



**AACC**

A – 1015 Wien, Lobkowitzplatz 1, P.O. Box 76

خرفة التجارة العربية النمساوية  
austro-arab chamber of commerce  
österreichisch-arabische handelskammer

T +43 1 513 39 65, F +43 1 513 85 59, headoffice@aacc.at www.aacc.at

## **AACC Secretary-General Participates in the KSA Business Round Table Organised on the Occasion of the Visit of the Saudi Minister of Industry to Vienna**

*21 June 2022*  
Park Hyatt Vienna



On 21 June 2022, the “**KSA Business Round Table**” took place on the occasion of the **visit of the Minister of Industry and Mineral Resources of the Kingdom of Saudi Arabia H.E. Mr. Bandar Bin Ibrahim Alkhorayef** to Vienna, in the presence of the **Austrian Federal Economic Chamber (WKO)** and the **Austro-Arab Chamber of Commerce (AACC)**.

**H.E. Minister Alkhorayef** commenced the meeting with welcoming remarks, after which he provided an **overview** of the ministry’s scope of work into which mining was recently integrated, and the **latest developments in the industrialisation process and the industrial zones in the Kingdom**, namely in Al-Jubail, Yanbo’a, Ras Al-Khair, Sudayr, Al-Ahsa, all of which are under the supervision of Al Modon Al Arabia Holding.

**H.E. Minister Alkhorayef** then elaborated on the **ministry’s top 3 priorities**: attaining **stability, self-sufficiency and resilience in food security, healthcare and military** (prompted by the COVID-19 pandemic); ensuring an **energy mix** between fossil fuels and renewables, and promoting and implementing **inside development (industrialisation and digitisation)**, with the aim of elevating the Kingdom’s key performance indicators (KPIs) and setting the

added value within the Kingdom at a certain minimum, all while **ensuring transparency** in information technology (IT) and current regulations and laws in a way that makes opportunities and benefits accessible to everyone.



**Mr. Philipp Gady**, Vice President of the Austrian Federal Economic Chamber (WKO), welcomed H.E. Minister Alkhorayef and his team, after which **Mr. Martin Woller**, Regional Manager for Africa and the Middle East at WKO / Advantage Austria (Foreign Trade Office) presented the participating Austrian companies.

**AACC Secretary-General Eng. Mouddar Khouja** presented a comprehensive **economic update on Saudi Arabia** on the one hand, highlighting the solid and remarkable figures and **modernisation process and giga projects** in the Kingdom, inviting every company and businessperson to seek partnerships and investments in KSA.

On the other hand, SG Khouja provided a **sum-up of Austria's multifaceted technological and industrial landscape**, drawing attention to **Austria's pioneering and outstanding expertise in the aerospace industry**, but also in **renewables** (e.g. DAS Energy & Mühl 24) and namely the technique of **hydrogen storage and safety capturing for vehicles** (traffic buses, trucks, cars...), as well as in **research and industry in the healthcare field**; a great example on that is the prominent **Professor Dr. Josef Peninger**, Director of the Life Science Institute at the University of British Columbia and a **world-leading expert and**

**scientist on SARS-CoV-1, ACE2-Sars and COVID-19 virus** who was able with the help of his team to develop an effective **medication against SARS-CoV-2**.



With regards to **industrialisation**, Khouja stressed **Austria's excellence in automotive**; in fact, Mercedes Benz's G-Class is produced in Styria, and many Mercedes car parts are manufactured in Austria. Moreover, Austria is a leading country in **innovation in construction materials**, an example on that is the **polyethylene-timber mixture** developed by a prominent Austrian company, a material marked by high endurance and resistance to extremely warm weather conditions, which renders it suitable for countries with high temperatures. The country has also demonstrated **outstanding potential in 3D innovation in the construction sector**, a field in which the Technical University of Vienna (TU Wien) is an international pioneer. **E-mobility** is another field in which Austria excels, as the country as a whole and the capital Vienna in particular constitute a role model in the **conceptualisation, implementation, expansion and management of transport strategies and traffic plans**.

Finally, SG Khouja brought to light the **dual system of vocational training**, encompassing 300+ professions, and offering high prospects of cooperation and exchange.

This round table was organised by the **Austrian Federal Economic Chambers (WKO)**, with the aim of offering a **platform to exchange ideas** with Austrian companies in fields of utmost interest for H.E. Minister Alkhorayef, particularly investments and projects by Austrian companies in the following sectors: **mining, natural resources, mineral raw**

**materials and industry** (especially **pharmaceuticals, aerospace, automotive, renewable energy, food processing**). H.E. Minister Alkhorayef was accompanied by a delegation comprised of **H.E. Mr. Osama Bin Abdelaziz Al-Zamil**, Deputy Minister of Industry and Mineral Resources, and **Mr. Musaed bin Abdulaziz Al-Daoud**, Deputy Minister of Mining Development, among others.



**Participating Austrian companies** included **DAS Energy GmbH** (green-tech, photovoltaic systems), **cyLEDGE Media GmbH** (research-driven digital agency & innovation accelerator), **ILF Consulting Engineers Austria GmbH** (consulting & engineering), **Mühl 24** (high-quality metal and minerals mining), **PGI GmbH** (hydrogen & renewable energies), **Rosenbauer International AG** (firefighting and disaster protection systems), **Schiebel Antriebstechnik Gesellschaft m.b.H.** (actuators) and **SDO ZT GmbH** (planning service provider).

Currently, the Kingdom of **Saudi Arabia** constitutes **one of the most important export destinations for Austrian companies in the MENA region**. **Giga and mega projects** such as the technology city **NEOM** (supplemented by the environmentally neutral, linear city "THE LINE"), the entertainment city **Qiddiya**, the **Red Sea Development Project**, **Amaala** and **Coral Bloom** form the spearhead of activities. These projects offer a **plethora of business opportunities** for local and foreign investors and general contractors on the one hand, and supplies for relevant local and foreign companies on the other hand.