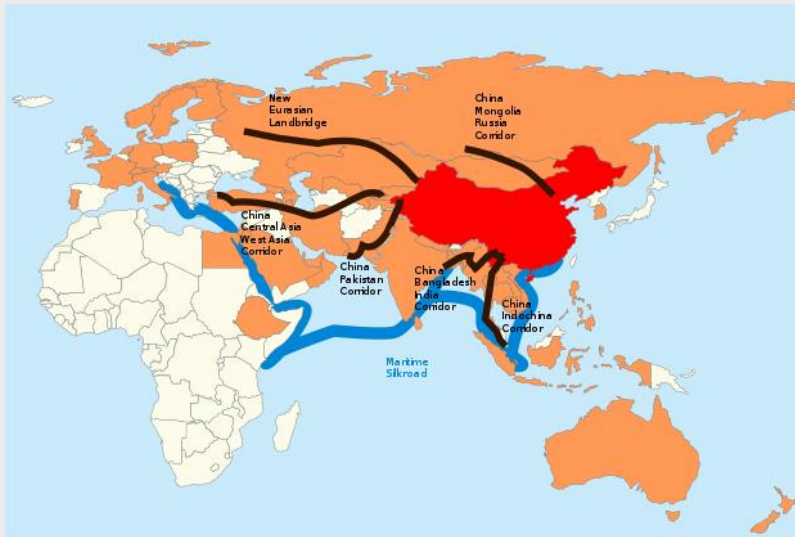


A world map showing the Belt and Road Initiative routes. The map is color-coded: China is red, and other landmasses are brown. Black lines represent land routes, and blue lines represent maritime routes. Labels include 'New Eurasian Landbridge', 'China Mongolia Russia Corridor', 'China Central Asia West Asia Corridor', 'China Pakistan Corridor', 'China Bangladesh India Corridor', 'China Indonesia Corridor', and 'Maritime Silk Road'.

The Belt and Road Initiative via Middle East

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- Socio Economic landscape in Middle East & Africa
- Logistics development and connections to China
- Key to success in MEA region



Socio- Economic Landscape

GCC + Africa Developments benefiting China

- KSA : Core cultural changes in next 3-5 years
- UAE as a hub for Africa development
- QATAR : Political uncertainties
- Kuwait : Bi Lateral discussions on Security with China
- Oman : Transport corridor and Etihad rail
- Africa : China's political influence in East Africa
- China's investments in Pakistan (Gwadar Port and Free zone) for oil from Middle East

Logistics Developments and connections to China

Middle East

1. China's focus on Africa and GCC development via Dubai as a hub for Logistics and finance
 1. Belt & Road station in Dubai for YIWU market
 2. 22% in crease in DP World activities for Africa and 90% of the goods are Chinese products
2. China's direct and indirect focus on Saudi market opportunities
 1. Automotive industry : Chinese brands are picking up sales.
 2. Renewable energy industry and logistics
 3. Infrastructure development
3. Chinese e-commerce companies penetrating Middle East and African markets via Dubai as a hub

Africa

1. Chinese manufacturing in Ethiopia is picking up : High tech & Electronics
2. Chinese supplies to the garment manufacturing industry in East Africa and Sub Sahara
3. Infrastructure development in Kenya , Tanzania and Zimbabwe are examples
4. African exports of natural resources from central Africa back to China has been a challenge



Keys to success ...

- Understanding the culture of each region
 - Eg: Ecommerce last mile delivery patterns
- Building a sustainable supply chain to these regions
 - Eg: Cost of material supply chain to East Africa for garment manufacturing industry
- Self disciplined quality and compliance of products and services
 - Eg : Certificate of Conformity (CoC)
 - Eg: MSDS for electronics ex China
 - Eg : Ethical destruction of Chinese ecommerce returns



Actions in the Belt and Road Initiative
with Innovation and Technology
貢獻大灣區創新科研
實踐多元化一帶一路



Thank you

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