Canadian Business Network
Saudi Arabia السعودية

SEASON 2026 / 27

Membership and Partnership Guide

How the Canadian Business Network creates value for individual members, corporate members and partners across the Canada and Saudi Arabia corridor.

CBN-KSA.ORG

CONNECT · CONVENE · GROW

WHY NOW

The Canada and Saudi Arabia relationship is in its strongest decade

In July 2026 Canada's Prime Minister visited the Kingdom, the first visit by a sitting Canadian Prime Minister in more than two decades. It followed a sequence of ministerial visits and produced agreements and memoranda spanning healthcare and life sciences, artificial intelligence, education, defence, minerals and energy.

Vision 2030 is drawing Canadian engineering, mining, technology, education and healthcare expertise into the Kingdom at a pace the business community has not seen before. The people doing that work need a place to meet each other, to meet Saudi decision-makers, and to meet the Canadian government's representatives in Riyadh. That place is the Canadian Business Network.

40

events a season

September to June, in Riyadh and Toronto

2

cities

Riyadh headquarters and a Toronto chapter, with clusters forming in Jeddah and the Eastern Province

6

membership options

For individuals, companies, couples, young leaders, and members based in Canada

1

embassy seat

The Embassy of Canada holds a seat on the CBN board

WHO WE ARE

The business network for Canadians in the Kingdom, and for Saudis who do business with Canada

Affiliated with the Embassy of Canada

The Embassy of Canada in Riyadh is represented on the CBN board. Canadian companies arriving in the Kingdom are referred to CBN by the embassy and the Trade Commissioner Service, and CBN events are regularly hosted at the embassy with the Ambassador in attendance.

Run by a volunteer board of operators

Ten board members across events, membership, finance, governance, marketing and the Toronto chapter, led by Chairperson Marc Jackson and Executive Director Jenna Anderson. Every board member runs a business or a function in the Kingdom or in Canada.

Plugged into the corridor

Partner events with AmCham Saudi Arabia, the Australian business network OzKSA and the Canadian Business Council of Dubai. Commercial registration and in-Kingdom operations through our strategic partner Morajaa Management Consultancy. A Toronto series that meets before the Kingdom's anchor conferences.

OUR MISSION

To connect Canadian professionals and businesses with opportunities in Saudi Arabia, fostering mutual growth, collaboration and economic prosperity between both nations.

SECTORS WHERE OUR MEMBERS WORK

- Healthcare and life sciences
- AI and technology
- Mining and minerals
- Energy
- Education
- Defence and aerospace
- Infrastructure and engineering
- Financial services
- Real estate
- Professional services

THE SEASON

Four kinds of events. Twenty in the last twelve months.

6

At the Embassy of Canada

Receptions hosted with the Ambassador and visiting Canadian officials.

- Reception with the Minister for International Trade, January 2026
- Dinner with the Ambassador, May 2026
- Back to Business, September 2025 and October 2026
- Festive Season and End of Year evenings

4

Business sessions

Expert briefings on the questions Canadians in the Kingdom actually have.

- Cross-Border Wealth, Tax and Estate Planning, February 2026
- Estate Planning for Canadians in KSA, webinar, June 2026
- Investor Reception, LEAP opening night, August 2026
- AmCham x CBN Breakfast, September 2026

5

Social and seasonal

Where the community meets. Free or discounted for members, open to guests.

- Canadian Thanksgiving at Mandarin Oriental Al Faisaliah, 2025 and 2026
- Indoor Golf Tournament at Five Iron, August 2026
- LEAP Rooftop Night for members, September 2026
- Canadian talent at the Riyadh Comedy Festival, October 2025

5

Partner and Toronto

Joint events with other networks, and CBN's own series in Toronto.

- AmCham Ramadan Iftar Reception, March 2026
- Evening with the Australian business group, November 2025
- CBC Annual Gala, Dubai, October 2025
- The Majlis Toronto: Fintech, September 2026; Healthcare, October 2026

Source: cbn-ksa.org/events/past, September 2025 to October 2026. The 2026/27 season runs September to June with up to 40 dates across Riyadh and Toronto, including members-only sessions with Saudi decision-makers.

MEMBERSHIP

Six ways to join. Annual fees in Saudi riyals.

OPTION	WHO IT IS FOR	SEATS	ANNUAL FEE
Individual	Professionals, consultants and executives based in Saudi Arabia	1	**SAR 800**
Corporate	Companies operating in Saudi Arabia	Up to 3	**SAR 3,000**
Corporate Offshore	Companies based outside the Kingdom with Saudi ambitions	Up to 3	**SAR 1,850**
Individual Offshore	Individuals based outside the Kingdom	1	**SAR 800**
Young Business Leader	Professionals and founders under 30	1	**SAR 450**
Couples	A member and their spouse. The spouse does not have to be Canadian	2	**SAR 1,200**

Members pay less on the night

Socials are free or discounted for members and SAR 150 for guests. Canadian Thanksgiving 2026 was SAR 325 for guests and SAR 260 for members.

First event credited

A guest ticket is credited in full against a first-year membership taken within 7 days of the event.

