

## **JCCME and Saudi Arabia's MWAN Co-Hosted Workshop to Promote Japanese Firms' Entry into Saudi Waste Management Market**

November 29, 2024

Japan Cooperation Center for the Middle East (JCCME)

On November 26, 2024, JCCME, in collaboration with the Saudi Arabia's National Center for Waste Management (MWAN), hosted a workshop in Riyadh. MWAN oversees the development of the country's waste management systems by formulating a comprehensive master plan and establishing an information management system.

The workshop featured Dr. Muhammad Bin Suleiman Al-Asem, Vice President of Planning and Development at MWAN, alongside 12 representatives from the organization, and welcomed 25 participants from 13 Japanese firms. The event provided a valuable platform for participating Japanese companies to gain deeper insights into Saudi Arabia's upcoming strategic plans in the waste management sector.

At the beginning of the event, H.E. Mr. Morino Yasunari, Ambassador Extraordinary and Plenipotentiary of Japan to the Kingdom of Saudi Arabia and Dr. Muhammad Bin Suleiman Al-Asem, delivered opening remarks. Miyauchi Yoshitaka, KSA Chief Representative at JCCME, expressed gratitude for MWAN's significant contribution to the workshop and presented a certificate of appreciation.



Mr. Morino Yasunari



Dr. Muhammad Bin Suleiman Al-Asem



Appreciation to MWAN from JCCME



Eng. Sulaiman AlAmro

Following the introduction and remarks, Eng. Sulaiman AlAmro, Sector Planning Director at MWAN gave a keynote speech titled “THE TRANSFORMATION JOURNEY OF WASTE MANAGEMENT IN THE KINGDOM OF SAUDI ARABIA” which outlined the strategic master plan and investment opportunities in Saudi Arabia’s waste management sector.

During the subsequent Q&A dialogue, participants actively exchanged their ideas on future business prospects and technologies, fostering opportunities for proactive investments.

The event concluded with closing remarks by Eng. Sulaiman AlAmro.



Q&A Session (1)



Q&A Session (2)





Reception (1)



Reception (2)



All Distinguished Guests and Workshop Participants

The reception following the seminar facilitated further active exchanges of ideas between participants from MWAN and Japanese companies, strengthening their close communications.

JCCME remains committed to promoting Japanese companies' investments and market entry into Saudi Arabia, with continued support from key Saudi organizations such as MWAN.

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