

# Cityscape Global

**11 - 14** | NOVEMBER  
2024

Riyadh Exhibition & Convention Centre  
(Malham), Riyadh Saudi Arabia

## Event Guide



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HOUSING PROGRAM



ORGANIZED BY



# Cityscape Global


## General Information

**11 - 14 NOVEMBER 2024**

**EVENT TIMINGS**


MON - WED 12 PM - 10 PM	THUR 12 PM - 8 PM
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 Riyadh Exhibition & Convention Center  
(Malham), Riyadh Saudi Arabia



Interested in attending


**REGISTER NOW**






How to get there?


**VIEW MAP**





Looking for accommodation?

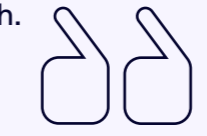
**DISCOUNTED DEALS**





## Introduction

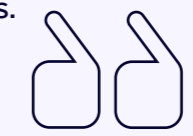
 Saudi Arabia's real estate landscape is undergoing an enormous transformation driven by Vision 2030. The comprehensive strategy for the real estate sector aims to achieve the goals of the vision by building a prosperous and solid economy and vibrant, integrated communities in an ambitious nation. Cityscape 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.



**H.E. Majed bin Abdullah Al-Hogail**  
Minister of Municipalities and Housing,  
Saudi Arabia  
وزارة البلديات والإسكان  
Ministry of Municipalities and Housing



 This year's event is much more than just an exhibition; it's a platform where global real estate leaders and investors can meet, in one of the fastest-growing real estate markets in the world, the Kingdom of Saudi Arabia. Ultimately, Cityscape acts as a bridge, connecting projects and investments, fostering economic growth and innovation. With over \$30 billion in deals signed at the event last year, it's truly a place to do business.



**Rachel Sturgess,**  
Senior Vice President  
at Tahaluf  
**tahaluf**  
an informa company



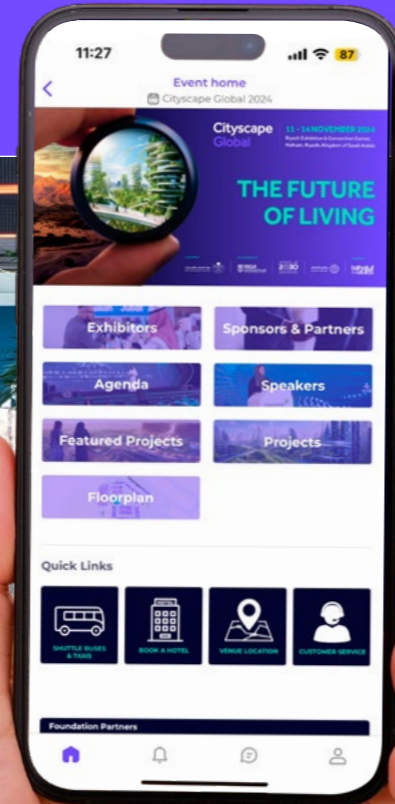
# A effortless experience with the **Cityscape app**

Access a wealth of features for a **seamless experience**

- ✔ Navigate the event with ease with the interactive map
- ✔ Know more about the **speakers**
- ✔ **Connect** with fellow attendees
- ✔ **Book meetings** with partners/exhibitors



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We are delighted to welcome you to the heart of Arabia, and aim to make your stay enjoyable and worthwhile.

Below is a curated list of resources to help you plan your visit and explore our beautiful country.

