



# CAPABILITY STATEMENT

Grandeur of Opportunity

**1**rademark  
GROUP OF COMPANIES

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CREATING A PLATFORM FOR BETTER BUSINESS

Australia | United Arab Emirates | Kingdom of Saudi Arabia | United Kingdom

[www.trademarkgroup.com.au](http://www.trademarkgroup.com.au)



# WHO WE ARE

**1**rademark Group is a professional business network founded in Australia, dedicated to empowering businesses through strategic connections, tailored services, and local expertise.

With our headquarters in Australia and branches in Saudi Arabia, the UAE, and the United Kingdom, we equip businesses with the tools and support they need to strengthen their local presence and expand into new markets.



**WE WORK WITH GLOBAL STAKEHOLDERS  
BOTH PUBLIC AND PRIVATE TO DELIVER  
IMPACTFUL SOLUTIONS.**

By offering access to an exclusive B2B community, hosting professional networking events, and providing specialised services to help businesses build long-lasting relationships and thrive in competitive markets.





# WHAT WE DO

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At Trademark Group, we connect businesses to unparalleled opportunities through a dual-focus strategy:

01.

**Local Business Development:** We create and manage robust local B2B networks tailored to the unique dynamics of each region where our branches operate. Our professional events and community platforms help businesses in **Australia, Saudi Arabia, UAE, and the UK** strengthen their local market presence.

02.

**Global Expansion Support:** For businesses looking to expand beyond their home markets, we provide comprehensive guidance and strategic support to enter international territories.



*Through our extensive networks and strong government partnerships, we ensure businesses gain the resources, connections, and insights needed to succeed both locally and globally.*

**Sam Jamsheedi** - Global Chairman

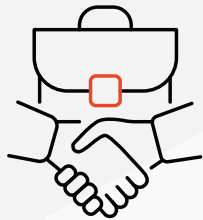




# HOW WE DO IT

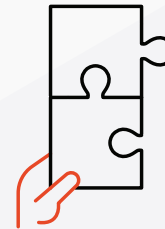
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**Our approach combines professional expertise, global reach, and local know-how:**



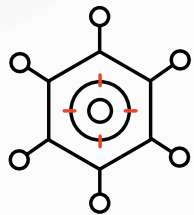
## **B2B NETWORKING**

We foster vibrant professional communities in each branch location, hosting exclusive events and creating tailored opportunities for businesses to collaborate and grow.



## **TAILORED BUSINESS SOLUTIONS**

From market entry strategies to operational support, our customised services are designed to meet the unique needs of each client, ensuring a smooth transition into new markets.



## **MARKET EXPANSION SERVICES**

Leveraging our partnerships with key government entities and local stakeholders, we provide businesses with the strategies and connections necessary to expand into international markets seamlessly.



## **COMPREHENSIVE COVERAGE**

With local expertise in Australia, Saudi Arabia, UAE, and the UK and plans for further expansion, our network provides businesses with both local and global opportunities.



# ORIGIN STORY OF TRADEMARK GROUP

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## A Legacy of Empowerment and Global Reach

Established nearly two decades ago in Australia, Trademark Group began as an investment development firm, recognised for its ability to identify market opportunities and deliver landmark projects that solidified its reputation as an industry leader. As the company's portfolio expanded, so did its need for efficient and streamlined operations. This led to the creation of an international procurement arm, ensuring access to high-quality materials and greater control over the supply chain for large-scale projects. This strategic move demonstrated the company's commitment to innovation and adaptability in meeting evolving industry demands.

Building on this foundation, Trademark Group transformed into a global business network, with branches in Saudi Arabia, the UAE, and the United Kingdom. The company empowers businesses through tailored solutions, B2B networking, and professional services, including logistics, business setup, and market expansion.

