



June 20, 2023

Japan Cooperation Center for the Middle East

**Seminar on "Markets, Restrictions on foreign investment and Franchise laws  
in the UAE, Saudi Arabia and Kuwait"**

***- Providing information on investment opportunities in the Middle East countries -***

In collaboration with TMI Associates (TMI) and Japan Franchise Association (JFA), JCCME co-organized a hybrid seminar in Tokyo on May 23, 2023, with an aim of introducing legal systems and latest market trends related to franchising in the three Middle East countries, namely the UAE, Saudi Arabia and Kuwait.

As a franchise (FC) agreement in the Middle East so far has been concluded in accordance with existing Commercial Agency Law in general, there are many uncertainties such as relationships with local franchise partner, jurisdiction and so on, which have been regarded as one of the factors in hindering the expansion of Japanese companies into the Middle East market. However, with the enactment of the Franchise Law in Saudi Arabia in April 2020, for example, new developments that boost business operations using the FC system have increased.

In this seminar, it was intended that by developing the results of a survey conducted by JCCME in FY2021 on the "Franchise-related legal systems and market trends in major GCC countries," Japanese companies who are interested in FC operation in these three countries would enable further understanding of the latest legal systems and market situation, and also motivate to do potential franchise business.

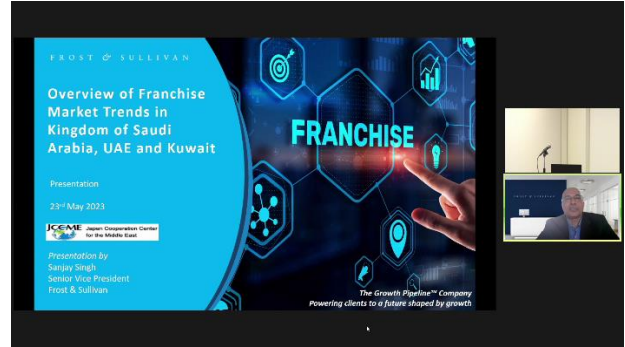
At first, Eng. Mohammed Al-Dahlawi, Saudi's Ministry of Investment's Representative in Japan, presented a comprehensive overview of the investment environment in the Kingdom. Then, Frost & Sullivan, a research consultant, provided market trends in the said Gulf countries, and TMI presented updated foreign investment regulations and FC laws in the said countries in details, respectively, followed by a lively Q&A session was conducted.

It seems that since many companies participated in the seminar on the Middle East market affairs for the first time, JCCME will provide necessary support for their potential expansion into the Middle East.

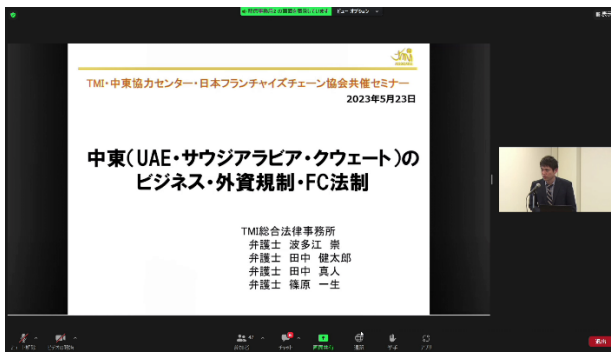
JCCME will continue to work on research activities and information provision to support Japanese companies and organizations exploring investment opportunities in the Middle East.



Saudi's Ministry of Investment's Representative in Japan  
Mr. Mohammed Al-Dahlawi,



Frost & Sullivan, Senior Vice President  
Mr. Sanjay Singh Lecture



TMI Associates  
Hatae Takashi, Partner Lawyer  
Tanaka Kentaro, Partner Lawyer  
Tanaka Masato, Partner Lawyer  
Shinohara Issei, Attorney

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