## PLANNING YOUR TRIP



Visa Information



Transportation in Saudi



Saudi Travel Guide

## THINGS TO DO & EVENTS



Explore Events



Discover Activities



View Saudi Map

## EXPLORE SAUDI



Discover **Aseer**



Discover **Riyadh**



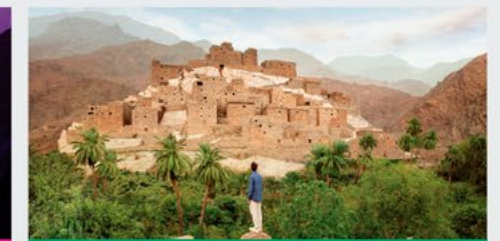
Discover **Jeddah**



Discover **AlUla**



Discover **Taif**



Discover **AlBaha**



Explore More Destinations

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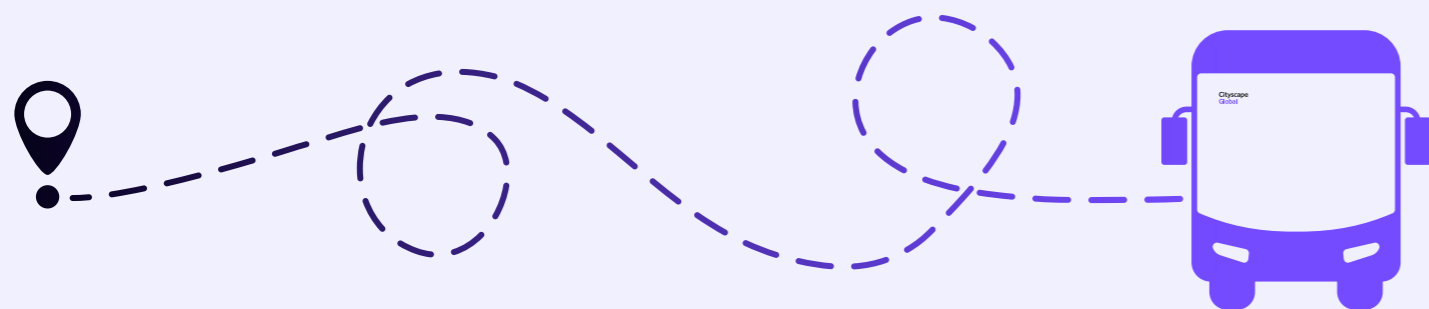
Follow us on



# Shuttle bus pick up points

11 – 14 November 2024

Cityscape Global will be running shuttle buses to and from the event venue from three pick up points:





## Hilton Garden Inn Parking Area

 **Hilton to Malham**  
Every 30 minutes  
10:45 am – 7:00 pm


 **Malham to Hilton:**  
Every 30 minutes  
02:30 pm - 11:00 pm  
(November 11, 12 & 13)  
02:30 pm – 09:00 pm  
(November 14)


