

The Relevance of Kaizen to Saudi Arabia's Vision 2030

Ahmed Abdullah Tackruni

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Graduation project-1
Management studys

Suppervised by: Dr.Abdulrahim Nadir and Members of theaching staff

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Chapter one: Kaizen and Its Principles Overview

1.1. Introduction:

Driven by Saudi Vision 2030. Saudi Business is transitioning to different landscapes as the Business is expanding to new markets and areas of Business.

In this context, the ability to achieve 'Organizational Excellence and Operational Efficiency' has become the central focus for firms experiencing this transformation.

(Kaizen), the Japanese philosophy of 'Continuous Improvement' has become one of the most effective methodologies for this purpose. Its emphasis on the gradual, continuous improvement of every employee in the organization is fully aligned with the objective of Saudi Arabia to improve its global competitiveness and productivity. Its spread in Saudi Arabia is a multi-faceted system that started as a manufacturing philosophy and has become a comprehensive management system that can be applied to various fields such as healthcare, facility management, and education.

This research aims to investigate the application of the philosophy of Kaizen within modern Saudi management, understanding its contributions to the improvement of organizational performance and the economic development of the country. It aims to examine the adaptations of the Kaizen philosophy to the Saudi business environment and their alignment with the goals of Vision 2030.

However, this does not eliminate the margin for error in the research, as it is an outpouring of the author's insights.

1.2 Research Obstacles:

Even with Kaizen's recent acknowledgement and promotion in Saudi Arabia due to developments and government sponsored rewards, no extensive academic research has been done to answer the following questions:

- *What are the potential problems in adopting a culturally based philosophy such as Kaizen from the perspectives and practices of the traditional Saudi organizational management and administrative customs?;

- *What is the measurable impact of adopting Kaizen as a practice on various operational performance dimensions (e.g. productivity, quality, cost, employee engagement) in the different Saudi economic sectors?;

- *What is the process of aligning Kaizen practices to the National Vision 2030 objectives to support innovation and economic diversification?

This study intends to fill this theoretical and practical gap by demonstrating in a structured manner the application of Kaizen and its competitiveness within the Saudi marketplace.

1.3 Research Significance

Despite the various aspects of the research, its significance for Saudi organizations is as follows:

- 1. Regarding organizations:** The study will assist Saudi organizations by securing a distinctive structure and offering applicable and empirical case studies as a guide to organizations' business leaders and managers. This will likely help in understanding the advantages and practical aspects of Kaizen for operational enhancement, thus aiding in effective decision making.
- 2. Regarding Policymakers:** This empirical evidence may help refine Monsha'at's (SME Authority) programs aimed at assisting small and medium enterprises in adopting world-class management practices and directly help achieve the economic diversification goals of Vision 2030.
- 3. Regarding Academic Contributions:** This study will enhance and contribute to the body of knowledge of cross-cultural management through documenting the assimilation of one of the Japanese management philosophies and practices within the Saudi Arabian environment and context—a significant gap in literature.
- 4. Regarding the Saudi Economy:** This study will widely encourage the adoption of effective and sustained continuous improvement activities. This will contribute to the overall national aim of creating an active, productive, and competitive private sector.
- 5. To Address Barriers to Implementation:** This will articulate the cultural, hierarchical, and managerial (specifically, the middle-management resistance) challenges encountered by Saudi firms when trying to adopt Kaizen and provide evidence-based guidance to cope with such barriers for a more profound and lasting transformation.
- 6. Regarding Particular Economic Sectors:** This research will provide a framework to help priority sectors of Vision 2030 like logistics, health, and construction demonstrate the appropriate application of Kaizen principles to enhance project delivery and service quality and improve supply chain management in the Saudi operational context.
- 7. With regard to Technology and Innovation Integration:** This research seeks to understand the interplay between the philosophy of continuous improvement with Kaizen and the Kingdom's focus on digital transformation (e.g. IoT, AI). This serves as an example of how an old management philosophy can fasten the adoption of new technologies in a constructive way, and gives guidance in the use of such technologies for positive outcomes.
- 8. With respect to Sustainability and Resource Optimization:** This research focuses on one of Kaizen's primary principles of removing waste (Muda), and directly interprets it as a way to attain environmental and economic sustainability. This supports Saudi industries in the reduction of resources, attainment of cost effective solutions, and in maintaining sustainability for international and national standards.
- 9. Regarding the National Workforce Development:** This research seeks to demonstrate Kaizen's focus on employee participation and advocacy and illustrates its impact as a mechanism for imparting new competencies to the Saudi workforce, and a means of instilling a culture of problem-solving, responsibility, and creativity at all organizational levels, as a primary objective of the human capital development pillar for the Vision.
- 10. Concerning Saudi Arabia's Global Competitiveness and Positioning:** This research demonstrates how the adoption of Kaizen practices increases the global reputation of Saudi enterprises. This, in turn, attracts international investors and business partners, as it indicates operational sophistication and dependability of the businesses. This increased global accessibility and direct investment from other countries.

