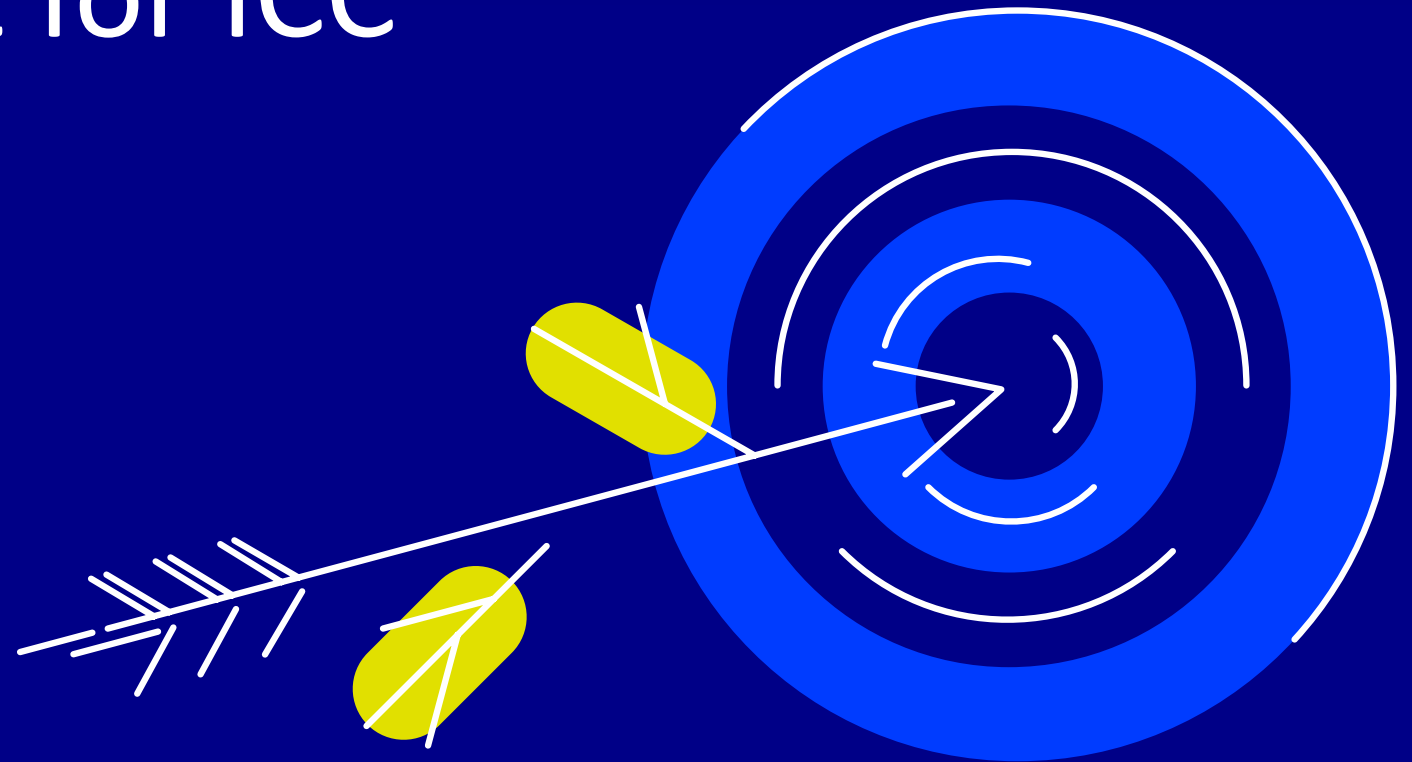


Discover Markets: Growing in the Kingdom of Saudi- Arabia - Kickstart for ICC project



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Ettevõtluse ja Innovatsiooni Sihtasutus

Market Overview

- + Saudi Arabia is **the largest economy in the** Middle East, representing over 50 percent of GCC GDP.
- + Population: **36+ million**, young, digitally active, high tech adoption.