## Imam University Parking Area

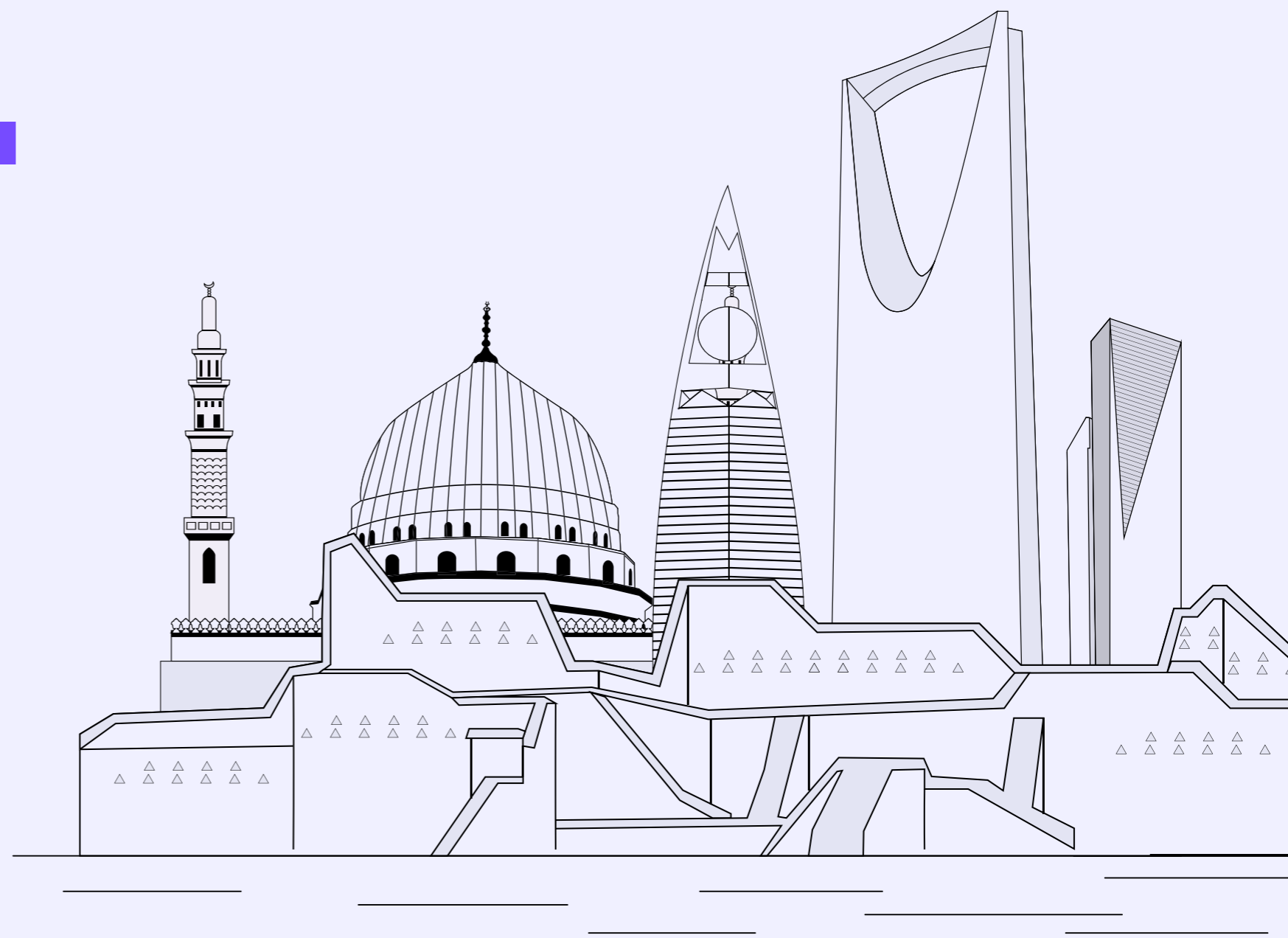
 **Imam University to Malham**  
Every 30 minutes  
10:45 am – 7:00 pm

 **Malham to Imam University:**  
Every 30 minutes  
02:30 pm - 11:00 pm  
(November 11, 12 & 13)  
02:30 pm - 09:00 pm  
(November 14)

## Roshn Front Parking


 **Roshn Front to Malham**  
Every 30 minutes  
10:45 am – 7:00 pm

 **Malham to Roshn Front:**  
Every 30 minutes  
02:30 pm - 11:00 pm  
(November 11, 12 & 13)  
02:30 pm – 09:00 pm  
(November 14)



# Unlocking real estate excellence with our trusted sponsors & partners

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**Strategic Partner**




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**Real Estate Partner**



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**Associate Sponsors**



# Explore The Future of Living at the world's largest real estate event



## WORLD-CLASS EXHIBITORS

**400+**  
Exhibitors

**7** Country Pavilions



## REWARDING INVESTMENT OPPORTUNITIES

**190**  
Developers

**100+**  
Institutional investors

## THOUGHT-LEADING CONFERENCES

**500+**  
Speakers

**7** Conferences

## INTERACTIVE SHOW FEATURES

**12+**  
Features



# Top 5 Saudi Arabia Real Estate Market Trends



The Saudi Arabian real estate market is booming. Across the Kingdom, projects worth an estimated \$1.06tn are planned or under construction. The country makes up over 60% of the total real estate project value in the Middle East.