Join online

Apply at cbn-ksa.org/membership. Fees are payable by bank transfer through our registration partner; instructions are on the How to Pay Fees page.

INDIVIDUAL MEMBERSHIP · SAR 800 A YEAR

What one member gets for the price of one dinner

- **Access to the full season**: up to 40 events in Riyadh and Toronto, free or at the member rate
- **Members-only sessions**: small-room sessions with Saudi decision-makers that are not open to guests
- **Embassy receptions**: priority invitations to ministerial and ambassadorial events hosted at the Embassy of Canada
- **A profile in the digital member directory**, visible to other members
- **The member newsletter**, quarterly, with the calendar, introductions and market notes
- **The members' WhatsApp community** for same-day questions and referrals
- **The 360 Program**: Morajaa's commercial registration, government relations, HR and advisory services at a 20 percent member discount
- **Webinars** for members outside Riyadh, such as cross-border wealth, tax and estate planning for Canadians in the Kingdom

Who joins as an individual

Canadian executives and founders resident in Riyadh, Jeddah and the Eastern Province. Saudi executives educated in Canada or working with Canadian firms. Canadians in healthcare, education, aviation and engineering who want a professional community outside the office.

Under 30

The Young Business Leader option at SAR 450 gives early-career professionals and founders the same room at a lower fee.

Two people, one fee

Couples membership at SAR 1,200 covers a member and their spouse, with two directory profiles.

CORPORATE MEMBERSHIP · SAR 3,000 A YEAR

Visibility, access and a team in the room

VISIBILITY

- A company profile page on cbn-ksa.org, with your logo, services and contact, built to be shared on LinkedIn and WhatsApp
- A feature on the CBN LinkedIn page
- A feature in the member newsletter
- Your logo in the corporate members section of the website

ACCESS

- Up to 3 named members, each with full individual benefits
- Priority registration for every event, including embassy receptions
- Introductions through the board and the embassy representative
- The corporate members' WhatsApp group

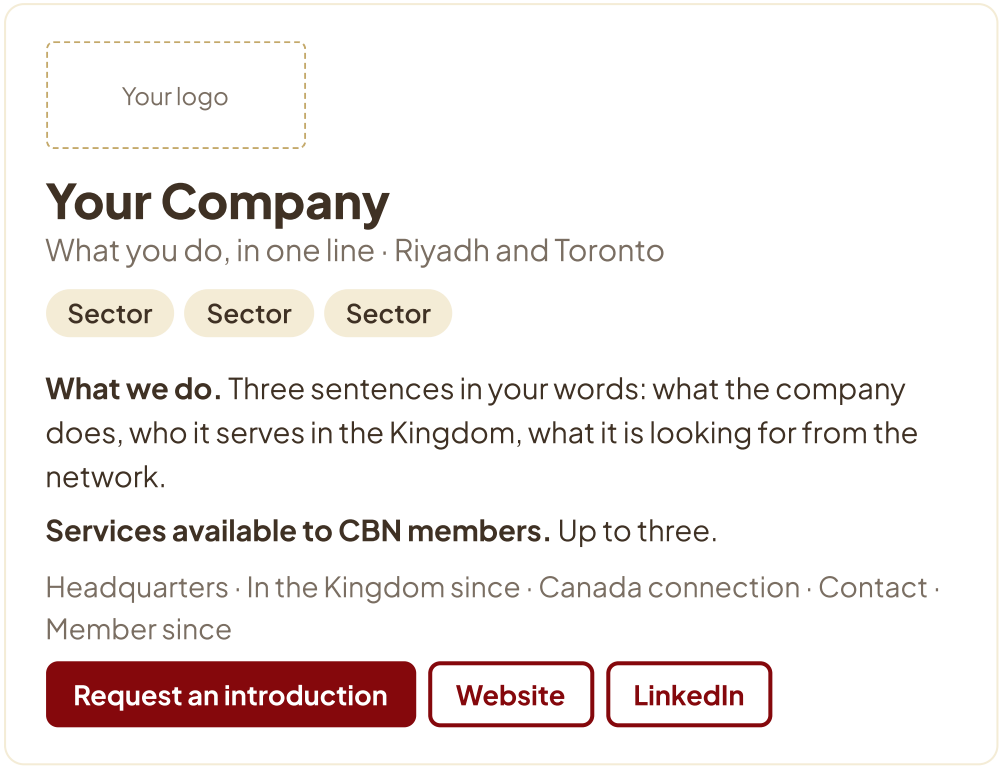
A PLATFORM

- Eligibility to host a business session at your premises, with CBN bringing the room
- Speaking and panel opportunities across the season
- The 360 Program at the 20 percent member rate for every entity in your group entering the Kingdom
- Participation in sector communities as they form: AI, defence, healthcare and life sciences, minerals, real estate, education

Corporate Offshore, SAR 1,850. The same three seats and visibility for companies based in Canada or elsewhere that are planning a Saudi entry, plus the Toronto series where they meet the Kingdom before they fly.

