

Cityscape  
Global

11-14 November 2024

Riyadh Exhibition & Convention  
Center, Malham, Saudi Arabia

# THE FUTURE OF LIVING

THE LARGEST EXHIBITION LAUNCHED  
IN SAUDI ARABIA'S HISTORY

cityscapeglobal.com

#CSGlobalKSA #CityscapeGlobal



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# CITYSCAPE A GATEWAY TO THE FUTURE

At Cityscape Global, we don't just host an event; we curate an experience that brings together innovation, investment, and knowledge.

Discover how Cityscape Global can elevate your company/brands journey. From showcasing a diverse range of properties to connecting you with seasoned investors, unveiling groundbreaking technologies to delivering insights from thought leaders, Cityscape Global is your gateway to excellence in real estate.





# THE CITYSCAPE STORY



Cityscape Global is the epitome of the real estate and urban development industry's future. It stands as the world's foremost stage, uniting real estate professionals, investors, and visionaries in an extraordinary journey that transcends the confines of the built environment.

Launched in Riyadh in 2023, carrying a legacy spanning over two decades, Cityscape encompasses the entire real estate ecosystem, transforming vision into tangible value. The 2023 edition achieved record-breaking milestones, with 160,000 visitors attending over four days, including more than 11,000 international investors and property experts. At its core, Cityscape is a driving force in shaping the future of the real estate sector and the technologies propelling the industry forward.

Organized by Tahaluf and proudly sponsored by the Ministry of Municipalities and Housing (MOMAH), in alignment with Saudi Arabia Vision 2030, Cityscape Global 2024 promises to be a grand celebration of property, community, and the Future of Living.

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# RECORD-BREAKING ACHIEVEMENTS

at the largest property event of its kind



This is the biggest property conference in the world... Cityscape has knocked it out of the park."



**David Grover,**  
Group CEO, ROSHN

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**160,258**

attendance across four days

**141,021**

local attendees



**19,230**

international attendees



**11,000+**

international investors and property experts







**300+**  
local and international  
exhibitors

**75,000 sqm**  
exhibition space sold out

**5** stages  
for thought leaders,  
innovators and changemakers

**380+**  
local and  
international speakers

**\$30 billion**  
in transactions and  
projects launched



**\$220 million**  
immediate economic  
impact on the Kingdom  
of Saudi Arabia



**\$8 billion**  
generated towards the  
economy, which represents  
0.5% of the national GDP  
(\*\$1.624tr, 2022  
World Economic Forum)



**170+ countries**  
represented by attendees  
and exhibitors

“It’s the best decision to be here to  
showcase our developments in  
Egypt and expand our network  
and relationships.”

**Ahmed Shalaby,**  
Co-founder, President &  
CEO, Tatweer Misr



GROUNDBREAKING  
TRANSACTIONS

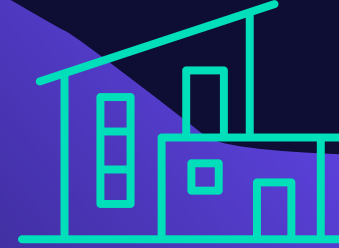
\$30

BILLION DEALS

ANNOUNCED AT  
CITYSCAPE GLOBAL

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

Over \$18.3 billion

valued unveiled projects at the show's opening day

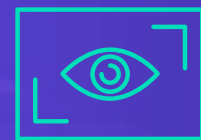
Hundreds of thousands of attendees enthusiastically explored the dynamic expo floor to discover the latest developments in real estate, all centred around the exciting theme of 'The Future Of Living.'





# MARKETING CAMPAIGN NUMBERS SPEAK LOUDER

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**832 million digital ad  
impressions**



**Over 2 million  
impressions**



**7.8 million  
impressions**

on our social media channels  
before, during, and after the show



**301,400+  
interactions**

across our social media channels,  
before, during and after the show



**105,800+ accounts**

participating in social activity





# ATTENDEE INSIGHTS



94%

attendees will attend next year

6%

interested in properties worth over \$25million

30%

attendees interested in international property

16.9

Net Promoter Score (NPS);  
Global Average 15.8



The world's largest real estate event unveiled some of most significant and innovative property projects happening around the globe.

