



Innovation Norway Dubai



An overview of the current Norwegian Governmental Instruments for Export promotion



Innovation Norway – Middle East



Innovation Norway – Middle East Team



Espen Teksum
Director



Ahmad Hamdan
Market Advisor

Food Security
Clean Energy
Health Care



Majid Salehi
Market Advisor

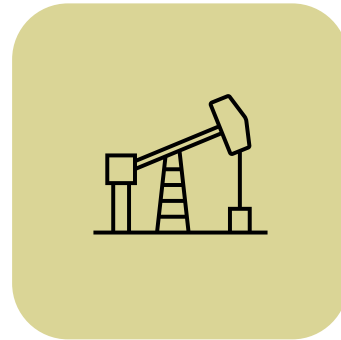
Oil & Gas
Maritime
Smart Cities



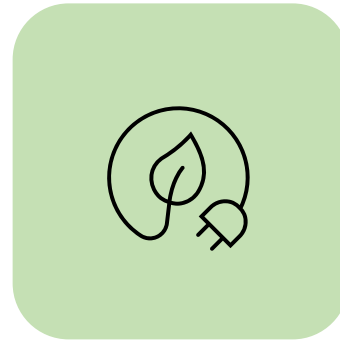
Food Security



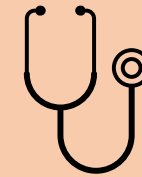
Maritime



**Oil and Gas
/ CCUS**



**Clean Energy
(Hydrogen & Renewables)**



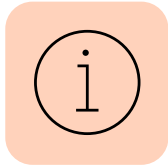
Healthcare



Smart Cities

Innovation Norway – Middle East

Our Services



General Information

We provide general information through our tools such as the Digital Competence Centre



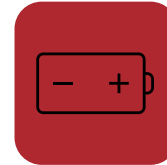
Exhibitions & Conferences

IN organizes conferences and National Pavilions at exhibitions where there are enough interest from Norwegian companies



Market Studies

Reports that target a particular country or sector to illustrate opportunities and challenges from a Norwegian perspective



High Potential Opportunity

IN joins efforts with Norwegian industry leaders & business pioneers to identify and grab high-value opportunities in different markets



Global Growth

IN develops specific programs to mentor & bring out Norwegian SMEs to explore new markets and grow internationally



Business Delegations

Market Visit to and from Norway



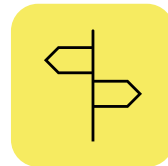
Market Assessment

We gather detailed market data for companies looking to enter the Middle East; specially when market insights are not easily accessible



Market Representation

IN can be your extended arm in the markets we cover as an initial step before setting up local presence



Customer Search

IN can help identify potential customers and provide required sales & marketing support



Partner Search

Shortlisting possible agents, partners or distributors based on agreed criteria



Company Setup

Assist in identifying different options and solutions to establish a business and support in the process



Deal Validation

Preliminary validation of business discussions and strategies, pointing out potential risks, and referral to subject matter experts

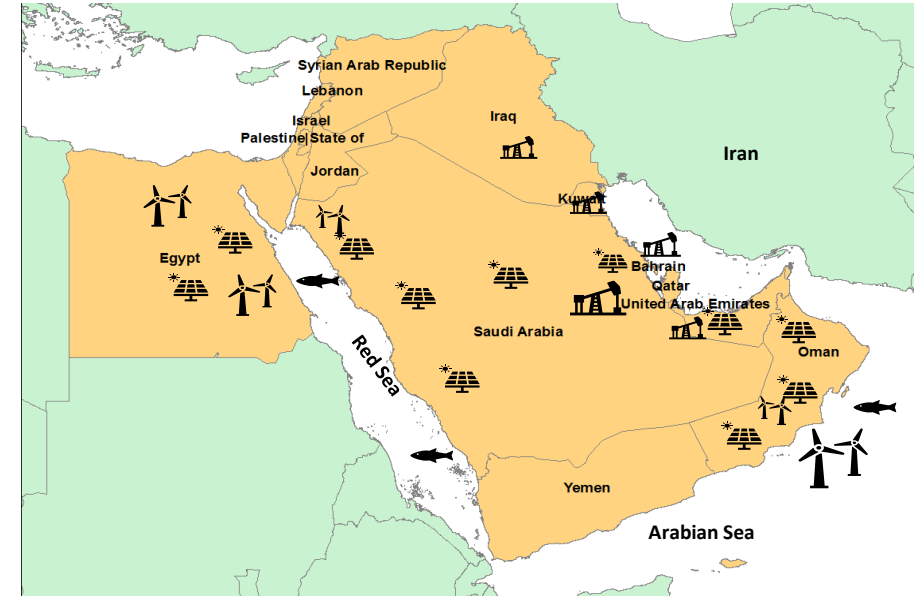


Why GCC ?

