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## Vision 2030 enables new business opportunities in Saudi Arabia

by Sophie Rüter



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The Saudi Vision 2030 economic diversification plan introduced in April 2016 by H.R.H. Crown Prince Mohammed bin Salman has received increased attention over the last few months, in particular since it has made profound progress in terms of its comprehensive privatisation programme, which marks one of the main themes of the vision. Ever since the Vision 2030 was launched, the kingdom has made great strides in moving away from its strong dependence on oil while driving it instead towards a diversified

non-oil dependent economy. Many initiatives and reform plans have been formulated and implemented in the first three years, whose pace has picked up greatly this year. Given that the initiatives have already led to solid progress, the future appears highly promising for both local and international investors.

One of the main reasons for Saudi Arabia's strong commitment to Vision 2030 was the increased vulnerability of its oil revenues, as

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