Driven by government initiatives, evolving consumer preferences, and global influences, the market is evolving. These factors are creating fresh opportunities for investors. In this guide, we'll explore the top 5 key trends in the Saudi Arabian real estate market.

## 1. LUXURY REAL ESTATE BOOM

As the economy expands and disposable incomes increase, there's a clear move towards more luxurious homes. This trend is reflected in increasing average villa prices in cities like Riyadh and Jeddah.

Alongside luxury properties, there's a growing preference for modern living spaces that suit contemporary lifestyles. This trend is driven by younger Saudis who are increasingly looking for homes with smart home technologies and energy-efficient designs.

Figure 8: Average Sales Prices, US\$ per Square Metre YoY % Change, 2023

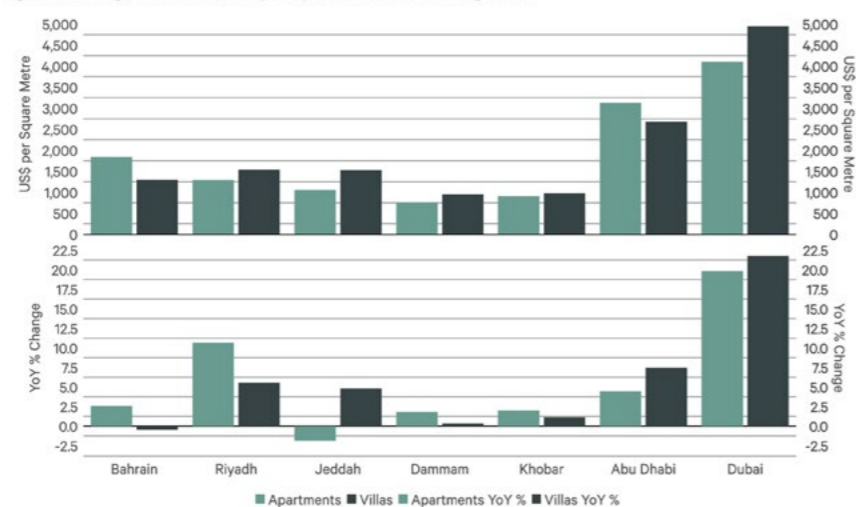


Image Source: <https://www.cbre.sa/insights/books/middle-east-real-estate-2024-outlook/residential/>

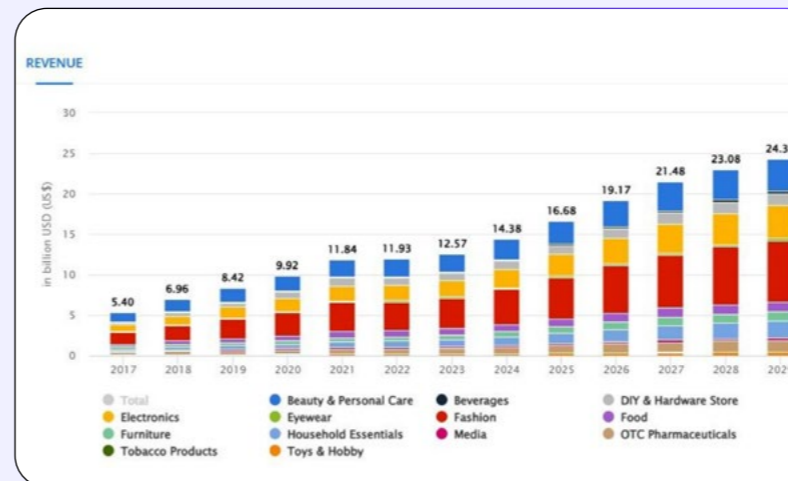


Image Source: <https://www.statista.com/outlook/emo/ecommerce/saudi-arabia#revenue>

## 2. ECOMMERCE GROWTH DRIVING PROPERTY DEMAND

The ecommerce market is thriving in Saudi Arabia. The projected ecommerce market volume is expected to reach \$24.29bn by 2029, with an annual growth rate of 11.05%:

This rapid growth is driving demand for modern warehousing and distribution centres. As online shopping grows, companies require storage, processing, and shipping facilities. Cities like Riyadh, Jeddah, and Dammam are expanding their logistics networks to meet this demand and support economic growth.