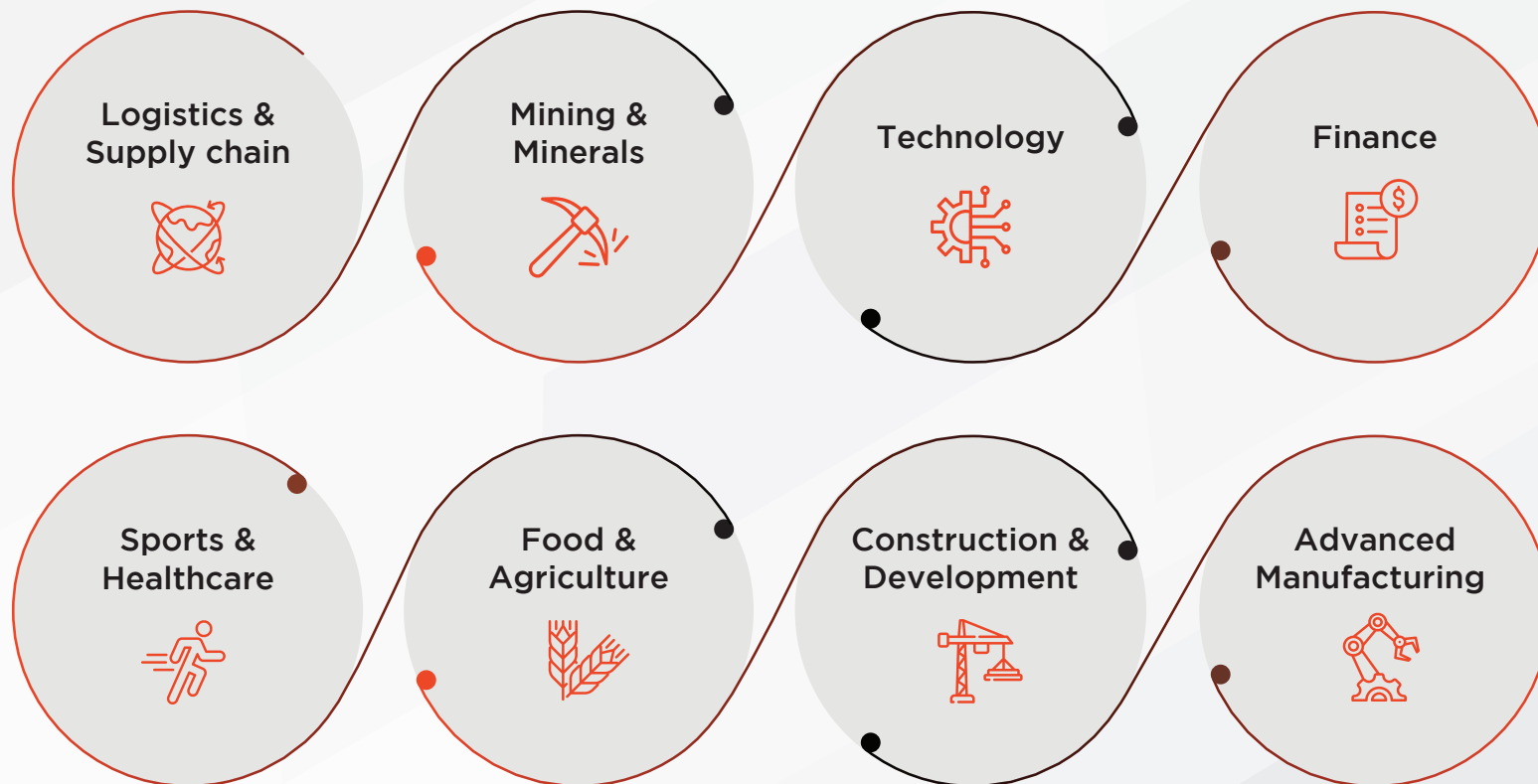
Today, Trademark Group continues to foster long-term partnerships and drive business growth, helping clients thrive locally and expand seamlessly into international markets.





# OUR CLIENT DIVERSIFICATION

+350 CLIENT TO DATE | OVER **USD \$287M+** IN BUSINESS SUCCESSES







**TRADEMARK  
GROUP SERVICES**



## Business Networking

- | Creation and facilitation of B2B networks both locally and internationally.
- | Hosting networking events, including breakfasts, after-hours gatherings, and industry-specific round tables.
- | Access to exclusive networking opportunities with government officials, industry leaders, and other businesses.

## Market Entry

- | Strategic support for businesses entering new markets, particularly in the MENA region.
- | Comprehensive market entry strategies to help businesses stay competitive in diverse environments.
- | Leveraging the expertise of our members to guide clients in setting risk appetites for investments and market exploration.

