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Director General, Institute of Export & International Trade



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Kuwait overview

Strategically situated at the northwest corner of the Arabian (Persian) Gulf, the State of Kuwait is a small, stable and prosperous country in what is sometimes a difficult neighbourhood.

Kuwait's economy is built almost entirely on oil production and the revenue from the investment of its oil profits overseas. This makes Kuwait a very wealthy country and allows the government to offer many benefits to its citizens.

Companies who invest in Kuwait benefit from 100% foreign ownership, ten-year tax breaks, and exemption from tax and custom duties on imports required for the purposes of direct investment.

The export of services is a growing area, particularly in consultancy and financial services transactions. Kuwait is an important partner and longstanding friend to the UK. The Kuwaitis genuinely value the bilateral relationship – many consider the UK their second home. Kuwait is one of the single largest investors in the UK with around £100 billion of official funds invested through the City of London.

Strengths of the Kuwaiti market include the country's stable regime, strategic location in close proximity to other Gulf markets, friendly living environment for foreigners, moderate business costs and the Kuwaiti Dinar is the highest-valued currency unit in the world.

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**Welcome from Lesley Batchelor OBE,
FIEEx (Grad) – Director General,
Institute of Export & International Trade**

In this latest Doing Business Guide we look at one of the UK's closest trading partners in the Gulf Region in Kuwait. Though it isn't the largest country, with a population of around 4.4 million, it is one of the richest – in fact it's the fifth richest in the world when measured by GDP per head.

Part of the Gulf Cooperation Council (GCC) and neighbouring Saudi Arabia, Iraq and Iran, it also has a key strategic location, and there are already over 100 UK companies over there – including Shell, BP, Boots, PwC and Grant Thornton. Bilateral trade between the UK and Kuwait doubled between 2013 and 2015 to £4 billion and with no tax on personal income, a growing diversification in the Kuwaiti economy, and English widely spoken, there's no reason why this can't increase further.

There is obvious strength in the oil and gas sector, while the UK's main goods exports to Kuwait include vehicles, pharmaceuticals, clothing, electrical machinery and mechanical appliances. The services sector is growing with many emerging opportunities for the UK's consultancy and financial services.

UK trade with Kuwait has been shaped by the EU-GCC Cooperation Agreement with a new dialogue on trade and investment launched between the blocs in May 2017. The GCC has its own customs union and Kuwait will soon follow Saudi Arabia and the United Arab Emirates in adopting VAT before 2019 as part of the 'Unified Agreement for Value Added Tax of the Cooperation Council for the Arab States of the Gulf' signed in 2017.

Other strengths in the market are the strength of the Kuwaiti Dinar, its friendly atmosphere, stable regime and moderate business costs. However, Kuwait only ranks mid-table in the World Bank's Doing Business Rankings at 96 so beware that there are indeed challenges to be overcome when doing business there. There are restrictions on company ownership for non-GCC nationals, it is extremely hot, decision-making can be slow, and finding the right partners is vital.

Kuwaitis value patience and do not appreciate a hard sell. You'll have to work your way up before reaching a decision-maker and any display of impatience will cost you the opportunity in any case. Also, though English is widely spoken, Arabic is the official language of Kuwait and all contracts are written in it. Where there is both an English and Arabic version of the contract, the Arabic version will be the one that is followed, so make sure you get a good translator! With any country there are challenges, and we at the Institute are always available to offer support and guidance on entering new markets such as Kuwait. We wish you the best of luck exporting to Kuwait and get in touch if you'd like any help!

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

www.export.org.uk



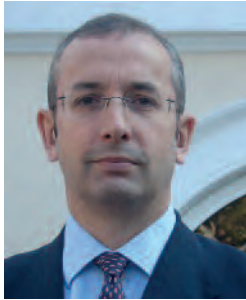
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Foreword from Michael Davenport MBE, British Ambassador to Kuwait

I am delighted to welcome you to this guide on doing business in Kuwait. The Institute of Export & International Trade is supporting the work of the Department for International Trade team at the British Embassy Kuwait to promote the local market and help find opportunities for UK companies.

Britain's enduring relationship with Kuwait goes back some 250 years. Next year marks 120 years since we signed a Treaty of Friendship. Many Kuwaitis regard the UK as their second home, some 5,000 further their education in the UK each year and large numbers seek medical treatment at British hospitals. More than 8,000 British nationals have made Kuwait their home, working in a variety of sectors, including teaching and oil and gas. As Kuwait works to achieve its 2035 National Vision, we are seeing many opportunities for British and Kuwaiti firms to collaborate. Opportunities exist in oil and gas, infrastructure, healthcare, education, IT and the marine environment.

I am confident that my team on the ground can join the IOE&IT in helping you develop your business in Kuwait. This is a complex market with a unique business culture that requires patience and where relationships are the key to success.

Michael Davenport MBE

British Ambassador to Kuwait

<https://www.gov.uk/world/organisations/british-embassy-kuwait>

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driven by you



Department for International Trade

Introduction from Simon Williams, Director – Department for International Trade Kuwait

The DIT Kuwait team provides a one stop shop for all UK companies whether you are a first time or experienced exporter. Through the DIT's Overseas Market Information Service (OMIS) we provide market access support, country and sector specific business advice as well as targeted in country programmes for those companies export ready.

UK exports of goods are up year on year and are worth around £1 billion. Our service sector is doing equally well. Shell, BP, Wood and Petrofac are all present doing significant business. UK retail brands can be found in all the major malls in Kuwait and our service companies and consultancies, like Mott MacDonald and Foster and Partners, are reshaping Kuwait's infrastructure with a new port, airport and hospital builds.

The team and I are committed to facilitating your business in Kuwait and we look forward to hearing from you.

Simon Williams

Director – Department for International Trade Kuwait

<https://www.gov.uk/world/organisations/department-for-international-trade-kuwait>



HM Government



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DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

General enquiry number: +44 (0) 207 215 5000
Department for International Trade
3 Whitehall Place
London
SW1A 2AW
United Kingdom

Email: enquiries@trade.gsi.gov.uk



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- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to the Department for International Trade (DIT) support services.

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Kuwait Guide** is to provide you with basic knowledge about Kuwait; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Kuwait. Full contact details are available in this guide.

To help your business succeed in Kuwait we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- website: www.Kuwait.DoingBusinessGuide.co.uk
- a 'free' downloadable 'mobile device-friendly' app
- this full colour hard-copy brochure
- PDF download/e-flipbook (available on the guide website)

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KUWAIT

Strategically situated at the northwest corner of the Arabian (Persian) Gulf, the State of Kuwait is a small, stable and prosperous country. With about 10% of the world's oil reserves, Kuwait's economy is built almost entirely on oil production and the revenue from the investment of its oil profits overseas.

Kuwait City Skyline





Why Kuwait?

Summary

Area:

17,818 km²

Population:

4.4 million

Urban population:

98.4%

Population density:

227.4 people per km²

Population growth rate:

2.8% change

Capital city:

Kuwait City

Official language:

Arabic

Currency:

Kuwaiti Dinar (KD)

Nominal GDP:

US \$120.4 billion

Real annual GDP growth:

-2.5%

GDP per capita:

US \$27,318.5

Annual inflation rate:

1.5%

Unemployment rate:

1.1%

General government gross debt:

20.6% of GDP

Fiscal balance:

4.0% of GDP

Current account balance:

2.0% of GDP/US \$2.4 billion

Exports of goods to UK:

£669 million

Imports of goods from UK:

£528 million

*[Source – mostly FCO Economics Unit,
May 2018]*



General overview

Kuwait, one of the world's smallest countries by land area, but one of the richest by GDP per capita, has a wealth of opportunities for UK companies to explore. Historically a major trading centre with the ports of India, East Africa and the Red Sea, Kuwait developed rapidly after the discovery of oil in 1937. A British Protectorate from 1899 until it gained independence in 1961, Kuwait enjoys a special and enduring relationship with the UK. It has plans to develop under the National Development Plan and the oil wealth to implement major infrastructure projects.

Strategically situated at the northwest corner of the Arabian (Persian) Gulf, the State of Kuwait is a small, stable and prosperous country in what is sometimes a difficult neighbourhood. With about 10% of the world's oil reserves, Kuwait was part of the OPEC deal in November 2017 which cut oil production by 1.8 million barrels per day (bpd) following a sharp drop in oil prices. Kuwait's economy is built almost entirely on oil production and the revenue from the investment of its oil profits overseas. This makes Kuwait a very wealthy country and allows the government to offer many benefits to its citizens, including generous provision for housing, education and healthcare. However, recent policies are now moving towards lifting subsidies off fuel, water and electricity.

Companies who invest in Kuwait benefit from 100% foreign ownership, ten-year tax breaks, and exemption from tax and custom duties on imports required for the purposes of direct investment.

The most recent sources put the population of Kuwait at 4.4 million, of which only around 1.5 million are Kuwaiti nationals, with large minorities of migrant workers from all over the globe; there is a current debate between parliament and cabinet on what they are calling a 'demographic imbalance'.

The British expatriate community numbers about 8,000. Kuwait is an important partner and longstanding friend to the UK. The Kuwaitis genuinely value the bilateral relationship – many consider the UK their second home.

*[Source – FCO Overseas Business Risk/gov.uk/
FCO Economics Unit, May 2018]*

Geography

Strategically situated at the northwest corner of the Arabian (Persian) Gulf, the small State of Kuwait lies between latitudes 28° and 31° N, and longitudes 46° and 49° E and shares borders with Iraq and Saudi Arabia.

Virtually all of the country is low-lying, sandy desert – part of the Arabian Desert – with only 0.6% considered arable. There are nine islands, only one of which is inhabited, and the capital city of Kuwait City is located on Kuwait Bay, a natural deep-water harbour.

Kuwait can experience dramatic sandstorms in early summer, and some of the hottest temperatures on Earth, reaching over 50°C.

Government overview

Political situation

Kuwait's political system is a hybrid of hereditary monarchy and democracy. The Head of State is His Highness (HH) the Amir, Sheikh Sabah Al Ahmed Al Jaber Al Sabah. HH Sheikh Sabah Al Ahmed has been in power since 2006. The Amir appoints a Prime Minister, currently Sheikh Jaber Al Mubarak Al Sabah, who in turn appoints a cabinet.

Kuwait's fifty-member unicameral legislature, the National Assembly, is elected by universal suffrage (women gained the franchise in 2006 by Amiri Decree). The National Assembly has the power to propose laws, to interpolate ministers and even to remove them from office. However, Kuwait's parliament has been dissolved nine times in 40 years, five of them taking place between 2006-2016. The Amir reserves the right to dissolve the National Assembly and call for new elections, as long as he does not cite the same reason for doing so twice.

Tensions between the executive and the legislature have long been a feature of Kuwaiti politics; neither can effectively govern without reference to the other, but relations between the two have not always been smooth. However, 2013-16 was a period of relative co-operation and stability. Political parties have not been legalised in Kuwait, although informal political 'blocs' (liberal, Islamist, populist/tribal and Salafist) do exist.

