

Cityscape Global 2024 Focuses on ‘The Future of Living’ as Award-Winning Event Returns to Riyadh in November

- *Organizers outline plans to attract institutional investors with US\$1 trillion fund value*
- *The event features 400+ exhibitors, 500+ speakers and 7 conferences*
- *New sector profiles to drive exhibitor growth, coupled with expanded knowledge program featuring more stages, tracks and speakers*
- *Sports and Mega Events Day to spur urban transformation through Sports and Entertainment projects*
- *Smart Cities focus throughout the event with a dedicated conference and tech zone*

Riyadh, Saudi Arabia - 20 August 2024: Saudi event organizer, Tahaluf has revealed ambitious plans for the second edition of Cityscape Global – the region’s leading real estate event - to be the biggest in the international series’ history. Taking place from November 11-14 at the Riyadh Exhibition and Convention Center, Malham, Cityscape Global 2024 will be held under the theme ‘The Future of Living’, sponsored by the Ministry of Municipalities and Housing (MOMAH), supported by the General Real Estate Authority and Housing Program and organized by Tahaluf.

With a heightened B2B and investment focus for the second annual instalment in Saudi Arabia, Cityscape Global 2024 is poised to retain its standing as the largest property showcase of its kind globally, with 400+ exhibitors, 500+ speakers, and 7 conferences. For 2024, Tahaluf has added additional sector profiles to the Cityscape Global line-up. Joining the portfolio are Stadiums and Attractions, Sustainable Smart Buildings, Smart Hotels, and Developers, in addition to Smart Cities focus throughout the event with a dedicated conference and tech zone.

“Saudi Arabia's real estate landscape is undergoing an enormous transformation driven by Vision 2030. The comprehensive strategy for the real estate sector aims to achieve the goals of the vision by building a prosperous and solid economy and vibrant, integrated communities in an ambitious nation” says H.E. Majed bin Abdullah Al-Hogail, Minister of Municipalities and Housing, Saudi Arabia.

Cityscape Global is a major catalyst for this transformation in the real estate sector, as this huge event brings together investors, developers, and industry leaders to showcase and discover major real estate projects and enhance international cooperation between companies operating in the sector, in an effort to contribute to creating a bright future where opportunities and prosperity are within everyone’s reach”

“Our goal at Cityscape Global 2024 is to align with the Vision 2030 set by HRH Crown Prince Mohammed bin Salman for the housing sector. We aim to attract investors, developers, innovators, and stakeholders from around the world to showcase their projects, exchange knowledge, establish partnerships, and collaborate in building the cities of tomorrow at the international, regional, and local levels. Our objective is to create a significant advancement in the future of urban life.” Says Faisal bin Saud Al-Khamisi has been chairman of the board of directors of the Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP).

The largest Cityscape-branded event in history will incubate investment opportunities through a dedicated investors program and tailored networking opportunities, while also showcasing the

intelligent infrastructure, technology-driven solutions, and data-driven planning needed to create efficient, sustainable, and livable urban environments. Cityscape Global will also highlight Saudi Arabia's sports infrastructure development, emphasizing the 8 newly announced stadiums, and will feature a special segment dedicated to Stadiums and Mega Events.

Last year's edition of Cityscape Global launched in the Kingdom attracted over 300 exhibitors – 55 per cent of which were international in origin – in addition to 160,000 attendances from over 170 countries and more than 10,000 international investors. The 2023 event also hosted the unveiling of US\$18.3 billion in Saudi-based Real Estate projects - an outcome which earned plaudits from Lord Alan Sugar, the UK entrepreneur and host of the BBC's The Apprentice, who was a conference speaker. "I was amazed by the vision, scale, and significance of the projects being undertaken in Saudi Arabia. It is inspiring," said Lord Sugar.

"We are working towards bold strategic aims for 2024, the addition of two new halls, with one dedicated specifically to international exhibitors. This move comes in response to a significant surge in interest from international developers. The institutional investor program attracts top names from around the world, with a fund value of US\$1 trillion. We will achieve these ambitious targets by increasing engagement between developers, regulators, government entities, and investors," explained Rachel Sturgess, Director of Cityscape Global.

Tahaluf - a joint venture partnership between the Saudi Federation for Cybersecurity, Programming, and Drones, Events Investment Fund and Informa PLC, one of the world's biggest tradeshow organizers - says Cityscape Global 2024 will be a platform for international collaboration and knowledge exchange aimed at developing sustainable and future-proof cities within Saudi Arabia and beyond.

To learn more, please visit - www.cityscapeglobal.com

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About Cityscape Global

Cityscape Global is organized by Tahaluf, a strategic alliance between Informa PLC, the Saudi Arabian Federation for Cyber Security and Programming (SAFCSP) and the Events Investment Fund (EIF).

Amid vast ongoing urban development across the Kingdom, the launch of Cityscape Global in Saudi Arabia will provide architects, urban planning specialists, consultants, and representatives of investment agencies, economic agencies, and cities with abundant opportunities to discuss the most recent advancements in the MENA and global real estate industry.

Cityscape Global will also provide local, regional, and international businesses with a high-profile platform to showcase their projects and services to visitors from all over the world, while also forging new multinational collaborations.

To learn more, please go through our [website](#).