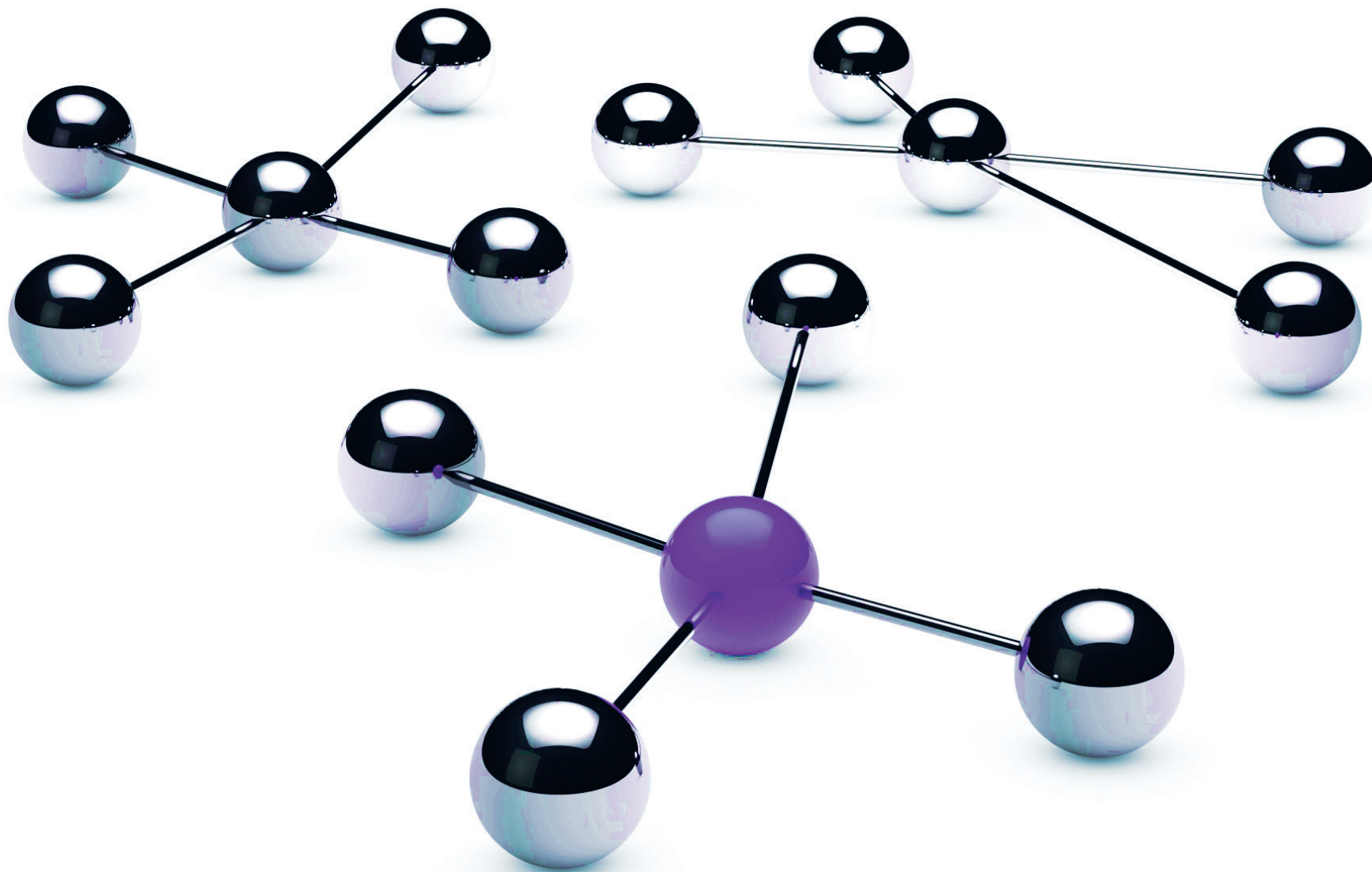




**BUSINESS
BRIDGING**



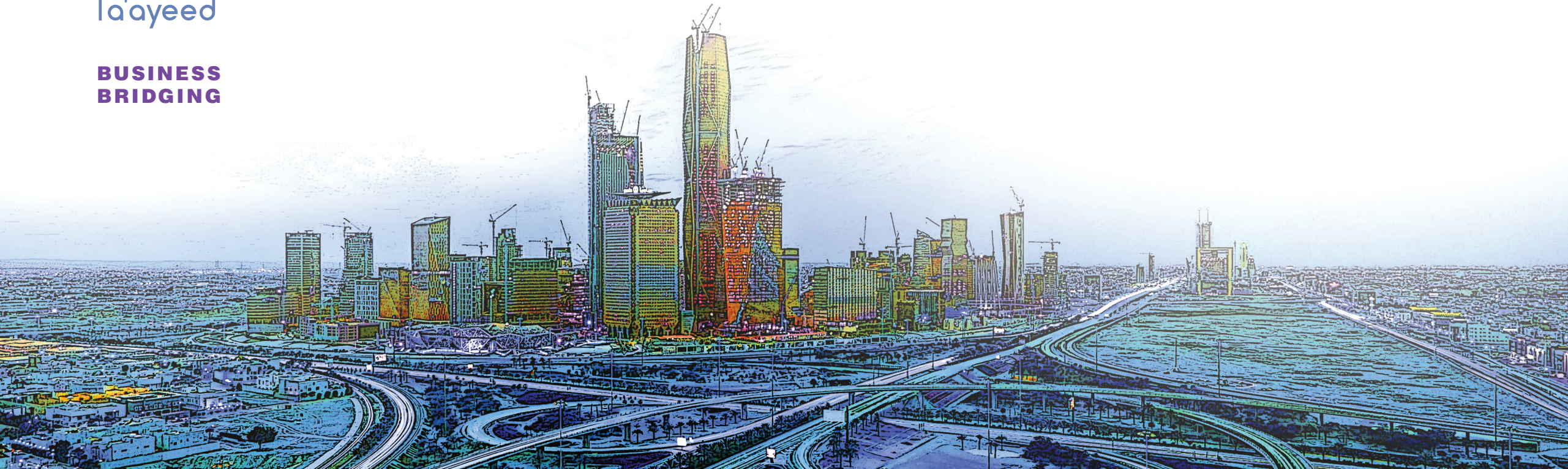


**BUSINESS
BRIDGING**

Ta'aayeed is a Riyadh based company, run by a diverse team of consultants and practicing experts in the fields of creative public relations, communications and related industries, in the light of the **Saudi 2030 Vision**, which was launched by HRH Prince Mohammad Bin Salman, the Crown Prince and Prime Minister of Saudi Arabia.

With over 30 years of experience, our diverse, multi-talented team of professionals has always been eager to provide our partner clients with distinctive and world class services to achieve the expected goals and best business results.

Based on our deep knowledge of the Saudi and Gulf markets, and our extensive network and reach to large and diverse sectors of the official, legal and business communities, we support our partner clients in establishing and expanding their business in this part of the world, with top quality professional and transparent practices.





VISION

To be a first class and an inspirational leading model in the public relations and communications sectors, hand in hand with our family of national and international expert consultants and professional teams.

MISSION

To build successful, long term and lasting partnerships with our clients by providing innovative and strategic communications solutions and strategies, to meet the expected results at the highest standards.



OUR VALUES



ENTREPRENEURIAL

We are market-oriented both in our business and with our clients. We encourage a climate of initiatives, growth, and opportunity to help bring vision into reality by achieving goals and objectives.



PROFESSIONALISM

We develop creative, credible and professional communication initiatives to achieve the desired outcomes.



CONFIDENTIALITY

Confidentiality and safeguarding our client's interest is a top priority. We take prompt action if challenging situations arise.



OUR VALUES



TEAM-ORIENTED

We strive to create effective strategies, find solutions and build consensus to solve client issues by using our team's various skills and expertise.



INNOVATIVE

We cultivate new techniques, embrace creative ideas and implement a best-practice approach to our work by seeking effective solutions adaptable to our client's business.



COMMUNITY-MINDED

We are conscious of the effect our business and our clients have on the community, and we continuously encourage each other to take a leadership role in society through community involvement.



**BUSINESS
BRIDGING**

OUR SERVICES



Partnerships & Strategic Consulting



Implementing and managing partnerships



Creating opportunities



Developing business strategies and work plans



Performance evaluation & continuous improvement



PR campaigns & communications



crisis management



STRENGTHS INTEGRATIONS AND TOTAL SOLUTIONS

Creative integrated PR communications solutions.

Combins our market knowledge and reach, with our team's skills and expertise, to achieve clients' agreed upon goals.

Extensive and speedy reach and communications with important and relevant decision makers.

Credibility in branding, product development and crisis management.