Much of Kuwait's fast-moving and chaotic political scene has little impact on doing business in Kuwait. However, the frequent quarrelling (until 2013) between

governments and/or parliaments acted to slow decisions and the passing of budgets. Political disputes can affect big-ticket contracts and commercial agreements. Political bickering also slowed the implementation of Kuwait's previous multi-billion Dollar National Development Plan, and although signs suggest cautious optimism – it is too early to tell how easily the National Development Plan, which commenced in April 2015, will progress.

The most recent parliamentary elections took place on 26th November 2016, with a high voter turnout of 70% following the return of previously boycotting groups and the hike of fuel prices in September. The previous two parliaments (elected in February 2012 and December 2012) were dissolved by Kuwait's constitutional court, with the third dissolved by Amiri decree.

The Amir decreed a change in the electoral law, decreasing citizen votes from four votes to one, a move which was deemed by many to be aimed at undermining gains made by opposition (in particular Islamist and tribal) politicians during the previous elections and resulted in mass protests between 2012-2013. As a result opposition figures boycotted both subsequent elections, and returned in the November 2016 elections.

Islamists in particular remain under-represented. The current parliament is therefore both broadly based, with representation from most of the main groups, and currently with several opposition blocs. Opposition exists in Kuwait both within and outside of parliament, and some parliamentarians are looking to challenge the government at every opportunity. The history of political

infighting, stagnation and multiple elections mean that many Kuwaitis are still cautious of hoping for parliament and government to co-operate.

[Source – FCO Overseas Business Risk/gov.uk]

Business and human rights

Kuwait has a long history of democratic institutions, a proud tradition of freedom of speech, an independent judiciary and a free press, although concerns have been raised by human rights NGOs (non-governmental organisations) in the past about Kuwait's record on labour rights (e.g. domestic workers), human trafficking, and its treatment of the Bidoon (stateless) minority. However, a recent Human Rights Watch report places Kuwait top for labour rights across the Gulf Cooperation Council (GCC).

Whilst Kuwaitis benefit from generous public subsidy (which in recent months has seen threats of dwindling because of falling oil prices), are unionised and have the right to strike, this right is not extended to expatriate workers – who comprise the majority of the labour force in Kuwait, but can only become non-voting union members after working for five years. The International Labour Organization (ILO) have publicly criticised Kuwait for this stance.

Kuwait's latest labour law, passed in 2010, limits the work week to 48 hours, provides for a minimum of 15 days of leave per year (21 days after five years of service), and establishes a compensation scheme for industrial accidents. This is not always enforced however, particularly for unskilled workers (primarily from the Indian Subcontinent).

Domestic workers (who are primarily from the Philippines and South Asia) are formally excluded from this law, and can face real problems. Trafficking of domestic workers is an issue (the US State Department lists Kuwait as a Tier 3 country of concern), and the oversight and regulation of the controversial sponsorship (Kefala) system is weak.

The government recently enacted a new law that is yet to be implemented but will bring sponsorship under public sector institutions rather than private individuals. The new law involves new benefits for the workers, including an annual holiday of at least 30 days, nine months after the start of the job contract and a free air ticket at the end of the contract. It is intended to regulate the relationship between the employer and the employee and guarantee all rights of both parties.

The law permits the worker to postpone annual holidays for two years to increase allotted days off, and forces the employers to pay end-of-service benefits without any delay. However, even with the new laws, embassies of these labour-exporting countries operate shelters for maids running away from abusive employers – thousands do so each year. Kuwait has now opened the first government-operated shelter for these vulnerable women, and is the largest in the Gulf.

Kuwait has a large minority of stateless Bidoon (c112,000). These individuals are broken into two categories: one who has evidence of being in Kuwait since 1965, but did not apply for citizenship at the time due to coming from tribal or illiterate backgrounds, and others who claim Kuwaiti citizenship but have no documentation to prove this; both have not been granted it by the authorities. They are banned from protesting, and struggle to access employment, healthcare and education. Concerns about their situation are frequently raised by a number of human rights NGOs.

NGOs have also raised concerns about Kuwait's record on freedom of expression.

Whilst Kuwait has a strong culture of freedom and democracy, lèse majesté and blasphemy laws remain on the statute book. Recent years have seen prosecutions against both, in particular for comments made on social media, which can and has carried onerous jail terms.

On 14th January 2016, the Kuwaiti Government passed the electronic media law, a law that covers all forms of electronic media; including web-based news services, newspaper and television portals as well as commercial services. On the face of it, this seems like a relatively normal law which regulates the media landscape online in Kuwait. However, the law in itself is vague, leaving much room for misinterpretation.

Since the 26th June 2015 bombing of the Al-Sadiq Mosque, Kuwait has adopted several security measures. New laws

requiring all Kuwaiti citizens and residents to provide DNA samples to the authorities have also been introduced, and Human Rights Watch has claimed that the laws violate the right to personal privacy and should be promptly amended. Kuwait's National Assembly introduced the requirement as part of a new counter-terrorism law on 1st July 2015, just days after the Al-Sadiq Mosque bombing.

Kuwait is the only country to require nationwide compulsory DNA testing. In November 2016, the Amir gave instructions for this law to be revised, and it is currently under review.

The UK Government are aware of concerns of human rights groups regarding the implementation and implications of the new cyber-crimes and media laws but it is our early understanding that this legislation is focused on tackling those who seek to use the cyber environment for radicalisation and organised crime purposes. It remains to be seen whether the apparent ambiguity in the drafting of this legislation, which effectively puts in place a licensing regime for official/commercial websites, will also be used to erode freedom of speech.

Whilst Kuwaitis are no strangers to censorship of books and film on moral and religious grounds, Kuwait currently enjoys the most-free press in the Arab World (as recognised by Freedom House). The UK Government continue to monitor the implementation of media laws designed to regulate official websites and to tackle the extremist narrative.

[Source – FCO Overseas Business Risk/gov.uk]

Economic overview

In relative terms, Kuwait remained well protected from the global economic crisis. The conservative investment policies it has pursued since the 1990 invasion have protected it from major losses, as has the Sovereign Wealth Fund's diverse investment portfolio. In the short-term Kuwait's economic outlook is a little less rosy, with its first budget deficit in 15 years due to a significant and sustained fall in the price of oil. Kuwait's economic development since liberation in 1991 has lagged behind others in the region making it harder for it to regain its position as a regional financial, business and transport centre within the GCC.

Despite its strong macroeconomic indicators, Kuwait still faces challenges to improve its infrastructure, implement social welfare reform and diversify its economic base. Over 90% of Kuwait's revenue is generated by the state-owned oil sector, and the private sector is largely dependent on government spending and expatriate labour. The state's dominant economic role has led to a large public sector (which employs about 90% of the Kuwaiti labour force), and contributed to a relatively weak business environment, numerous subsidies and a dependence on oil revenues and government expenditure. Oil export revenue will continue to account for the bulk of export earnings (around 91%) in 2015-19. The secondary income account will continue to show a large deficit, as outward remittances from Kuwait's many foreign workers remain high at KD 5.4 billion.

The drop in oil prices has been a helpful impetus for change in Kuwait as government entities start focusing on economic reform. Officials have long been trying to address subsidy reform and high energy consumption, but faced parliamentary objection. Kuwait's large sovereign wealth fund, significant financial reserves, scope to borrow and negative net debt leaves Kuwait in a better position than its regional partners. There is a risk that cutting down spending now will have a detrimental impact on economic growth, but for the time being Kuwait is able to weather the storm. In September 2016, the cabinet implemented a decision to lift fuel subsidies and bring up the prices; this decision was made when parliament was not in session, leading to tensions and promises to question the cabinet until this ended with the dissolution of parliament, followed by the resignation of the cabinet.

In February 2015 the Kuwaiti Government approved a budget for the new five-year National Development Plan (NDP), with an estimated KD 34.5 billion (US \$118 billion) of spending focusing on both oil and non-oil sectors. The plan will depend on both pillars of the Kuwaiti economy; i.e. government capital expenditure hand-in-hand with increased private sector participation. Furthermore, oil sector spending is expected to expand in the coming years.

Such development projects have the potential to spur and stimulate the country's national economy to include wider aspects like housing, education, health, airports and ports, in addition to oil and infrastructure projects.

The targeted development projects are part of the state's drive to diversify national income sources, by means of promoting the private sector's investments and boosting the competitive edge of other sectors. It is hoped that the new plan will make more progress than its predecessors as pressure to complete much-needed infrastructure projects and ensure non-oil sector growth and diversification intensifies. The government has reaffirmed its commitment to deliver on development projects in spite of the oil price decline.

In addition to the five-year Kuwait Development Plan, Kuwait also developed what was dubbed the "New Kuwait 2035 Vision", which builds on the aforementioned plan. It aims to develop the country in five strategic goals: making it a financial hub, a leading hydrocarbon exporter and petro-chemical manufacturer, a lucrative venue for foreign investments, a pivot for knowledge transfer in renewable energy and information technology, and an enticing cultural centre in the region by the year 2035.

164 development projects have been identified, and its associated objectives are centred around seven pillars: economy, infrastructure, public administration, living environment, healthcare, human capital, and Kuwait's global position. In respect to Kuwait's global position, they have successfully secured a seat on the UN Security Council for 2018-19, and took on the GCC Presidency in January 2018.

UK consultants are involved in several areas of the development plans, and British companies are well placed to benefit. To support the NDP several key

pieces of economic legislation have also now been passed, which require Kuwait's public enterprises to meet international governance standards, enable the privatisation process to start, and provide new support to SME development. The momentum is being maintained thanks to a series of reforms that have improved the operating environment for foreign private sector companies and streamlined bureaucratic procedures. These changes have included the suspension of an offset programme, changes to the investment promotion authority and an overhaul of public-private partnership processes.

As part of its efforts to boost the country's competitiveness and increase the private sector's participation in the economy, the Kuwaiti Government has initiated an ambitious Public-Private Partnership (PPP) programme, which promotes collaboration between the public and private sectors to develop quality infrastructure and services for Kuwaiti citizens. The comprehensive programme contains well-defined legislative, governance and executive frameworks to help ensure the success of Kuwait's PPP initiatives.

This has reinvigorated the rebranded Kuwait Authority for Private Partnerships (KAPP), as evidenced in the number of projects it is now actively tendering. KAPP is currently in the process of initiating several high-impact projects in the power, water/wastewater, education, health, transportation, communications, real estate and solid waste management sectors, which were identified as key sectors for increasing economic diversification and private sector participation in Kuwait.

KAPP selects projects that advance Kuwait's key development goals. These include expanding private sector employment, improving the investment climate and competitiveness, diversifying the economy and improving government service provision. KAPP is committed to supporting the delivery of quality infrastructure and public services through partnerships between the Kuwaiti Government and private investors.

In March 2015 the Kuwaiti Government issued new executive by-laws for public-private partnerships, essentially kick-starting the long-awaited PPP scheme. Under the new by-laws KAPP will have more autonomy and authority. KAPP will be implementing public-private projects worth KD 8 billion (US \$27 billion) in line with the country's NDP.

