

## PIF LOCAL CONTENT GROWTH PROGRAM (MUSAHAMA)

### VISION

Leverage the PIF spending to catalyze the development of at-scale, competitive and innovative sectors and value chains in the Kingdom

### OBJECTIVE

Enable Portfolio Companies to achieve PIF local content aspirations

## STRATEGIC PILLARS

- 1 Adapt how we design and buy to provide opportunities for local suppliers
- 2 Invest in developing local industries
- 3 Support the competitiveness of local industries
- 4 Engage ecosystems to drive pride and innovation in local materials & designs

## OUR JOURNEY SO FAR

2021

Launch of the PIF Program 2021-2025 setting a Local Content target of 60% in 2025

2022

PIF Local Content Policy and Supplier Development Program Policy approved

2023

PIF Portfolio Companies are developing Local Content Policies

2024

PIF Portfolio Companies are implementing holistic Local Content Programs to achieve PIF aspirations



## PIF AND ITS PORTFOLIO COMPANIES SUPPORT TO THE LOCAL PRIVATE SECTOR

- 1 PIF Local Content Policy adopted across the portfolio which gives preference to local goods and services
- 2 PIF Supplier Development Program Policy to enhance local suppliers capabilities, quality, and cost competitiveness
- 3 PIF Private Sector Portal to access growth opportunities for the private sector
- 4 Direct PIF investments to drive supply chain localization of sizeable investment opportunities

## SUPPORT NEEDED FROM THE LOCAL PRIVATE SECTOR

- 1 Join MUSAHAMA Platform and express your interest to become a supplier to PIF Portfolio Companies
- 2 Invest in talent development, capacity building and technology transfer
- 3 Localize your own supply chains
- 4 Expand your capacity and set-up new production