Attracting a dynamic spectrum of attendees, from billionaire investors to homebuyers, the event saw an influx of visitors keen to experience the next generation of real estate, and step into the *Future of Living*.

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## Age Group



## Interests in real estate



## Hundreds of thousands of attendees visited Cityscape Global to:



Buy a home



Learn about market trends



Promote real estate services



See a particular project launch



See the GIGA projects



Make an on-site transaction



# CONFERENCES TO EXPECT AT CITYSCAPE GLOBAL 2ND EDITION

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By sponsoring Cityscape Global, you gain access to a wide range of branding and networking opportunities with key players across every facet of the real estate community.





# REAL ESTATE INSTITUTIONAL INVESTORS' FORUM AT A GLANCE

Cityscape Global hosts an exclusive closed-door summit: Institutional Investors' Forum.

It will bring together Investors' representing the world's leading Sovereign Wealth Funds, Public and Private Pension Funds, Insurance Companies, Investment Banks, Family Offices, HNWIs, and other asset owners, through highly interactive discussions between thought leaders, expert-led presentations, investors' panel discussions, KSA local giga project visits, and one-to-one business meetings.

Aiming to help navigate the global uncertain and shifting investment landscape and assess cross-regional opportunities and challenges in real estate and infrastructure, Institutional Investors' Forum will also offer an exceptional opportunity to meet local investors and discover the local markets.

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# VISITOR PROFILES

## B2B Directory

### Visionaries

Housing authorities  
Trade authorities  
Regulation authorities  
Tourism authorities  
Transport authorities  
Energy authorities  
City planners  
Smart city consultancy

### Creators

Developers  
Master developers  
Greenfield owners  
Contractors  
Construction

### Designers

Architects  
Interior designers  
Surveyors

### Financiers

Institutional investors  
Family office investors  
Sovereign wealth funds  
REITS  
Hedge funds  
Banks  
Insurance companies  
Pension funds

### Innovators

3D printing  
AR / VR  
AI  
BIM / BMS / CAFM software  
Brokerage tech  
Digital twins  
Internet of things (IOT)  
Machine learning  
Predictive data  
Propfintech  
Smart building  
Smart home

### Facilitators

Total facilities management  
Facilities managers  
Real estate consultants  
Law firms  
Brokers  
Property management companies  
Construction supply chain

### Occupiers

Corporate end users (office occupiers)  
Retailers  
Hoteliers  
Restaurant chains  
Hospitality  
Data centres  
Warehouses  
Manufacturers

## B2C Directory

### Investors

#### Key Segments:

- Private Investors
- Landlords

#### Ages:

- 30 – 70 (Landlords)
- 25 – 75 (Private Investors)

### Homebuyers

#### Key Segments:

- Families
- Single-Occupants

#### Ages:

- 25-60 (Homebuyers)

### Future Homeowners

#### Key Segments:

- Young Affluent
- Male & Female
- Registered with MOMRAH

#### Ages:

- 20+



# WHY EXHIBIT?

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Exhibiting at Cityscape Global can be a strategic investment for your company, offering a platform for growth, networking, and business development in the dynamic and ever-evolving real estate and urban development sectors.



## Global Exposure

Cityscape Global is a renowned international event that attracts a diverse audience of real estate professionals, investors, developers, and industry experts from around the world. It provides a platform to showcase your projects, products, and services to a global audience.



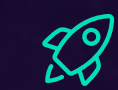
## Networking Opportunities

Connect with Key industry players, investors, partners and clients in a carefully targeted event.



## Market Expansion

Expand into new territories and regions globally.



## Showcasing Projects

Open to developers, construction, designers, technology suppliers, government & financial services



## Market Trends and Insights

Gain insight into the latest market trends, innovation and global developments. Position your brand as a thought leader during the many seminar platforms.



## Brand Recognition

Enhance your brands visibility and credibility through sponsorship opportunities. Strengthen and support your commitment to the sector.



