



—◇ SAUDI ARABIA × CHINA ◇—

Your gateway to the Chinese market

We build real bridges for
business and relationships
between Saudi Arabia and China.



Saudi Arabia

RELATIONSHIPS & BUSINESS BRIDGE



China

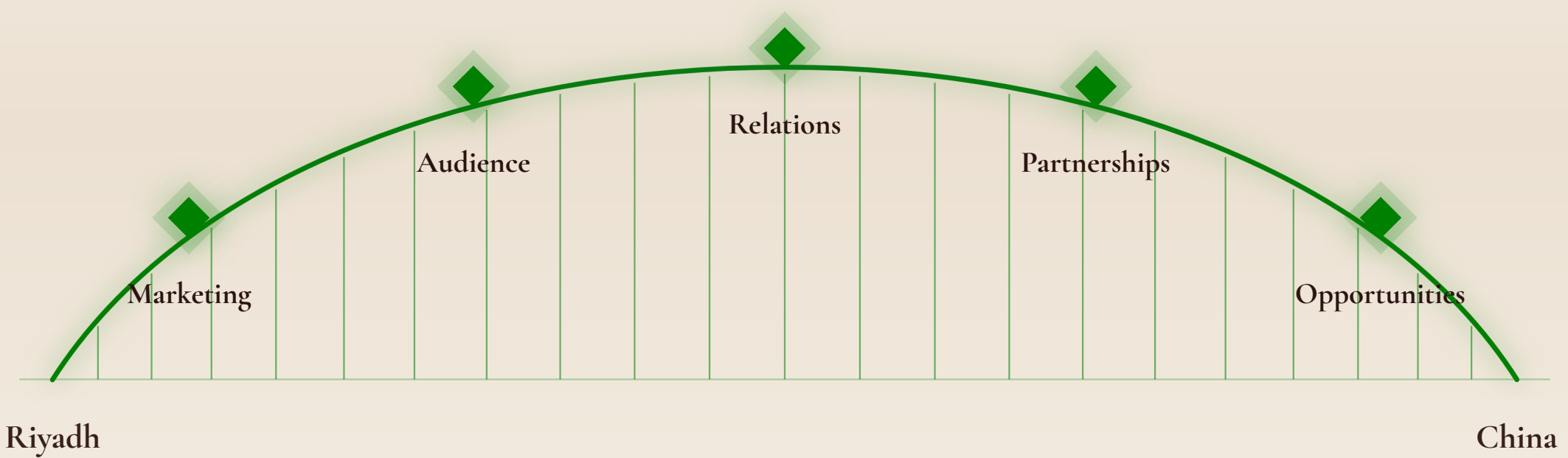
Saudina, a strategic bridge

An agency specialising in marketing, relationship building and
business development between Saudi companies and the Chinese
market.



From marketing to building opportunities

When knowledge turns into relationships... and relationships into opportunities.



Marketing

We introduce your company to the Chinese market with expertise in marketing, advertising and media, including Chinese media.

Audience

We attract the target Chinese audience through meetups, events and specialised communities.

Relations

We build relationships between Saudi and Chinese companies and make it easier to reach the relevant parties.

Partnerships

We find the right Chinese partner and arrange business meetings.

Opportunities

When a relationship matures, it becomes a real business opportunity with China.

Products & services

Everything runs on one bridge between Saudi Arabia and China.



COMMUNITY

Nihao Community

A vibrant community strengthening Saudi–Chinese friendship



REAL ESTATE

RUSAI

Marketing Saudi real estate in China



EXCLUSIVE AGENCY

Build Gate China

An exclusive agency with a Chinese state-owned company



EVENTS

Ying Xiao Da

Design and delivery of commercial marketing events



SAUDI DATES

Sameer Zheng He

A brand selling Saudi dates



MOBILE APP

Nihao Saudi Arabia app

Instantly translated chat between Arabic and Chinese

— NIHAO COMMUNITY · 你好

Nihao Community

A community that builds bridges of Saudi–Chinese friendship and communication.

Founded as a Saudi initiative to build bridges of communication and friendship between Saudis and Chinese, deepen knowledge of Chinese culture, and support cultural and economic exchange between the two countries.



“The Nihao Community is one of the most important assets Saudina relies on to reach the Chinese audience and relationships.”

6

specialised sessions and meetups

100+

people in every session

Relationships

with Chinese companies and media figures

Presence

inside the Chinese community in Riyadh

”

I am very pleased with the sincere efforts you and your friends are making to bring our two peoples closer 🇸🇦🇨🇳



Chang Hua

Ambassador of China to the Kingdom of Saudi Arabia, replying to Sameer's tweet about a Nihao community meetup

Translated from the Arabic original.



