



SAPRAC

Together, we progress.

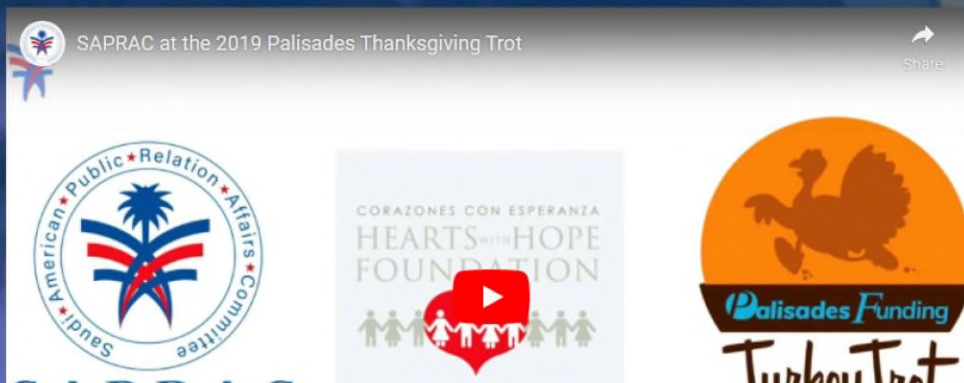


Who Are We?

We are a passionate group of people that possess world-class expertise regarding every aspect of the dynamic Saudi-U.S. relationship. Our unique understanding of this historic relationship allows us to break the mold of traditional communications by developing strategies that are uniquely catered to communicate the client's message to either the American or Saudi audience. SAPRAC improves reputations and develops messages that influence the influencers, because we are experts at adapting to the media consumption habits of our audiences.

Our in-house capabilities include industry-leading media relations, crisis communications, digital strategy and advertising, social media, coalition management, art and design, website development, and video production. We have strategic partnerships to provide public opinion research, grassroots mobilization and field programs, and influencer engagement.

What Does Our Work Look Like?





Watch on YouTube

SAPRAC at the 2019 Palisades Thanksgiving Trot.



Watch on YouTube

A compilation of our work over the past year.



Watch on YouTube

Our brave volunteers providing support to the victims of the Carr fire.



Watch on YouTube

Sights and sounds from our first annual Saudi Music Festival.

More About Us:



What is SAPRAC?

WHAT IS

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About Us



The Saudi American Public Relation Affairs Committee (SAPRAC) is an organization that aims to further strengthen the historic relationship between Saudi Arabia and the United States, both politically and economically. It firmly believes that the best way to achieve this goal is through people to people communication. Most importantly, it will do so by adhering to its core values of transparency, integrity and excellence.

Founded by Salman Alansari and located just minutes from the White House, the committee not only recognizes the importance of the Saudi-American partnership, but also the value that it brings to the security and prosperity of the global community.

As such, the organization is founded upon four core pillars:

1. CONTENT

In addition to being an intercultural committee, SAPRAC serves as a platform that is keen on delivering informative material to its audience. Key topics on Saudi Arabia and U.S.-Saudi relations are to be communicated in the form of academic papers, videos, motion graphics, and short documentaries, providing solid and up-to-date academic and informative material about Saudi Arabia.

In order to achieve the goal of public intellectual engagement, SAPRAC presents its members with an opportunity to share their research papers, videos, and reports on the related topics, which will enrich the material provided with the variety of points of views.

2. EVENTS

SAPRAC is a cultural bridge that aims to build a direct communication between its American and Saudi members. Through cultural fairs, art exhibitions and national ceremonies organized between Riyadh and Washington, SAPRAC strives to create social and public dialogues that will enhance mutual understanding and allow citizens of both countries to build stronger ties.

3. MEDIA

SAPRAC aims to deliver content and messages by collaborating with American media outlets. Authentic, updated, and documented information regarding Saudi Arabia will be provided to all of these media outlets in order to help them gain easy access to news, opinions, and feedback on current affairs affecting both countries.

In addition, media outlets will get the chance to directly communicate and exchange ideas through conferences and workshops that will encourage the collaborative efforts and produce a more solid output.

4. INITIATIVES

Through cultural, educational and social initiatives, SAPRAC invites members to learn more about its mission and engage in a variety of programs including Arabic language and international affairs courses.

The following table features the results of SAPRAC members from the Kingdom of Saudi Arabia, United States, and other countries that have been



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This fourth pillar fosters the creativity of SAPRAC members and opens the door to new initiatives that have the potential of achieving the goals of the organization.

About Our Founder

Salman Al-Ansari is an independent Saudi political analyst & the founder of the Washington DC-based cultural committee (SAPRAC).

He holds 15 years of experience in Counter Terror Financing (CTF) and the financial sector. He's also a co-founder of 'Albayen' law firm.

He is a frequent guest on world-renowned TV channels such as the BBC World, CNN and France 24.

He has been quoted numerous times in the Washington Post, the Financial Times, and the New York Times. He is also a frequent contributor in the influential DC-based political publication, The Hill and he has published multiple researches at Harvard Scholars research center.

Besides his native Arabic language, he is fluent in both English and Spanish, with a U.S. degree in International Communication from Saint Louis University.



SALMAN AL-ANSARI - FOUNDER OF SAPRAC

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IT'S NEVER BEEN EASIER TO INVEST IN SAUDI ARABIA.

LET'S GET YOU STARTED.

SAPRAC wants your business to succeed.

SAPRAC is proud to announce that it is now committed to supporting American businesses that wish to operate in Saudi Arabia, whether it's a small, medium, or a large enterprise. We want to make it as easy as possible for you to invest in or set up and operate a business in the Kingdom. Combined with our unique expertise in the Saudi economy, our unparalleled access to senior decision makers in the Saudi public and private sector will give you the advantage you need to thrive in the Kingdom's dynamic economy.



Saudi-U.S. Trade in Numbers

Saudi Arabia's trade with the United States rose to \$34.53 billion through the first 11 months of 2018, according to a WorldCity analysis of latest U.S. Census Bureau data. That's 6.27 percent above its total trade during the same time period last year.

What can we provide?

Market Research

Our economic experts at SAPRAC are intimately familiar with Saudi Arabia's rapidly changing economic landscape, especially as it relates to the reforms of the Kingdom's Vision 2030. As part of helping you achieve your business venture in Saudi Arabia, SAPRAC will gather information that is relevant to your company's markets, where it will be analyzed specifically for the purpose of accurate and confident decision-making in determining a winning strategy that is uniquely tailored to fit your business goals.

While Saudi Arabia may be one of the fastest growing economies in the region, SAPRAC can help you identify factors that will give the potential