## Company Setup & Formation

- | Tailored solutions for startups and established enterprises transitioning into new economies.
- | A meticulously crafted three-step process: Discovery Session, Business Strategy Session, and Execute Expansion Strategy.
- | Expertise and insights to ensure successful and seamless company formation.

## Finding the Right Local Partners, Agents & Distributors

- | Leveraging in-market advisors to identify suitable partners for optimal results.
  - | Ensuring long-standing business partnerships by connecting clients with the right local entities.
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## Market & Industrial Insights

- | Providing detailed market and industry insights to help businesses identify opportunities.
  - | Guidance on navigating rapidly changing international markets, securing the right market for expansion.
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## Stakeholder Engagement

Mapping and engaging with key stakeholders, including:

- | Identifying relevant government entities.
- | Understanding government functions and processes.
- | Insights into key industry players.
- | Practical knowledge of decision-makers and influencers on business and policy imperatives.



INTRODUCING

# TRADEMARK CONNECT

THE GLOBAL B2B PLATFORM FOR LEADERS



The Trademark Connect App isn't just a platform, it's a complete solution for business leaders to connect, collaborate, and thrive on a global scale. Tailored for business leaders prioritising efficiency and innovation, it redefines how you network and engage with a community of like-minded professionals.

## What Makes Trademark Connect Unique?

It stands out by offering:

**Access to a Comprehensive Database:** Gain entry to an extensive and curated database of business leaders, companies, and decision-makers, making it easier to find the right contacts and opportunities for your business.

**Exclusive Events:** Participate in high-value events designed to foster meaningful connections. Whether it's face-to-face networking gatherings or virtual summits, these events provide unique opportunities to collaborate and share ideas with industry peers.

**Easy Collaboration:** Simplify communication and interaction with other members through built-in tools that make collaborating on projects or deals faster and more effective.

**Streamlined Access to Opportunities:** Navigate business opportunities seamlessly through a user-friendly platform that puts all essential resources at your fingertips.

**A Thriving Community of Leaders:** Join a network of ambitious and innovative professionals who are shaping industries and driving growth worldwide.





# **ACHIEVEMENTS**





## 01/ PRIME MINISTER AND CABINET MEETINGS IN CANBERRA

The meeting between Mr Sam Jamsheedi and the Prime Minister of Australia, Anthony Albanese, underscored the increasing recognition of the Council's pivotal role in fostering bilateral relations. Initiatives such as the highly successful Aussie Expo have been acknowledged as critical bridges between Australia and Saudi Arabia, driving not only economic growth but also stronger government-to-government (G2G) relations and a flourishing business community. The meeting also emphasised the significance of the growing business community as a key driver of economic resilience and innovation between the two nations. The Council's work in connecting Australian and Saudi enterprises has not only opened new markets but has also facilitated knowledge exchange and joint ventures that benefit both economies.

This milestone meeting reaffirms the Council's commitment to strengthening bilateral ties and its mission to build lasting partnerships that drive mutual prosperity. The continued collaboration between Australia and Saudi Arabia, championed by the Council, marks a new era of cooperation and shared success.

## 02/ AUSTRALIAN SAUDI BUSINESS FORUM SIGNS AGREEMENT WITH FEDERATION OF SAUDI CHAMBER

On February 2023 The agreements were signed between the Federation of Chambers and the Australian Business Forum during the Saudi-Australian Business Forum.

The aim of this agreements was to establish an official business council between the 2 countries to enhance trade and investment between the two countries and exchange information on markets and available investment opportunities.





### 03 AGREEMENT BETWEEN SSS GROUP AND AHQ & SONS GROUP



In November 2023, Trademark Group of Companies facilitated a landmark deal which served as a major boost in Trade Relations between Australia and Saudi Arabia.

The deal between Saudi Arabia AHQ & Sons Group and Australia's SSS Group, valued in its first phase at US\$27Million will set SSS Group to manufacture and produce scaffolding Systems in the Kingdom and plans to produce 12000tons of scaffolding in its first year, and increase to 50000 to 80000 tons by the Third year, to distribute locally in the Kingdom and export to Australia and other international Markets.

The signing ceremony which was held at The Trademark Group of Companies headquarters in Riyadh, was attended by senior officials from both Australia and Saudi Arabia. Including the CEO of National Industrial and Development Program, Mr Suliman Mazroui, The Australian Ambassador to The Kingdom of Saudi Arabia His Excellency Mr Mark Donovan.

