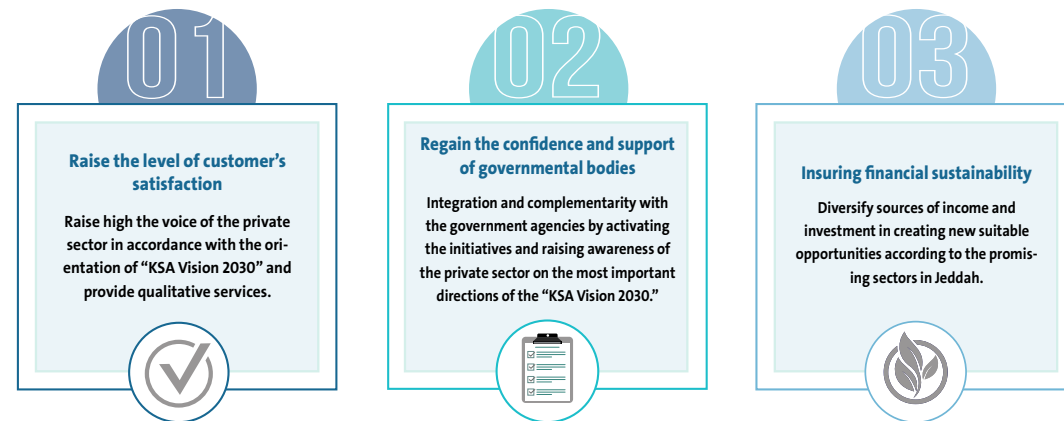


Mission

“Make of the Jeddah Chamber a successful model of the reliable influential voice of the business sector.”

