

# CityscapeGlobal

## INVESTOR BROCHURE

SAUDI ARABIA'S LARGEST SHOWCASE OF  
REAL ESTATE INVESTMENT OPPORTUNITIES

SPONSORED BY



ORGANISED BY



11-14  
November 2024

Riyadh Exhibition & Convention Center  
Malham, Riyadh, Kingdom of Saudi Arabia

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GROUNDBREAKING TRANSACTIONS

# \$30

## BILLION DEALS

ANNOUNCED AT CITYSCAPE GLOBAL

Cityscape Global made a grand entrance into Saudi Arabia, unveiling projects

# valued at over \$18.3 billion

on the show's opening day

## Significant transactions include

**1** **3,800 residential units** sold by one exhibitor alone

**2** The most valuable villa ever to be purchased in Saudi Arabia, a historic moment that unfolded at the show

**3** **350 villas** Launched by one exhibitor, and all sold the same day

**4** **80+ MOU's** signed across the four days



National Housing Company

\$11.2 billion



Roshn

\$2.05 billion



Makkiyoon Urban Developers

\$1.6 billion



Retal Urban Development

\$1.3 billion

حديقة الملك سلمان  
King Salman Park



King Salman Park Foundation

\$1.06 billion



MASAR

\$1.06 billion

# WHY PARTICIPATE?



## LEVERAGE

the investor program where industry deals and collaborations begin and conclude onsite



## CONNECT

with government bodies and build key relationships for impactful city projects



## ACCESS

the local and global real estate and property markets all under one roof

### The largest Giga Projects, developers, and government enterprises exhibit, including:

DIRIYAH



# ACCESS EXCLUSIVE OPPORTUNITIES

## Executive Investor Matchmaking

1-to-1 meetings program, connecting you directly with key stakeholders

## Networking Activations

Exclusive evening events for KSA giga projects and international investors to network

## VIP Investor Lounge

Access to a unique space onsite for investors to meet, relax, and attend talks

## Bespoke Giga Project Tours

VIP guided tours of giga projects and development sites

## Invite-only Roundtables

First-hand insights into the region at closed-door roundtables

# 2023 HIGHLIGHTS

Record-breaking achievements at the largest property event of its kind

**160,000+**

attendance across four days

**170+**

countries represented by attendees and exhibitors

**11,000+**

international investors and property experts

**\$30 billion**

in transactions and projects launched

(\*\$1.624tr, 2022 World Economic Forum)

**\$8 billion**

generated towards the economy, which represents 0.5% of the national GDP

**\$220 million**

immediate economic impact on Saudi Arabia

“This is the biggest property conference in the world... Cityscape has knocked it out of the park.”  
**David Grover, Group CEO, ROSHN**



## Attendees visited Cityscape Global to:



Promote real estate services



See a project launch



See the GIGA projects



Make an on-site transaction

# 2024 NEW SECTOR DEVELOPMENT

Some of the world's biggest developers will unveil new projects.

**1.5m**

Housing units to be built by 2030

**1.2bn m<sup>2</sup>**

Built-up area to be developed by 2030

**\$40bn**

Direct economic impact in 2023

**5000**

Active construction projects

**Stadiums & Attractions**



**Hotels & Developers**



**Sustainable Smart Buildings**



**IoT & Smart Cities**



# INSTITUTIONAL INVESTORS' FORUM

Invite-Only

30+

Speakers

200+

Institutional  
Investors Attending

8+

Hours  
Networking

## Day 1

November 11

Global Investment Strategies

- Investor Success Spotlight & Mixed-use Real Estate Investments
- ESG & Alternative Investments
- VIP Exhibition Tour & Investor Dinner

## Day 2

November 12

Regional Investment Outlook

- Hospitality & Entertainment Outlook
- Emerging Markets & Investment Hotspots
- Q&A Sessions with KSA Giga Projects

## Day 3

November 13

Off-site Activities

- Tailored Site Visits with KSA Giga Projects
- Bespoke Matchmaking Sessions
- Networking Reception

## Day 4

November 14

Off-site Activities

- Brunch Briefing & Meetings with Developers & Financiers
- Tailored Site Visits
- Chairman's Cocktail