[Source – FCO Overseas Business Risk/gov.uk]

The Gulf Region

The Gulf Region has enjoyed continued growth. This has been driven by rising public sector spending, especially on physical and social infrastructure, as well as buoyant private sector activity.

Kuwait's proximity to other Gulf markets acts as an entry route to other Gulf Cooperation Council (GCC) countries. See: <http://www.gcc-sg.org/en-us/Pages/default.aspx> for more information on the GCC.

Free trade agreements (FTAs)

Kuwait is a member of the World Trade Organization (WTO). A European Union (EU)-GCC Cooperation Agreement was signed in 1988 – see: http://trade.ec.europa.eu/doclib/docs/2008/september/tradoc_140300.pdf.

However, negotiations for a full free trade agreement between the EU and the six countries of the GCC were suspended by the GCC in 2008.

The GCC currently only has a few free trade agreements in place, including those with the Greater Arab Free Trade Area (GAFTA), the European Free Trade Area (EFTA) and Singapore. Discussions are continuing with several other countries such as India and the European Union (EU) once again.

You can find details of Kuwait's agreements on the Kuwait Chamber of Commerce & Industry website at: http://www.kuwait-chamber.org.kw/echamber/website/index.jsp?pageID=ws_cmssmenu.jsp&fromPublic=yes&language=en&rootMenu=152&menuID=152.

A UK-Kuwait Memorandum of Understanding (MoU) on co-operation in healthcare was signed in 2014: (<https://www.gov.uk/government/news/uk-and-kuwait-agree-closer-cooperation-on-health>). An MoU was also signed in 2010 to enhance co-operation and co-ordination in the field of security: (<https://www.gov.uk/government/news/uk-and-kuwait-sign-security-deal>).

[Source – DIT/gov.uk]

UK and Kuwait trade

The British expatriate community numbers about 8,000. Kuwait is an important partner and longstanding friend to the UK. The Kuwaitis genuinely value the bilateral relationship – many consider the UK their second home.

Over 100 UK companies, franchises and companies with agents are already operating in Kuwait. Examples include Shell, BP, PwC, Harvey Nichols, Boots, Amec, Atkins, Coffee Republic, Mulberry, Grant Thornton, Dundee University, Pitman Training, and Waitrose.

Main UK goods exports to Kuwait include:

- vehicles
- boilers, machinery and mechanical appliances
- electrical machinery
- pharmaceutical products
- optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus
- clothing
- natural or cultured pearls, precious or semi-precious stones, precious metals
- books, newspapers, pictures
- plastics and plastic products
- cereals, flour, starch or milk; pastry cooks' products

The export of services is a growing area, particularly in consultancy and financial services transactions. Kuwait is one of the single largest investors in the UK with around £100 billion of official funds invested through the City of London.

Incentives for UK businesses

Incentives for UK businesses exporting to Kuwait include:

- no taxation on personal income
- growing diversification within the Kuwaiti economy
- earmarked government investment of £71 billion on infrastructure projects
- Public-Private Partnership (PPP) approach for infrastructure projects
- English widely spoken

Strengths of the market

Strengths of the Kuwaiti market include:

- free trade zone
- stable regime
- strategic location in close proximity to other Gulf markets
- Kuwaiti Dinar is the highest-valued currency unit in the world
- friendly living environment for foreigners
- more than half of Kuwait nationals are under 25
- moderate business costs



[Source – DIT/FCO Overseas Business Risk/gov.uk]

Kuwait's competitiveness and transparency

- Kuwait ranks 96th (out of 190 countries) in the World Bank's 2018 Ease of Doing Business Index. See: <http://www.doingbusiness.org/data/exploreeconomies/kuwait>
- Kuwait ranks 52nd out of 137 in the World Economic Forum's 2017-18 Global Competitiveness Index. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/countryeconomy-profiles/#economy=KWT>
- Kuwait was ranked 85th out of 180 countries in Transparency International's latest Corruption Perceptions Index (the UK ranked 8th): http://www.transparency.org/news/feature/corruption_perceptions_index_2017

Contact a DIT export adviser at: <https://www.gov.uk/world/organisations/departments-for-international-trade-kuwait> #contact-us for a free consultation if you are interested in exporting to Kuwait.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Kuwait. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#kuwait>.

[Source – DIT/UKEF/gov.uk]



KUWAIT

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales.







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Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services> for further information.

The following details are a selection of additional support services for you:

Support from the Department for International Trade (DIT)

Business opportunities

If you are a UK-registered company you can benefit from a unique programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.contactus.trade.gov.uk/office-finder>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferential-rates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find a buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show off your company's experience and outstanding projects to give potential buyers more insight; get emails from international

buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.trade.gov.uk/> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Kuwait. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Kuwaiti customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects

- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Kuwait
- support to participate in trade fairs in Kuwait
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in Kuwait
- advice on forming international joint ventures and partnerships
- exploratory visits to Kuwait
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.gov.uk/world/organisations/department-for-international-trade-kuwait#contact-us> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already export, and have decided Kuwait is part of your business strategy, you are advised to contact the DIT team in Kuwait prior to your visit, to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-kuwait#contact-us> for more information and advice on opportunities for doing business in Kuwait.

Open to Export is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Sign up today to take your next steps in international trade

Register for free on www.opentoexport.com for updates on our content and webinars, and to start your Export Action Plan.

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They can provide a range of Kuwait-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Kuwait, or to promote your company and your products/services.

[Source – DIT/gov.uk]

Support from the Institute of Export & International Trade

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question, and learn from each other. Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]

KUWAIT

If you have a visit visa you can drive in Kuwait using an international driving permit or a valid UK licence. Before driving you must obtain third party insurance in Kuwait.





Getting here and advice about your stay

Entry requirements for Kuwait

You should consider checking with your transport provider or travel company to make sure your passport and other travel documents meet their requirements.

Visas

Regardless of age, British nationals travelling by air can get a free 30-day entry permit/tourist visa, or a 90-day visit/business visa for a fee, on arrival in Kuwait. For further information contact the Kuwait Embassy in London at:

Embassy of Kuwait
2 Albert Gate
London
SW1X 7JU;

Telephone: 020 7590 3400.

You can now apply for an e-Visa before arrival, at: https://evisa.moi.gov.kw/evisa/home_e.do.

On arrival in Kuwait, the immigration authorities may ask to see evidence of return or onward travel, a sponsor's letter and hotel confirmation.

If you are arriving by land or sea, you should obtain visas in advance from the Kuwaiti Embassy in London.

Passport validity

For visit visas, your passport should be valid for a minimum period of six months from the date of entry into Kuwait.

For residency visas, your passport should be valid for a minimum of two years.

UK emergency travel documents

UK emergency travel documents (ETDs) are not valid for entry into Kuwait. However, ETDs are accepted for airside transit and exit from Kuwait.

Previous travel to Israel

If you have an Israeli stamp in your passport you may be refused a visa and/or entry into Kuwait.

Living and working in Kuwait

For work or residency visas apply to the Kuwaiti Embassy in London.

If you intend to use UK documents like academic records, marriage certificates, or your driving licence in your application, you should have all such documents authenticated by the Foreign & Commonwealth Office in the UK or by the Ministry of Foreign Affairs of the country in which they were awarded and the nearest Kuwaiti Embassy. The same procedure is necessary for children's birth certificates. Your employers should not retain your passport.

[Source – FCO Travel Advice/gov.uk]

Money

The currency in Kuwait is the Kuwaiti Dinar (KD).

There are plenty of ATMs and credit cards are widely accepted, although some banks and shops do not accept foreign-issued bank or credit cards.



Local laws and customs

Around 8,000 British nationals live in Kuwait and a further 10,000 visit each year. Most visits to Kuwait are trouble-free.

Kuwait is a Muslim country. You should respect local traditions, customs, laws and religions at all times and be aware of your actions to ensure that they do not offend other cultures or religious beliefs, especially during the holy month of Ramadan or if you intend to visit religious areas. This year, the holy month of Ramadan began on 16th May and will finish on 14th June. See the FCO's guidance on travelling during Ramadan at: <https://www.gov.uk/guidance/travelling-during-ramadan>.

You must carry your passport or a Kuwait civil identification card at all times.

Entry to and photography near government, military and industrial and other restricted areas (e.g. near borders and oil fields) is forbidden.

In public, you should dress and behave modestly. Women wearing shorts or tight-fitting clothes, in particular in downtown areas, are likely to attract unwelcome attention.

The importation or possession of narcotics, alcohol, pork products or obscene material is a crime and can lead to imprisonment.

Possession and abuse of drugs can lead to a prison sentence of between 5 and 10 years, and a heavy fine. Bail is not usually given and even if found not guilty you can expect to spend several months in detention while the case progresses through the judicial system. Penalties for drug trafficking include the death sentence.

Drunken behaviour in public or driving under the influence of alcohol is punishable by a fine or imprisonment, and/or deportation and the withdrawal of your driving licence.

Sexual intercourse between men and imitating the appearance of the opposite sex are punishable by law. See the UK Government's information and advice page for LGBT travellers at: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-trans-gender-foreign-travel-advice> before you travel.

Intimate displays of affection between men and women are also frowned upon. Co-habiting of unmarried partners in Kuwait is illegal. If you wish to live with your partner in the same house, you need to be married.

Bouncing cheques is illegal and the law does not provide for offenders to be released from custody on bail. Post-dated cheques can be banked immediately.

If you are involved in a commercial dispute with a Kuwaiti company or individual, you may be prevented from leaving the country pending resolution of the dispute.

The British Embassy cannot intervene with labour disputes.

[Source – FCO Travel Advice/gov.uk]

Safety and security

Crime

Violent crime against foreigners is rare. However, you should take care if you intend to travel in conservative areas like Jahra, where there have been incidents involving firearms, and Jleeb Al Shuyoukh where there have been instances of civil unrest.

Local travel

You should only use authorised road border crossing points into Iraq and Saudi Arabia. Border posts can be easily missed on the Kuwait-Saudi Arabian border. However, you must get an exit or entry stamp before continuing your journey. Any other unauthorised movement near borders is illegal and dangerous. Armed guards patrol border areas. If you plan to cross the border from Kuwait into Iraq, make sure you have the correct paperwork. See the Iraqi Embassy to Kuwait website at: <http://mofamission.gov.iq/en/Kuwait> for more information.

Landmines and other hazardous ordnance are still present in Kuwait. You should avoid off-road driving. If you do travel off-road, restrict your movements to clearly identifiable tracks, and take great care even if an area has been officially cleared. Do not pick up any strange metal, plastic or other objects lying around or hunt for war memorabilia.

Road travel

If you have a visit visa you can drive in Kuwait using an international driving permit or a valid UK licence. Before driving you must obtain third party insurance in Kuwait. If you are hiring a car, you can

usually get insurance through your car hire company. If you are planning to drive a car belonging to a relative or friend then you are responsible for obtaining insurance. The insurance document must be kept with you at all times while driving.