## 3. EXPANDED OPPORTUNITIES FOR FOREIGN INVESTORS

A key development in Saudi Arabia's real estate market is the expansion of foreign ownership rights. This is part of government initiatives to encourage foreign investment. From 2015 to 2023, the value of foreign investments in the Kingdom increased by 137%:

Historically, foreign investors were restricted from owning property in certain areas, especially in Makkah and Madinah. The Saudi government has revised many of these regulations to allow more extensive foreign ownership.

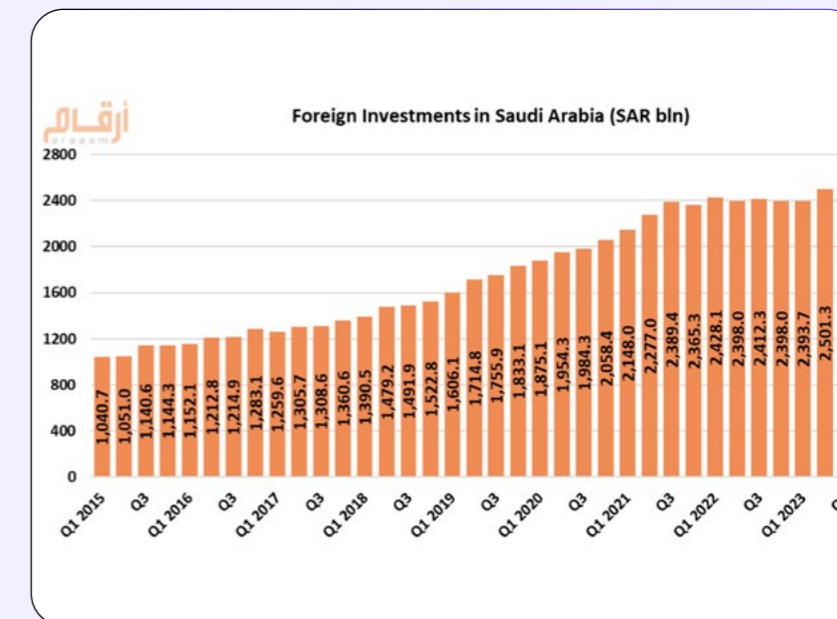


Image Source: <https://www.argaam.com/en/article/articledetail/id/1698799>

## 4. HIGH-YIELD INVESTMENT OPPORTUNITIES

One of the standout features of Saudi Arabia's real estate market is its attractive investment yields. In 2024, yields ranged between 6.75% and 8.75%, positioning the Kingdom as a highly competitive player on the global stage.

The commercial sector is particularly strong, with increased demand for office spaces, retail outlets, and industrial facilities. These high yields are attracting international investors and fueling the market's growth.

Figure 14: Saudi Arabia, Investment Yields

Property Type	Yield Range	2024 Yield Outlook
Prime Offices	7.50% - 8.00%	Stable
Grade A Offices	8.25% - 8.75%	Stable
Residential	7.50% - 7.75%	Stable
Retail (Malls)	7.75% - 8.5%	Stable
Grade A Industrial and Logistics	8.00% - 8.75%	Stable
Luxury Hotels	6.75% - 8.00%	Stable
Midscale to Upscale Hotels	8.00% - 8.75%	Stable