(2) Pillars and Operational Goals

(A) Main Pillars



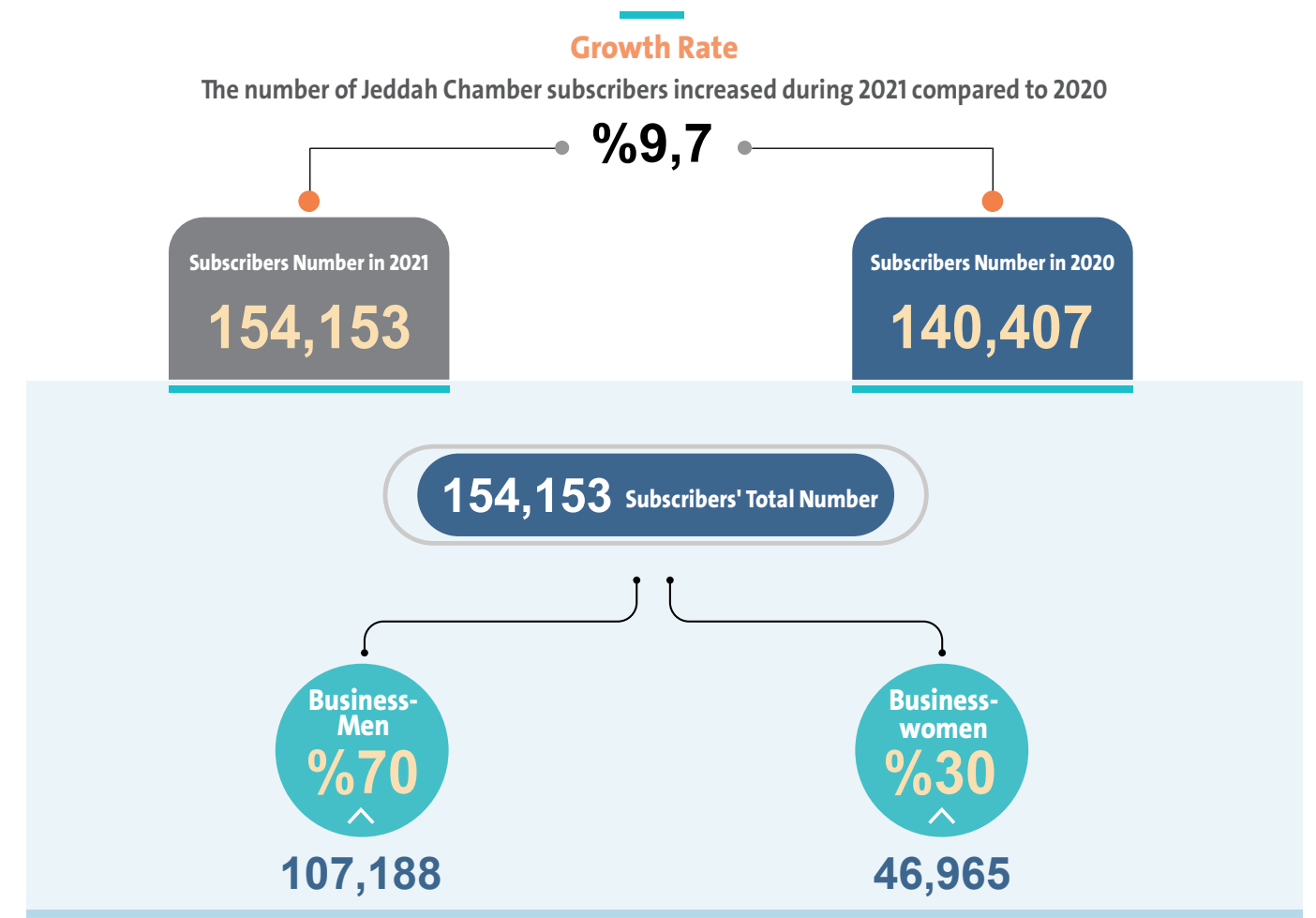
(B) Operational Objectives

The strategic plan for the 22nd session set the Chamber's operational objectives as follows:



Economic Indicators for the City of Jeddah in 2021

The commercial records and the number of participants in the Chamber show the volume of economic activities in Jeddah during the year 2021.



Facing challenges to design solutions aligned with “KSA Vision 2030”

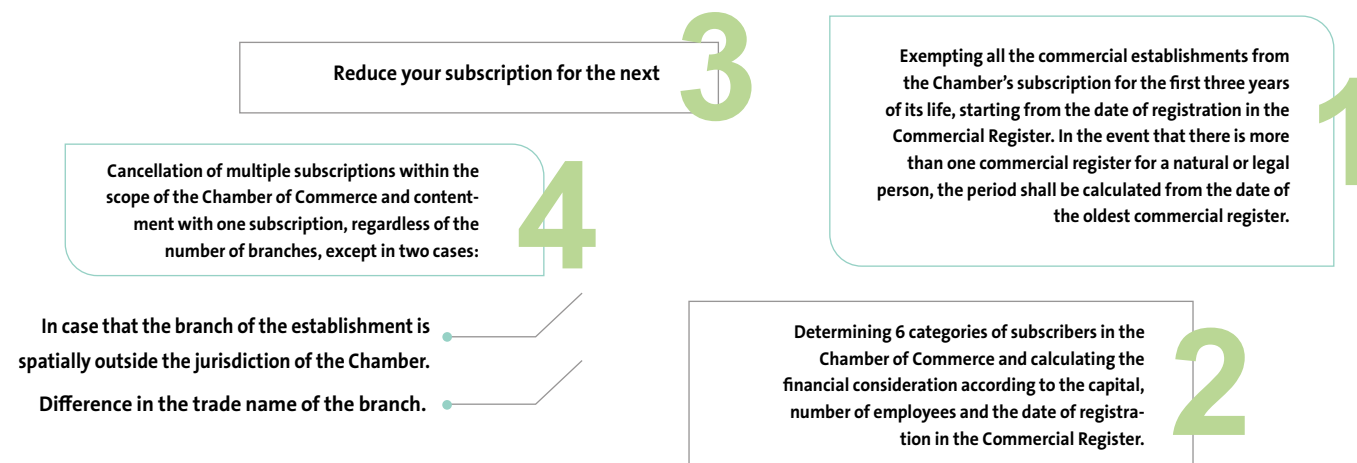
Number of subscribers by sectors for the year 2021



(3) Update the Executive Regulations of the Chambers of

The Chamber contributed with the Chambers of Commerce in the Kingdom, under the umbrella and efforts of the Ministry of Commerce, in the work of updating the executive regulations of the Chambers of Commerce System, which was issued in August 2021. The regulation is considered a qualitative leap in supporting the private sector enterprises, especially emerging companies and institutions, through a package of facilities for entrepreneurs, small and medium enterprises.

The most important facilities included in the regulation in order to reduce the cost of starting a business and to save large sums of money on the private sector at its beginnings:



(Second) The Chamber's Efforts to Achieve Operational Goals During 2021

Addressing the challenges of growing committees and branching out into sub-activities:
Through the system of sectorial councils, the Chamber dealt with the ramifications and growth of committees by focusing on the main activities and contributing to building the sectorial blocs consisting of the public and private sectors. The members of the sectorial council's amount to 180 members and the work teams are 44.