### 04 THE UNIVERSE AGREEMENT

UniVerse, a decentralised academic platform, committed USD 50 million to a strategic partnership with Saudi Arabia, marking a transformative milestone in education and research. This investment will establish cutting-edge research labs and educational facilities, driving advanced research, fostering knowledge exchange, and sparking innovation.

The signing ceremony at the Saudi Commercial Attaché office in Sydney was attended by notable dignitaries, including His Excellency Meshare Ben Naheet, Consul General of Saudi Arabia to Australia, and Atif AlOthri, Saudi Commercial Attaché to Australia. Sam Jamsheedi, Chairman of Trademark Group and President of the Australia Saudi Business Council, and Joel Fitzgibbon, Ambassador of the Australia Saudi Business Forum, were also present.

This visionary partnership aligns with Saudi Arabia's Vision 2030, propelling the Kingdom as a global leader in academic excellence. The new facilities will support research in critical fields, encourage global collaboration, and provide world-class resources for Saudi and international students.





## 05 HISTORIC SIGNING OF MEMORANDUM OF UNDERSTANDING WITH THE MAKKAH CHAMBER OF COMMERCE

In January 2024, the first ever signing of an MOU agreement for collaboration between Australia Saudi Business Council & Forum and Makkah Chamber of Commerce took place.

President of the Australia Saudi Business Council & Forum, Mr. Sam Jamsheedi, and the Secretary General of Makkah Chamber of Commerce and Industry, Mr. Abdullah Hanife.

Makkah is the birthplace of and of the holiest cities in Islam. With this signing of this MOU with the Makkah Chamber Commerce and Industry to promote trade, investment and bi-lateral relationship between Australia and The Kingdom Saudi Arabia.



## 06 ASBF AND AL QAHTANI GROUP SOLIDIFY TRADE PARTNERSHIP WITH STRATEGIC MOU SIGNING

The delegation was highlighted by the signing of an MOU Al Qahtani Holdings, which cements the efforts of ASBF in the promotion of Bi-Lateral trade between Australia and The Kingdom of Saudi Arabia.

The MOU was signed by the President of the Australian Saudi Business Forum Mr. Sam Jamsheedi, and the Chairman of Al Qahtani Group, Sheikh Tariq AlQahtani, with the honourable presence of H.E Mark Donovan - Australian Ambassador to the Kingdom of Saudi Arabia, and Mr. Atif AlOthri - Commercial Attaché of The Kingdom of Saudi Arabia to Australia.



## 07 AUSTRALIA SAUDI BUSINESS COUNCIL AND FORUM SIGNS AN MOU WITH EXPORT COUNCIL OF AUSTRALIA

Trade ties between Saudi Arabia and Australia are set to strengthen after the two countries signed an agreement to improve cooperation across multiple sectors. The agreement will focus on cooperation in industry, mining and food as well as agriculture, technology, and artificial intelligence. The deal will increase the opportunities for Australian exporters to collaborate with Saudi entities, enhancing bilateral cooperation. The agreement was signed by the President of the Australia Saudi Business Council & Forum, Sam Jamsheedi, and Arnold Jorge, CEO of the Export Council of Australia during the latter's visit to the Kingdom with a delegation



## 08 AUSSIE EXPO RIYADH 2024

The first Australian exhibition in Riyadh, showcasing Australian capabilities. This groundbreaking event, hosted together with the Trademark Group of Companies, marked the largest delegation of 75+ Australians to Saudi Arabia.

The inaugural Aussie Expo, held on October 21st and 22nd in Riyadh, symbolised a new era of bilateral cooperation. Under the patronage of His Excellency Bandar AlKhorayef, the event brought together over 75 Australian participants and attracted more than 1,000 attendees over two days. This groundbreaking event showcased Australia's talent and expertise, reinforcing cross-border investment opportunities and laying a solid foundation for future collaborations.







# KEY HIGHLIGHTS OVER THE YEARS

Trademark Group has successfully delivered a range of impactful initiatives, events, and collaborations over the past year, solidifying its role as a helping local businesses and also bridge between different businesses and international markets.