Figure 15: UAE, Investment Yields

Property Type	Yield Range	2024 Yield Outlook
Prime Offices	6.50% - 7.25%	Stable
Grade A Offices	7.00% - 7.50%	Stable
Prime Residential	6.25% - 7.00%	Stable
Residential	7.00% - 7.50%	Stable
Retail (Malls)	6.75% - 8.00%	Stable
Grade A Industrial and Logistics	7.25% - 7.50%	Stable
Industrial and Logistics	8.00% - 8.50%	Stable
Luxury Hotels	6.25% - 7.75%	Stable
Midscale to Upscale Hotels	8.00% - 8.75%	Stable

Image Source: <https://www.cbre.sa/insights/books/middle-east-real-estate-2024-outlook/investment-yields-guide>



# Discover ground-breaking projects and initiatives

## 5. STRATEGIC GOVERNMENT INITIATIVES FUELING GROWTH

Programs like Sakani are making homeownership more accessible to Saudi citizens. As part of its Vision 2030, Saudi Arabia aims to increase homeownership to 70% by 2030. To achieve this, the government has launched several initiatives to support the housing sector.

The Saudi Real Estate Refinance Company (SRC) is set to refinance 20% of the residential mortgage market by 2025. The Saudi central bank reduced the minimum down payment for property purchases from 30% to 5%. This is making it easier for first-time buyers to enter the market.

The government has also implemented tax reforms, including a 5% real estate disposal tax and the "White Land Tax" to stimulate development and increase housing supply.

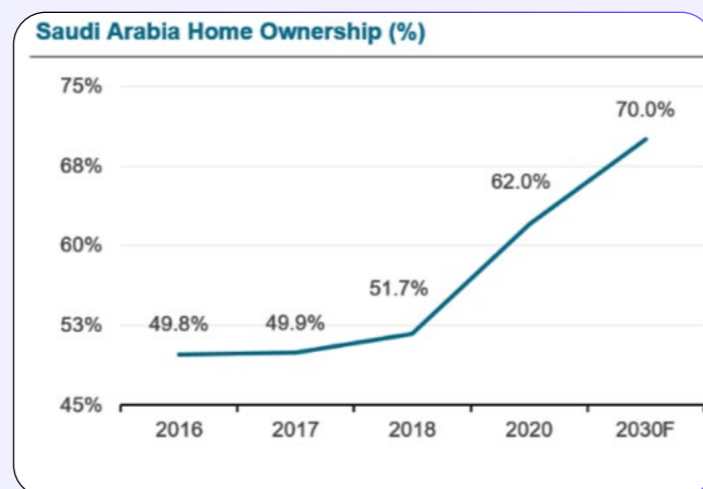


Image Source: <https://sidracapital.com/insight/saudi-arabia-residential-real-estate-market-3/>

## CONCLUSION

Saudi Arabia's real estate market is at the heart of the Kingdom's Vision 2030. With strong government support and growing demand, the market is set to experience significant growth in the coming years.

If you want to learn more about the best real estate opportunities in Saudi Arabia, make sure you attend Cityscape Global 2024. The world's largest real estate event takes place in Riyadh, Saudi Arabia, Nov 11-14, 2024.

Whether you're interested in cutting-edge developments like NEOM or emerging urban hotspots, Cityscape Global 2024 will give you the insights and connections you need to thrive in the booming Saudi Arabian real estate market.



نيوم NEOM



مدينة محمد بن سلمان Mohammed Bin Salman City  
غير الربحية Nonprofit



And many more!



# Top 5 Saudi Real Estate and Infrastructure Projects

## Shaping the Future



Saudi Arabia's Vision 2030 has crossed the halfway mark, and the Kingdom is charging ahead with over \$1.25 trillion invested in transformative real estate and infrastructure projects. These monumental developments are positioning Saudi Arabia as a global leader in innovation, tourism, and sustainable living. They're reshaping the landscape of the nation and its economy.

