

Danish Business Trade Promotion in Saudi Arabia

From February 28th to March 1st 2016, Cimbria participated in a Danish Business Trade Promotion trip to the Kingdom of Saudi Arabia together with no less than 42 other companies from Denmark. The trip was headed by His Royal Highness Crown Prince Frederik and Her Royal Highness Crown Princess Mary together with Danish ministers: Foreign Minister Kristian Jensen, Minister for Health and Elderly Affairs Sophie Lohde and Minister for Business and

Growth Troels Lund Poulsen. The participation in the Trade Promotion came at the same time as Cimbria has opened its own representative office in Riyadh, Saudi Arabia. Cimbria's representative office is headed by Mr. Abbas Mohammed Ibrahim. Both events are direct results of Cimbria's new strategy to strengthen its position in not only Saudi Arabia but all of the Middle East.