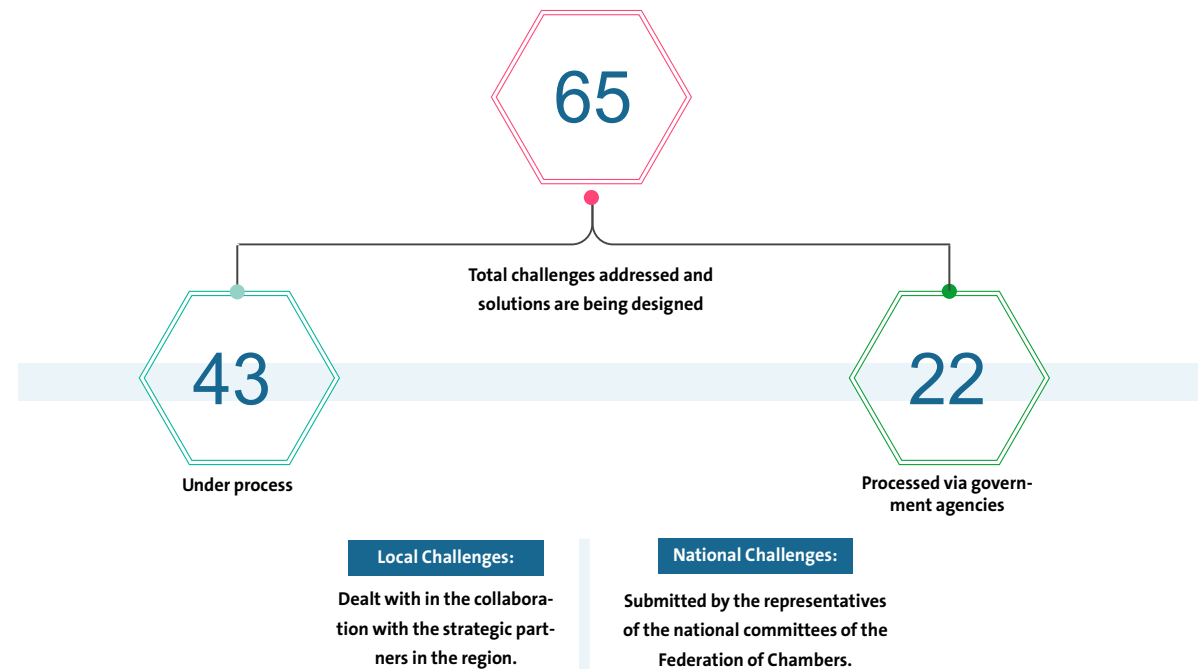
Focus on the competitive advantages of Jeddah:
By employing the competitive advantages of the city of Jeddah for the benefit of the business sectors.



3. Facing challenges to design solutions compatible with the Kingdom's Vision 2030:

The Chamber, through a system of sectorial councils, in partnership with the strategic partners and groups of expertise, addresses the challenges facing the business sectors.

During the year, 22 challenges were addressed through government agencies.



4. Building the strategic partnerships with possible government agencies and programs:

To ensure addressing the challenges of the business sectors, the Chamber held strategic partnerships with various ministries, authorities, vision programs and universities, which amounted to 28 bodies as follows (8 Legislative Partners - 17 Potential Partners - 3 Knowledge Partners).

