

INVESTMENT OPPORTUNITY

PROJECT NAME

Fast Moving Consumer goods

OPPORTUNITY SECTOR

T&L

Opportunity Background:

To position KAEC as a strategic, global hub/ Regional Player, for the manufacturing, marketing and distribution of FMCG products including Food, Beverage and house hold goods.

Value Proposition:

- World-Class Transportation & Logistics Infrastructure

Facilitating streamlined access to/from regional & int'l markets – swift distribution network (World-Class Port/Port Operator, 'Mono Rail Train – MRT' [Makah/Medina route], providing a direct connection between KAEC & Jeddah international airport)

- Regulations

Exemption from customs duties - The industrial, logistics parks & the port shall be under bounded zone status. Hence, all raw materials shall be excluded from custom duties

- Market Dynamics

Emerging markets such as Saudi Arabia have the highest growth in personal care products around the world

KSA household goods forecasted for 4.6% CAGR 2005-2010

- Other Enablers

Energy and resin provide a competitive advantage (packaging)

Access to affordable and skilled labor

Enhanced Lifestyle – Offering state of the art Residential, Healthcare & Educational Facilities

Project/Investment Characteristics:

- Attracting food and beverage players by leveraging extreme growth in demand and availability of distribution / warehousing infrastructure
- Access to affordable blue-collar workers for distribution
- World class supply chain logistics and transportation system
- Warehouse location (including frozen warehouses) in close proximity to future manufacturing sites
- Easy truck / transportation accessibility
- Attract local players currently in the region
- Partner with global "stars", to help build brand awareness in KSA and KAEC image

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Investment location:
KAEC-Industrial Valley

Project Timeline:
2 years

Potential Job Creation:
2,000-4,000

Investment Size:
\$ 30-60 Million

COST OF DOING BUSINESS

100k-200k sq m built area

Target Investors criteria

Investment opportunities by global players in production and distribution, as well as local food production and personal care manufacturing

Project Leader:

N/A

Status:

Vacant