1.4. Theoretical Framework and Literature Review

1.4.1. Core Principles of Kaizen

Kaizen is one of the philosophies built on certain principles that set it apart from other management philosophies and other schools of thought. The first is that of continuous improvement which argues that rather than large-scale changes in order to attain positive change, it is better to have many small changes that are built on one another and that are changes that are iteratively built on. If this is adhered to, the small changes will be beneficial in the long run. It is also what creates a sustainable approach towards an organization's development. This is what makes it a good fit with the vision of Saudi Vision 2030. A second principle is employee involvement and that is that the ideas for changes that will lead to improvement need to be sourced from the entire organization, and not just the top management. The principle of (elimination of waste) (known as "Muda" in Japanese) is a Kaizen fundamental pillar as it focuses on finding and removing activities that do not add value to the processes. This principle is particularly important in the Saudi context as the gaining of efficiencies is important for global competitiveness. Moreover, Kaizen focuses on (standardization) of the improved processes, so that the improvements are not lost and can be spread throughout the organization. Other main principles include concentrating on processes and not only outcomes, the need to empower and foster ownership in employees, and a customer focus to make certain that all improvements add value for the customer. These principles provide a total framework for organizational excellence that Saudi companies are adopting.

1.4.2. The Kaizen Process and Methodologies

In Kaizen, lessening doing and advancing philosophy into practical improvement, there, require doing and refinements of any philosophy into spring. The most basic of these shifts philosophy into practice is, Plan-Do- Check-Act, of modifying process into agile practical improvement of changes. In shifts philosophy into practice. This is done by, first, doing some small scape changes. This process of doing and refining improvement. Thereafter shifts philosophy into practice, this is best done by focusing on small scape practical improvements, then planning on doing improvement, then works on improvement taken. From objective. Refine and then acts upon doing, from planning improvement per then then planned, improvement over cycle, doing small changes from objective into practice

In creating adjustments of Kaizen philosophy into practice improvement. This includes technique of root based cause, fishbone diagrams for visual cause and effect, and mapping processes for identifying areas of improvement. Many Saudi organizations also incorporate blended methodologies such as (Six Sigma) for reducing variation, (5S) for workplace organization, and Total Quality Management (TQM) for comprehensive quality enhancement . These methodologies gap training of work force in Kaizen. Events or Workshops improvement activities in Saudi organizations have proven effective in creating rapid change. Ending in cultivating momentum for continuous improvement. Unlike general organizational factors culture changes rapidly. In Saudi organizations these have proven effective in creating rapid change. Ending in cultivating momentum for continuous improvement. Unlike general organizational factors, culture changes rapidly.

1.4.3. Evolution of Kaizen in the Saudi Context

Kaizen's introduction and adaptation in Saudi Arabia is interesting in terms of cross-cultural and managerial transfer. Kaizen was first brought in via international partnerships, especially Japanese companies such as Toyota. Subsequently, it transformed from a manufacturing technique to a business management philosophy applicable to several sectors within the Saudi economy. The formation of local specialized consulting firms such as (Four Principles) and (Kaizen Consulting) has further expedited this transfer by adapting Kaizen practices to the Saudi business context.