Strategic Partnerships

Memorandum of cooperation and agreements with partners **3**

Total number of Sectorial Councils Members

42 << **28**

Third Parties

5. Effectively raise awareness of the objectives of "KSA Vision 2030" and the expected consequences of the changes:

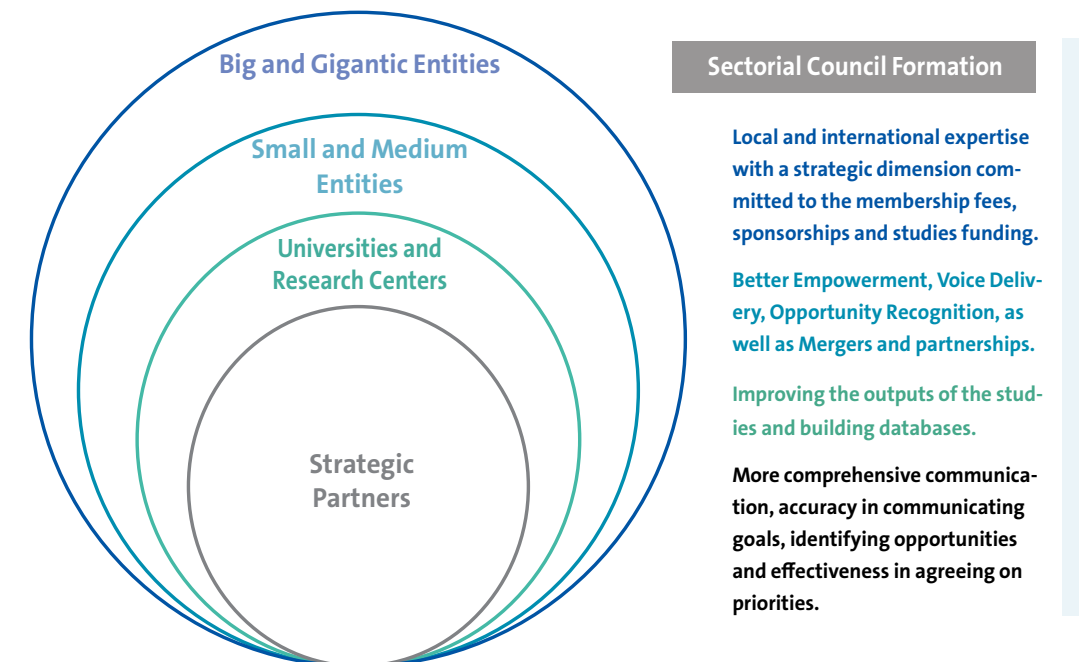
The Chamber contributed to raising the awareness of the objectives of the "KSA Vision 2030" through the system of sectorial councils, by organizing many meetings, visits and workshops, in partnership with the government sectors to enhance the participation of the sector. The special program in raising the awareness of the goals of the Vision during the year 2021 (36 meetings, 19 workshops and 14 visits) were organized.

Sectorial council's activities to raise awareness of the vision's objectives



6. Equitable representation of all the segments and activating weights in sectors:

Where all segments of the main activities were represented and weights were activated within each sectorial council according to these criteria. The Chamber was keen that the councils should be formed in proportions representing the economic entities in Jeddah city.



7. Activating the roles of the Federation of Saudi Chambers to address repetition and conflict between chambers:

To activate the Chambers of Commerce system and its executive regulations by raising common issues and challenges to the private sector; The Chamber has submitted 17 challenges to the government agencies through the national logistical, commercial, industrial and tourism committees and the committee of education and training in the Federation of Chambers.

17 challenges

The challenges that were raised by the sectorial councils through the national committees in the Federation of Saudi Chambers:

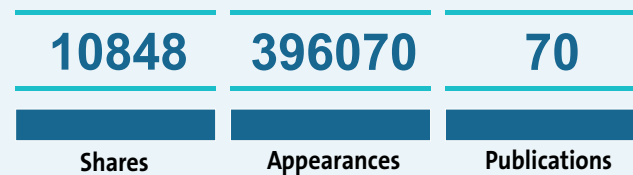
8. More effective and integrated with the state's initiatives:

The Jeddah Chamber sought to support the business sectors through cooperation with ministries and authorities in the following initiatives:

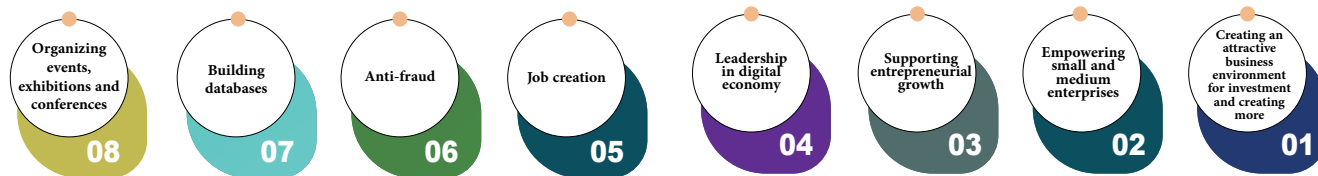
Combating commercial cover-ups - training and domestication - initiatives put forward by sectorial councils and their strategic partners in complementarity with government agencies.



Awareness campaign about the corrective period on the Chamber's platforms



Operational objectives of the councils, which are aligned with Vision 2030



Jeddah Moves

Jeddah Moves is an initiative launched by the Chamber represented by the officials of the health care council in cooperation with the strategic partners of the Health Care Council.