If you are applying to live in Kuwait, you will not be able to drive unless you have a Kuwaiti driving licence. In this case, you should apply for a Kuwaiti driving licence after you receive your residency permit. You should confirm eligibility requirements for a Kuwaiti driving licence with the nearest Kuwaiti Embassy before you arrive. Your eligibility to obtain a Kuwaiti licence may be affected by your residency or employment category, annual salary and time spent in Kuwait.

Driving is hazardous. Many drivers pay little attention to other road users; drive in excess of speed limits, switch lanes without warning, ignore traffic lights and use mobile phones while driving. If you have an accident you must stay with the vehicle. Call the police on 112 and do not attempt to move the vehicle before they arrive.

Sea travel

Many areas of the Gulf are highly sensitive, including near maritime boundaries and the islands of Bubiyan and Warbah in the northern Gulf and Abu Musa, and the Tunbs in the southern Gulf. The area in the northern Gulf, between Iran, Iraq and Kuwait has not been demarcated and vessels entering these areas have been detained and inspected. There have been occasional arrests. Make careful enquiries before entering these waters or visiting ports.

Following maritime restrictions issued by the Kuwaiti Ministry of Interior in 2011, you should take care when sailing in Kuwaiti waters. You should also remain alert to the effect any regional tensions may have on your route. Vessels operating in the Gulf of Oman, North Arabian Sea, Gulf of Aden and Bab El Mandeb regions may be under an increased risk of maritime attack.

Take care when travelling by Dhow, as the safety of these vessels may not be up to UK standards. Make sure life jackets are available.

Political situation

Demonstrations and protests are uncommon in Kuwait and are normally, but not always, peaceful. Rioting is rare. You should be vigilant, avoid demonstrations, follow the advice of the local authorities, and be alert to local and regional developments.

Terrorism

Terrorists are likely to try to carry out attacks in Kuwait. Attacks could be indiscriminate, including in places visited by foreigners.

On 26th June 2015, Daesh carried out a suicide attack at the Al-Sadiq Mosque in the Al Sawabir area of Kuwait City, resulting in 27 deaths and many injured. Further attacks on places of worship are possible.

Terrorists continue to issue statements threatening to carry out attacks in the Gulf Region. These include references to attacks on western interests, including residential compounds, military, oil, transport and aviation interests, as well as crowded places, including restaurants, hotels, beaches, shopping centres and

mosques. You should maintain a high level of security awareness, particularly in public places. Avoid demonstrations, take security precautions and follow the advice of the local authorities.

There is a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time.

Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack at gov.uk: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

[Source – FCO Travel Advice/gov.uk]

Health

Visit your health professional at least four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealth-Pro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>.

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There is a state medical service with local clinics and several good hospitals. There are also private medical and dental facilities. Fees are controlled by the state and are expensive. From 1st October 2017 the Kuwaiti Government has decided to further increase the cost to expatriates and visitors for using state medical facilities.

Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation. If you are working in Kuwait, check whether your employer provides private medical insurance. If not, you are strongly advised to take out personal medical insurance for yourself and any dependents.

If you need emergency medical assistance during your trip, dial 112 and ask for an ambulance. You should contact your insurance/medical assistance company promptly if you are referred to a medical facility for treatment.

[Source – FCO Travel Advice/gov.uk]

FCO travel advice

If you are travelling to Kuwait for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there. For advice please visit the FCO travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/kuwait>.

Travel insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.



KUWAIT

You should carry out as much market research and planning as possible before exporting to Kuwait, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.







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Sector-specific opportunities

Overview

Kuwait continues to tread a delicate path between providing generous public services for its 1.5 million Kuwaiti citizens, while encouraging the development of the private sector. Under the Kuwait Direct Investment Promotion Authority (KDIPA), FDI is being encouraged by breaking down bureaucracy and promoting generous incentives – see: <https://kdipa.gov.kw/en/>. The new US \$7 billion SME Fund to develop new Kuwaiti companies providing the spine of a private sector economy are steps in the right direction.

Large Kuwaiti-based multinationals like the 40,000 strong MH Alshaya Co. prove that Kuwait can be a home for competitive global business. The work of the Kuwaiti Government to implement a number of high profile privatisations, including national flag carrier Kuwait Airways, and implement more business friendly policies, all in a business culture that is predisposed to working with and travelling to the UK, mean Kuwait could be your next export market.

[Source – DIT]

Research

You should carry out as much market research and planning as possible before exporting to Kuwait, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

Further sector-specific detail on Kuwait's sectors can be found at the Kuwait Direct Investment Promotion Authority (KDIPA), which has produced: "Investing in Kuwait: A Guide for Investment Opportunities in Kuwait 2016" in co-operation with KPMG Advisory W.L.L. Kuwait. See: <https://kdipa.gov.kw/en/investments-2/>.

DIT's trade specialists can help you identify local representatives for your products in Kuwait. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

DIT provides free international export sales leads from its worldwide network. Find export opportunities in Kuwait at: <https://opportunities.export.great.gov.uk/>.

[Source – DIT/gov.uk]

Advertising and media

Kuwait has a diverse population, reflecting a wide range of cultures and ethnic backgrounds, which generates demand for diversified advertising, marketing, entertainment and media.

Kuwait has demonstrated a high affinity for entertainment and media especially considering the majority of its population is young and affluent. Kuwait's high penetration of broadband, mobile phone and television also indicate the magnitude of the potential opportunities in the space of media and marketing, especially in the digital segment.

Kuwait has the fourth-highest advertising expenditure in the MENA region. The digital marketing industry is, however, at a nascent stage in Kuwait, with players offering multiple services such as marketing, advertising, analytics, technology, etc.

Growing traffic on social networking sites and increased time spent online by the resident population is fuelling the growth in digital advertising, which currently accounts for only 5% of the total advertising spend.

The sector comprises global, regional and local boutique players but is largely dominated by international firms primarily operating through local tie-ups and catering to in-house digital marketing requirements, indicating room for the presence of specialised international players in Kuwait.

Contact the British Embassy Kuwait at: <https://www.gov.uk/world/organisations/british-embassy-kuwait> for further information and opportunities in the advertising/media sector.

[Source – KDIPA]

Banking, financial services and insurance

Kuwait has a well-developed banking and financial services sector, which accounted for over 5.6% of total GDP in 2014. The local financial services sector consists of 23 local, regional and international banks, 81 local investment and finance companies, 113 local investment funds and over 23 local, regional and international insurance companies.

The CBK oversees banking and financing activities and the CMA regulates securities market activities. The insurance industry is governed by the Ministry of Commerce and Industry.

The banking environment has witnessed tighter regulations governing stakeholder interests. The growing insurance industry is also expected to benefit from the favourable policies of mandatory medical insurance for expatriates and nationals along with rising affordability.

The Kuwaiti Government's planned infrastructure development projects are likely to further support development of the banking and financial services sector.

Contact the British Embassy Kuwait at: <https://www.gov.uk/world/organisations/british-embassy-kuwait> for further information and opportunities in the banking, financial services and insurance sector.

[Source – KDIPA]

Defence and security

Kuwait has some significant opportunities in the defence and security sectors over the medium to long term. Healthcare, oil, infrastructure and transport projects will also all have security elements.

Contact the Export Control Joint Unit (ECJU) at: <https://www.gov.uk/government/organisations/export-control-organisation> to check your goods you are meeting legal requirements for export.

Contact the DIT Defence & Security Organisation (DSO) at: <https://www.gov.uk/government/organisations/department-for-international-trade-defence-and-security-organisation> or the First Secretary, Defence and Security: robert.bricker@fco.gsi.gov.uk in Kuwait to understand more about these opportunities.

[Source – DIT/gov.uk]

Education

- Education is free of charge for citizens in government schools.
- For expatriates, there are a variety of private educational systems available, such as American, English, French, Indian, Pakistani and Filipino schools.
- According to the school educational statistics published in 2016, the total number of schools in Kuwait reached 1,450. This includes government, private, special needs, religious education, adult education, and illiteracy programme schools. See: <http://ajialq8.com/?p=37521> (site not in English).
- The total number of students enrolled in schools reached 647,238 with 81,404 teachers and faculty members.

Contact the British Embassy Kuwait at: DITKuwait@fco.gov.uk for further information and opportunities in the education sector.

[Source – DIT]

Healthcare

Healthcare in Kuwait represents a significant opportunity for UK companies.

A programme has been underway to increase the number of hospital beds, designed to cope with the health needs of a growing, ageing and wealthy national population as well as a growing expatriate population. Healthcare is free for Kuwaitis.

- Kuwait provides comprehensive, modern, and free health service to its citizens through an extensive number of infirmaries, specialised clinics, and hospitals. The latter include: Sabah Hospital, Amiri Hospital, Adan Hospital, Farwaniya Hospital, Mubarak Al-Kabeer Hospital and Jahra Hospital.
- There are over 94 primary healthcare centres across the country. The number is expected to rise to 125 centres by 2020.
- There is a host of private clinics and medical centres in various specialisations catering to the expatriates in Kuwait, as well as private hospitals such as: Muwasat Hospital, Al Hadi Hospital, Dar Al Shifaa Hospital, Assalam Hospital, and Al Seif Hospital.
- As part of the development plan, Health Assurance Hospitals Company (Dhaman) was launched to offer healthcare services for expatriates in Kuwait. This company was established as a PPP project aiming to enhance the role of private investment in developing the healthcare sector in Kuwait.



Rising On Solid Foundations

وفاة
wafra
Real Estate العقارية



P.O. Box 858 Safat
13009 Kuwait
Tel +965 1841114
Fax +965 22053192/3
info@wafra.com.kw

As one of the oldest in its field, Wafra builds upon its strong roots in connection with the government, bringing forth the underlying national humanistic social responsibility and taking advantage of its diversified portfolio of real estate developments.

This combined with its modern image and positioning, low risk business operating model, long term investment basis following an innovative management concept and style that adapts and keeps up to date with the market trends and real estate requirements and activities, gives Wafra an edge over other real estate companies in the country and the region.

www.wafra.com.kw

There are opportunities for UK companies to supply:

- medical equipment
- information technology (IT)
- training
- maintenance
- facilities management
- hospital management

Contact Senior Trade Adviser:
gula.al-sharafi@fco.gov.uk for more
information on healthcare opportunities.

[Source – DIT/gov.uk]

Infrastructure and real estate

The 2010 National Development Plan (NDP) set out a raft of infrastructure projects aimed at providing the building blocks for Kuwait to attempt to become a financial and trade hub for the region by 2035 and encouraging economic diversification.

Composed of five, five-year plans aimed at generating improved GDP growth and catalysing private sector investment, the first US \$108 billion five-year plan includes a US \$3.3 billion airport terminal, designed by the UK's Foster and Partners and a US \$7 billion Metro aimed at relieving traffic congestion.

The Kuwait Authority for Partnership Projects (KAPP) is overseeing Kuwait's PPP programme where the Al Zour North IWPP award for a US \$1.8 billion combined power and water plant shows the

beginnings of a positive trend. Under the Public Authority for Housing Welfare, Kuwait plans to develop three new "Cities" to meet its rising housing demand of over 100,000 Kuwaiti citizens on the housing waiting list.