Honour from the Chinese Ambassador to Saudi Arabia for the founder of the Nihao community

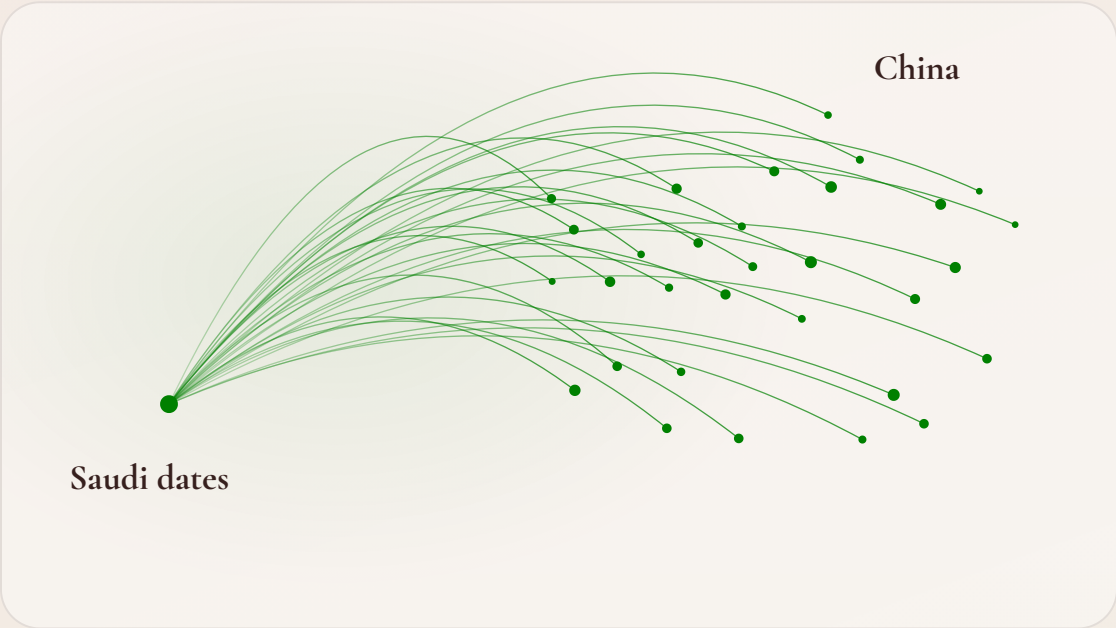
Cases and results

Every project crosses the same bridge: from marketing to audience, then relationships, partnerships and opportunities.

SAUDI ARABIA → 30+ CHINESE CITIES

Madinah Dates to China

Opening the Chinese market to Saudi products



30+ targeted Chinese cities

We are exploring opportunities to export dates to China, reach the right cities and markets, and build a network of relationships that can open new channels for Saudi products.

The screenshot shows a tweet from the account "Madinah Dates" (@MadinahDates) on the X platform. The tweet is in Arabic and mentions the export of dates to China. It includes a small image of a date palm tree and a person. The text in the tweet discusses the export of dates from Madinah to China and mentions the Saudi Ministry of Commerce.

From the Madinah Dates account on X

“From the palms of Madinah to China”

A Chinese architecture seminar on the Saudi real-estate sector

“The modern translation of traditional space”



100+

interested Chinese attendees

The seminar gathered more than 100 Chinese people interested in architecture, design and real estate, and discussed the similarities between classical Chinese gardens and Najdi architecture.

Investment housing

Heritage and sustainability

Property-ownership facilitation for non-Saudis

Saudi topic — Right audience — Outreach —

Connection — Opportunities



What do we offer Saudi companies?

Relationships and partnerships

- ◇ Finding suitable Chinese partners
- ◇ Building relationships between Saudi and Chinese companies
- ◇ Facilitating access to the relevant entities and parties
- ◇ Supporting business meetings and gatherings

Events and audience building

- ◇ Organising Saudi–Chinese meetups and seminars
- ◇ Attracting the target Chinese audience
- ◇ Building specialised communities and events
- ◇ Managing communication with participants and Chinese entities



— Founder

Sameer Mohammed

Marketing expertise... and a network of relationships that reaches into the Chinese community.

13+

years in marketing, advertising and media

60+

clients across diverse sectors

Founder of
Digital Paper Agency for Marketing and Advertising

Marketing

Advertising

Media

Chinese media

Business development

Saudi–Chinese relationship network

Why us?



— Our vision

To be the preferred partner of Saudi companies and entities in their relationship with the Chinese market.

We don't see China as a distant market.

We see a vast space of opportunity... **and we build the bridges to reach it.**

Start your journey with us...

Tell us about your company and what you need in China, and we will arrange the first step on the bridge with you.

WhatsApp



+966 54 783 9765

Chat directly with the Saudina team



@sameer_4m

Founder Sameer Mohammed's account on X



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