PARTNERS

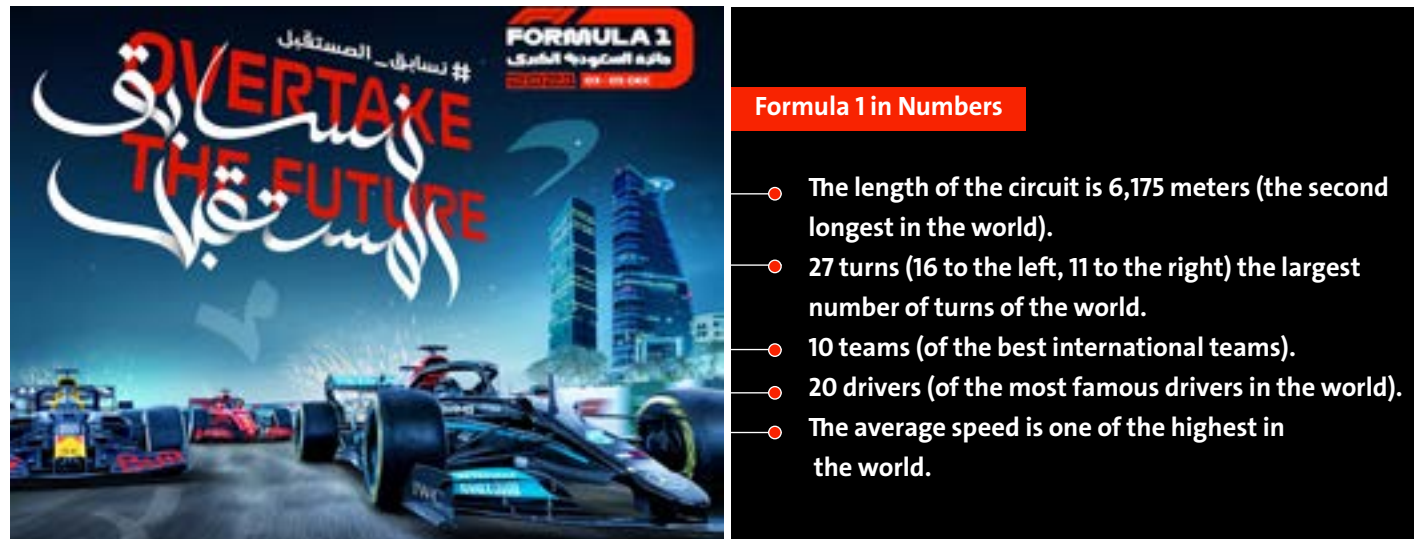


SPONSORS



Formula 1:

Jeddah Chamber was a strategic partner for the F1 events held at the Jeddah Corniche Circuit in December 2021.

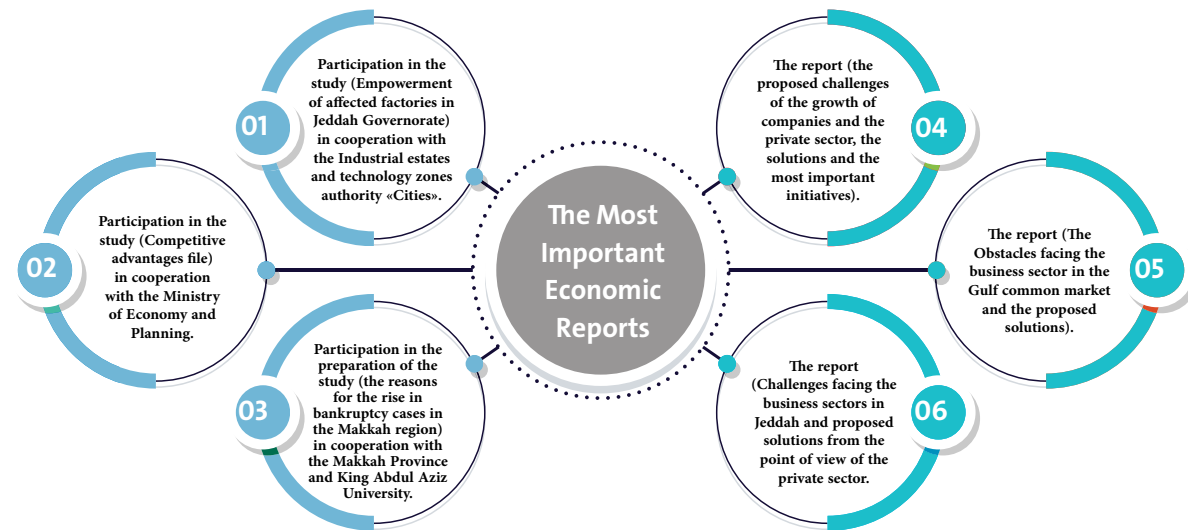


Formula 1 in Numbers

- The length of the circuit is 6,175 meters (the second longest in the world).
- 27 turns (16 to the left, 11 to the right) the largest number of turns of the world.
- 10 teams (of the best international teams).
- 20 drivers (of the most famous drivers in the world).
- The average speed is one of the highest in the world.

