



AmCham
Saudi Arabia
DEFENSE & SECURITY

2022

2022 Sponsorship Opportunities

CONNECT | GROW | PROSPER



ABOUT AMCHAMKSA

The American Chamber of Commerce in Saudi Arabia serves as a platform for the American business community to connect, grow and prosper. We analyze and provide insights on policies and structural changes impacting American business interests through our ten sector committees that represent established industries and emerging markets in Saudi Arabia. AmChamKSA is a Kingdom-wide organization, with headquarters in Riyadh and active chapters in the Eastern Province and Jeddah. Our sponsors and members

engage in leadership roles within our committees, participate in industry panels and policy forums, network at social events, and contribute to our monthly newsletters and social media platforms. AmChamKSA is a registered nonprofit and NGO. All sponsorships and memberships are tax-deductible within the United States. AmChamKSA serves our chapters, committees, and members, and looks forward to welcoming you to join us.

VISION

To be the principal advocate for the American business community in Saudi Arabia.

MISSION

To provide American companies the ability to connect, grow, and prosper.

Connect | Grow | Prosper

SERVING THE AMERICAN BUSINESS COMMUNITY SINCE 1978.



ABOUT THE DEFENSE & SECURITY COMMITTEE

The United States is Saudi Arabia's second largest trading partner and the defense sector plays a significant role in that successful bilateral U.S. - Saudi Arabia trade relationship. With a deep-rooted history that has built strong economic ties, Saudi Arabia is the United States' largest foreign military sales (FMS) customer, accounting for more than \$125B in active FMS cases. Through FMS, the United States has supported three key security assistance organizations in Saudi Arabia: the Ministry of Defense, the National Guard, and the Ministry of Interior.

The American Chamber of Commerce's Defense & Security Committee actively participates in the exchange of information concerning the Saudi Arabian market amongst the U.S. defense, aerospace, and security industries. The Committee aims to identify opportunities and challenges that can enhance the Saudi defense and security markets and their abilities to work effectively with the U.S. and Saudi governments through regular meetings, closed-door round tables and key leader engagements.

MISSION

Promote closer association and cooperation among U.S. defense and security industries represented in the Kingdom of Saudi Arabia.



STRATEGIC PRIORITIES

- » Build a collaborative community identifying key issues and leveraging the knowledge and experience of its military, government, and industry members.
- » Increase Ease of Doing Business in the Military Industries Sector.
- » Enhance Engagement with Key Stakeholders within the KSA Defense and Security Sector.
- » Expand Understanding of the Defense Industrial Participation Program, Technology and Knowledge Transfer, and Localization.
- » Champion Issues for the Defense Industrial Base.



“The United States and the Kingdom of Saudi Arabia’s alliance is built on decades of security cooperation and strong business ties. Our goal is to become a trusted advocate, partner and network for our members by facilitating government and industry exchanges, offering opportunities for feedback and recommendations, and participating in objective studies and analyses. Furthermore, we can strengthen the U.S.- Saudi Arabia strategic defense partnership by building a community that contributes to the strength, resiliency, and capacity of the defense industrial base in the Kingdom.”

Nomaan Syed
Board Member, AmChamKSA
Chair, Defense & Security Committee

SPONSORING THE DEFENSE & SECURITY COMMITTEE



The American Chamber of Commerce in Saudi Arabia offers Committee and Event Sponsorship opportunities whereby companies and organizations can support the business community in a way that is targeted and bespoke. Industry-specific committees are responsible for curating event programming and networking opportunities that reflect the increasing diversification efforts in Saudi Arabia. By being a Committee Sponsor, companies align with the efforts of AmChamKSA as an accredited AmCham Affiliate of the U.S. Chamber of Commerce. Our Committee Sponsorship package allows companies to identify a sector they want to champion and to be part of an organization that unites businesspeople of the United States and host countries to come together and promote their mutual interests.

DEFENSE & SECURITY COMMITTEE SPONSORSHIP DELIVERABLES

Recognition remarks at the beginning of events	✓
Recognition remarks at the Annual Gala and Annual General Membership Meeting	✓
Company logo on any marketing collateral designated as a committee event	✓
Monthly newsletter recognition	✓
Right of first refusal of event sponsorship	✓
Content Co-Creation	✓
Social Media content highlighting establishment of relationship and coverage of events	✓

Committee Sponsorships are non-exclusive



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