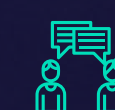
## Lead Generation

Generate qualified leads and build a database of potential clients and partners who have shown a genuine interest in your offerings.



## Government and Industry Support

Cityscape Global benefits from extensive endorsement and active involvement of government entities and professional association within the industry. Foster valuable relationships at the municipal and government level across key initiatives & city projects.



## Face-to-Face Engagement

The event allows you to have face-to-face interactions with attendees, which can be more impactful and persuasive than digital or remote communication. You can answer questions, provide demonstrations, and build trust in person.



## Deal-Closing Opportunities

Many deals and collaborations in the industry are initiated and finalized at Cityscape Global. Take advantage of the environment to close deals and negotiate contracts.



## Exposure to Emerging Markets

Explore emerging markets and stay informed about the latest developments and opportunities in various regions."





# ABOUT THE VENUE

Cityscape Global is held in the world-class exhibition facility 'RECC' Malham, Riyadh.

The venue provides an immersive experience by delivering unique show features and displays within purpose-built areas designed to showcase the Kingdoms bold vision and heritage. Spanning 100,000 sqm the venue comprises multiple exhibition halls, outdoor activation spaces and over 60 private meeting rooms. Purpose build conference facilities and VIP hospitality lounges.

[View 2024 Floorplan](#) ➤





# FLOORPLAN

Discover Your Ideal Exhibition Space

Cityscape Global 2024 offers a diverse and dynamic exhibition space designed to meet the unique needs of our exhibitors. Whether you're showcasing your latest projects, innovative products, or real estate services, we have the perfect spot for you.

[View 2024 Floorplan](#) >



## Tailored Solutions

Our floorplan is carefully designed to cater to a variety of exhibitor requirements. Tell us about your preferences, and we'll work with you to find the ideal location for your booth.



## Prime Locations

Secure a prime location that maximizes visibility and foot traffic. Be at the center of the action and make a lasting impression on attendees.



## Customization

Discuss your specific needs and any special requirements. We can help you create a booth that reflects your brand and engages your target audience effectively.

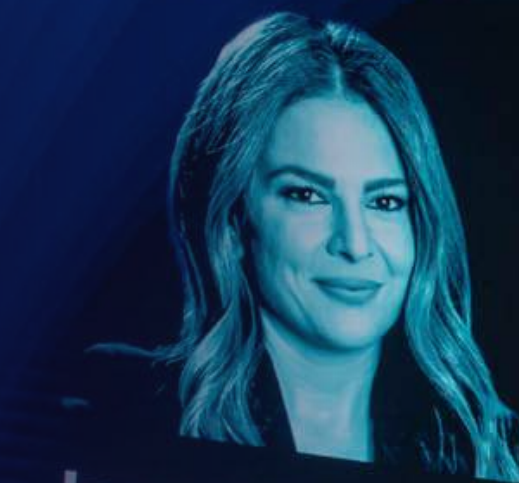


## Flexibility

Explore various booth sizes and configurations to ensure you have the perfect space to meet your exhibition objectives.

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## Local Governments Moulding the Future of the Kingdom's Urban Development and Growth



**Jessy El Murr**

Journalist and Media Advisor,  
Former BBC and Sky News  
Arabia Correspondent

**MODERATOR**



**H.E. Fahad bin  
Mohammad Aljubair**

Amin,  
Eastern Region Amana



**Eng. Abdullah bin  
Mahdi Al-Jali**

Amin,  
Asir Region Amana



**Dr. Ali Al-Sawat**

Amin,  
Al-Baha Region





# STAND COSTS

## Space Only Hall 1, 2

**\$744 m2 | 2,790 SAR m2**

Package includes: Raw space  
(power & rigging fees additional)

## Space only Marquee 3,5

**\$ 713 m2 | 2,673 SAR m2**

Package includes: Raw space  
(power & rigging fees additional)

## Space only second level

**\$ 372 m2 | 1395 SAR m2**

Package includes: Raw space  
(maximum 50% of floor space)

