

## Press Releases

### **Jeddah Economic Forum 2016 addresses “Private Public Partnerships” in efforts of stronger Impact**



Jeddah - 27 January 2016

Jeddah - 27 January 2016: Jeddah Chamber ( JC ) announced today the full details of the Jeddah Economic Forum (JEF), titled “Public Private Partnership: Collaboration for Impact”, set to take place between March 1 and 3, 2016 at the Jeddah Hilton Hotel under the patronage of the Advisor to the custodian of the two holy Mosques and the Governor of Makkah Province, HRH Prince Khalid Al-Faisal.

The announcement press conference, held at the Chamber’s headquarters in Jeddah, was attended by representatives from INSEAD Business School, JEF’s Knowledge Partner; Entrepreneurs' Organization, JEF’s Entrepreneurial Partner; and a number of JC board members and JEF 2016 sponsors.

Commenting on the announcement, Dr. Lama Alsulaiman, JC Board member supervising over JEF 2016: “Jeddah Economic Forum is an international platform that discusses and leverages strategies important to sustaining national economy and develop Saudi’s business environment. Public Private Partnerships will enhance the quality and efficiency of services and opportunities available to the Saudi community. Through a strategic partnership with the Ministry of Economy and Planning and

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Jeddah Economic Forum (<http://jef.org.sa>)

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the INSEAD Business School, JEF 2016 will focus on the Saudi Government's efforts aimed at the Kingdom's economic diversification and implementation of the Kingdom 2020 strategy with greater contribution from the private sector."

"Saudi Arabia is the beating heart of the Islamic World. Recent considerations to open the Saudi market to foreign investments will provide new job opportunities that will further enhance and develop local competencies up to international standards. JEF is the welcoming gate for foreign investments into Saudi Arabia", Alsulaiman concludes.

Stephen Mezias, Professor of entrepreneurship and family enterprise at INSEAD Business School, said: "INSEAD is proud to partner with the Jeddah Economic Forum 2016 to explore opportunities and challenges for public private partnerships (PPP) in the Kingdom and highlight the potential for positive impact of such collaboration on the economy".

According to Mezias, the interaction of the private and public sectors is vital for the successful development of new and emerging industries and economic transformation. "By focusing on PPP with a view to privatization in the Kingdom of Saudi Arabia, it is important to evaluate the processes by which the government and the private sector work together to diversify and evolve the economy", Mezias adds.

Jeddah Economic Forum 2016 will bring together different stakeholders, senior officials, decision makers and experts from different industries showcasing the commitment to a transparent transition into PPPs through effective public-private dialogue and open communication. JEF's discussion panels will also be addressing the economic and policy outlook in the Kingdom. The forum will also set the stage for focused sessions on privatization opportunities in education, healthcare, utilities, transportation, infrastructure and municipal functions.