

## JCCME held "TAS'HEEL Seminar & Exhibition" in Saudi Arabia

February 22, 2024

JCCME

On February 6, 2024, Japan Cooperation Center for the Middle East (JCCME) organized the "TAS'HEEL Seminar & Exhibition" in Dammam, Saudi Arabia. Co-hosted with Asharqia Chamber, this event aimed to elevate the local content of Japanese companies venturing into Saudi Arabia and expand business opportunities with local enterprises affiliated with Asharqia Chamber.

### [TAS'HEEL Program]

Asharqia Chamber introduced the TAS'HEEL program to facilitate business for its member companies. This program includes seminars and exhibitions like "TAS'HEEL Seminar & Exhibition," providing networking opportunities and introducing business prospects and registration procedures from leading Saudi companies such as Aramco, SABIC, Sadara, Tasnee, SEC, SWCC, Ma'aden. This event was tailored specifically for Japanese companies.

### [Event Highlights]

Approximately 180 representatives from member companies of the Asharqia Chamber participated in the event. Local subsidiaries of JCCME's supporting member companies in Japan, including Toray Membrane Middle East, Yokogawa Saudi Arabia, JGC Gulf International, Daikin Air Conditioning Saudi Arabia and Sankyu Saudi Arabia, shared insights into their operations in Saudi Arabia and highlighted business opportunities with local enterprises. Following this, a panel discussion led by the five presenters and a moderator addressed challenges and future plans related to the progress of localization programs. Subsequently, the exhibition booths of the five Japanese companies attracted numerous local participants, fostering a lively exchange of information.



Eng. Abdulaziz M. Al-Othman,  
Board Member of Asharqia Chamber,  
delivered the opening remarks



Mr. Takahiko Sawada,  
the representative of JCCME Dammam  
Japan Desk, delivered the opening remarks.



The presentation of commemorative gifts by Asharqia Chamber.



Presentations by Japanese companies.



Q&A Session



Exhibition Snapshot 1



Exhibition Snapshot 2

In the context of Saudi Arabia's pursuit of economic diversification under "Saudi Vision 2030," the imperative of elevating local content is crucial for foreign companies. JCCME remains committed to supporting Japanese companies' business investments and contributions to the furtherance of the economic development of Saudi Arabia.

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