## Show Ready Package

**\$ 1,006 m2 | 3,772 SAR m2**

Range: 9sqm-36sqm. Back and side wall, printed graphics, power socker, lights, carpet, 1 tablen 2 chairs waste bin

## Start-up Pod

**\$ 3,500 | 13,125 SAR**

Fixed 3sqm, carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power stock, 1 x LED light

## Compulsory fees

**\$550 | 2,062 SAR (9-36 m2)**

Package includes: Create your company profile with name, logo, description and official exhibitor list

## Based on m2 stand

**\$795 | 2,981 SAR ( 37-99 m2)**

Package includes: Create your company profile with name, logo, description and official exhibitor list

## Based on m2 stand

**\$1,045 | 3,918 ( 100+ m2)**

Package includes: Create your company profile with name, logo, description and official exhibitor list

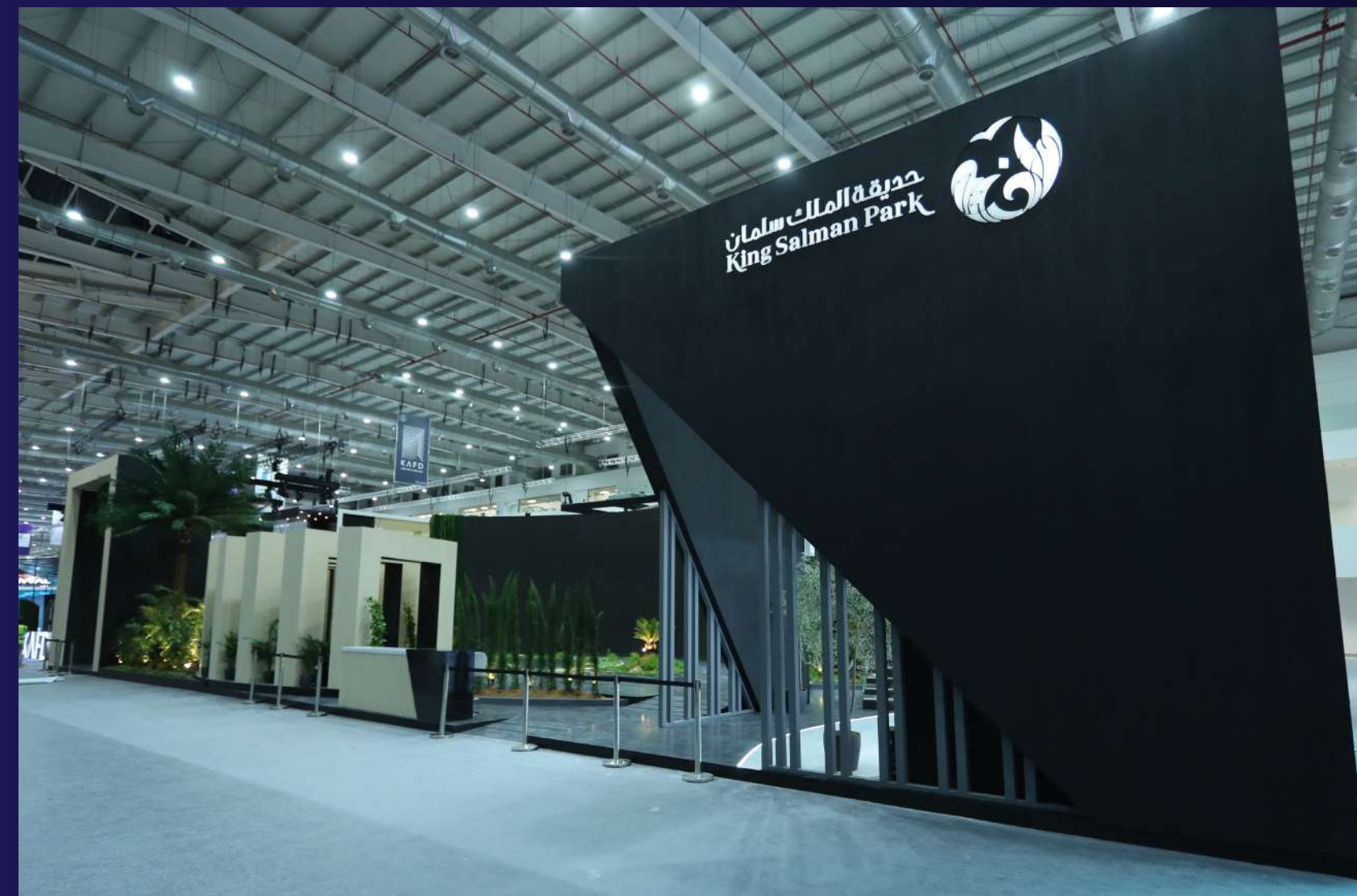
## Stand Sharing Fee

**\$250 | 937 SAR**

Package includes: Fee for additional exhibitors sharing space

## VAT 15% on USD and SAR

To be included on invoice





# SPONSORSHIP PACKAGES

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## Sponsorship

**Foundation Partner**  
**US \$1,000,000**  
(by Invitation only)

**Diamond Sponsor**  
**US\$ 450,000**

**Platinum Sponsor**  
**US\$ 250,000**

**Gold Sponsor**  
**US\$ 150,000**

**Zone Sponsor**  
**US\$ 100,000**

## Stage Sponsorship

**The Future of Living Summit Sponsor**  
**Knowledge Partner - 100,000 US\$ (Exclusive)**  
**Associate Partner - 50,000 US\$ (Non-Exclusive)**

**Institutional Investors' Forum Sponsor**  
**Investor Forum Partner - 75,000 US\$ (Exclusive) **SOLD OUT****  
**Associate Partner 45,000 US\$ (Non-Exclusive, up to 3)**

**Asset Horizons Stage or Stadiums & Mega Events Stage or Tech Stage (PropTech/FutureBuild) or DNA (Design & Architecture)**  
**Associate Partner - 50,000 US\$ (Non-Exclusive)**  
**Session Sponsor - 25,000 US\$ (Non Exclusive)**





# Content Overview

6 STAGES | 500 SPEAKERS | 150+ HOURS CONTENT