## Networking Events

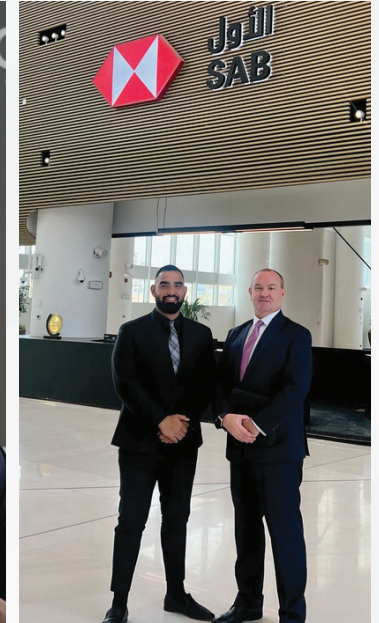
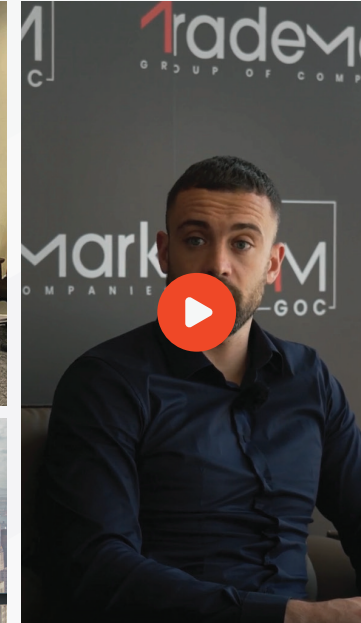
- ▶ Monthly morning and evening business Gatherings provided platforms for members to connect, share insights, and foster professional relationships.
- ▶ The Trademark Annual Charity Gala Dinner supported charitable causes, drawing participation from high-profile attendees.





## Industry Engagements

- ▶ Hosted Industry Insight Round Table Discussions, Industry Events and Webinars, offering valuable insights into market trends and innovations.
- ▶ Facilitated high-level Delegations to different countries fostering meaningful collaborations and exploring new opportunities.





# BOARD MEMBERS

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## **SAM JAMSHEEDI**

### **Global Chairman & Founder**

Sam Jamsheedi founded Trademark Group of Companies after years of investing in international markets. Sam has an accomplished record of success within international markets, working with many global brands to deliver success. Sam has built a reputation of delivering excellence for his clientele.



## **THE HON JOEL FITZGIBBON**

### **Chairman - Australia**

Joel Andrew Fitzgibbon (born 16 January 1962) is a retired Australian politician. He is a member of the Australian Labor Party (ALP) and has served in the House of Representatives from 1996 to 2022, representing the New South Wales seat of Hunter. He served as Minister for Defence (2007–2009) in the first Rudd government and Minister for Agriculture, Fisheries and Forestry (2013) in the second Rudd government. He was also Chief Government Whip in the House of Representatives (2010–2013) in the Gillard government.



## **ABDULLA LAHEJ**

### **Chairman - United Arab Emirates**

With deep-set roots in the United Arab Emirates, Abdulla's robust 21-year career began in 1997. Keen to expand his skillset in Real Estate, he progressed to Emaar Properties in 2000, and after 14 years of hard work and dedication proceeded to become Group CEO of the organization. In 2016, Abdulla went on to become Group CEO of Dubai Properties.



## **SHEIKH TARIQ ABDEL HADI ALQAHTANI**

### **Chairman - Kingdom of Saudi Arabia**

Sheikh Tariq Abdel Hadi Al-Qahtani entered business at an early age and has been spearheading the success of the Abdel Hadi Al-Qahtani Group, growing the organisation to greater heights. With multinational experience and distinguished leadership skills, he has excelled in the role of Chairman and member of the board of various prestigious local and international companies and business organisations.