## SELECT CONFIRMED SPEAKERS



**Dr. Tonio Fenech**  
Former Minister of Finance, Economy and Investment, Malta



**Christina Gaw**  
Managing Principal & Co-Chair of Alternative Investments, Gaw Capital Partners



**Hossam Y. Radwan**  
CEO, Saudi Real Estate Mortgage Guarantees Company (Damanat)



**Abbas Hashmi**  
Chief Strategy Officer, BAM Capital & former Vice President, Goldman Sachs



**Anna Jerlmyr**  
Former Mayor of Stockholm



**Jeffrey Sujar**  
Managing Partner – Alternative Investments, Urbania International



**Giovanna Della Posta**  
Director General, Invimit Sgr



**Teuta Bakalli**  
Non-Executive Director, FIMBank

# 2024 INSTITUTIONAL INVESTORS INCLUDE...



Muneer Al-Muneeri  
Co-Chief Executive  
Officer  
Rakiza



Abbas Hashmi  
Chief Strategy  
Officer  
BAM Capital



Stefan Hickmott  
Founder & CEO  
Evarium  
Management LLC



Mohammed Fayad  
Lead MENA  
Institutional  
Investor Services  
Hines



Rakan Jamjoon  
CEO  
Saudia Airlines Real  
Estate  
Development



Paul Doyle  
Director  
Institutional  
Markets  
Fiera Capital EMEA



Tiago Almeida  
Head Regional Real  
Estate  
Hassana



Christina Gaw  
Managing Principal  
& Co-Chair of  
Alternative  
Investments, Gaw  
Capital Partners



Ali Chamoun  
Development  
Director  
Panattoni





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Ministry of Municipalities and Housing



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Contact our team today for more information:



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# APPENDIX

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# 2023 SELECT SPEAKERS AND ATTENDEES



**H.E. Eng. Ibrahim Yousef Al Mubarak**  
Assistant Minister of Investment, Ministry of Investment, Saudi Arabia



**Saad Waqas**  
Senior Vice President, PIF



**Hisham Alhaddad**  
Senior Vice President, PIF



**Turki AlOhali**  
Senior Vice President, PIF



**Firas Al-Fadda**  
Local Real Estate Investments, PIF



**Jad Ellawn**  
Managing Partner & Regional Head of Middle East Brookfield Asset Management



**Dag Detter**  
Former Director, Swedish Ministry of Energy; Principal, Detter & Co



**Keri Ellen Watkins**  
Partner, Baker & McKenzie LLP



**William Mark Robson**  
Executive Director, MSCI



**SeoungHo Jin**  
Chairman and CEO, Korea Investment Corporation



**Hugh Park**  
Executive Managing Director, Koramco Asset Management



**Amr Elhamy**  
CEO, Tourism, Real Estate & Antiquities Subfund, The Sovereign Fund of Egypt



**Lee Shveta Singh**  
Deputy General Manager, Brookfield Properties



**Abdoulaye Diouf Sarr**  
Director General, FONSIIS Sovereign Wealth Fund of Senegal



**William Hampton Wallton III**  
Managing Member, Rockpoint Group



**Meredith Marshall**  
Co-Founder & Managing Partner, BRP Companies



**Majeed Fahad Alabduljabbar**  
CEO, SRC - Saudi Real Estate Refinance Company



**Baraa Amir**  
Acting Head of International Portfolio, Methak Holding



**Wael El Turk**  
Head of Real Estate Investment and Structured Finance, Al Nahla



**James Wrenn**  
Executive Director & Head of Capital Markets, Colliers



**Ronit Karamchandani**  
Head of Middle East Research, Preqin

# Day 1 – November 11

## Global Investment Strategies

Invite-Only

**10:00 – 12:00**

### VVIP Opening Ceremony

Opening address, followed by major announcements and exclusive exhibition tour

**14:00**

### MC Opening

#### Opening Remarks

Yousef Gamal El-Din, Former Anchor, Bloomberg TV

**14:15**

### Opening Panel Discussion

#### Building Tomorrow:

Pioneering Vision 2030 through Urban Innovation and Infrastructure Investment

**15:10 – 16:10**

Investor Roundtables  
(running in parallel)

#### Navigating the Shift – The Future of Mixed-Use Real Estate Investments

How do demographic shifts and changing consumer preferences impact investment strategies in multifamily, built-to-rent, and mixed-use residential projects?

Confirmed: **Giovanna Della Posta**, Former Director General, Invimit Sgr

**Jeffrey Sujar**, Managing Partner – Alternative Investments, Urbania International

**Isa Al Khalifa**, Director – MENA Real Estate, Arcapita

Facilitated by: **Saud Alsulaimani**, Country Head – KSA, JLL

**15:10 – 16:10**

Investor Roundtables  
(running in parallel)

#### Integrating ESG Principles into Real Estate Investments

What are the best practices for incorporating ESG criteria into real estate investments, and which AI and tech solutions will most impact these decisions?

