

LUKAS KREJCA

# Czech Trade Webinar

7 Tips For Entering The Saudi Market

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# Quick Introduction

- Based out of Dubai, Lukas have worked in the Middle East since 2015
- Worked on projects with largest public and private entities in Saudi: TDF, TFA, RCU, MCIT, PepsiCo, Meta...
- 5 years with AstroLabs - 1,500+ expanded companies to Saudi Arabia and UAE
- Current: Growth consultant for companies coming and scaling in the region



# 7 Tips For Entering The Saudi Market

**Saudi Rewards Long-Term  
Commitment**

**Build Local Relationships Early**

**Develop a Pipeline Before You Arrive**

**Focus on projects linked to intl  
events**

**Expect Setup to Take 3–6 Months**

**Complete Licensing & Compliance  
Fully**

**Prepare Your Operations for Local  
Delivery**

# Saudi Rewards Long-Term Commitment

- Companies with local presence or on-ground leadership grow faster than “flying in visitors”
- The market favors those who embed locally, not just “test” it

**“81% of successful companies deepened presence over time” - AstroLabs Saudi Success Index Report**





# Build Local Relationships Early

- Personal relationships are crucial for business - and they don't get built over Zoom calls
- Events, exhibitions and conferences are a great way in



# Develop a Pipeline Before You Arrive

- Use partners, VCs, and advisors to generate leads before setup
- Launch marketing and brand visibility campaigns early

“46% secured deals pre-setup; 70% say brand trust is key”



# Focus on projects linked to intl events

- While internal projects (Jeddah tower) might face delays or changes in scope, those linked to international events (FIFA 2034, Expo 2030, Asia Winter Games at Trojena...) are moving faster



# Expect Setup to Take 3–6 Months\*

- The setup involves 20+ steps across 10+ ministries
- Key milestones: MISA, CR, GOSI, MoL, VAT, bank, portals
- Despite what you will hear from official channels, it's very hard to complete the setup on your own
- Average cost for 1st year of operations: \$30k-\$40k (650,000 - 1,000,000 CZK)

\*Inshallah





# Complete Licensing & Compliance Fully

- Don't stop at partial setup — full registration unlocks clients, tenders, and banking
  - MISA license (CR) is not enough to be fully operational
  - You might not be able to bid on public tenders, hire or open bank account



# Aim To Localize Your Operations

- Details that matter:
  - Saudi Bank Account (be mindful of WHT)
  - Saudi Phone Number
  - Saudi frontline personnel (especially for gov clients)



# Let's summarize

Show that  
you're  
serious

Local Presence  
In person relationships  
Long term  
commitments

Doing things  
right from  
the  
beginning  
benefits long  
term

Full setup vs hacking it

Expect  
things might  
take time

Using reliable partners  
is faster than trying to  
DIY everything  
(but costly)

# How I can help

Dubai or Saudi?

Questions specific to your business?

Insights on the key market players in your segment?

Specific regulations you need to follow with your industry?

**Benefit from my 10 years in the region and hundreds of success & horror stories I've witnessed.**

## Market Discovery Package

Discovery Call (45-60 mins)

Market Research & Insights

Consultancy call (60 mins)

**\$997**

(3 spots left until June 15)



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# Thank you

Happy to answer any questions