Vision 2030 is Saudi Arabia's roadmap to diversify beyond oil and become a global hub for investment, innovation, and talent; reshaping sectors like technology, tourism, education, and the private sector.

- + **Saudi Vision 2030** is driving massive public investment into digital transformation, AI, cloud, smart cities, and advanced manufacturing.
- + Government spending power remains **one of the strongest globally**, especially for tech-driven solutions.
- + The market is fast, ambitious, and focused on **localisation and global talent attraction**.

Facts and Figures



Largest Economy in Middle East and North Africa (MENA) Region

- Saudi Arabia represents **more than 50 percent of GCC GDP** and is the **18th largest economy globally**, giving companies scale and long-term demand.

Government Investment in Tech & Innovation

- Under Vision 2030, KSA has allocated **hundreds of billions of USD** into digital transformation, AI, smart cities, cloud, transport tech, and Industry 4.0 making it one of the world's fastest-growing tech markets.

Young, Digitally-Savvy Population

- Over **60 percent** of the population is under 35, highly connected, quick to adopt new technologies, and pushing demand for digital services, fintech, gaming, and e-commerce.

Giga-Projects and Technology Sector



Tech Cluster

- **MCIT (Ministry of Communications & IT):** backbone of digital transformation
- **Digital Government Authority:** accelerating government digitalisation strategies
- **PIF-backed tech entities:** driving cloud, Artificial Intelligence, cybersecurity, and gaming
- **NEOM Tech & Digital** is now evolving through HUMAIN Tech
- **Monsha'at:** SME, startups and innovation programmes

[Webpage to access Giga-projects here](#)

Giga-Projects and Technology Sector



- **Red Sea Global:** Heavy emphasis on sustainability tech, smart operations, energy management, and sensor-based monitoring
- **AMAALA, Qiddiya, Diriyah, ROSHN:** All incorporating smart-city technologies, visitor-tech, digital twins, and immersive technologies
- **Health Sector Transformation:** Strong demand for AI diagnostics, telehealth, medtech, and hospital digitalisation
- **Defense & Cybersecurity:** Extremely high demand for sovereign capabilities and localisation partnerships

Technology Cluster



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Health Sector Transformation. Strong demand for AI diagnostics, telehealth, medtech, and hospital digitalisation

Defense & Cybersecurity. Extremely high demand for sovereign capabilities and localisation partnerships

Some types of potential partnerships between global firms and Saudi SMEs/MNEs today

Saudi Arabia wants co-creation, not only imports henceforth it is important to consider some partnership models that provide mutually beneficial opportunities.

- **Joint ventures** that create IP locally
- **Knowledge-transfer partnerships**
- **Localization & capability-building** partnerships
- **Paid pilots** between international firms and Saudi SMEs
- **Local system integrator partnerships** for scaling across ministries
- **Academic / R&D collaboration** for AI, robotics, sustainability, cybersecurity
- Monsha'at, MCIT, and giga-projects strongly favour **pairing global expertise with local execution.**

Recommended strategic moves for a Nordic-Baltic tech company when entering the Saudi market

1: Find the right local partner

- Successful companies usually align with a trusted integrator , a sector-specific local champion, or a PIF-linked entity
- This unlocks speed, introductions, and credibility.

2: Invest in presence: regular visits and consistent relationship-building make a visible difference

3: Show a clear use case with measurable impact

Saudi buyers and partners don't want theoretical slides.

They want:

- a pilot
- data
- a reference case
- AND a clear operational impact

What's next?

LEAP 2026

Join the global tech community in Riyadh **13-16 April 2026**, RECC Malham, Saudi Arabia:

- Country pavillions: Estonia, Finland, Latvia;
- Networking events;
- Meetings and much more.

Register through your business support agency or contact the ICC contact person in your country!



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Aitäh! Thank you! Shukran!



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