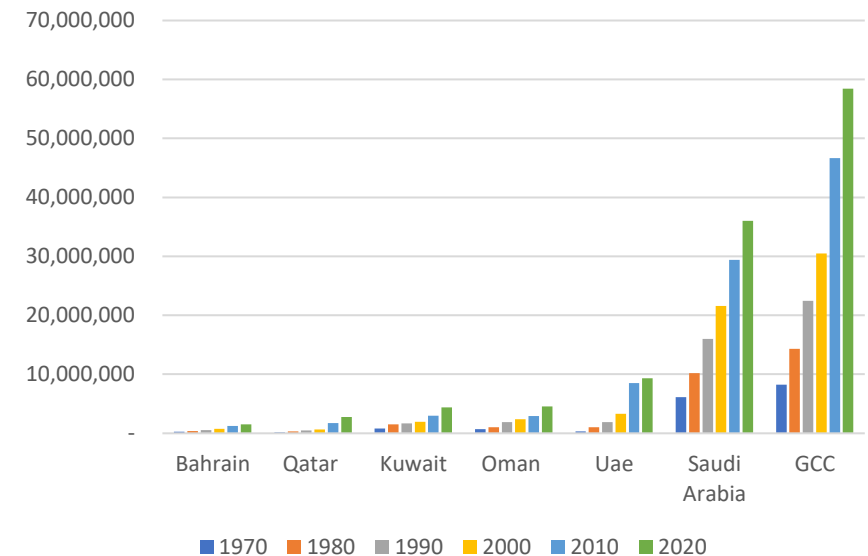


GCC – Why?

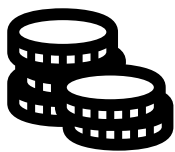
- ✓ Large population growth
- ✓ Young population (Saudi Arabia below 24 years average age)
- ✓ Countries with high wealth and willingness to spend money
- ✓ Large initiatives to diversify its industries
- ✓ Willingness to spend its income
- ✓ Low energy costs
- ✓ The Decade of the GCC?



GCC Population



GCC – Why?



Large Sovereign Wealth

4 of the countries in the GCC are among the countries in the world with the largest sovereign wealth. 8 of the world's largest 20 funds are based in the GCC

Six Founding Members

ADIA



الهيئة العامة للاستثمار
Kuwait Investment Authority



MUBADALA

ADQ



جهاز الاستثمار العماني
Oman Investment Authority

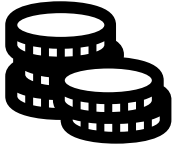
NORGES BANK
INVESTMENT MANAGEMENT



QIA
جهاز قطر للاستثمار
QATAR INVESTMENT AUTHORITY

To accelerate the integration of climate change issues into the management of large, long-term asset pools thereby improving long-run returns

GCC – Why?



Large Sovereign Wealth

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Oil and Gas

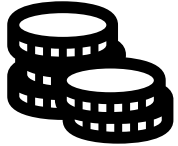
4 out of 6 GCC countries are among the top 10 Oil and Gas exporters in the world

CCUS becoming important and wish to cooperate with Norway. Already 800.000 tonn storage facility in operation in Abu Dhabi, increasing to 5mtpa by 2030.

Blue Ammonia is now being produced and transported to Japan, Korea, Germany and Malaysia to be used for “Clean Energy”

UAE, Qatar, Saudi Arabia, Norway, Canada and the USA are the six members of the NET-ZERO Producers Forum (representing 45 % of global Oil production and 40 % of global)

GCC – Why?