The evolution of Kaizen practices has been institutionalized through the intervention of the state. The collaboration of Four Principles and the Small and Medium Enterprises Authority (مُنشآت) is an example of how Saudi Kaizen has been primarily geared towards enhancing the competitiveness of Saudi SMEs (a key target of Saudi Arabia's economic diversification strategy). In the same vein, the Kaizen Institute Saudi Arabia's introduction of the Kaizen Manager Club is an effort aimed at establishing a community of practice for continuous improvement professionals in the kingdom. The provision of the (Kaizen Awards) has also contributed to the internationalization and recognition of Kaizen in Saudi Arabia, as it involves the celebration of organizations that have excelled in the practice of Lean management.

1.5 The Kaizen Philosophy for Developing Saudi Arabia

The following table illustrates the vision of Kaizen by 2030

Importance	Explanation
Operationalizing Vision 2030	Kaizen provides the practical toolkit to measure and achieve Vision 2030's goals of efficiency, quality, and competitiveness. It transforms broad national objectives into actionable, evaluable metrics at the company level.
Institutionalizing a Culture of Excellence	Programs like the Four Principles Kaizen Awards create formal evaluation benchmarks. Recognizing companies like Dr. Sulaiman Al Habib Medical Group sets public standards for operational excellence, encouraging sector-wide evaluation against Lean principles.
Data-Driven Decision Making	Kaizen's core method—the Plan-Do-Check-Act (PDCA) cycle—makes evaluation a continuous, scientific process. This replaces intuition with data, which is critical for Saudi companies aiming for global competitiveness and evidence-based management.
Empowering Human Capital	Kaizen evaluates and engages all employees in problem-solving. This aligns with Vision 2030's goal to develop national talent, turning the workforce from passive subjects of evaluation into active participants in improvement.
Enhancing Sustainability & Resilience	Evaluation through Kaizen focuses on eliminating waste (Muda) in resources, time, and energy. This builds more sustainable and resilient organizations, a key priority for the Saudi economy as it diversifies.

The evaluation impact of Kaizen is based on the following:

- **From Target to Process:** In conventional assessments, the review question is, “Did we achieve the target?” In Kaizen assessments, the question is, “Is the process one of achieving the target, and can the process be improved to achieve higher levels?” Centering on process capability and improvement, rather than the achievement of short term results, is the institutional endurance focus. This is measured and demonstrated through the use of tools such as value stream mapping and performance boards.
- **Academic Empiricism:** Research such as the 2025 study from the University of Hail provides us with the factual and empirical study for validation. It demonstrated how the application of Kaizen through Lean Manufacturing positively affected all dimensions of sustainable performance. This quantum of information can be valuable to managers’ in Saudi Arabia for assessments as it provides the needed information in reference to the Triple Bottom Line.
- **Market Assurance:** For prospective international investors and partners, the application of Kaizen plays a significant and positive role within the scope of industry risk as it demonstrates to the investor that the company subscribes to a high level of industry and managerial frameworks.

Chapter two: Research Approaches

The specific qualitative methodologies include the following:

- 2.1. **Case Study Method:** This involves the thorough examination of documented implementations of Kaizen in Saudi Arabia in various sectors, including published case studies, annual reviews, and performance reviews, depending on what is available, to gather diverse, contextualized findings on the application of the Kaizen principles and the outcomes achieved.
- 2.2. **Assessment of Market Impact:** The study employs secondary data analysis to assess the productivity, quality and efficiency of sectors where Kaizen has been extensively adopted. This component utilizes market research and sector analysis to measure the economic impact of Kaizen on the specific sectors of facility management, manufacturing, and healthcare.
- 2.3. **Integration of Expert Opinions:** The study uses interviews and writings done by Kaizen consultants, practitioners, and experts in the Saudi Arabia marketplace to gather and arrange their ideas. This is to capture and summarize the trends, issues, and optimal methods in the adoption of Kaizen.
- 2.4. **Structured Survey Research:** This research involves quantitatively sampling Saudi Arabia managers and quality assurance professionals, from which participants will be surveyed to measure their level of awareness, adoption, benefits, and challenges of Kaizen. This will give statistical findings of Kaizen's invasion and effect within the Saudi Arabia scope and market, and add to the richness of the case studies.
- 2.5. **Comparative Longitudinal Analysis:** This involves the tracking of Kaizen award-winning companies (e.g. winners of the Four Principles Kaizen Awards) over a period of 3-5 years. This will sustain comparative studies of their growth and improvement in efficiency, profitability, market share, and any other base from the industry average to give a strong proof of the long term strategy value of Kaizen.
- 2.6. **Policy and Document Analysis:** This involves a systematic review of Saudi Government publications, Vision 2030 Derivative Programs, and Monsha'at initiatives that cite or encourage Continuous Improvement methodology. This will help in clarifying the official narrative and policy scope within and surrounding Kaizen, and showing how it is packaged as a tool for economic development within a nation.
- 2.7. **Cross-Sectoral Synthesis:** This involves the case of the application of Kaizen in different sectors (for example, a comparison of the results in Health Care and Construction or Logistics) for the purpose of finding, and then refining, a particular application of the philosophy that is limited or adapted to a given sector, and then establishing which of the principles are universal... and which are dependent on the context.

Method	Data Type	Purpose & Value Added
Case Study Analysis	Qualitative & Quantitative	Provides deep, contextual understanding of implementation journeys.
Market Impact Assessment	Quantitative	Measures macro economic effect and sector wide trends
Expert Perspectives	Qualitative	Uncovers practical insights, challenges, and future trends.
Structured Survey	Quantitative	Generalizes findings across the market; identifies common barriers.
Longitudinal Analysis	Quantitative	Establishes causal evidence for Kaizen's long-term business impact
Policy Analysis	Qualitative	Links micro practices to macro national strategy (Vision 2030).
Cross-Sectoral Synthesis	Qualitative	Creates a practical framework for tailored Kaizen application.

The potential methodological weaknesses of the research, such as selection bias in case studies, from over showing successful case implementations, and sector study were acknowledged. Nevertheless, the research consists of different combines used data and methods, and provides appropriate details regarding the place of Kaizen in contemporary management of Saudi Administrations.

Chapter Three: Kaizen Application in Saudi Administration

3.1.1. Particular Sector Applications

The application of Kaizen in Saudi Arabia attended a considerable number of varied economic sectors, each of which had distinct implementations and results.

Key Sectors:

- 1. Facility Management:** Kaizen philosophies were adopted to improve service delivery, assist in minimizing costs, and increase operational effectiveness in the Integrated Facility Management (IFM) market in Saudi Arabia, estimated at 6.89 billion USD in 2024 and anticipated to attain 9.92 billion USD by 2030. Major contributors, such as CBRE, ISS, and Sodexo, implement Kaizen methods to optimize maintenance, spatial management, and energy management for systems focused on irrigation sustainability. The incorporation of Kaizen and the digital transformation of the sector, such as IoT equipped buildings and AI maintenance scheduling, portrays a shift from traditional continuous improvement to advanced improvement.
- 2. Healthcare:** Saudi Arabia’s leading healthcare organizations have begun using Kaizen to improve the quality of patient care and increase efficiency. The Dr. Sulaiman Al Habib Medical Group, received the Lean Transformation Award focusing on the radical changes to corporate culture and processes using the principles of Kaizen. Like Dr. Sulaiman Al Habib Medical Group, Bupa Arabia, a runner-up of the same award, has also made considerable organization-wide improvements on efficiency demonstrating the applicability of Kaizen on the healthcare insurance industry.
- 3. Manufacturing:** Kaizen has also been adopted in traditional manufacturing sectors such as Nesma Embroidery (part of Nesma Holding) to increase efficiency in culture, and operational results upon which they received the Continuous Improvement Award. The focus of Kaizen in manufacturing is to improve upon operational production processes, quality, and supply chain management, continuing from the Toyota Production System, which are the frameworks of those methodologies.
- 4. Education:** Principles of Kaizen have been adopted in Saudi Schools as part of programs developed by Four Principles and Community Jameel Saudi to facilitate the redesign of management control frameworks, and to systematically construct capability to improve organizational efficiency. The versatility of Kaizen, to improve public service delivery, especially in educational and other non-business environments is evident in this application.