# MANAGEMENT

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**SAMIUL KARIM**

COUNTRY DIRECTOR  
UNITED KINGDOM



**DANIEL JAMSHEEDI**

COUNTRY DIRECTOR  
KINGDOM OF SAUDI ARABIA



**MATILDA TOMASETTI**

COUNTRY DIRECTOR  
AUSTRALIA



**ILIASS KBAICH**

COUNTRY DIRECTOR  
UNITED ARAB EMIRATES



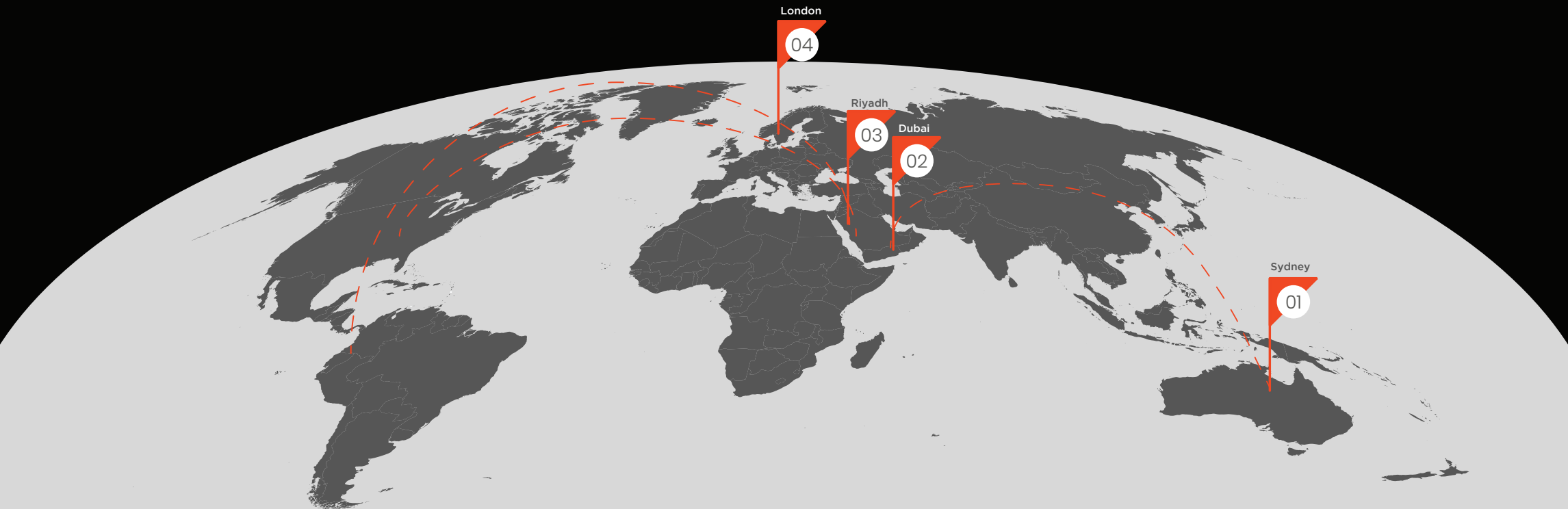


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SYDNEY**  
176 Cumberland St, The Rocks, NSW 2000

02. **UNITED ARAB EMIRATES  
DUBAI**  
31C09, Irise Tower, Barsha Heights, Dubai, UAE

03. **KINGDOM OF SAUDI ARABIA  
RIYADH**  
King Fahad Branch Road , Al-Moatamarat District  
P.O.Box 16683 Riyadh 11474

04. **UNITED KINGDOM  
LONDON**  
The Leadenhall Building  
Lvl 30, 122 Leadenhall St, City of London, London EC3V 4AB





# OUR STRATEGIC PARTNERS

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Australian Government



AUSTRALIA SAUDI  
BUSINESS COUNCIL



اتحاد الغرف التجارية السعودية  
Federation Of Saudi Chambers of Commerce



الهيئة العامة للتجارة الخارجية  
Saudi General Authority of Foreign Trade



TRADE +  
INVESTMENT  
QUEENSLAND



Investment  
NSW

Invest & Trade  
WESTERN AUSTRALIA



# 1rademark

GROUP OF COMPANIES

## AUSTRALIA SYDNEY

176 CUMBERLAND ST, THE ROCKS, NSW 2000

## KINGDOM OF SAUDI ARABIA RIYADH

2ND FLOOR, AL FAISALIAH TOWER, KING FAHD RD, AL OLAYA  
RIYADH 12212

## UNITED ARAB EMIRATES DUBAI

31C09, IRISE TOWER, BARSHA HEIGHTS, DUBAI, UAE

## UNITED KINGDOM LONDON

THE LEADENHALL BUILDING  
LVL 30, 122 LEADENHALL ST, CITY OF LONDON, LONDON EC3V 4AB



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