Large Sovereign Wealth

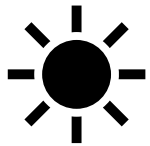
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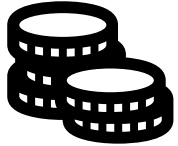


Renewables and Hydrogen

Many large Solar plants under development (Up to 5 GW) and the lowest price of Solar seen in the world (1.04 cent per Kwh)

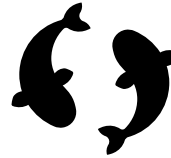
- UAE wants to transform from Petrostat to renewable and hydrogen powerhouse with 25 % of the global low carbon market by 2030 (including nuclear). Have announced \$54bn in investments in RE by 2030.
- Saudi Arabia is investing USD 36 billion by 2030 under its national hydrogen strategy where the USD 5 billion Green Hydrogen Project in NEOM has started development
- Oman on track to be a Green Hydrogen Powerhouse – USD 30 bn of Term Sheets already signed for Green Hydrogen / Ammonia projects
- Other countries in the GCC focusing mostly on Blue

GCC – Why?



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Food Security

Strategy to increase aquaculture production by the size of the Norwegian Industry by 2030.



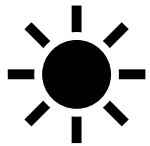
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MEGAPROJECTS



Renewables and Hydrogen

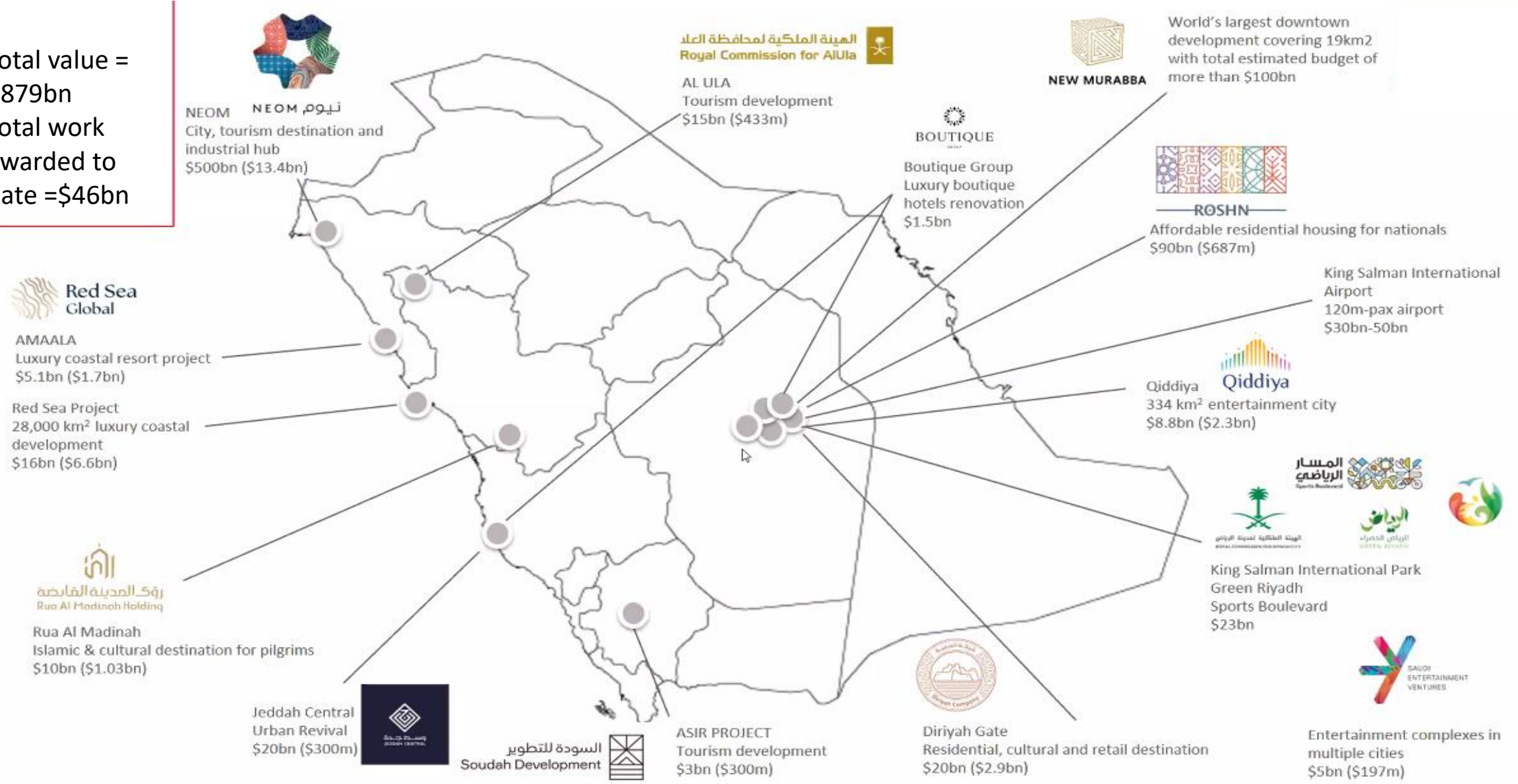
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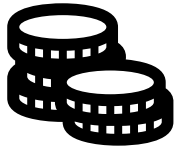
Port & Maritime