Telecommunications

Kuwait has several telecommunications providers, Zain Kuwait, VIVA, and Ooredoo, along with a number of internet providers Fastelco, Zajil, and Mada.

Kuwait has one of the highest mobile phone penetrations in the world at 220% and is on the rise. Moreover, the country's internet penetration rate reached 82.08% in 2015, positively affected by its smart phone savvy youth, who makes up 60% of the total population (age groups 5-34 years), and with high purchasing power.

Public transport

Public bus services are provided throughout the country by Kuwait Public Transport Company, established in 1962, along with City Bus, and KGL. Taxi services are also widely available and are provided by different companies and owners including roaming taxis.

Kuwait paved more than 6,609 km of highway roads and related road networks and plans to reach 7,179 km by the end of 2020 with the aims to continuously improve infrastructure in line with the country's needs. Furthermore, Kuwait has an advanced sewerage system that prevents rain floods.

VIVA Business – Your Partner in Kuwait

The right connection to empower your business



VIVA is the newest, most advanced mobile telecommunications service provider in the country. VIVA has rapidly established itself in the market through its customer and employee-centric approach.



Why Choose VIVA Business?



Build Strong Relationships Between Field and Office Teams

Whether you manage a fleet of mobile workers or have staff in remote locations, we can help them get in touch and stay on target.



VIVA Mobile Workspace

Provide a consistent, satisfying experience to employees on any compatible device, to work from more locations.



Plans & Devices

Improve how you maintain contactability of your mobile workforce no matter where they are working.



Mobility Services

Digitise your workforce, gather data when they're in the field so you can improve your processes and customer service. Enhance your processes and operation with a range of ways to keep your teams in touch with one another.



ICT Solutions and Services

VIVA has partnered with industry leading vendors to develop standardised, pre-configured, and optimised ICT solutions for you. Solutions that reduce the burden on you through the whole process: selection, design, activation, and management. We've even taken away the problem of upfront costs to make it easier for you to get started.



Flexible Pricing

- Pay by the month, up-front or a combination of both... it's your choice.
- Professional services
- We'll set up the system and support you 24/7
- Hardware and maintenance
- We'll provide the equipment (and keep it working)
- Ongoing reporting and service desk



Port development

The country has two dry cargo shipping ports at Shuwaikh and Shuaiba, and several terminals to export oil at Al Ahmadi Port, Al Shuaiba Port and Abdullah Port. In addition to that, the new mega Mubarak Al Kabir Port and logistics facility will be completed in the north of the country, which is being developed over the next 20 years at Bubiyan Island in the northwest of Kuwait.

This will be financed by the Government of Kuwait in conjunction with the private sector. The facility will be linked to the GCC railway enabling the port to serve as a major deep-sea staging area for regional shipping and transportation. The wider aspects of the development will include:

- housing
- a free trade zone
- industrial area

The port is currently under construction. Opportunities for UK companies include consultancy, design and planning for the next phase.

Housing and real estate

The shortage of housing and long waiting times for land allocation has resulted in housing being a government priority. There are plans to build three new cities by 2020.

In 2016 a US \$950 million contract for an infrastructure works package was signed for construction of South Mutlaa City, which will include 30,000 residential units when

completed, followed by a US \$2.4 billion project to build Hessah Al Mubarak. In 2017 a further contract was signed to build South Saad Al Abdullah New City, a smart city, with construction due to commence in 2019.

The waiting list for government-subsidised housing has grown to over 100,000. More than 170,000 homes will be needed by 2020.

There are a total of 11 planned projects to build over 175,000 new houses. These projects will all need supporting transport and service infrastructure.

There will be significant new opportunities for UK companies in:

- project management
- design
- construction
- the supply chain

Contact the Senior Trade Adviser at: DITKuwait@fco.gov.uk for more information on Bubiyan Island/port and cities/housing opportunities.

[Source – DIT/gov.uk]

Oil and gas

Underpinning Kuwait's prosperity, oil and gas accounts for 65% of GDP and 95% of exports. With plans to raise production to four million barrels per day by 2020, Kuwait is pushing ahead with the world's largest oil refinery (worth around US \$14.5 billion) at Al Zour, where PMC and EPC contracts have been awarded.

The Clean Fuels Project, (CFP) developing upgrades to the Mina Abdullah and Mina Ahmadi refineries has awarded US \$12 billion worth of EPC contracts to three international consortia including the UK's Petrofac, showing that long-awaited progress is being made.

Finally Kuwait has brought back "Big Oil" to boost crude production, including at the Burgan field (the world's second largest) in enhanced technical service contracts awarded to companies including BP and Shell.

Contact the British Embassy Kuwait at: alan.menezes@fco.gov.uk for further information and opportunities in the oil and gas sector.

[Source – DIT]

Transport

Infrastructure development at Kuwait International Airport (KIA) is a US \$6 billion project. It aims to expand capacity to handle 20 million passengers per year and become a major passenger and cargo hub for the region. The new passenger terminal was designed by a team led by the UK's Foster and Partners.

An estimated US \$3 billion will be spent on:

- reconstruction and extension of the existing runways
- construction of primary and secondary access roads and taxiways, aircraft stands
- enhancing control tower facilities
- building new cargo facilities
- upgrading other airport infrastructure

Kuwait's Metro system will expand to 160 km and 69 stations over five phases.

There are opportunities for UK companies throughout the supply chain for these transport projects.

Contact the Senior Trade Adviser at: DITKuwait@fco.gov.uk for more information on transport opportunities.

[Source – DIT/gov.uk]



KUWAIT

Talking to other people in your industry and regularly visiting Kuwait will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.



Preparing to export

Consultation and bespoke research

Visit: <https://www.great.gov.uk/>, for guidance for new, occasional and frequent exporters, as well as tools and sources of other information to meet your exporting needs.

Researching the Kuwaiti market

You will need to determine whether:

- there is a market for your product or service
- your pricing is competitive
- to adapt your business model
- your brand/trademark will work in a Middle Eastern market, taking into account cultural/religious considerations
- to network with an active British business group in Kuwait

The questions listed here may help – your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Kuwait strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from Kuwait, sell to Kuwait or both?
- Do you wish to establish your own company presence in Kuwait (for example through a corporate or

non-corporate entity, direct sales, appointing a local agent, online selling, licensing or franchising)?


- Do you need to be involved in Kuwait at all?
- Do you see Kuwait as part of a wider plan including e.g. other Middle Eastern markets now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- What are the unique selling points for your product or service?
- Do you know if there is a market for your product or service in Kuwait?
- Do you know if you can be competitive in Kuwait?
- Are your competitors already in Kuwait? If so, what are they doing?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Kuwait-specific customer segmentation, and do you know how to best reach potential customers in-market?



It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Kuwait will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.

In addition there may be trade shows held in Kuwait – these would be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme (<https://www.gov.uk/guidance/tradeshow-access-programme>) provides funding in the form of grants for eligible businesses to attend overseas trade shows. The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://www.events.trade.gov.uk/> to find upcoming events and missions in Kuwait. Contact the DIT team in Kuwait at: <https://www.gov.uk/world/organisations/department-for-international-trade-kuwait#contact-us> for help or support to start exporting to Kuwait.

Getting started

UK companies setting up in Kuwait should seek professional legal advice. See: <https://www.gov.uk/government/publications/kuwait-list-of-lawyers> for a list of lawyers in-market.

Start-up considerations

You can carry out business in Kuwait in any of the following forms:

- commercial agent, under the sponsorship of a registered Kuwaiti agent
- commercial representative, under the sponsorship of a commercial representative
- a joint venture
- establishing a Kuwaiti company

The Companies Law allows a range of company structures. You can find more details of business structure on the Kuwait Government Online website at: <https://www.e.gov.kw/sites/kg0English/Pages/HomePage.aspx>.

Foreign ownership in the State of Kuwait is restricted to a maximum of 49%. However, to encourage FDI the Kuwait Direct Investment Promotion Authority (KDIPA) was set up and a new FDI law passed, which allows 100% ownership in some designated economic activities and projects. See: <https://kdipa.gov.kw/en/> for more details.

Direct exports to Kuwait

Direct selling to established importers and traders is the best route for businesses with low trade volumes to test the market.

Direct exports means you supply your products direct to the customer. You handle all the logistics of marketing, selling, sending overseas and getting paid.

However, direct marketing (DM) by overseas companies to Kuwaiti consumers is not common, as transactions have to be carried out with local importers and agents already established in Kuwait.

Free Trade Zone (FTZ)

Licences for operations in the FTZ near Shuwaikh Port are issued through the Ministry of Commerce and Industry. Businesses operating in the FTZ are:

- exempt from all corporate and personal taxation on operations conducted within the zone
- exempt from custom duties
- able to freely transfer capital and profits and are not subject to exchange controls
- permitted to operate with 100% foreign ownership

Overseas companies in the free zone may undertake DM themselves through online and media advertisements, subject to free zone regulations. Also foreign companies participating in local trade shows can undertake DM to promote their products at the event.

Commercial agents and distributors

A foreign business cannot establish a branch or perform any commercial activities in Kuwait except through a Kuwaiti partner or agent.

When choosing a partner or agent, you should carry out due diligence and look closely at their:

- local business reputation
- financial resources
- marketing ability

DIT's trade specialists (<https://www.gov.uk/overseas-customers-export-opportunities>) can help you identify local representatives for your products in Kuwait.

Selling online to Kuwait

Find out about DIT's E-Exporting Programme (<https://www.gov.uk/guidance/e-exporting>), which can help you export your products to Kuwait.

Check out online marketplaces in Kuwait (<https://selling-online-overseas.export.great.gov.uk/>) where DIT has negotiated listings at better-than-commercial rates.

Licensing or franchising in Kuwait

Given its high per-capita income, significant spending power, tax-free earnings and upwardly-mobile population, Kuwait is highly receptive to franchising, and it is a growing area, particularly for quality education and training services. However, you should take advice from a local legal franchise expert who understands Kuwaiti law and other requirements. You should also ensure you carry out due diligence

when selecting a franchisee, take appropriate IP protection and be conscious of Islamic dietary laws (halal meat/cosmetic products, prohibition of pork and alcohol content, etc.) as well as local dress and customs.

Visit the international section of the British Franchise Association at:
<http://www.thebfa.org/international> for more information on franchising.

[Source – DIT/ gov.uk]

Getting finance to fulfil an export contract in Kuwait

Overall, Kuwait ranks 96th out of 190 economies in the World Bank's 2018 Doing Business ranking, although 133rd for ease of getting credit. See: <http://www.doingbusiness.org/data/exploreeconomies/kuwait>.

Schemes are available to UK companies selling products and services to Kuwait to make it easier to fulfil an export contract and grow your business. Contact your bank or specialist financial organisations for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports to Kuwait, see: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#kuwait>. You can contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Getting paid in Kuwait

You may wish to talk to a specialist about finance, including how to get paid in Kuwait. This could be a bank, an accountant or you can contact the DIT team in Kuwait

at: <https://www.gov.uk/government/world/organisations/departement-for-international-trade-kuwait#contact-us> to help find a financial adviser in Kuwait. You will need to work out how you are going to get paid before you sign a contract, and include wording on how you should resolve a dispute – for example, whether you go to arbitration.