Stage	Delegate #	Primary Personas	Day 1 11 November 2024	Day 2 12 November 2024	Day 3 13 November 2024	Day 4 14 November 2024
Future of Living Summit	1000	<ul style="list-style-type: none"><li>• Government</li><li>• Developers</li></ul>	Visions & Enablers	Digitalization & Transformation (5 Years Out)	Smart Cities of the Future (10 Years Out)	Beyond 2050 (25 Years Out)
Asset Horizons	250	<ul style="list-style-type: none"><li>• Developers</li><li>• Asset Owners</li><li>• Investors &amp; Financiers</li></ul>	Future Developments & Policies	Financial Nexus	Smart Sustainable Maintenance	Human-Centric Real Estate
Institutional Investors' Forum (Invite-Only)	200	<ul style="list-style-type: none"><li>• Government</li><li>• Institutional Investors</li><li>• Developers</li></ul>	Global Investment Strategies	Regional Investment Outlook	Off-site Activities	Off-site Activities
Stadiums & Mega Events Infrastructure	200	<ul style="list-style-type: none"><li>• Sports Clubs &amp; Federations</li><li>• Architects</li><li>• Developers</li></ul>	Strategy & Upcoming Developments	Foundations of Mega Venues & Stadiums	Design & Technology	Visitor Experience & Engagement
DnA (Design & Architecture)	150	<ul style="list-style-type: none"><li>• Architects</li><li>• Developers</li><li>• Consultants</li></ul>	Cities of the Future	Communities of the Future	Future of Talent	Buildings of the Future
Tech Stage	150	<ul style="list-style-type: none"><li>• Developers</li><li>• Asset Owners</li><li>• Investors &amp; Financiers</li><li>• Contractors</li></ul>	PropTech: Investments & Innovation	PropTech: AI & Data in Real Estate	FutureBuild: Future Construction Machinery	FutureBuild: Next-Gen Supplies & Strategies



# Cityscape Global

To secure your participation and for information  
on exhibition opportunities:

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