

Reply Reply All Forward

Trade facts and background material

Dan Lederman

To: Bill Palmer [bpalmer@rosenbaueramerica.com]

Attachments: (2) Download all attachments

 Rosenbauer gets 319M Saudi~1.pdf (79 KB) [Open as Web Page];  Saudi Prince visits Sioux ~1.pdf (87 KB) [Open as Web Page]

Friday, June 19, 2020 2:11 PM

Bill,

I hope you are doing well.

Please see below some of the points we discussed last week.

South Dakota and Saudi Economic Ties

- Saudi Arabia is South Dakota's 10th largest export partner.
- Saudi Arabia is, additionally, South Dakota's fastest growing export partner with exports growing at a rate of 91 percent per year since 2003.
- The South Dakota company Rosenbauer America's Lyons produced \$208 million worth of fire rescue vehicles for Saudi Arabia. A Saudi royal, Prince Saud bin Khalid al-Faisal, visited South Dakota to see these vehicles in 2014.

I am also attaching a couple news articles to be used as background.

Please let me know if you have any questions. I can be reached on my cell anytime to discuss.

Thank you,

Dan

Dan Lederman
[LS2 Group](#), South Dakota
Cell (712) 251-1992

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

CONFIDENTIALITY NOTICE: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential, proprietary and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that while we scan all e-mails for viruses we cannot guarantee that any e-mail is virus-free. This email (including any attachments) is covered by the Electronic Communications Privacy Act, 18 U.S.C. "2510-2521."

Rosenbauer gets \$319M Saudi fire equipment order
The Associated Press - Dec 20, 2011
Rapid City Journal

https://rapidcityjournal.com/news/rosenbauer-gets-m-saudi-fire-equipment-order/article_d395e0ea-2b44-11e1-827c-001871e3ce6c.html

Lyons -- A South Dakota company that makes fire trucks says it has landed a \$319 million order from the Saudi Arabian Ministry of the Interior to supply fire engineering equipment.

More than 500 of the 1,125 vehicles ordered will be built at Rosenbauer America's plant in Lyons, about 10 miles northwest of Sioux Falls.

Rosenbauer America President Harold Boer says the order will keep the Lyons plant producing at full capacity through 2014 and bring new job opportunities.

In all, Rosenbauer will supply 1,125 vehicles including fire trucks, boats and other civil defense equipment. The rest will be built in Leonding, Austria; Karlsruhe, Germany; and Madrid, Spain.

Saudi Arabia's expansion efforts will involve building and fitting out 180 new fire-stations, mainly in urban areas.

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

Rosenbauer gets \$319M Saudi fire equipment order
The Associated Press - Dec 20, 2011
Rapid City Journal

https://rapidcityjournal.com/news/rosenbauer-gets-m-saudi-fire-equipment-order/article_d395e0ea-2b44-11e1-827c-001871e3ce6c.html

Lyons -- A South Dakota company that makes fire trucks says it has landed a \$319 million order from the Saudi Arabian Ministry of the Interior to supply fire engineering equipment.

More than 500 of the 1,125 vehicles ordered will be built at Rosenbauer America's plant in Lyons, about 10 miles northwest of Sioux Falls.

Rosenbauer America President Harold Boer says the order will keep the Lyons plant producing at full capacity through 2014 and bring new job opportunities.

In all, Rosenbauer will supply 1,125 vehicles including fire trucks, boats and other civil defense equipment. The rest will be built in Leonding, Austria; Karlsruhe, Germany; and Madrid, Spain.

Saudi Arabia's expansion efforts will involve building and fitting out 180 new fire-stations, mainly in urban areas.

These materials are distributed by LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

Saudi prince visits Sioux Falls businesses

By. Jodi Schwan – April 23, 2014

Argus Leader

<https://www.argusleader.com/story/news/business-journal/2014/04/24/saudi-prince-visits-sioux-falls-businesses/8083013/>

A Saudi Arabian prince visited Sioux Falls last week in a low-profile trip to learn more about business in South Dakota.

Prince Saud bin Khalid al-Faisal flew himself from Chicago to Sioux Falls on April 14 and didn't want any fanfare around the visit, according to Rock Nelson, international marketing director of the Sioux Falls Development Foundation and Sioux Falls Area Chamber of Commerce.

"His purpose in coming was to learn more about economic development," Nelson said. "Sioux Falls and South Dakota are a hotbed of activity, so he wanted to learn how we attract businesses ... what opportunities and incentives do we provide."