Your contract should specify the terms for payment. If there is any dispute you will need to go through the Kuwaiti legal system for resolution.

Payment risks

UKEF helps UK companies to get paid by insuring against buyer default.

Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling, US Dollars or Dinar in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

[Source – DIT/gov.uk]

KUWAIT

Trademarks, designs, patents and copyright are the principal forms of IP protection available to companies and individuals. You should consider how to obtain patent and trademark protection before introducing your products or services to Kuwait.





Al-Hamad Legal Group

مجموعة الحمد القانونية

The Firm

Al-Hamad Legal Group (the "Firm" or "HLG") is a leading international law firm located in Kuwait's premiere luxury business center and beacon of Kuwait's business district—Al-Hamra Tower. The Firm has a longstanding working relationship with leading white shoe and magic circle firms across the globe and benefits from a vast network of global contacts comprised of esteemed academics, accountants and other professionals.

Our Services

HLG is a full service law firm and has extensive experience providing state-of-art legal services for local and international corporate and governmental Clients as well as other entities. The attorneys and legal consultants at the Firm have extensive experience with general corporate and capital market transactions, mergers and acquisitions, joint ventures, agency and distribution, government contracts and international transactions from all phases including due diligence, deal structuring, management of the investments and final liquidation and exit. Additionally, with unparalleled experience, HLG is at the forefront of law firms in Kuwait advising on PPP/PFI projects.

Having been the Kuwait Authority for Partnership Projects ("KAPP") legal advisor, HLG has gained expertise in all forms of PPP/PFI transactions and agreements. HLG has worked closely with all major international legal and financial advisors, investors, and financial institutions involved in the PPP/PFI projects in Kuwait, in addition to liaising with all Kuwaiti governmental entities and other instrumentalities relating to the PPP projects. This includes working closely and negotiating with the Council of Ministers as well as other line Ministries, and the Department of Legal Advice and Legislation on the interpretation of the current PPP law and other related laws, and on the

development of the PPP legal framework in the State of Kuwait.

Our team has worked on all the different phases of PPP projects under Kuwaiti law starting from the Expression of Interests until the public offering of the Project Company shares to Kuwaiti citizens. HLG has been involved in all PPP projects that have been tendered in Kuwait to the day. Through our practice, the Firm's PPP/PFI team had the most exposure to PPP projects experience. Most recently, the Firm has assisted the KAPP with concluding the negotiations with the Preferred Bidder in two mega projects: Kabd Municipal Water Waste Project and Umm Al Hayman Wastewater Project. Currently, the Firm is assisting KAPP securing the required approvals for awarding the two projects to the Successful Bidder from government supervisory authorities such as the State Audit Bureau. The projects are expected to be officially awarded during the second quarter of 2018.

Our team is also advising KAPP on the preparation of two other projects in the real state sector that will be tendered in the first quarter of 2018, and on the preliminary phases of a few projects in the energy sector that are expected to be tendered during the second quarter of 2018.

The Firm is familiar with the many aspects of foreign joint ventures including their creation,



Al-Hamad Legal Group

مجموعة الحمد القانونية

management and disposition. HLG has been involved in the creation and acquisitions of subsidiaries and joint ventures in most of the Gulf Cooperation Council ("GCC") states of Saudi Arabia, Kuwait, Bahrain, Qatar, United Arab Emirates and Oman, and the Firm has continued affiliations with one or more attorneys in these countries. We have recently advised a giant Indian holding multinational on the introduction and incorporation of its MEP, Project Solutions and related business in Kuwait.

In addition, the Firm has gained expertise in structuring finance transactions to be compliant under Islamic principles having consummated deals both in the GCC and in the United States. Also, the Firm has extensive experience in advising, drafting and negotiating agency, distributorship and franchise agreements between foreign principals and GCC entities. The Firm has also assisted in litigation, arbitration and settlement of various disputes involving the previously mentioned transactions. We currently represent a major Japanese electronics manufacturer in a dispute before Kuwait courts in relation to distributorship agreement with Kuwaiti distributor. Our ADR team has recently concluded a successful mediation, where we negotiated an agreement between a Dutch company and a Kuwaiti holding company to settle an accumulated debt on an Egyptian subsidiary of the Kuwaiti company. We have also represented an Egyptian Client in an arbitration administered under the HKIAC Arbitration Rules.

HLG has advised on and executed a large number of successful M&A deals, and has also developed a strong practice advising its clients on Corporate Governance and Securities Regulation. Among our recent practice is a merger deal involving multiple parties varying between companies listed on Kuwait Boursa and companies licensed from Kuwait's Capital Market Authority. The Firm acted as a transaction advisor to all the parties to the said transaction, and advised on all phases of the transaction. We have also advised our corporate Clients licensed from Kuwait's Capital Market Authority on dealing and complying with the new Kuwait Clearing Company Rules issued in May 2017.

Our Team

Spearheaded by the principal partner and founder, Rana Al-Hamad, the Firm is comprised of a respected group of attorneys and legal consultants, which collectively hold over 100 years of legal practice experience. Employing lawyers from over six countries, who have diversified legal backgrounds, HLG is recognized for the assortment of its personnel. This rich diversity ensures solid understanding of Clients' needs and proper attention to their motivations. The resourceful background also allows HLG team to efficiently handle complex international transactions involving different jurisdictions.

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How to do business in Kuwait

Legal considerations

Islam is one source of legislation in Kuwait, but not the main source. The legal system is based on Latin Civil Law, which is mainly derived from French Law.

A list of the laws relating to business is available on the Kuwait Government website at: <https://www.e.gov.kw/sites/kgoEnglish/Pages/HomePage.aspx>.

Contact the DIT team in Kuwait at: <https://www.gov.uk/world/organisations/department-for-international-trade-kuwait#contact-us> to help find tax and legal advisers before entering into agreements.

Export licences

You must have a licence to supply anything on the UK strategic export control lists to Kuwait.

You can find out more about getting a licence to export military or dual use goods, services or technology to Kuwait at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>. To find out which products will need certification or licensing before they can be exported to Kuwait, see: <https://www.gov.uk/starting-to-export/licences>.

Import restrictions

The restrictions and prohibitions of goods are determined in accordance with GCC Customs Tariff Codes. However, if you want to re-export within other GCC markets, you should take note of the individual member states' lists, as they are not harmonised.

Protecting your intellectual property (IP)

Trademarks, designs, patents and copyright are the principal forms of IP protection available to companies and individuals.

Kuwait is a member of the World Trade Organization (WTO) and a signatory to the Agreement on Trade Related Aspects of Intellectual Property Rights.


Patents must be registered with the Patents Office at the Trademark Control Department of the Ministry of Commerce and Industry (MOCI). See: <http://www.moci.gov.kw/> (site not in English).

Industrial designs must be registered in the Industrial Designs and Models Register. An application for registration must then be submitted to the Trademark Control Department at: <https://www.e.gov.kw/sites/kgoenglish/Pages/Services/MOCI/ApplicationForRegistrationForeignBrand.aspx>. The registration is valid for five years and can be renewed for two additional consecutive terms.

Kuwaiti Commercial Code, Law No. 68/1980 governs trademark registration and the penalties for infringement. You can apply to register your trademark at the Trademark Control Department. When approved, protection is granted for ten years and can be renewed for another ten.

Article (17) of Law No. 64/1999 defines period of copyright protection.

You should consider how to obtain patent and trademark protection before introducing your products or services to Kuwait. Refer to the information provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/browse/business/exports>.



The Ministry of Commerce and Industry in Kuwait takes the lead on IPR. UK companies who feel they have an IPR issue should contact the Director of DIT in Kuwait.

See the GCC Patents Office website: <http://www.gccpo.org/DefaultEn.aspx> and also the website of the World Intellectual Property Organization (WIPO) at: <http://www.wipo.int/portal/en/index.html> and the information provided on the gov.uk Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>.

[Source – DIT/ gov.uk]

UK Export Finance

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Kuwait at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#kuwait>.

[Source – DIT/UKEF/gov.uk]

Standards and technical regulations

No one ministry has responsibility for standards and technical regulations.

All goods imported into Kuwait must be clearly marked with the country of origin.

Some imports have additional labelling requirements. Foodstuffs, for example, must include composition (ingredients and

additives), production and expiration dates as well as other indicators.

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>.

You can check with The GCC Standardization Organization (GSO) at: <https://www.gso.org.sa/gso-website/?lang=en>, for further information on health certificates, shelf-life standards and labelling requirements.

Packaging

Your goods should be appropriately packed for Kuwait. Consider cultural norms and values when designing and developing product packaging for a Middle Eastern market.

Packages may receive heavy handling and be left in the open air for longer than anticipated, so you must take into account Kuwait's climate.

Taxation

The UK and Kuwait have signed a double taxation agreement: <https://www.gov.uk/government/publications/kuwait-tax-treaties>, ensuring the same income is not taxed in more than one country. The agreement entered into force in 1999.

The Kuwait Tax Authority (KTA) has responsibility for taxation in Kuwait.



A new avenue for business can be challenging

With our strong local presence, we at KPMG understand the challenges you may face and can provide advice on domestic and international tax issues to help you overcome your challenges and achieve your goals.

kpmg.com/kw

With nearly 200 employees and 9 partners based in Kuwait, we form part of a global network of more than 200,000 outstanding professionals working together to deliver value in 154 countries, drawing on global industry insights to complement our strong local knowledge.

KPMG in Kuwait operates through its member firms KPMG Safi Al-Mutawa & Partners and KPMG Advisory W.L.L.

We provide a full range of audit, tax and advisory services to a portfolio of clients that includes major corporations, government institutions, public sector agencies and not-for profit organizations.

In Kuwait, KPMG can help you with

- 1 Inbound tax advisory services**
- 2 Tax compliance services**
- 3 Tax inspection**
- 4 Indirect tax advisory services**
- 5 Corporate services**
- 6 FATCA and CRS certification**
- 7 Market entry advice**
- 8 Finding business partners**
- 9 PPP and infrastructure advisory**

Email: kw-fm-KPMGmarkets@Kpmg.Com
Call us at: +965 2228 7000

kpmg.com/socialmedia



kpmg.com/app



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Sales tax/indirect taxes

There is currently no Value Added Tax (VAT) or sales tax in Kuwait, however there are custom duties charged in Kuwait at a rate of 5%. Both Excise tax and VAT are being muted to be introduced in the short to medium term.

Corporate tax

A corporate tax of 15% is applied to the foreign body corporate executing a contract or performing a service in Kuwait.

Zakat at 1% of annual net profits is levied on Kuwait public and closed Joint Stock Companies, and similar GCC entities with operations in Kuwait.