### BUT WHAT DOES THIS MEAN FOR INVESTORS?

If you're looking to tap into one of the world's fastest-growing markets, understanding these key projects is crucial. They offer opportunities for investment, partnership, and long-term growth. In this guide, we'll explore five groundbreaking real estate and infrastructure projects that are driving Saudi Arabia's future and redefining what's possible for the region.

### 1. NEOM: THE FUTURISTIC MEGACITY

NEOM is one of the most ambitious real estate projects in the world. It aims to redefine urban living by integrating cutting-edge technology and sustainability. Once completed, NEOM is expected to house nine million residents.

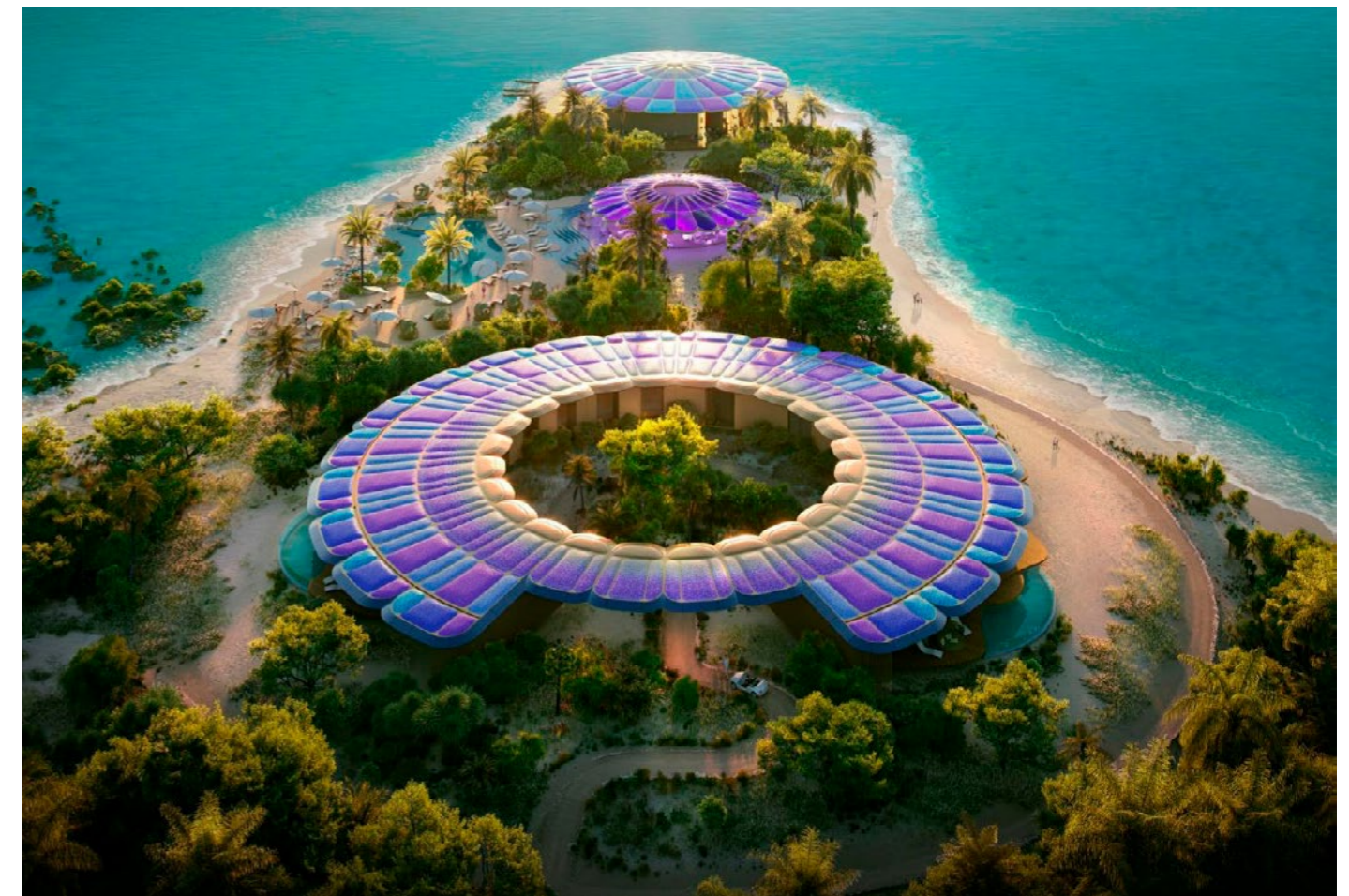
Focused on renewable energy, biotechnology, and luxury living, NEOM offers a glimpse into the future of living. The project has drawn global talent and investment, with over \$70 billion in contracts already awarded and more than 20% of the development completed.



