

January 24, 2016

H.E. Mr. Fikret Özer

Consulate General of Turkey  
Jeddah, Saudi Arabia

Your Excellency.

Under the Patronage of the Adviser to the Custodian of the Two Holy Mosques King Salman bin Abdul Aziz and the Governor of Makkah Province, HRH Prince Khalid Al-Faisal, the Jeddah Chamber has the pleasure to invite you to the 15<sup>th</sup> Edition of the Jeddah Economic Forum (JEF2016) which will take place from 1 to 3 March 2016 in Jeddah Hilton Hotel - Saudi Arabia.

JEF has been held annually since 1999, and has become the Middle East's leading strategic forum focusing on regional and international economic and social issues. JEF has reached an unparalleled status in its short time of existence, drawing in more than 2,000 delegates annually from diverse backgrounds, including royalty, current and former heads of state, ministers, industry leaders, CEOs, entrepreneurs, academics and media representatives from over 160 countries.

The theme for JEF 2016 is "Public Private Partnerships: Collaboration for Impact"

JEF this year will collaborate with its strategic Partner the Ministry of Planning and Economy with the assistance of both INSEAD Business School and The Entrepreneur Organization (EO), to focus on public private partnerships (PPP) with a view to privatization in the Kingdom of Saudi Arabia.

Historically an oil-based economy, the Kingdom now seeks to diversify, and is keen on involving private stakeholders. Such a shift introduces lucrative commercial possibilities, but it also presents potential challenges. Bringing together high ranking government officials, international businesses, policy makers and global experts, this event is a unique forum to discuss and debate solutions to overcome these challenges, explore business opportunities, and assess economic benefits offered by the evolving landscape of the Kingdom. It will also be a platform for many different government institutions to present their privatization strategy and showcase all available opportunities.

It is highly appreciated if you can kindly deliver a message about this forum to the business community and help JC in brining top professionals to attend and have the opportunity to speak at the forum. The JC will provide these businessmen their full support throughout the entire period.

We will be looking forward to see you in JEF 2016.

If your Excellency needs any assistance, our team would be delighted to discuss further details with you At (+966) 12-6510869 Ex: 101 or 102 or [jef1@jef2016.com](mailto:jef1@jef2016.com).

Thanks & best regards,

Chairman of the Board  
Saleh Bin Abdullah Kamel

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