In addition to Zakat, National Labor Support Tax (NLST) is chargeable on the listed companies at a rate of 2.5%

[Source – KPMG/DIT]

Complying with HMRC regulations to export to Kuwait

You must make export declarations to HMRC through the National Export System (NES) (<https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>) to export your goods to Kuwait.

You must classify your goods as part of the declaration, including a commodity code and a Customs Procedure Code (CPC). Commodity codes and other measures applying to exports can be found in the UK Trade Tariff at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts> for more help.

You must declare any goods that you take with you in your baggage to sell outside the EU, at: <https://www.gov.uk/take-goods-sell-abroad>.

Temporary export of goods

You cannot use an ATA (Admission Temporaire/Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take goods into Kuwait. Instead, use a Duplicate List. As with an ATA Carnet, you do not have to pay customs duty or tax. There is no fee.

Before you export the goods, prepare a list on company stationery. Include:

- a description of the goods
- how many there are
- serial numbers, if the goods have them
- value of the goods

At customs, you will need to provide:

- two copies of the list
- a completed HMRC form C&E 1246 (PDF, 638 KB): https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374161/ce1246.pdf

Contact the HMRC Imports and Exports Helpline in advance to make the arrangements, at:

- Telephone: 0300 200 3700
- Textphone: 0300 200 3719
- Outside the UK: +44 29 2050 1261
- Monday to Friday, 8am to 6pm

See: <https://www.gov.uk/taking-goods-out-uk-temporarily/duplicate-list> for information. You will need an export licence to temporarily take dual use goods to Kuwait. A temporary export licence can be applied for at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login>.

Customs

The Kuwaiti General Administration of Customs has responsibility for Kuwaiti customs procedures. See: <https://www.customs.gov.kw/>.

The import of alcohol and pork products into Kuwait is prohibited. Certain meats from the UK are also banned. The Kuwaiti Customs site at: <https://www.customs.gov.kw/> provides full details of restricted items. You can find more about import tariffs in the EU's Market Access Database at: <http://madb.europa.eu/madb/indexPubli.htm>.

Documentation

The documents required to export to Kuwait are:

- invoices – initiated by supplier
- Certificate of Origin
- bill of lading/air waybill
- packing list
- import licence and quality test certificates as applicable
- Original Islamic Compliant Slaughter (Halal) meat products
- customs duty payment receipt

The accompanying documents must be legalised by the Kuwaiti Embassy (<https://www.embassypages.com/missions/embassy15650/>) and also certified by the Kuwaiti Ministry of Foreign Affairs (<http://www.mofa.gov.kw>) upon arrival of the shipment.

A licensed customs clearing agent is required in order to facilitate the customs clearance process and for practical considerations. A list of lawyers in Kuwait is available at: <https://www.gov.uk/government/publications/kuwait-list-of-lawyers>.

[Source – DIT/ gov.uk]

Shipping your goods to Kuwait

If you are not knowledgeable about international shipping procedures you can use a freight forwarder to move your goods. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in Kuwait. Find freight forwarding companies to help you transport your goods to Kuwait via the British International Freight Association (BIFA) at: <http://www.bifa.org/home> or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Posting goods

You can find out about sending goods by post to Kuwait at: <http://www.royalmail.com/kuwait>.

Shipping dangerous goods

Special rules apply if you are shipping dangerous goods to Kuwait. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

Terms of delivery

Your contract should include agreement on terms of delivery using Incoterms: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

KUWAIT

Kuwait is a Muslim country. You should respect and be aware of local traditions and sensitivities and always behave and dress modestly, particularly when visiting religious sites.



Business etiquette, language & culture

Overview

The weekend is Friday and Saturday in Kuwait.

The official language of Kuwait is Arabic, but English is widely spoken. However, all official correspondence with government ministries and bodies must be in Arabic. All contracts are written in Arabic. If there is both an English and Arabic version, the Arabic will be the one followed.

Initial contacts with a Kuwaiti firm may be conducted with an expatriate or a non-Kuwaiti Arab, or a trusted Indian or

Pakistani office manager. In most Kuwaiti companies, you will have to work your way up before meeting a decision-maker. Displays of impatience will reach senior management.

Aggressive, hard sell methods do not appeal to Kuwaitis. Patience, small talk, low-key presentation with video, product samples and attractive company brochures are an essential part of business behaviour.

Kuwait is a Muslim country. You should respect and be aware of local traditions and sensitivities and always behave and dress modestly, particularly when visiting religious sites.

Kuwait public holidays

2018

Date:	Holiday:
Wednesday 16 th May	Ramadan begins
Friday 15 th June	Eid al-Fitr (End of Ramadan)
Sunday 17 th June	Eid al-Fitr (End of Ramadan Holiday)
Tuesday 21 st August	Arafat Day
Wednesday 22 nd August	Eid al-Adha (Feast of the Sacrifice) begins
Friday 24 th August	Eid al-Adha (Feast of the Sacrifice) ends
Wednesday 12 th September	Muharram/Islamic New Year
Wednesday 21 st November	Milad un Nabi (The Prophet Mohammed's Birthday)



2019

Date:	Holiday:
Tuesday 1 st January	New Year's Day
Monday 25 th February	National Day Kuwait
Tuesday 26 th February	Liberation Day Kuwait
Wednesday 3 rd April	The Prophet's Ascension
Sunday 5 th May	Ramadan begins
Tuesday 4 th June	Eid al-Fitr (End of Ramadan)
Thursday 6 th June	Eid al-Fitr (End of Ramadan Holiday)
Saturday 10 th August	Arafat Day
Sunday 11 th August	Eid al-Adha (Feast of the Sacrifice) begins
Saturday 31 st August	Muharram/Islamic New Year
Saturday 9 th November	Milad un Nabi (The Prophet Mohammed's Birthday)

(NB some dates subject to change)



> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

> YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
- > We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.



KUWAIT

The government has established a new capital markets authority to regulate the financial markets and the central tendering committee for government contracts continues to modify its practices in line with better international standards.

View of Kuwait City at night





Enter the Open to Export Action Plan Competition for the chance **to win £3,000 cash** and further support towards your plans **for international growth**. Complete your plan using our online planning tool.



Who are Open to Export?

We are the free online information service from The Institute of Export & International Trade dedicated to helping SMEs through our:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Plan to win - start your Export Action Plan today

Register for free on www.opentoexport.com
to start your plan and enter the competition

Powered By



What are the challenges?

Challenges and risks of doing business in Kuwait

Challenges include:

- physical presence needed as long-term relationships need to be formed
- restrictions on company ownership by non-Gulf Cooperation Council (GCC) nationals
- identifying suitable sponsors for initial entry into the market
- finding an appropriate Kuwaiti partner for joint ventures
- bureaucracy
- slow speed of decision making
- tendering process can be difficult to navigate
- extremely hot weather in summer season slows down outdoor activity
- Kuwait is mid-table ranked in the World Bank's 'Ease of Doing Business'

You should ensure you take the necessary steps to comply with the requirements of the UK Bribery Act: <https://www.gov.uk/government/publications/bribery-act-2010-guidance>.

Read the Foreign & Commonwealth Office's (FCO) Overseas Business Risk report for Kuwait at: <https://www.gov.uk/government/publications/overseas-business-risk-kuwait>.

[Source – DIT/FCO/gov.uk]

Overseas business risk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to commit bribery anywhere in the world.

In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national nor resident in the UK nor a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere. There are current cases in Kuwait of British companies under investigation for irregularities in relation to gaining contracts in Kuwait.

Most companies will come across cases of bribery and corruption or what appears to be so. The Kuwaiti Government has committed to eradicating such activity especially in relation to government contracts. The situation is not helped by the large amount of bureaucracy and red tape that exists in Kuwait. Patience is always advised when dealing with these matters and as much as possible left to the Kuwaiti business partners to deal with.

The Minister of Commerce and Industry appointed in 2015 has made the tackling of red tape and ease of doing business a top priority, although political infighting has delayed progress. There is also acknowledgement that corruption has to be tackled especially in the awarding of government contracts.

The government has established a new capital markets authority to regulate the financial markets and the central tendering committee for government contracts continues to modify its practices in line with better international standards. This is evidenced in the beginnings of a move towards awarding more contracts on quality of bid rather than simply lowest cost. Kuwait has also recently formed a central anti-corruption authority with a wide remit around investigation, whistle-blowing and asset declarations.

Visit the portal page providing advice and guidance about corruption in Kuwait and some basic effective procedures you can establish to protect your company from them.

Kuwait was ranked 85th out of 180 countries in Transparency International's latest Corruption Perceptions Index (CPI): http://www.transparency.org/news/feature/corruption_perceptions_index_2017.

You can read information about the UK Government's anti-bribery policy at: <https://www.gov.uk/anti-bribery-policy>.

Protective security advice

The Centre for the Protection of National Infrastructure also provides protective security advice to businesses. See: <https://www.cpni.gov.uk/>.

Intellectual property

Trademarks, designs, patents and copyright are the principal forms of IP protection available to companies and individuals.

Kuwait is a member of the World Trade Organization (WTO) and a signatory to the Agreement on Trade Related Aspects of Intellectual Property Rights.

Patents must be registered with the Patents Office at the Trademark Control Department of the Ministry of Commerce and Industry (MOCI). See: <http://www.moci.gov.kw/> (site not in English).

Industrial designs must be registered in the Industrial Designs and Models Register. An application for registration must then be submitted to the Trademark Control Department at: <https://www.e.gov.kw/sites/kgoenglish/Pages/Services/MOCI/ApplicationForRegistrationForeignBrand.aspx>. The registration is valid for five years and can be renewed for two additional consecutive terms.

Kuwaiti Commercial Code, Law No. 68/1980 governs trademark registration and the penalties for infringement. You can apply to register your trademark at the Trademark Control Department. When approved, protection is granted for ten years and can be renewed for another ten.

Article (17) of Law No. 64/1999 defines period of copyright protection.

You should consider how to obtain patent and trademark protection before introducing your products or services to Kuwait. Refer to the information provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/browse/business/exports>.

The Ministry of Commerce and Industry in Kuwait takes the lead on IPR. UK companies who feel they have an IPR issue should contact the Director of DIT in Kuwait.

See the GCC Patents Office website: <http://www.gccpo.org/DefaultEn.aspx> and also the website of the World Intellectual Property Organization (WIPO) at: <http://www.wipo.int/portal/en/index.html> and the information provided on the gov.uk Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>.

Government support

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance at: <https://www.gov.uk/government/organisations/uk-export-finance> – the UK's export credit agency. For up-to-date country-specific information on the support available see: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#kuwait>.

[Source – FCO Overseas Business Risk/gov.uk]



The background of the entire page is a close-up, slightly blurred image of the Kuwaiti flag. The flag features three horizontal stripes of green, white, and red, with a black triangle at the top left corner. The texture of the fabric is visible, showing subtle folds and highlights.

KUWAIT

Schemes are available to UK companies selling products and services to Kuwait to make it easier to fulfil an export contract and grow your business. Contact your bank or specialist financial organisations for assistance.