The prince met with a group of economic development representatives from the state, city, Sioux Falls Development Foundation, Sioux Falls Convention & Visitors Bureau, Sioux Falls Area Chamber of Commerce and other organizations.

He had lunch at Sanaa's 8th Street Gourmet and toured several businesses. At Marmen Inc. in Brandon, he watched wind turbine manufacturing and learned what attracted the Canada-based business to South Dakota.

He also toured EROS Data Center and went to a Raven Industries facility to learn about aerostats.

"He wanted to get down in the trenches and really learn about businesses," Nelson said.

A highlight came at Rosenbauer America's Lyons manufacturing facility, where the prince saw fire rescue vehicles being made as part of an order from his home country.

"He could not get over the fact they were made here and he'll be seeing them over there," Nelson said.

The company has a long-standing relationship with the Saudi government. An order recently came in for \$208 million in firefighting apparatus. Of the 800 vehicles to be supplied, 470 will be built in South Dakota in the next two years.

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

The prince was aware of the business relationship with Rosenbauer, said Harold Boer, president of Rosenbauer America and CEO of Rosenbauer South Dakota.

"We were impressed with him, his understanding of business and the need for economic development and a good working relationship within the U.S.," Boer said. "These are the types of relationships that we need to work on, so we can continue to grow in the international marketplace."

After touring Sioux Falls, the prince met with lawyer Dave Knudson, who represents T. Denny Sanford, to learn more about philanthropy, Nelson said. He then visited the Pine Ridge Indian Reservation and Mount Rushmore.

"I was really pleased," Nelson said. "(He has) a great sense of humor, not stuffy, and he wasn't afraid to ask questions. He came here to learn."

The prince's visit was part of a fellowship. His official duties in Saudi Arabia include investment affairs and national competitiveness.

Saudi prince visits Sioux Falls businesses

By. Jodi Schwan – April 23, 2014

Argus Leader

<https://www.argusleader.com/story/news/business-journal/2014/04/24/saudi-prince-visits-sioux-falls-businesses/8083013/>

A Saudi Arabian prince visited Sioux Falls last week in a low-profile trip to learn more about business in South Dakota.

Prince Saud bin Khalid al-Faisal flew himself from Chicago to Sioux Falls on April 14 and didn't want any fanfare around the visit, according to Rock Nelson, international marketing director of the Sioux Falls Development Foundation and Sioux Falls Area Chamber of Commerce.

"His purpose in coming was to learn more about economic development," Nelson said. "Sioux Falls and South Dakota are a hotbed of activity, so he wanted to learn how we attract businesses ... what opportunities and incentives do we provide."

The prince met with a group of economic development representatives from the state, city, Sioux Falls Development Foundation, Sioux Falls Convention & Visitors Bureau, Sioux Falls Area Chamber of Commerce and other organizations.

He had lunch at Sanaa's 8th Street Gourmet and toured several businesses. At Marmen Inc. in Brandon, he watched wind turbine manufacturing and learned what attracted the Canada-based business to South Dakota.

He also toured EROS Data Center and went to a Raven Industries facility to learn about aerostats.

"He wanted to get down in the trenches and really learn about businesses," Nelson said.

A highlight came at Rosenbauer America's Lyons manufacturing facility, where the prince saw fire rescue vehicles being made as part of an order from his home country.

"He could not get over the fact they were made here and he'll be seeing them over there," Nelson said.

The company has a long-standing relationship with the Saudi government. An order recently came in for \$208 million in firefighting apparatus. Of the 800 vehicles to be supplied, 470 will be built in South Dakota in the next two years.

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

The prince was aware of the business relationship with Rosenbauer, said Harold Boer, president of Rosenbauer America and CEO of Rosenbauer South Dakota.

"We were impressed with him, his understanding of business and the need for economic development and a good working relationship within the U.S.," Boer said. "These are the types of relationships that we need to work on, so we can continue to grow in the international marketplace."

After touring Sioux Falls, the prince met with lawyer Dave Knudson, who represents T. Denny Sanford, to learn more about philanthropy, Nelson said. He then visited the Pine Ridge Indian Reservation and Mount Rushmore.

"I was really pleased," Nelson said. "(He has) a great sense of humor, not stuffy, and he wasn't afraid to ask questions. He came here to learn."

The prince's visit was part of a fellowship. His official duties in Saudi Arabia include investment affairs and national competitiveness.