

THURSDAY, JUNE 16, 2022 14:30 TO 18:00

**14:30 - 15:00 REGISTRATION, COFFEE & NETWORKING**

**15:00 - 15:05 OPENING REMARKS**

MR BANDAR REDA



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SECRETARY GENERAL & CEO OF ABCC

Mr Bandar Ali Reda joined the Arab British Chamber of Commerce, on 1st March 2019, as Secretary General and CEO, becoming the fourth person to lead the Chamber since its foundation almost five decades ago.

As CEO, Mr Reda contributes his expertise by drawing on his wealth of experience as a diplomat and extensive time spent in the private sector to ensure the Chamber moves to the next level.

Mr Reda has a distinguished professional career of more than a decade in banking and corporate industry at SABB HSBC Saudi Arabia, prior to senior positions in the diplomatic service of his country, the Kingdom of Saudi Arabia, where he served as Commercial

Attaché in the UK & Europe, based in London, and in Italy and as part of the Saudi delegation to the Bureau International des Expositions (BIE) in Paris.

Mr Reda holds a BA in Economics and Business Administration from Orlando, USA. He has been an Executive Member of the Saudi-Italian Business Council, the Council of Saudi Chambers; a Member of the Business Youth Committee, Jeddah Chamber of Commerce; a Member of the Saudi Economy Association; and a Member of the Saudi Arabian legal accountants. Mr Reda has demonstrated his experience and abilities in his roles in both public and private sectors.

Since taking up his post, Mr Reda has successfully steered the Chamber throughout the difficult months of the pandemic and lockdown, a period which presented unprecedented challenges for international trade and the business community. Under Mr Bandar Reda's guidance and leadership, the Chamber not only continued all its activities uninterrupted but extended its services during this period and has reinforced its reputation as the leading strategic business services organisation in the UK dedicated to strengthening Arab-British trade and building closer business co-operation.

**[MORE INFORMATION ABOUT SPEAKER](#)**

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**15:05 - 15:10 CHAIRMAN'S REMARKS**

**15:10 - 16:45 PRESENTATIONS**

**16:45 - 17:00 Q&A SESSION**

**17:00 - 18:00 NETWORKING**