Jebel Ali Dubai, largest port in the world outside SEA.
Fujairah 3rd largest bunkering hub. AD Ports growing, and Saudi investing heavily in fully autonomous port in NEOM, IMI ++

Total value = \$879bn
 Total work awarded to date = \$46bn



GCC – Why?



Large Sovereign Wealth

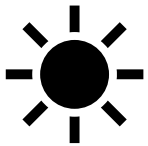
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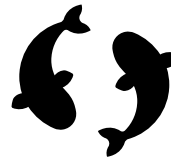
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MEGAPROJECTS

“NEOM” \$500 Billion futuristic megacity built on Green Energy, hydrogen and Autonomous infrastructure



Travel Destination

Dubai is the 4th most visited city in the world

Saudi Arabia has a strategy that tourism will contribute to 10% of GDP in 2030



Population

4 of the countries in the GCC has a higher expat population than citizens. Population in the region more than doubled since 2000.

Middle East – Activity in the near Future

AD PORTS GROUP
SUOMI FINLAND
Norway
Sverige
ROYAL DANISH EMBASSY Abu Dhabi
Nordic Co-operation

MAR
PRA
- THE N
AN INVITAT
THE NORDI
ABU DHABI
DATE: 7 SEPT
TIME: 9AM - 1.1
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23 – 25 April 2024
Dubai World Trade Centre

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20th Dubai International Humanitarian Aid and Development Conference & Exhibition
"DIHAD 2004-2024: Humanitarian Diplomacy and a Journey to the Future"

READ FULL CONCEPT NOTE →

DIHAD CONFERENCE EXHIBITION FOUNDATION

2024 EXHIBITOR

TOYOTA
SIBIRIAX TRUCKS HOLDINGS

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Issues in the region?

2023

Human Rights and Labour Welfare

- What image comes to your mind?



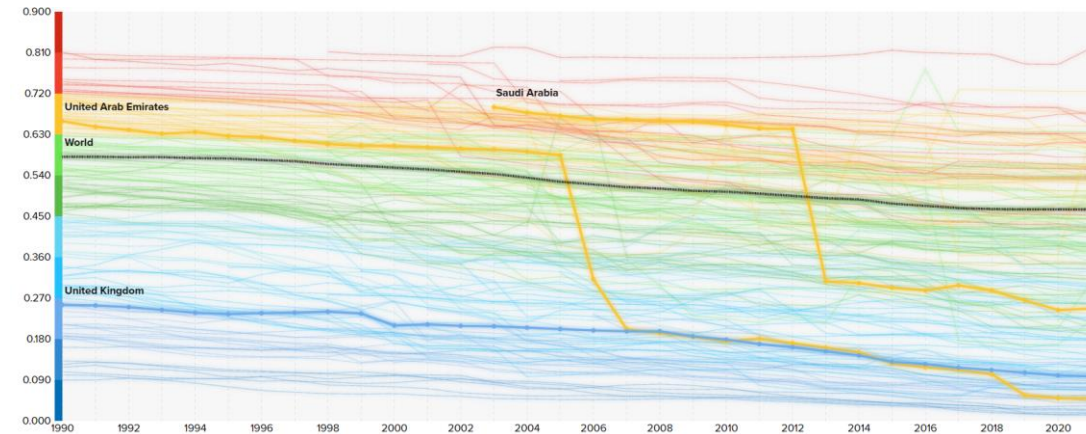
Saudi Arabia:

“We are very proud that we have jumped from 7 percent women’s empowerment in tech to more than 29 percent, which is higher than the EU average, the G20 average and even the US average. I just came back from Silicon Valley, where they said that they are at 27 percent.”

