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## WAM Tech Talk 4.0 - Nisrin Khalil

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As Saudi Arabia positions itself as a leading industrial and economic centre, strategic partnerships are key to unlocking new growth.

At the heart of this effort is [Nisrin K.](#), Representative for BVMW e.V. in Saudi Arabia, Pakistan and Iraq, and Managing Director of [Meena Business Consultancy Services](#).

In this interview, Khalil explains how [BVMW - Bundesverband mittelständische Wirtschaft e.V.](#), the official voice of German SMEs, is working to connect Europe's specialised industrial leaders with the opportunities emerging from Saudi Arabia's Vision 2030.

From sector matchmaking and targeted support packages to turnkey trade missions, she outlines a practical roadmap for building long-term, high-impact ties between German innovation and Saudi transformation.

### 1. BVMW plays a pivotal role in connecting and supporting German SMEs worldwide. What motivated your organisation to partner with WAM Saudi, and how does this align with BVMW's mission to promote international business cooperation?

Saudi Arabia stands as the largest and most dynamic market in the GCC, making it a natural partner for German SMEs pursuing international expansion. European companies—particularly from Germany—are global leaders in Industry 4.0, mechanical engineering, and advanced manufacturing. At the same time, SMEs form the backbone of the German economy, and their strength is vital for sustained innovation and long-term economic resilience.

In an increasingly uncertain global environment, marked by geopolitical shifts, rising tariffs (such as those introduced by the U.S.), and supply chain realignments, internationalization has become essential for SME competitiveness. Institutions like the IMF and OECD echo

this view. In this context, the Middle East—and **Saudi Arabia in particular**—offers a highly attractive opportunity for German and European SMEs thanks to its **geographic proximity, economic openness**, and the ambitious transformation agenda outlined in **Vision 2030**.

Our partnership with **WAM Saudi** is a direct expression of **BVMW's mission to foster international business cooperation and open new markets** for our member companies. With over **30,000 members** and alliances across Europe, including with **European Entrepreneurs**, which represents more than **3 million SMEs**, we are proud to connect German and European innovation with one of the world's fastest-growing industrial and economic hubs.

## **2. With WAM Saudi focusing on advanced manufacturing and smart logistics, how do you see German SMEs adding value to Saudi Arabia's Vision 2030 transformation journey?**

German SMEs are uniquely positioned to support Saudi Arabia's Vision 2030, especially in advanced manufacturing and smart logistics. Many global innovations in industrial automation, precision engineering, and smart factory solutions come from Germany's small and medium-sized enterprises, often called "Hidden Champions." You may have heard of this expression. These are highly specialized, family-owned companies that lead their niches worldwide but remain relatively unknown to the public.

Examples include:

- **KUKA**: Pioneer in industrial robotics and automation
- **TRUMPF**: Leader in high-precision laser cutting machines
- **Festo**: Expert in factory automation and pneumatic systems
- **MAPAL**: Specialist in precision cutting tools for automotive and aerospace

These hidden champions drive global innovation and industrial excellence behind the scenes. Our BVMW members bring this deep expertise and cutting-edge technology to Saudi Arabia, where machinery and industrial equipment are already among the most exported products to the Middle East.

By partnering with WAM Saudi, we aim to build strong connections between German innovation and Saudi Arabia's transformation goals, creating lasting value for both regions.

## **3. BVMW is known for facilitating meaningful dialogues and partnerships across sectors. What strategies will you use to help your member companies make the most of WAM Saudi's networking and matchmaking opportunities?**

To ensure our member companies maximize the networking and matchmaking opportunities at WAM Saudi, we have developed a tailored support package specifically for SMEs. Leveraging our extensive network—including European Entrepreneurs and INSME, representing over 3 million SMEs across Europe—this package is available to a broad range of businesses.

The package includes a professionally designed SME booth, accommodation, local transportation, site visits to industrial sites, and

accommodation, local transportation, site visits to industrial sites, and exclusive meetings with key ministries and stakeholders to gain insights into the legal and economic framework. Additionally, participants can enjoy sightseeing and cultural activities—all offered at a highly competitive and accessible price.

This comprehensive four-day program combines business networking, deal-making, market education, and cultural immersion. By lowering entry barriers, it enables SMEs to explore the Saudi market, build valuable connections, and evaluate long-term opportunities with minimal upfront investment.

Our goal is to provide a turnkey experience that allows SMEs to fully focus on cultivating relationships and unlocking real business potential in one of the world's most promising markets.

#### 4. From your perspective, what makes Saudi Arabia an attractive market for German SMEs today, and what key sectors are you encouraging your members to explore?

Saudi Arabia is rapidly becoming one of the most attractive markets for SMEs, driven by its ambitious Vision 2030 plan to diversify the economy and increase SME contributions to GDP from 20% to 35%. The government supports this growth through incentives such as tax breaks, funding programs, and allowing full foreign ownership in many sectors. As the largest economy in the Arab world, Saudi Arabia offers access to over 400 million consumers across the GCC and MENA region.

With more than \$1 trillion in investments flowing into advanced manufacturing, logistics, energy, and technology, demand for innovative SME solutions—especially in automation, sustainability, and AI—is growing quickly. SMEs also benefit from direct engagement with major government-backed initiatives like NEOM and other giga projects. A young, tech-savvy population further fuels demand for new products, digital services, and creative solutions.

Given this unparalleled potential and fast-track growth opportunities, Saudi Arabia is positioning itself as a prime market for ambitious SMEs. We encourage our members to explore key sectors including:

- Advanced Manufacturing — Industry 4.0, automation, and smart factories
- Renewable Energy & Sustainability — solar, wind, and green technologies aligned with Vision 2030
- Construction & Infrastructure — driven by mega projects like NEOM and the Red Sea Development
- Aerospace & Defence — expanding under Saudi's localization and defense industry initiatives
- Pharmaceuticals & Biotechnology — growing healthcare demands and medical innovation
- Oil & Gas and Petrochemicals — vital sectors focusing on modernization and diversification
- Mining & Minerals — exploiting natural resources as part of economic diversification
- Logistics & Supply Chain — boosting Saudi's role as a regional trade and transport hub