



**AmCham**  
Saudi Arabia  
WOMEN IN BUSINESS

2023

*Sponsorship Opportunities*

CONNECT | GROW | PROSPER



## ABOUT AMCHAM SAUDI ARABIA

The American Chamber of Commerce (AmCham) Saudi Arabia serves as a platform for the American business community to connect, grow and prosper. We analyze and provide insights on policies and structural changes impacting American business interests through our eleven sector committees that represent established industries and emerging markets in Saudi Arabia. AmCham Saudi Arabia is a Kingdom-wide organization, with headquarters in Riyadh and active chapters in the Eastern Province and Jeddah. Our sponsors and members engage in leadership roles within our committees, participate in industry panels and policy forums, network at social events, and contribute to our monthly newsletters and social media platforms. AmCham Saudi Arabia is a registered nonprofit and NGO. All sponsorships and memberships are tax-deductible within the United States. AmCham Saudi Arabia serves our chapters, committees, and members, and looks forward to welcoming you to join us.

### VISION

To be the principal advocate for the American business community in Saudi Arabia.

### MISSION

To provide American companies the ability to connect, grow, and prosper.

*Connect | Grow | Prosper*  
SERVING THE AMERICAN BUSINESS COMMUNITY SINCE 1978.



## ABOUT THE WOMEN IN BUSINESS COMMITTEE

The Women in Business Committee (WIB) strives to empower women to prosper and succeed through setting the stage for effective dialogue that can further the development of a community towards growth and leadership. Through fostering strong relationships and setting the stage for more impactful conversation, we can cultivate change – together.

With the increased inclusion and advancement of women in the workplace in Saudi Arabia, the WIB Committee values bilateral engagement on issues important to women and aligned with Saudi Arabia's Vision 2030 development goals. The WIB Committee also recognizes the strategic importance that many AmCham members place on recruiting and advancing the careers of women in their businesses operating in the Kingdom.

### MISSION

Advancing women's leadership and career development in Saudi Arabia.



## WOMEN IN BUSINESS COMMITTEE

Launched in January 2020, the Women in Business Committee is formed under the American Chamber of Commerce in Saudi Arabia. With the increased inclusion and advancement of women in the workplace in Saudi Arabia, the WIB Committee values bilateral engagement on issues important to women and aligned with Saudi Arabia's Vision 2030 development goals. The WIB Committee also recognizes the strategic importance that many AmCham members place on recruiting and advancing the careers of women in their businesses operating in the Kingdom.



## STRATEGIC PRIORITIES

- Diversity and Inclusion: Develop strategies for supporting and increasing the number of women business leaders and professionals working in Saudi Arabia.
- Relationship Development: Establish relationships with other groups that promote women's leadership and engagement in Saudi Arabia
- Knowledge Transfer and Education: Engage in bilateral collaborations on issues important to Saudi Arabia's Vision 2030 development goals such as women's professional inclusion and career development.



**Jamila El-Dajani**  
Chair, Women in Business Committee

*"As we venture toward 2023 with a mission to empower women to prosper and succeed, we are keen to ensure effective dialogue and further the development of a community towards growth and leadership. With new initiatives and tougher conversations on the horizon, we can cultivate change.*

*We are a committee that does not settle for the status quo; instead we foster access and set high standards in all that we do as we work to achieve our mission. We truly look forward to future collaborations in growing and supporting our female network, providing accessibility and engaging women as key business resources within the local economy.*

*Zeroing in on issues important to women, in alignment with Saudi Arabia's Vision 2030 development goals, this is a preview of what it looks like to be women who build community.*

*Let 2023 be a year we co-create, innovate, and take women's leadership to new heights!"*

# CHAMPIONING SUCCESS

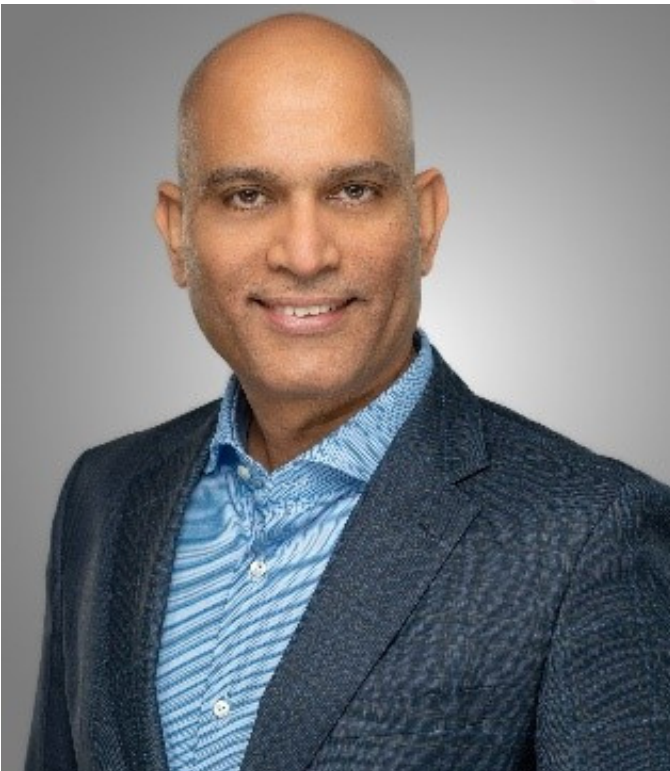


Lynne Fleifel, VP of Sustainability & Diversity,  
Olayan Saudi Holding Company



OLAYAN®

*"At Olayan, we are committed to actively cultivating opportunities for women in all the sectors in which we operate and across all managerial levels. We have a strong belief in women's potential and capacity as valued members and contributors to the economy. Yesterday it was about creating employment opportunities, and today it is about enabling their pipeline to advance professionally into leadership roles. Olayan is a proud sponsor of AmCham's Women in Business committee, which focuses on advancing women's leadership and careers in line with Vision 2030."*



