

July - September 2021

# Moan Grocers Association Quarter 3 Updates

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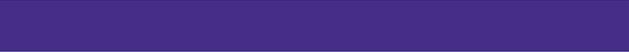
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## Our members:



# Introduction:



Mo'an Association works to help pave the way for the grocery industry in the Kingdom to set a new standard for excellence. The association aims to improve the work environment in the sector, help bridge the gap between the public, private and third sectors, and improve overall conditions in the industry.

These ongoing efforts are the key to achieving the association's vision and goals, and we are confident that the sector will continue to burgeon and grow in line with the goals of Vision 2030.

## Report's Objective



This report covers the events and successes that the Mo'an association has carried out over the course of the past quarter, i.e. the period between July and September of 2021.

Over the course of this quarter, the association saw significant progress in furthering its ambitions, namely by uniting the public and private sector in a series of meetings, which laid the groundwork for future collaboration that will help the association further its goals.



# Overview

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In the third quarter of 2021, Mo'an association began working to strengthen relations between the public and private sectors, standing “shoulder to shoulder” with the association’s founding members. The association aimed to address the legislative and commercial challenges faced by those in the industry with the aim of addressing them and offering solutions.

Mo'an’s focus lay in two primary areas:

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Public Policy Advocacy



Grocers Community Building

# Public Policy Advocacy Updates:

## 04 Muraja'a sessions with Industry experts to review policies and frameworks

- Commercial Signs framework and legislation.
- Frameworks of grocery stores and supermarkets.
- Commercial Names Policy.
- Commercial Registration Policy.



## 15 Advocacy Ministerial and public sector meetings in representation of the sector's legislative and business growth priorities and opportunities.

- Vice President of the Bureau of Experts at the Council of Ministers.
- CEO of the Saudi Food and Drug Authority (SFDA) and his team.
- Communications and Information Technology Commission (CITC).
- Deputy Minister of Economic and Investment Research at the Ministry of Investment (MISA).
- Deputy of Digital Transformation at Ministry of Municipal, Rural, and Housing Affairs (MoMRA).
- Deputy Minister of Strategic Affairs and Vision Realization at the Ministry of Human Resources and Social Development.
- Deputy Minister of Commercial and Investment Affairs at the Ministry of Commerce
- Governor of the Zakat, Tax and Customs Authority (ZATCA).
- Governor of the General Authority for Civil Aviation (GACA).
- Economic Cities and Special Zones Authority (ECZA) team.
- National Transformation Program team.

### Most notable meetings:

- Introductory meeting with the Deputy of Labor Affairs at the Ministry of Human Resources and Social Development (MHRSD) to present the association and discuss collaboration opportunities. The meeting focused on clarifying visa requirements and regulations for expat visas, in addition to the QEWA portal.
- Alignment meeting with the National Competitiveness Center (NCC) after sharing the sectoral challenges list for the grocery industry and discussing next steps and the actions to be taken by both parties.
- Exploring investment opportunities with the Governor of Riyadh and his team. With the aim of increasing the growth of the grocery sector with Riyadh's growth and demand, this meeting focused on sharing upcoming investment opportunities with the sector.



# Community Building Updates:

01

new member joining the association “Food House Company” after which an IDI session (In-Depth Interview) was conducted to collect their challenges that relates to the industry.

01

Ministerial workshop hosted by the Ministry of Human Resources and Social Development (MHRSD) to discuss regulatory adjustment requirements, specifically on employee contracts, following the new regulations of not closing stores during prayer times.

05

Partner private company meetings were held between the Association and the following private companies to discuss the collaboration opportunities between the two entities:

- USDA promoting American food products in the Saudi market.
- Saudization initiatives studies in the grocery sector.
- Tawteen Program alignment and coordination.
- Collaboration opportunities of operating and Saudizing grocery stores.
- Organizing some grocery industry-related national competitions and reward events.

02

Government initiative meetings to activate the association’s efforts in supporting the sector’s growth:

- Discussing opportunities to support local content.
- Discussing potential future collaborations on projects related to grocery and other service initiatives.

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Mo'an ,towards a growing and contributing Saudi Grocery sector...

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