

July - September 2021

Qoot Restaurants and Cafes Association Quarter 3 Updates

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Introduction:



Qoot association works to help pave the way for the café and restaurant industry in the Kingdom to set a new standard for excellence. The association aims to improve the work environment in the sector, help bridge the gap between the public, private and third sectors, and improve overall conditions in the industry.

These ongoing efforts are the key to achieving the association's vision and goals, and we are confident that the sector will continue to burgeon and grow in line with the goals of Vision 2030.

Report's Objective



This report covers the events and successes that the Qoot association has carried out over the course of the past quarter, i.e. the period between July and September of 2021.

Over the course of this quarter, the association saw significant progress in furthering its ambitions, which laid the groundwork for future progress that will help the association further its goals.



Overview

In the third quarter of 2021, the Qoot association began working to strengthen relations between the public and private sectors, standing “shoulder to shoulder” with the association’s founding members. The association aimed to address the legislative and commercial challenges faced by those in the industry with the aim of addressing them and offering solutions.

Qoot’s focus lay in two primary areas:



Public Policy Advocacy



F&B Community Building

Public Policy Advocacy Updates:

05 Muraja'a sessions with Industry experts took place to review the following legislations and frameworks

- Commercial Boards frameworks and legislation with the Ministry of Rural, Municipal Affairs and Housing (MOMRAH).
- Commercial Names with the Ministry of Commerce
- Commercial Registration with the Ministry of Commerce.
- The Framework of the Commercial Buildings with the Ministry of Rural, Municipal Affairs and Housing (MOMRAH).
- The frameworks of Restaurants and Kitchens with the Ministry of Rural, Municipal Affairs and Housing (MOMRAH).



وزارة الشؤون البلدية
والقروية والإسكان

Ministry of Municipal & Rural Affairs & Housing



وزارة التجارة
Ministry of Commerce

Public Policy Advocacy Updates:

18 meetings were held with different governmental entities to introduce the association and discuss collaboration opportunities:

- Introducing the Qoot Academy to the Ministry of Tourism
- CITC (Communications and Information Technology Commission)
- ECZA (Economic Cities and Special Zones Authority)
- Deputy minister of Economic and Investment Research at Ministry of Investment (MISA).
- Deputy of Digital Transformation at MOMRAH
- General Authority for Civil Aviation (GACA)
- The Vice President of the Bureau of Experts at the Council of Ministers
- Deputy of Strategic Affairs and Vision Realization
- Governor of the Zakat, Tax and Customs Authority (ZATCA)
- National Transformation Program team
- E-Commerce Council
- Deputyship of Commercial and Investment Affairs at Ministry of Commerce
- the Deputyship of Human Capital at the Ministry of Tourism
- CEO of the Saudi Food and Drug Authority (SFDA)

Most notable meetings:

- Introductory meeting with the Deputy of Labor Affairs at the Ministry of Human Resources and Social Development (MHRSD) to present the association and discuss collaboration opportunities. The meeting focused on clarifying visa requirements and regulations for expat visas in addition to the QEWA portal.
- A workshop held with MOMRAH for Saudi restaurants to present the health regulations and standards in the F&B industry. MOMRAH presented the new updated health regulations and standards that must be followed by the food and beverage industry, especially those who provide home delivery services or using aggregators such as Hunger Station and Jahez.
- Alignment meeting with the National Competitiveness Center (NCC) after sharing the sectoral challenges lists for the food and beverage industry and discussing next steps and the actions to be taken by both parties.
- Exploring investment opportunities with the Governor of Riyadh and his team. With the aim of increasing the growth of the restaurant and cafe sector with Riyadh's growth and demand, this meeting focused on sharing upcoming investment opportunities with the sector.

الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

CITC
هيئة الاتصالات وتقنية المعلومات
Communications & Information
Technology Commission

وزارة الاستثمار
Ministry of Investment

المملكة العربية السعودية
بureau Of Experts At The Council Of Ministers

Human Resources and
Social Development

National
Transformation
Program

وزارة التجارة
Ministry of Commerce

هيئة المدن والمناطق الاقتصادية الخاصة
Economic Cities and Special Zones Authority

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

GACA
الهيئة العامة للطيران المدني
General Authority of Civil Aviation

المركز الوطني للتنافسية
NATIONAL COMPETITIVENESS CENTER
تيسير | TAYSEER



Community Building Updates:

03 in-depth interviews (IDIs) with fine dining members of the industry:

- Modern Food
- Bateel
- Al Khozama Group



04 meeting to introduce the following companies to Qoot and discuss some of the industry challenges they are facing:

- Americana
- Tanmiah



01 A meeting with the Ministry of Culture, Soudah Development, Bunyan Training, and Mukatafa to discuss Qoot officially joining the Executive Board of the International Institute of Gastronomy, Arts and Tourism (IGCAT) World Regions of Gastronomy project.

02 Meetings to discuss the association’s internal projects:

- Establishment of Qoot’s Western Branch.
- New Association strategy and future goals

Community Building Updates:

04

4 meetings were held between the Association and the following private companies to discuss the collaboration opportunities between the two entities:

- Maximus to align on the outcomes and challenges with the Tawteen Program.
- BSI introducing the Food and Beverage Standard Uplifting project.
- Boston Consulting Group (BCG) on projects concerning Saudization and expressed their need for private sector inputs to better their analyses.
- Rakeen to execute the second phase of the Association incubation and acceleration project.



02

meetings were held between the Association and the following governmental entities to discuss the collaboration opportunities between the two entities

- Ministry of Human Resources and Social Development (MHRSD) to discuss regulatory adjustment requirements, specifically on employee contracts, following the new regulations of not closing stores during prayer times.
- Monsha'at to discuss potential future collaborations.
- MOMRAH and Bunyan to discuss the restaurant auditing project.



Qoot, towards a growing and contributing F&B Industry.