OUR TEAM



Dr. Mohammed Alaza
PHD, GRC, PMP, TOT
CHAIRMAN

Legal professional with extensive experience in legal consultancy, training and institutional management with strategic planning expertise and exceptional leadership skills.

Successfully guided teams to achieve optimal results with extensive background in recruitment, staff development, and the establishment of organizations, cultivated professional relationships and held key leadership positions across various sectors, worked as a trusted advisor to several national elite leaderships, dedicated to continuous improvement and committed to serve the Saudi community.

CURRENT POSITIONS, MEMBERSHIPS, AND COMMITTEES

- President of the Cooperative Lawyers Association.
- President of the Decision Support Association.
- Member of the Saudi Judicial Scientific Association.
- Member of the European Court of Arbitration in London.
- Member of the Friends of the United Nations Federation.
- Certified International Corporate Governance Officer ICCGO.
- Secretary General of the International Justice Organization.
- Internal Audit in Government Agencies – Institute of Management.
- Government Financial Supervision– Institute of Management.



OUR TEAM



Nadim Mourad
Executive Director

EXPERIENCE

- Administrative development and specialized training for maximizing profitability.
- Consultant: restructuring, privatization, and IPOs.
- Over 17 years experience in awareness campaigns and marketing across the Middle East.
- Organising and marketing of various scientific international conferences and exhibitions.
- Developed successful innovative crisis management solutions for regional and international clients.
- Created and managed various social responsibility campaigns and programs for public and private sector organisations.

AWARENESS CAMPAIGNS

For: the Saudi Ministry of Health, Sanofi Aventis, Roche, Reckitt Benckiser (Dettol), the Saudi Ministry of Education, Aquafina and Quaker, the Health Ministers' Council of the Gulf Cooperation Council.

AWARDS' LAUNCHING

- Princess Adila Bint Abdullah Award for Scientific Research and Humanitarian Work.
- The Gulf Award for health Media.

OUR TEAM



Kholoud Al-Khalaki
Board Member

Experienced consultant, Strategist, Sustainability (SDGs) Advisor, Initiatives and development program Management in different fields related to advocacy, socioeconomic & culture, climate change.

International relation & strategic partnerships with more than 10 years of experience in management and consulting.

Able to capture the consensus of senior stakeholder management and leverage their ultimate goal along with the organizational goals to pave the way to achieve the vision.

OUR TEAM



Dr. Abdulkader Tonkal

Director of Planning
and Customer Strategies

Dr Abdul Qader has more than thirty years of experience in leadership and internal audit of occupational health and safety system management from the British Institute for Standardisation (BSI), is a certified expert in strategic planning and management according to the Balanced Scorecard, and has practical interests and expertise in the areas of:

Strategic Planning: Developing and implementing client strategies, coordinating analysis, development, planning, implementation, strategy performance monitoring, implementation of overall and operational objectives, and departmental development.

Quality and Organisational Excellence: Contributions to the establishment of the foundations supporting organisational performance departments and the development and restructuring of a number of governmental, private, academic, charitable and endowment sectors.

Organisational performance development and communication: work in the field of public relations and media, organisational communication, image enhancement, reputation building, and performance indicators in a number of public and private sector organisations.

Sustainable development and environmental preservation: Participation and work with a number of governmental and private sectors such as: Jeddah Municipality, the General Authority for Meteorology and Environmental Protection, and King Abdulaziz University, in the fields of achieving sustainable development indicators, preserving the environment, and spreading the concept of green economy and green environment.

Philanthropy, community and endowment work: Leadership experience in philanthropy, community, endowment, and education with a focus on governance, transparency, strategy building, impact realization and measurement, and institutional excellence.

Developing awareness and media programs for Hajj and Umrah: Consulting and participating in the development of awareness and media programs for Hajj, Umrah, and the Ministry of Hajj's VIP guests, and communicating with service providers.

OUR TEAM



**BUSINESS
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Asad A. Qaoud
Creative Director

Over 30 years of experience in bi-lingual media and communications; design and art direction of newspapers, magazines and books; corporate identity creation and development; feasibility studies, advertising; PR; and public events.

With a multi cultural background (Jordan, the UK and KSA), Asad combines contemporary creative design with local cultural norms.