Aamer Alshaikh, CEO,  
PepsiCo Middle East Business Unit



PEPSICO

*"Working in partnership with AmCham to drive women empowerment in the Kingdom has enabled us to create pioneering platforms in the region that drives our inclusivity and diversity agenda."*

*"We are proud of the growth made and aim to continue innovating the industry, allowing women to prosper at their full potential. Together, we can bridge gaps in the market, and empower Saudi women to lead thriving careers, while establishing new platforms for them to flourish within their respective fields."*

*"Together, we are able to solidify the bridge connecting the American and Saudi Arabian communities, to continue exchanging cultures, ideas, and resources for the greater good."*

# 2022 EVENT HIGHLIGHTS



In 2022, the Women in Business Committee collaborated with various partners such as the Atlantic Council, Learn & Evolve and local Family Business leaders to bring impactful programming to life. Initiatives such as the Diwaniya, Mentorship Program, and WIN Fellowship workshops were programs that supported female entrepreneurs and women in business to navigate obstacles towards achieving success.

# SPONSORING THE WOMEN IN BUSINESS COMMITTEE



*The American Chamber of Commerce in Saudi Arabia offers Committee and Event Sponsorship opportunities whereby companies and organizations can support the business community in a way that is targeted and bespoke. Industry-specific committees are responsible for curating event programming and networking opportunities that reflect the increasing diversification efforts in Saudi Arabia. By being a Committee Sponsor, companies align with the efforts of AmCham Saudi Arabia as an accredited AmCham Affiliate of the U.S. Chamber of Commerce. Our Committee Sponsorship package allows companies to identify a sector they want to champion and to be part of an organization that unites businesspeople of the United States and host countries to come together and promote their mutual interests.*

## WIB COMMITTEE SPONSORSHIP DELIVERABLES

\$10,000 USD

Recognition remarks at the beginning of events	<input checked="" type="checkbox"/>
Recognition remarks at the Annual Gala and Annual General Membership Meeting	<input checked="" type="checkbox"/>
Company logo on any marketing collateral designated as a committee event	<input checked="" type="checkbox"/>
Right of first refusal of event sponsorship	<input checked="" type="checkbox"/>
Content Co-Creation	<input checked="" type="checkbox"/>
Social Media content highlighting establishment of relationship and coverage of events	<input checked="" type="checkbox"/>
The right to participate in Committee meetings	<input checked="" type="checkbox"/>
Guaranteed space in mentorship program	<input checked="" type="checkbox"/>

*Committee Sponsorships are non-exclusive*



# BUILDING THE PIPELINE TO SUCCESS

In 2021, Saudi Arabia was named the most improved economy for gender equality, reaffirming the impact of women in the development of the Kingdom's development strategy. To that end, AmCham Saudi Arabia Women in Business Committee is excited to increase our efforts in 2023 to ensure women are provided with the tools necessary for success as they advance into decision-making positions. By focusing on mentorship and sponsorship, our initiatives are dedicated to bridging the gender, generational, and cultural gap between current leaders and high achieving women who aspire for vertical growth.

Aligned with the strategic priorities of the WIB Committee and continuing the momentum of 2022, our 2023 programming enables U.S. and Saudi participants to leverage shared experiences and insights to transform their careers. Continuing the IGNITE series as well as other programming, this year will join business leaders with high potential candidates to forge relationships, share knowledge, and develop partnership opportunities via workshops, programming, and networking sessions. Organizations interested in co-creating these initiatives can become sponsors of our committee. Programming is offered as limited in-person events, which are complimentary for attendees. As a committee sponsor, contributions go toward the venue, catering, planning and preparation of the event.

## 2023 PROGRAMMING



**Social Events:** Extracurricular activities for the committee that includes setting up networking opportunities and coordinating outings.

**Diwaniya Meetings:** One Diwaniya per region per year, this exclusive event is designed to facilitate dialogue amongst industry leaders on what challenges are being faced in the workplace and how they can be addressed.

**Mentorship Program:** In partnership with Ken Blanchard Companies, this diverse program offers participants training on situational leadership, building trust, and coaching essentials to building successful mentor-mentee relationships that facilitate guidance towards success.

**Atlantic Council Empower ME - WIn Fellowship Program:** On the ground partnership to enable networking amongst fellows and the members of the women in business committee.

**Internship Program:** A program designed for experiential learning through American work culture that integrates knowledge and theory learned in the local classroom with practical application and skills development in a professional setting.

*Programming subject to change*

<https://www.worldbank.org/en/news/press-release/24/10/2019/doing-business-2020-saudi-arabia-accelerated-business-climate-reforms-joins-ranks-of-10-most-improved>



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WOMEN IN BUSINESS

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