UAE ranks number one for female representation in parliament

- All 6 GCC countries are among the 1/3 highest countries on the global HDI score, and among the top 13 in Asia
- Workers rights in a country like Qatar and Saudi Arabia is classified at the same place as the Australia, USA, Greece etc by ITUC
- Saudi Women has right of equal pay as men, and laws for it was introduced before Norway

Gender Inequality Index (GII) - UNDP



Workers Rights / Women's Rights

Rating 5+

No guarantee of rights due to the breakdown of the rule of law

Afghanistan	Myanmar	Syria
Burundi	Palestine	Yemen
Central African Republic	Somalia	
Libya	South Sudan	

Rating 5

No guarantee of rights

Algeria	Guatemala	Laos
Bahrain	Haiti	Malaysia
Bangladesh	Honduras	Pakistan
Belarus	Hong Kong	Philippines
Brazil	India	Sudan
Cambodia	Indonesia	Thailand
China	Iran	Tunisia
Colombia	Iraq	Turkey
Ecuador	Jordan	United Arab Emirates
Egypt	Kazakhstan	Zimbabwe
Eritrea	Korea (Republic of)	
Eswatini	Kuwait	

Rating 4

Systematic violations of rights

Angola	Greece	Romania
Australia	Guinea	Saudi Arabia
Benin	Hungary	Senegal
Botswana	Kenya	Serbia
Burkina Faso	Kyrgyzstan	Sierra Leone
Cameroon	Lebanon	Sri Lanka
Chad	Lesotho	Tanzania
Chile	Mali	Trinidad and Tobago
Congo (Democratic Republic of)	Mauritania	Uganda
Côte d'Ivoire	Nigeria	United States of America
Djibouti	Oman	Venezuela
Ethiopia	Peru	Vietnam
Fiji	Qatar	Zambia

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2022 ITUC GLOBAL RIGHTS INDEX

Workers rights:

- Countries such as Brazil, China, India, South Korea are ranked lower than Saudi Arabia when it comes to workers rights
- Countries such as USA, Australia, Romania, Greece and Vietnam are ranked the same as Saudi Arabia.
- Saudi Arabia is the only country in the world with a positive development last year

Womens rights:

- From being one of the worst countries in the world in 2018 with a score of 31,9 of 100, Saudi Arabia has done many reforms and today has a index score of 80. This means Saudi Arabia is now ranked in the middle of all world countries and ahead of a country such as Japan

Country	Economy	ISO Code	Region	Income Group	Report Year	WBL INDEX	WORKPLACE	PAY	MARRIAGE	PARENTHO	ENTREPRE	ASSETS	PENSION
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2010	26,3	25	0	0	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2011	26,3	25	0	0	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2012	29,4	25	25	0	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2013	29,4	25	25	0	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2014	29,4	25	25	0	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2015	31,9	25	25	20	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2016	31,9	25	25	20	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2017	31,9	25	25	20	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2018	31,9	25	25	20	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2019	38,1	75	25	20	20	75	40	50
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2020	70,6	100	25	60	40	100	40	100
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2021	80,0	100	100	60	40	100	40	100
Saudi Arabia	SAU	SAU	Middle Ea	High incor	2022	80,0	100	100	60	40	100	40	100

In relation to corruption, all GCC countries are ranked on the upper half of all world countries.

Transparency International Corruption Index		
www.transparency.org		
Country	Score	Rank
Denmark	90	1
Norway	84	4
United States	69	24
United Arab Emirates	67	27
Qatar	58	40
Italy	56	41
Saudi Arabia	51	54
Bahrain	44	69
Oman	44	69
Kuwait	42	77
India	40	85
Brazil	38	94
Turkey	36	101
Kenya	32	123
Egypt	30	130
Haiti	17	173

Questions?

