

## **British Embassy opens the door for security firm in Saudi Arabia**

**Company Name:** Le Beck International Ltd (LBI)

Lincolnshire security firm, Le Beck International Ltd (LBI) has won over £130,000 of new business in Saudi Arabia with the help of UK Trade & Investment. Business is growing so fast that the company now aims to set up a joint venture in the market.

LBI is an independent British specialist security company with offices in the UK, US, the Middle East and South Korea. The company provides client and territory specific security and vulnerability assessments, recommends comprehensive solutions, project manages their implementation and provides complete programme management for all security requirements. LBI's counter-terrorism and specialist security training programmes complement these specialities.

Despite long associations with other countries in the Middle East, until recently LBI had only limited involvement in Saudi Arabia. However, a meeting between LBI chief executive Tony Tesar and Syed Zaman, UK Trade & Investment officer at the British Embassy in Riyadh, in 2002 has resulted in a recent surge of business in the market.

A senior manager from one of Saudi Arabia's largest financial institutions approached Mr Zaman at the British Embassy. The bank was looking for British expertise to conduct a comprehensive counter-terrorism security and risk assessment for its operations. Mr Zaman who has lead responsibility in Saudi Arabia for the security sector, provided the bank with LBI's contact details.

Following up on this lead, LBI presented its proposal and won the contract. Impressed with the quality of the assessment work, the bank then entered into a multi-year agreement with LBI for the implementation of the recommendations from the assessment phase, including recruitment of a security team, staff training and regular security audits and reviews. The initial contract, worth around £26,000, has developed into a long-term agreement worth over £130,000.

Part of the expanded relationship, required LBI to run a campaign to recruit senior security personnel to the client company, which involved advertisements in Jordan, Egypt, Kuwait, UAE, Saudi Arabia and three regional newspapers. Not familiar with the most appropriate print media in these countries, LBI turned to UK Trade & Investment teams who provided contact details of appropriate publications.

Mr Tesar said: "The British Embassy in Riyadh and the UK Trade & Investment teams across the Middle East have provided invaluable assistance helping us to boost our profile in the region.

"On the back of successful completion of the first phase of the contract, LBI secured a consultancy project with another large financial organisation in Saudi Arabia, which has also led to a long term relationship.

"Further assistance from the British Embassy has resulted in us winning a contract with a senior government official in Saudi Arabia to review and upgrade security at his private residence and LBI has completed two further contracts, in Yanbu and Jeddah.

"LBI has been able to grow its business so quickly in Saudi Arabia is testament to the quality of contacts built up by the UK Trade and Investment team in Saudi Arabia."

The specialist and confidential nature of LBI's counter-terrorism security business is such that traditional marketing and advertising is an inappropriate route to business expansion. Expansion is achieved through a growing network of influential contacts.

**UK Trade & Investment Contact:** [Divya.Dwivedi@uktradeinvest.gov.uk](mailto:Divya.Dwivedi@uktradeinvest.gov.uk)

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