Investing in studies and research:

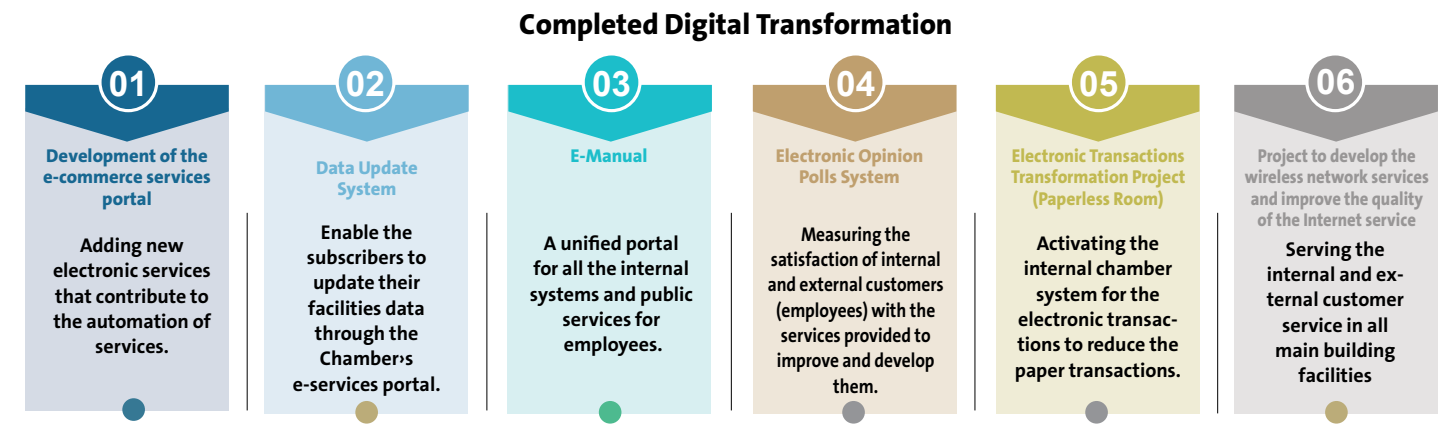
One of the strategic directions of the Chamber is to invest in studies and research to support and improve the work environment of the private sector, through reports, studies, statistics, information and opinion polls.



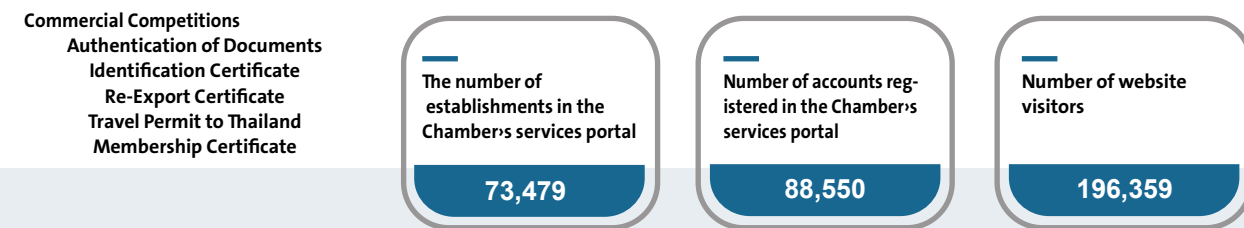
(Third) The Chamber's efforts in the field of services to the business sectors and subscribers.

1- Digital Transformation:

To keep pace with the programs of "KSA Vision 2030", the Chamber has set a goal to provide "Integrated digital services", by forming a digital transformation committee to take advantage of the technical development provided by the Kingdom, in order to serve the growing business sectors, by creating a unified platform for commercial services and authentication, as well as updating the data of the participants. The number of establishments registered in the portal of the Chamber services has reached 73,479 facilities. The number of electronic attestations during the year reached mounted to 926,594.



Technical Subscriber Services During 2021
Chamber Gate in Numbers



2. Support and development of the small and emerging enterprises:

One of the main objectives of the Jeddah Chamber is to support small and emerging projects, since this segment of projects represents a large percentage in providing job opportunities. Therefore, the chamber strived during the year 2021 to launch the initiatives, projects, programs, activities and events that open up the investment horizons for these projects.