Confirmed: **Teuta Bakalli**, Non-Executive Director, FIMBank

**Kor Kurt Akin**, Director & Co-Founder, ESC Group & Malta Representative, World Turkish Business Council (DTİK)

**15:10 – 16:10**

Investor Roundtables  
(running in parallel)

#### Strengthening Partnerships Between Pension Funds, Family Offices and Real Estate Developers

Pension, endowment, foundation funds and family offices manage \$50 trillion in assets, including \$15 trillion in global real estate. How do these stakeholders assess risk-return profiles, and how can developers align their offerings?

Confirmed: **Abbas Hashmi**, Chief Strategy Officer, BAM Capital & former Vice President, Goldman Sachs

**Rebekah Tobias**, Managing Director, Independence Ventures

# Day 1 – November 11

## Global Investment Strategies

Invite-Only

**15:10 – 16:10**

Investor Roundtables  
(running in parallel)

**Beyond Brick and Mortar: Balancing Portfolios with Alternative Assets**

Gain insights on lucrative alternative property sectors such as data centers, healthcare, and logistics from the industry titans.

Confirmed: **Christina Gaw**, Managing Principal & Co-Chair of Alternative Investments, Gaw Capital Partners

**Daniele Sotti**, Managing Director – MENA, Panattoni

**15:10 – 16:10**

Investor Roundtables  
(running in parallel)

**Real Estate Private Credit, Secondaries and Distress**

With private credit capital formation estimated at \$1.5 trillion, credit secondaries are emerging as a distinct asset class. Alongside this and the growing appetite for distressed investments, what other trends will drive the market?

**16:10 - 16:30**

Networking Break & Strategic Introductions

**16:30 – 17:30**

Bilateral Meetings with key KSA representatives

**20:00 – 21:30**

Investor Dinner

# Day 2 – November 12

## Regional Investment Outlook

Invite-Only

**13:00 – 14:30**

### Bilateral Meetings

**13:30**

MC Opening

### Opening Remarks

Yousef Gamal El-Din, Former Anchor, Bloomberg TV

**13:40**

Opening Fire-Side Chat

### Accelerating Investment into the Housing Finance Market

- How can foreign investors and local stakeholders collaborate to enhance the mortgage market and how do KSA regulations compare with those of other emerging markets in attracting FDIs?
- What are the perceived risks for foreign investors, and how can they be mitigated?
- How has the real estate VAT exemption affected the housing market and investment opportunities?
- What are the Kingdom's plans for issuing mortgage-backed securities domestically and internationally?

Confirmed: **Hossam Y. Radwan**, CEO, Damanat (Saudi Mortgage Guarantee Company)

**14:10 – 15:10**

Investor Roundtables  
(running in parallel)

### Unlocking Saudi Arabia: What's on the Global Investors' Wishlist for the Real Estate Market?

Gain a comprehensive overview of Saudi Arabia's real estate scene, exploring niche sectors and key factors driving global investors' interests.

Confirmed: **Anna Jerlmyr**, Board Member, AGV Invest & Former Mayor of Stockholm

**Tonio Fenech**, Former Minister of Finance, Economy and Investment of Malta)

**14:10 – 15:10**

Investor Roundtables  
(running in parallel)

### Checking In: Insights into Retail & Hospitality Investments

Closed-door roundtable set to identify the most profitable opportunities for retail, mixed-use, and hospitality investments in KSA and beyond.

# Day 2 – November 12

## Regional Investment Outlook

Invite-Only

**14:10 – 15:10**

**Investor Roundtables**  
(running in parallel)

**Global Investors, Local Markets: Understanding the Dynamics of Project Cycles**

The KSA real estate market is expected to reach \$100 billion by 2027. Gain insights into regional legal frameworks, due diligence and tax implications, enabling a deeper understanding of project cycles.

Confirmed: **Bilal Ambikapathy**, Partner, Wisefields & Middle East's Foremost Hospitality Lawyer

**Saeed Algarni**, Chairman & Managing Partner, Alburhan Law Firm

**15:10 – 15:30**

**Destination MENA: Exploring Real Estate Investment Hotspots**

Confirmed: Ghanem Suleiman Al-Ghenaiman, Managing Director, Kuwait Investment Authority

**15:30 – 17:00**

**Bilateral Meetings with key KSA Representatives**

**17:00 – 18:00**

**Q&A Sessions and Matchmaking Sessions with Investors and Giga Projects**

**15:10 – 15:30**

**Invite-only Networking Reception**