Sub Sectors:

Sector	Key Kaizen Application and impact	Connection to vision 2030
Logistics & Supply Chain	Optimizing warehouse operations, improving delivery routes, and reducing inventory waste to enhance Saudi Arabia’s position as a global logistics hub	Case Study: The Cold Stores Group (CGS), a runner-up for the Continuous Improvement Award, applied Lean to optimize its supply chain . National Link: Directly supports the National Transport and Logistics Strategy (NTLS) and the goal to turn Saudi Arabia into a leading global logistics center.
Tourism & Hospitality	Enhancing guest experience through streamlined check-in/out processes, optimizing housekeeping workflows, and improving service quality consistency.	Saudi Specifics: As the sector expands rapidly, hotels and tourist attractions adopt continuous improvement to build a world class service culture that supports tourist satisfaction and return visits. National Link: Directly enables the goal of increasing tourism's GDP contribution and hosting 150 million visitors annually by 2030.
Energy & Utilities	Improving maintenance routines (e.g., in oil refineries or power plants), reducing operational downtime, and enhancing safety protocols through systematic problem-solving.	Industry Context: Saudi Aramco NationalLink: Increases productivity and sustainability in the traditional economic engine, freeing capital for diversification while supporting the Saudi Green Initiative.

3.1.2 Management Practices and Strategic Integration

When it comes to integrating Kaizen into Saudi management practices, it is not just about incorporating improvements at the operational level, but also about integrating other strategic and organizational development processes. Kaizen Consulting, for example, has developed a complete excellence portfolio that combines strategy, transformation, and sustainability to build capabilities and embed change in a more holistic manner. This includes:

- **Strategic Foundation Services:** Assisting organizations in vision/strategy/operating model alignment, and integration using frameworks such as Hoshin Kanri, Balanced Scorecard, and OKRs to refine vision and bridge strategy through operational goal attainment.
- **Transformational Change Services:** Aiding in empowering individuals and strengthening leadership and performance enhancement through culture, capability building, and systematic organizational transformation.
- **Sustainable Excellence Services:** Integration of continuous improvement and the attainment of organizational impact through the attainment of certifications and the institutionalization of the practices of sustainability.

This illustrates that Kaizen has changed in the Saudi context from a set of tools focused on process improvement to a strategic organizational development and excellence framework that is aimed at process improvement and meeting the organizational goals aligned with national development objectives.

Table: Kaizen Implementation Across Saudi Economic Sectors.

Sector	Key Applications	Documented Outcomes	Notable Examples
Facility Management	Service integration, maintenance optimization, energy management	Cost reduction, improved service quality, sustainability compliance	CBRE, ISS, Sodexo
Healthcare	Patient care processes, administrative efficiency, corporate culture	Enhanced care quality, operational efficiency, cultural transformation	Dr. Sulaiman Al Habib Medical Group, Bupa Arabia
Manufacturing	Production optimization, quality control, supply chain management	Efficiency gains, quality improvement, cost reduction	Nesma Embroidery, Porsche rehabilitation case study
Education	Management methods, capability building, organizational efficiency	Improved administrative processes, enhanced organizational capabilities	School programs with Community Jameel Saudi

3.1.3.Cultural Adaptation and Change Management

The successful implementation of Kaizen in Saudi Arabia requires careful attention to cultural adaptation and change management. As noted by Patrick Wiebusch of Four Principles, "The challenge with Lean Management is in the implementation, not the understanding. Top management usually understand Lean Management, and operators on the shop floor also understand it very quickly. The problem is in the middle management, who often try to keep information to themselves" . This insight highlights the importance of addressing specific organizational dynamics in Kaizen implementation.