Launch of the Virtual Entrepreneurship Center (November 2021)



Chairman of the Board of Directors at the opening of the Virtual Entrepreneurship Center in cooperation with "Monshaat"

Participants:

Sectorial councils - General authority for small and medium enterprises.

Objectives:

- The center and its partners provide support and programs offered to the pioneers.
- Providing opportunities and the mechanism of participation in them.
- Holding panel discussions that discuss the important issues in entrepreneurship.
- Involve entrepreneurs and partners in launching the virtual entrepreneurship center.

Target Groups:

Entrepreneurs.
Supporting entities.
Those interested in entrepreneurship.

The Chamber's Global Entrepreneurship Week Activities



3. Activating international economic relations:

The year 2021 was marked by many visits of the dignitaries and official foreign delegations to enhance the trade exchange relations between Saudi Arabia and the foreign businessmen and to explore the investment opportunities between them.



The visit of the President of the Republic of Tatarstan



The visit of the Consul General of Japan



The visit of the Consul General of the United States of America



The visit of the Consul General of the Kingdom of Thailand



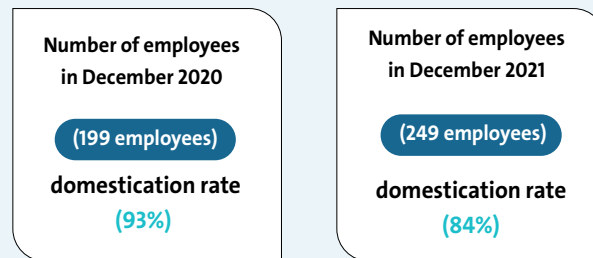
The visit of the German Ambassador

4. Memorandum of understanding and cooperation agreements:

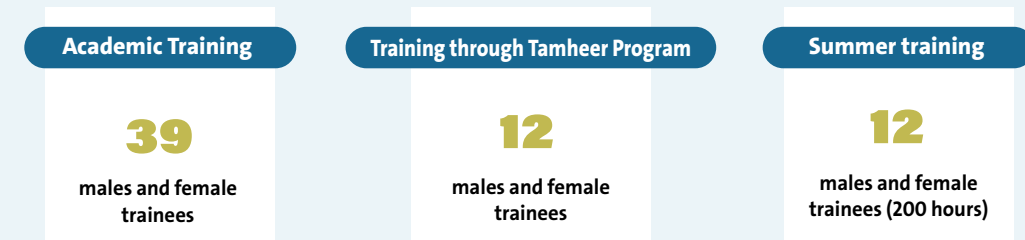
The Chamber has concluded many memorandum of understanding and cooperation agreements with the local and international bodies and universities, to enhance its role in serving the business sectors, including memorandum of understanding with the University of Jeddah, memorandum of cooperation with KAUST University, agreement with the Saudi authority for data and artificial intelligence, agreement with the Saudi platform “Maarouf”, agreement with the Saudi Automobile Federation, Transfer and distribution agreement with the Saudi postal and logistics services company, agreement to establish a partnership with the Jeddah Municipality.

5. Training and Human Resources development:

The Chamber has improved and developed the efficiency of its executive body by reorganizing the administrative structure to comply with the vision and directions of the Board of Directors in the 22nd session. It was keen to increase the percentage of job localization from 84% in 2020 to 93% in 2021. The Chamber’s human resources department also supported the training of national cadres to qualify them for the labor market through academic training via the “Tamheer” program and summer training.



Supporting the training and empowerment of national cadres in the labor market through the Chamber’s human resources department



6. Supporting corporate social responsibility:

Jeddah Chamber has been interested in being the approved reference in providing support to its partners to enable them to implement social responsibility programs, by providing the logistical support, sponsoring development programs and organizing workshops and seminars in the Chambers halls.