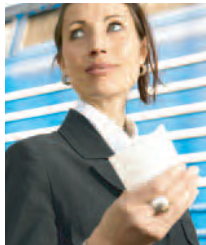


INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade Adviser
- Level 4 Advanced Certificate in
International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs
Compliance and Regulations
- Level 6 Foundation Degree jointly
delivered with *** Anglia Ruskin
University
**Higher Apprenticeship in
International Trade - the first
so far.**

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



British Embassy Kuwait

The British Embassy Kuwait maintains and develops relations between the UK and Kuwait.

They work closely on a wide range of issues, including the future of the European Union, EU enlargement and completing the single market, climate change, science and innovation co-operation, foreign policy challenges and defence and police co-operation.

Find out more on the Embassy's UK and Kuwait news page, here: <https://www.gov.uk/world/kuwait/news>. They provide services to British nationals living in and visiting Kuwait. You can access UK Government services while in Kuwait, here: <https://www.gov.uk/world/kuwait>.

Urgent assistance

If you are in Kuwait and you need urgent help (for example, you have been attacked, arrested or someone has died), call +965 2259 4320. If you are in the UK and worried about a British national in Kuwait, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the Embassy as soon as possible, here: <https://www.gov.uk/world/organisations/british-embassy-kuwait#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Kuwait to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-kuwait#contact-us>.

Once you have contacted the Embassy, you will be advised to make an appointment to apply for an emergency travel document at British Embassy Kuwait, here: https://www.consular-appointments.service.gov.uk/fco/#/1/british-embassy-kuwait-city/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

British Embassy Kuwait can only provide a very limited range of notarial and documentary services. See the full list of notarial and documentary services they provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-kuwait>.

Consular fees

The Embassy charge fees for some of our services. See the full list of consular fees Kuwait, here: <https://www.gov.uk/government/publications/kuwait-consular-fees>.

Contact us

British Embassy Kuwait

Arabian Gulf Street
Dasman
Kuwait City
Kuwait

Telephone: +965 2259 4320

Working hours: Sunday to Wednesday
07:30-15:30, Thursday 07:30-13:30.

The weekend in Kuwait is Friday and Saturday.

For information about:

Consular (NOT VISA OR PASSPORT)
services to British nationals:
consularenquirieskuwait@fco.gov.uk

UK Visas and Immigration Enquiries:
How to apply for a UK visa:
<https://www.gov.uk/apply-uk-visa>

Contact UK Visas and Immigration
about your application:
<https://www.gov.uk/contact-ukvi-inside-outside-uk>

British Embassy Kuwait, postal address:

PO Box 2
13001 Safat
Kuwait City
Kuwait



The Institute of Export & International Trade

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: www.export.org.uk



UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit: <https://www.gov.uk/government/organisations/uk-export-finance>

New business enquiries:

Telephone: +44 (0)20 7271 8010
Email: customer.service@ukexportfinance.gov.uk



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<http://www.britishexpertise.org/bx/pages/bx.php>

PROUD TO SUPPORT

**Department for International Trade (DIT):**

If you have a specific enquiry about the Kuwaiti market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk

Enquiries: +44 (0)20 7215 5000

Otherwise contact DIT in Kuwait for more information and advice on opportunities for doing business in the market:

Department for International Trade Kuwait**British Embassy Kuwait**

PO Box 2
13001 Safat
Kuwait

General enquiries: +965 2259 4320

The general enquiries mailbox for DIT Kuwait is: DITKuwait@fco.gov.uk

Website: <https://www.gov.uk/world/organisations/department-for-international-trade-kuwait>

**International Market Advisor**

IMA Ltd. 2nd Floor, 32 Park Green,
Macclesfield SK11 7NA

Email: info@ima.uk.com

General enquiries switchboard
+44 (0) 1298 79562

www.DoingBusinessGuides.com

Language Services**AST Language Services Ltd**

Unit 8, Ayr Street,
Nottingham NG7 4FX
United Kingdom

Tel: +44 (0)115 970 5633

Fax: +44 (0)845 051 8780

Email: office@astls.co.uk

www.astlanguage.com

Corporate Travel

**Alghanim Travel**

Dar Al Awadhi Complex
Ahmed Al Jaber Street
Sharq
P.O. Box 81 | Safat 13001
Kuwait

Telephone: +965 1802112
Email: travel@alghanim.com

Website: www.alghanimtravel.com

Contact name: Mr. Mondher Kamoun

Law / Legal Services

**Al-Hamad Legal Group**

Al-Hamra Tower- Floor 42
Sharq, AlShuhada Street
P.O. Box 22448
Safat 13085
Kuwait

Tel: +965 22212000
Fax: +965 22212001
Email: info@alhamadlaw.com

Website: www.alhamadlaw.com

Banking / Financial Services

**Burgan Bank Group**

Tel: +965 2298 8000
Email: info@burgan.com

Website: www.burgan.com

Insurance

**Gulf Insurance Group - Kuwait**

Ahmed Al-Jaber St., Al-Sharq,
Kuwait P.O.Box 24518 Safat-13106 Kuwait

Telephone: 1802080

Website: www.gulfins.com.kw

Advertising / Media

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13071, KUWAIT.

<http://www.impactbbdo.com>

<http://www.bbdo.com>

<http://www.digitallabblog.com>

<http://www.twitter.com/bbdoworldwide>

CONTACT: MARIA D'SILVA

EMAIL: mdsilva@impactecho.com

TEL: +965 2496 4440 EXTN. 7002

Shipping & Logistics

**ISS-KUWAIT (Kuwait Maritime
& Mercantile Co. (KMMC))****ISS Kuwait, Kuwait
Inchcape Shipping Services**

KMMC Building No 800117

Arabian Gulf St

PO Box 78, Safat, 13001.

Phone: +965 2243 4752 - S/Board

Phone2: +965 2241 8781 - Direct Marine

Fax: +965 2243 7956 - Direct Marine

Telex: 23371 INSHIP KT

Email: youriss.kuwait@iss-shipping.com

Accountants / Professional Business Services



KPMG in Kuwait:

Kuwait City
Al Hamra Tower
25th Floor, Abdulaziz Al Saqr Street,
Al Sharq.
P.O. Box 24
Safat

Tel: +965 2 228 7000

Fax: +965 2 228 7444

Email: kw-fm-KPMGmarkets@KPMG.com

ICT / Telecommunications



Viva Kuwait

Kuwait Telecommunications Company
K.S.C.P.
Olympia Building.
P.O.Box: 22002
Salmiya
181
Kuwait

Tel: +965 5567 0000

Website: www.viva.com.kw

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Wafra Real Estate

Mrs. Noura Tareq AlSane
Tel: +965 1841114 (3073)
Email: nt.alsane@wafra.com.kw

Abdullateef Bader Al-Bader
Tel: +965 1841114 (3078)
Email: ab.albader@wafra.com.kw

P.O. Box 858 Safat,
13009 Kuwait
Tel: +965 1841114
Fax: +965 22053192/3

Wafra.com.kw

For any enquiries, kindly email us on
info@wafra.com.kw

Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice/kuwait>

Culture and communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

Customs and regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

Economic information:

The Economist:

<https://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

Trade shows:

British Expertise Events:

<http://www.britishexpertise.org/bx/pages/bx.php>

EventsEye.com online database:

www.eventseye.com

DIT Events Portal:

<https://www.events.trade.gov.uk/>



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www.wafra.com.kw

Travel advice:

FCO Travel:

www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:

<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:

Travel health:

www.travelhealth.co.uk

TravelHealthPro:

<https://travelhealthpro.org.uk/countries>

NHS (Scotland):

<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:

<http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>

International trade:

British Chambers of Commerce (BCC):

www.britishchambers.org.uk

British Council:

www.britishcouncil.org

British Expertise:

<http://www.britishexpertise.org/bx/pages/bx.php>

British Franchise Association:

<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):

<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):

www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):

<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):

<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:

<https://www.gov.uk/guidance/e-exporting>

Export Britain:

<http://exportbritain.org.uk/>

Exporting is GREAT:

<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):

www.gov.uk/government/organisations/foreign-commonwealth-office

Institute of Directors (IoD):

www.iod.com

Institute of Export & International Trade (IOE&IT):

www.export.org.uk

International Monetary Fund (IMF):

<http://www.imf.org/external/index.htm>

Market Access database:

<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:

<http://opentoexport.com/>

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Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/rankings>

World Economic Forum Global Competitiveness Report:
<https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018>

Kuwaiti websites:
Kuwait Chamber of Commerce & Industry:
<http://www.kuwaitchamber.org.kw/echamber/website/index.jsp>

Kuwait Direct Investment Promotion Authority (KDIPA):
<https://kdipa.gov.kw/en/>

Kuwait Embassy in London:
<https://www.embassypages.com/missions/embassy15650/>

Kuwaiti General Administration of Customs:
<https://www.customs.gov.kw/>

Kuwait Government Online:
<https://www.e.gov.kw/sites/kgenglish/Pages/HomePage.aspx>

Kuwait Ministry of Commerce and Industry (MOCI):
<http://www.moci.gov.kw/>

Kuwait Ministry of Foreign Affairs:
<http://www.mofa.gov.kw>

Kuwait Ministry of Interior e-Visa System:
https://evisa.moi.gov.kw/evisa/home_e.do

Kuwait Trademark Control Department:
<https://www.e.gov.kw/sites/kgenglish/Pages/Services/MOCI/ApplicationForRegistrationForeignBrand.aspx>

Tourism in Kuwait:
<https://www.e.gov.kw/sites/kgenglish/Pages/Visitors/InfoSubPages/TourismInKuwait.aspx>



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A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshaw-access-programme>.

IOE&IT's events:
www.export.org.uk/events/event_list.asp

10 Times (formerly
BizTradeShows.com):
www.10times.com/kuwait

British Expertise Events:
www.britishexpertise.org/bx/pages/bx_events.php

EventsEye.com online database:
www.eventseye.com

DIT online events search facility:
www.events.trade.gov.uk



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S A U D I
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Doing Business in Kuwait Guide Quick Facts

Location: Middle East, bordering the Persian Gulf, between Iraq and Saudi Arabia

Area: 17,818 km²

Population: 4.4 million

Urban population: 98.4%

Capital city: Kuwait City

GDP per capita: US \$27,318.5

Languages: Arabic (official), English widely spoken

Religion: Muslim (official) 76.7%, Christian 17.3%, other and unspecified 5.9%

Government: constitutional monarchy

Legal system: mixed legal system consisting of English common law, French civil law, and Islamic religious law

Currency: Kuwaiti Dinar

Climate: dry desert; intensely hot summers; short, cool winters

Natural resources: petroleum, fish, shrimp, natural gas

Natural hazards: sudden cloudbursts are common from October to April and bring heavy rain, which can damage roads and houses; sandstorms and dust storms occur throughout the year but are most common between March and August

Time difference: UTC+3

Internet country code: .kw

National holiday: National Day, 25th February (1950)

National symbols: golden falcon; national colours: green, white, red, black

[Source: FCO Economics Unit, CIA World Factbook (May 2018)]



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