Saudi organizations have developed specialized approaches to overcome implementation challenges, including:

- **Structured Change Management:** Kaizen Consulting places structured change management at the core of its approach, ensuring adoption, engagement, and cultural transformation through models like KSIX™ and ADKAR. This focus on the human dimension of change helps Saudi organizations navigate the cultural shifts required for sustainable Kaizen implementation.
- **Leadership Development:** Specialized training programs, such as the "Leadership Through Kaizen" course offered in Riyadh, Jeddah, and Dammam, help develop the necessary leadership capabilities to drive and sustain continuous improvement initiatives . These programs focus on building competencies in project selection, process mapping, and improvement methodologies tailored to the Saudi business environment.
- **Recognition Systems:** The establishment of awards and recognition programs, including the King Abdulaziz Quality Award (KAQA) and the Four Principles Kaizen Awards, creates motivation and celebrates successful implementations, encouraging broader adoption across the Saudi market .

3.2. Impacts on the Saudi Market and Economy

3.2.1 Enhancements to Productivity and Competitiveness

The application of Kaizen's principles and approaches across Saudi Arabia has rapidly enhanced the levels of productivity and competitiveness across diverse sectors of the economy. Firms within the Saudi Market that have incorporated Lean Management and Kaizen have had tremendous success, with some companies being able to sustain more than six percent productivity growth annually. This can be seen in the Porsche case study which serves as an inspiration for Saudi implementations. This is a reflection of the systematic removal of waste, improved workflow, and better use of resources. These are the key attributes of the Kaizen approach.

The Integrated Facility Management sector gives further insight in how Kaizen principles fuel market growth and economic performance. Saudi Arabia's IFM market is anticipated to grow from USD 6.89 billion in 2024 to USD 9.92 billion by 2030, with a CAGR of 6.10%. Incorporating continuous improvement methodologies supports the growth of this market. The combination of Kaizen with digital transformation in facility management is particularly notable due to its synergistic effect with IoT building systems and AI maintenance scheduling that increase operational efficiency and cost savings. These productivity improvements at the organizational level aggregate to improved competitiveness at the national level, which supports Saudi Arabia's positioning in the regional and global markets.

3.2.2. Alignment to 2030 Vision and Economic Diversification

The Kaizen strategy shows positive support towards Saudi Arabia's Vision 2030, especially in economic diversification and sustainable development. Continuous improvement strengthens the pillars of the Vision 2030 economy in productivity, innovation, and competitiveness. In Jameel's words, "The Kaizen philosophy will help streamline performance in Saudi Arabia's public and private sectors, enhancing productivity, while achieving the goals of economic diversification in the Vision 2030 plan." Abdul Latif Jameel, Mohammed Abdul Latif Jameel.

Understanding the role of Kaizen in helping small and medium enterprises (SMEs) in the region is especially important concerning the economic diversification case, specifically the partnership formed between Four Principles and the Small and Medium Enterprises Authority (Monsha'at) SME Lean Management. This collaboration seeks to mitigate the productivity challenges facing the SME sector in the Kingdom while fostering an entrepreneurial spirit and innovative culture of continuous improvement critical to decreasing the oil-revenue dependency and creating a knowledge-based economy.

3.2.3. Foreign Direct Investment and Global Integration.

The use of Kaizen and other globally accepted management techniques stand to benefit Saudi Arabia economically and promote its integration into the world economy. The ongoing reforms in Saudi Arabia's investment system, especially the upcoming Investment Law 2025 which proposes equal treatment of Saudi and foreign investors, creates a fertile ecosystem for knowledge transfer and adoption of best practices. The increasing foreign investment, together with the presence of widely accepted management practices, creates an environment for collaboration and expected performance.

The Saudi-Japan Vision 2030 agreement, which aims to further develop the relations between the two nations, has particularly enabled the transference of Kaizen philosophy and practices to Saudi organizations. This partnership has focused on programs to set up Kaizen training schools for the public and private sectors in Saudi Arabia, which is in developing the institutional capacity for continuous improvement. These types of intercontinental partnerships not only assist the developing of management competencies but also assist in the positioning of Saudi Arabia in global value chains.