MEMBERS ON CBN-KSA.ORG

A profile you can share, with your logo or photo in the preview



- One link for your team to post on LinkedIn and send on WhatsApp
- The preview shows your logo and your descriptor, not ours
- Every introduction request routes through the CBN executive director, so you only hear from people we have seen
- Listed in the sector directory other members and the embassy use when they are asked "who do we know in..."
- Individual members get the same page, opt-in: photo, title, what you can help with, what you are looking for. No email or phone is ever published
- Updated at renewal; your page is live for as long as you are a member

Launching with the members of the 2026/27 season.

CANADA SIDE

The Majlis Toronto: meet the Kingdom before you fly

CBN's Toronto chapter convenes a monthly edition on Bay Street, each one timed ahead of a Saudi anchor conference and built around one sector.

EDITION	THEME	STATUS
01 · August 2026	AI and technology	Held
02 · September 2026	Fintech and investments	Held
03 · October 2026	Healthcare	Held
04 · November 2026	Real estate, ahead of Cityscape Global	Planned
05 · January 2027	Minerals, ahead of Future Minerals Forum	Planned
2027	Further sector editions through June	Planned

For Canadian companies with Saudi plans

Corporate Offshore membership at SAR 1,850 puts three of your people in the Toronto room and gives them a landing community in Riyadh when they arrive.

For members in the Kingdom

Your Toronto-based colleagues, investors and clients can attend editions as your guests, and introductions made in Toronto are followed up in Riyadh by the same board.

Hosted by partners

Editions 02 and 03 were hosted by Norton Rose Fulbright on Bay Street. Hosting an edition is one of the sponsorship options on the next page.

SPONSORSHIP

Sponsor the season in cash or in kind

Season and event sponsors

Presenting Partner, Platinum, Gold, or a single named event. Podium recognition, logo on every invitation and screen for the period, a table at the gala, first right to host a session in your sector.

Venue Sponsor

A club, hotel, compound, office or co-working space that hosts CBN events at no charge is recognised as Venue Sponsor for the season or the event, with its logo on the invitation and the event page.

Hospitality, Experience, Media, Mobility

Food and beverage, music and art, photography and print, transport. Each contribution is a named sponsor category with its own recognition line: "Hospitality by", "Photography by".

Community Partner

Reciprocal, non-commercial partners: other business councils, universities, alumni networks. Listed on the Sponsors page and cross-invited to the season.

WHAT EVERY SPONSOR RECEIVES

- A sponsor profile on cbn-ksa.org under your category, listing the events you supported
- Logo on invitations, event pages and screens for the sponsored period
- Podium recognition and the post-event communication
- A post-event summary by organisation and sector
- Introductions to the board and the embassy representative

Rate card on request

Partnership packages are priced per event and per season. Write to executive.director@cbn-ksa.org with the format you have in mind and we will send the inventory and pricing within two working days.

All partnership agreements are contracted with the Canadian Business Network and invoiced through its registration partner.

WHO IS IN THE ROOM

The people you meet at CBN

Canadian companies in the Kingdom

Engineering and infrastructure firms, mining and minerals companies, education providers, technology and AI companies, healthcare and life-science ventures, and the professional-services firms that support them.

Saudi decision-makers

Executives from Saudi groups with Canadian partners, investors looking at Canadian technology, Canadian-educated Saudi leaders, and government and entity representatives who speak at Boardrooms and receptions.

The Government of Canada

The Ambassador and the embassy's trade team attend and host CBN events. The embassy representative sits on the board and refers arriving Canadian companies to the network.

BOARD 2026 / 27

Marc Jackson, Chairperson · Jenna Anderson, Executive Director · Victor Barrero, Events Portfolio · Hassan Altaf, Finance · Tim Robertson, PR and Marketing · Dareen Ayyad, Governance · Mohammed Al-Dahbali, Membership · Waseem Hamweyah, Toronto Chapter · Carly Overman, Director at Large · Michelle Jette, Embassy Representative

STRATEGIC PARTNER

Morajaa Management Consultancy provides the 360 Program to CBN members: government relations and compliance, tender and proposal management, market expansion, HR outsourcing, operational support and strategic advisory, at a 20 percent member rate.

JOIN

Three steps to your first event

1

Apply online

Choose your option at cbn-ksa.org/membership and complete the application. Corporate applicants name up to three members.

2

Pay the annual fee

Bank transfer through our registration partner. Instructions are on the How to Pay Fees page. Your membership runs twelve months from payment.

3

Come to the next event

You receive the calendar, the WhatsApp community invitation and, for corporate members, the profile form for your company page.

Contact

Jenna Anderson, Executive Director
executive.director@cbn-ksa.org
cbn-ksa.org/membership

Follow the network

LinkedIn: linkedin.com/company/cbn-ksa
Instagram: instagram.com/cbnksa

Event announcements go to LinkedIn and Instagram first, then to members by email.

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Connecting Canadian professionals and businesses with opportunities in the Kingdom of Saudi Arabia.

cbn-ksa.org · executive.director@cbn-ksa.org · linkedin.com/company/cbn-ksa · instagram.com/cbnksa

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RIYADH · TORONTO