

UK to Saudi Arabia Business Expansion Playbook

A step-by-step guide for setting up in the UK and attracting clients to Saudi Arabia

Introduction

Saudi Arabia, under Vision 2030, offers one of the fastest-growing markets in the world. UK companies in sectors such as health, technology, education, renewable energy, and hospitality are highly encouraged to enter this market. This playbook provides a complete roadmap for setting up a UK-based business to attract and facilitate UK companies expanding into Saudi Arabia.

Phase 1: Strategic Planning

1. Define your Value Proposition: "Helping UK companies expand to Saudi Arabia with end-to-end market entry and setup services." 2. Identify Core Services: - Market entry consulting. - Company formation (MISA license). - Compliance support (ZATCA, Ministry of HR, etc.). - Local partner search. - PR and marketing. 3. Target Audience: UK SMEs in priority sectors under Vision 2030. 4. Pricing Models: Fixed project fees or setup fee + success commission.

Phase 2: UK Company Formation

1. Choose entity type: Private Limited Company (Ltd). 2. Required details: Company name, registered UK address, at least 1 director, share capital, SIC codes. 3. Suggested SIC codes: - 70229 – Management consultancy (non-financial). - 74909 – Other professional, scientific & technical activities. - 73200 – Market research. - 70210 – Public relations. - 82990 – Other business support. 4. Register online at Companies House (£12 fee). 5. Register for Corporation Tax with HMRC. 6. Open a business bank account: Wise Business, Revolut Business.

Phase 3: Branding & Identity

1. Create a professional logo and brand identity. 2. Build a simple but credible website with: - About Us - Services - Contact - Blog/Resources 3. Set up LinkedIn company page + optimize founder profile. 4. Create a marketing brochure PDF.

Phase 4: Building a Prospect Database

1. Use LinkedIn Sales Navigator for filtered searches by sector, size, and role. 2. Contact UK Chambers of Commerce. 3. Explore UK government export databases (great.gov.uk). 4. Attend UK–Saudi trade events (SBJBC, Vision 2030 events). Goal: Build a 300–500 company prospect list.

Phase 5: Marketing & Outreach

1. Cold Email template: Subject: "Saudi Arabia: Your Next Big Market – Let's Talk" - Short intro - Market opportunity stat - Invite for a 15-min call 2. LinkedIn outreach: Connect + short value message. 3. Post weekly LinkedIn content (stats, success stories, sector insights). 4. Host webinars: "How UK Companies Can Expand to Saudi Arabia in 2025".

Phase 6: Sales Closing

1. Conduct Zoom/Teams meetings. 2. Use a 6-slide pitch deck: 1. Who we are 2. Saudi market opportunity 3. Services offered 4. Process 5. Case study 6. Pricing & next steps 3. Offer a free mini market entry plan.

Phase 7: Post-Sale & Reputation Building

1. Collect client testimonials. 2. Offer referral discounts or bonus services. 3. Share success stories across website and LinkedIn.

Appendices

- SIC Codes list. - Example service agreement outline. - Timeline checklist for implementation. -

Useful links: * AstroLabs – <https://astrolabs.com/> * SBJBC – <https://www.sbjbc.org/> *

Great.gov.uk – <https://www.great.gov.uk/markets/saudi-arabia/> * Hawksford –

<https://www.hawksford.com/> * Healy Consultants –

<https://www.healyconsultants.com/saudi-arabia-company-registration/>