Over the years, he has worked in the United Kingdom and Saudi Arabia, and produced outstanding works for clients such as:

SAUDI ARABIA:

King Khalid University, King Saud University, Ministry of Education, Ministry of Health, Saudi Research and Publishing Company (Riyadh) Media Office of the late Crown Prince (Prince Sultan Bin Abdul Aziz); King Khalid Foundation, Ministry of Media, Saudi Basic Industries Corporation - SABIC; Saudi Standards Metrology and Quality Organization - SASO; Asir Municipality; and various private sector companies and organisations.

THE UK:

HH Saudi Research and Marketing (UK) Ltd, The BBC (Publishing); The Central Office of Information; Smosarski Design Limited; Information Technology Publishing Company - ITP; The League of Arab States.

OUR TEAM



Hattan Hafez
Marketing Director

A leading expert in advertising, marketing and public relations in Saudi Arabia, with a proven track record of success in dealing with various government and private sectors.

Skills & Expertise

- Deep understanding of client requirements and team management.
- Extensive knowledge of technical production and event management at national and international level.
- Design and implement creative ideas to effectively engage the target audience.
- Lead and inspire teams of creative professionals including designers, copywriters and multimedia specialists to produce outstanding advertising campaigns to achieve the required results on time.
- Extensive experience in government communications and public relations, including for: Ministry of the Interior, General Authority of Civil Aviation, Sakani Programme, National Housing Authority, General Entertainment Authority, Ministry of Health, and Ministry of Municipal and Rural Affairs.
- Keeps abreast of the latest industry trends and technological advancements.
- Fluent in Arabic and English.

Previous work

- Creative consultant on games and project manager for the Gamekom event by The General Entertainment Authority.
- Creative Lead and Project Manager for a documentary for ABC Australian Broadcasting Channel on Discovering the Kingdom (2021), including Shooting schedule, research, planning, team management and management of external production team.
- Director of photography and video for Formula 1 (2021): Directing and producing photography and video production.



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OUR TEAM



Katia Breich

International Relations
Manager

With more than 15 years of work experience, Katia specializes in commercial business and investment in the areas of precious brands, education, and investor relations to finance start-ups.

She has successfully facilitated the expansion of several business franchises between the United Kingdom and Saudi Arabia, enabling successful business growth and cross-border partnerships between the two countries.

VISION 2030: THE SUCCESS STORY





**BUSINESS
BRIDGING**

The Saudi Vision 2030 is a blueprint that is diversifying the Saudi economy, empowering citizens, creating a vibrant environment for both local and international investors, as well as establishing Saudi Arabia as a global leader. The Vision is designed to unfold in 3 stages, each lasting 5 years.



PHASE 1

Setting the foundation and implementing structural and comprehensive reforms in the public sector, the economy, and society.



PHASE 2

Accelerating efforts, providing an enhanced focus on strategies, as well as further investments in key sectors and ambitious projects. This has already yielded tangible results across the country.



PHASE 3

Focuses on sustaining the transformation's impact and leveraging new growth opportunities.



VISION 2030: The Success Story

2024 marks the 8th anniversary of Saudi Arabia's Vision 2030, a transformative plan that charts a new course for the nation's future, one where both the country and its citizens can thrive.

Vision 2030 annual report for 2023 highlights the program's impressive performance, with 87% of its 1,064 initiatives completed or on track, 81% of the 243 key performance indicators for the third level achieving their targets, and 105 indicators exceeding targets for 2024-2025.

The Vision focuses on international standing has yielded a major win as Riyadh has secured the prestigious Expo 2030 hosting rights.

The focus on economic diversification is also yielding results. The non-oil GDP has reached SAR1,889 billion, surpassing a baseline of SAR1,519 billion and nearing the 2023 target of SAR1,934 billion. The ultimate Vision 2030 target for the non-oil GDP is SAR4,970 billion.



**BUSINESS
BRIDGING**



VISION 2030: The Success Story

The private sector's contribution to the GDP has reached 45%, achieving the 2023 target. This represents significant progress from a baseline of 40.3%, a positive step toward meeting the Vision 2030 target of 65%.

Economic diversification efforts are yielding results. Non-oil activities reached a historic high, contributing 50% to real GDP. This segment also experienced strong growth of 4.7% in 2023.

Saudi Arabia has identified 50 industrial investment opportunities valued at over SAR96 billion. This is attracting foreign and joint investments, with the percentage reaching 37% of the total in the industrial sector by May 2023, representing over SAR542 billion.

The Kingdom's attractiveness is further evidenced by the relocation of over 200 international companies that set their regional headquarters in Riyadh.


THANK YOU



**BUSINESS
BRIDGING**

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