7. Public relations, events and exhibitions

Chamber’s celebration of the 91st National Day



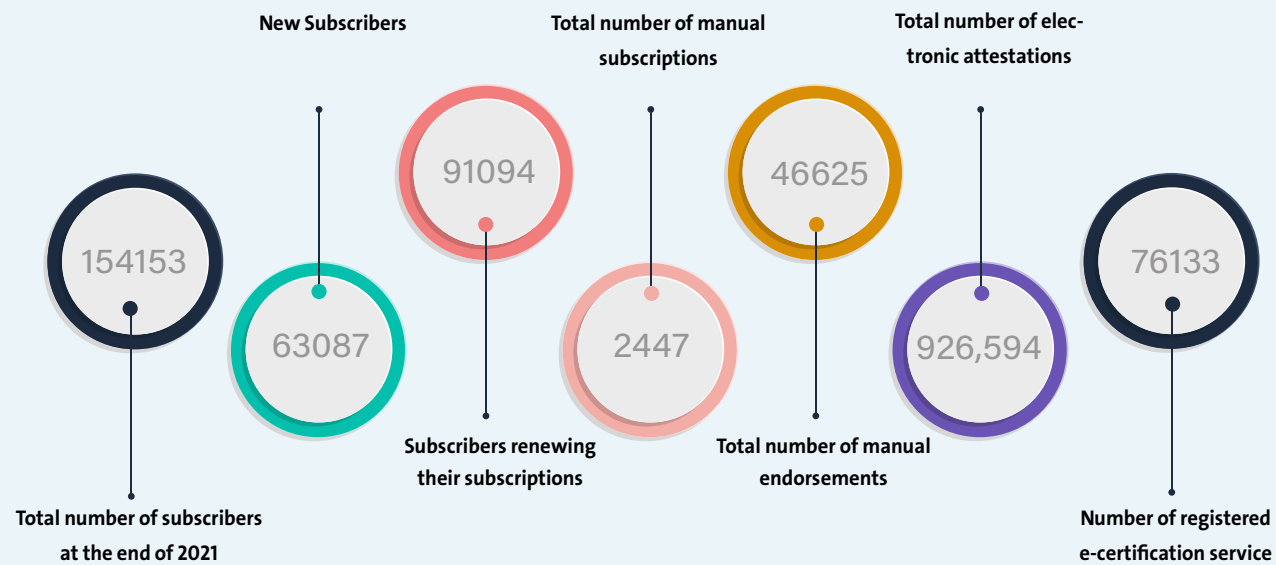
Organizing in -person and virtual meetings with the government and private agencies



8. Subscriber services, social communication and service marketing:

The Chamber has developed its services to become completely electronic through the Chamber's portal. The figures monitor the extent to which the subscribers have benefited from the digital transformation. For example, the number of electronic ratifications during the year reached (926,594) and the number of those registered in this service reached (76,133). The service of archiving memberships electronically reached (22,843) and archiving documents electronically (68,529).

A. The most prominent efforts in the field of developing services of the qualitative value for subscribers during the year 2021



The most important campaigns designed and launched for the public events in the Chamber

Electronic Certification Campaign

A campaign to encourage correcting the situation of violators of the commercial cover-up system

Electronic data update campaign

Digital Transformation

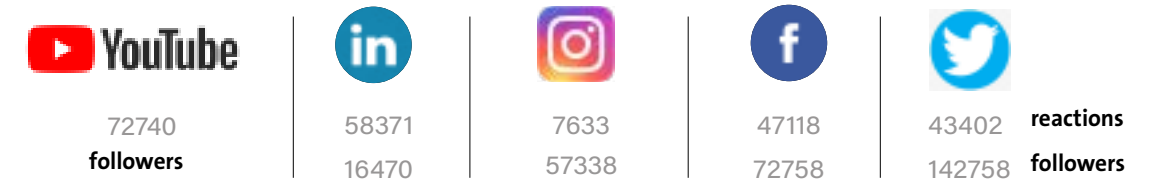
In addition to other services such as the issuance of commercial competition permits, the service of re-export certificates, the request for membership certificates and the attestation of visa applications from the Ministry of Foreign Affairs.

Among the awareness campaigns launched by the Chamber on various occasions:

The electronic certification campaign, the campaign to encourage correcting the status of violators of the commercial anti-cover-up system, the campaign to update data electronically and the digital transformation campaign.

To support entrepreneurship, the Chamber signed an agreement with "Monshaat", which is represented by the enterprise support center at the Chamber's headquarters.

Monitoring social media indicators during the year 2021 AD



9. Legal Services, Consultations and Arbitration:

The Chamber sponsors the affairs and interests of the business sectors by participating in providing the necessary advice and clarifications to them in the field of laws and legislation, informing them about regulations, arbitration and settling disputes between businessmen.

Cases, consultations, contracts and memorandum of understanding

Legal advice (written, interviews, telephone)

850

Contracts and Memorandum of understanding drafted and revised

72

Chamber Cases

26

Cases of conciliation

Processed cases

10

Closed cases

2

Ongoing cases

8

Arbitration sessions

57

Arbitration cases

Processed issues

17

Foreign party cases

3

Ongoing cases

2

Closed cases

15