### 2. DIRIYAH GATE: A CULTURAL & HISTORICAL REVIVAL

Diriyah Gate is a \$20 billion project dedicated to restoring the historic city of Diriyah. The development will feature 20,000 new homes, luxury hotels, and retail spaces, all designed to honour the city's rich cultural heritage.

Expected to be fully finished by 2027, Diriyah Gate is quickly becoming a premier destination for those looking to experience and invest in a piece of Saudi Arabia's history.



### 3. THE RED SEA PROJECT: LUXURY MEETS SUSTAINABILITY

Located along Saudi Arabia's stunning western coastline, the Red Sea Project is set to become a top-tier tourist destination.

Focusing on sustainable tourism, the project aims to protect the environment while offering high-end accommodation. The development will feature over 50 hotels, 8,000 hotel rooms, and a range of residential properties.

The first resort opened in 2023, with 16 more set to launch through 2025. With a goal of attracting one million visitors annually by 2030, the Red Sea Project plays a key role in Saudi Arabia's Vision 2030 tourism strategy.



#### 4. ROSHN: REDEFINING RESIDENTIAL LIVING

Roshn is a multi-billion dollar project focused on building vibrant and sustainable communities throughout Saudi Arabia. The project aims to provide modern housing with an emphasis on green spaces and community facilities.

The first Roshn development in Riyadh has already sold over \$2.5bn-worth of residential units, with plans to expand into other major cities. As a key part of Saudi Arabia's Vision 2030, Roshn is driving efforts to boost homeownership and raise living standards across the Kingdom.



#### 5. QIDDIYA: THE ULTIMATE ENTERTAINMENT HUB

Located near Riyadh, Qiddiya is set to become Saudi Arabia's leading destination for entertainment, sports, and culture. This \$8 billion project will feature theme parks, sports arenas, and other attractions.

Qiddiya is expected to generate over 325,000 jobs and contribute 135 billion Saudi Riyals (\$36 billion) to the GDP annually. The Qiddiya Investment Company has already awarded contracts worth \$2.7 billion, with the main waterpark 61% completed and the Six Flags theme park 59% finished.

Saudi Arabia's Vision 2030 is focused on building a brighter future by enhancing the quality of life for its people. These five projects highlight the Kingdom's dedication to achieving its goals.

To see these groundbreaking developments up close, secure your place at Cityscape Global 2024. Attending the world's largest real estate event is an opportunity to explore the future of living and discover top investment opportunities in Saudi Arabia and beyond.



**Antony Joshua**  
**OBE**  
2x World Heavyweight  
Champion

**Meet Sports Celebrities**  
And get a chance to get an autograph!



**Didier Drogba**  
Chelsea Football Legend

# Avail amazing offers and giveaway opportunities

4 Plots of Land in Riyadh given away by OSUS



سكيني  
Prizes worth  
**10,000,000+**

Exciting prizes, exclusive offers, and special promotions by Sakani!

# Unlock exclusive investments opportunities

## EXECUTIVE INVESTOR



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

## INVITE-ONLY ROUNDTABLES



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

## NETWORKING ACTIVATIONS



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

## VIP INVESTOR LOUNGE



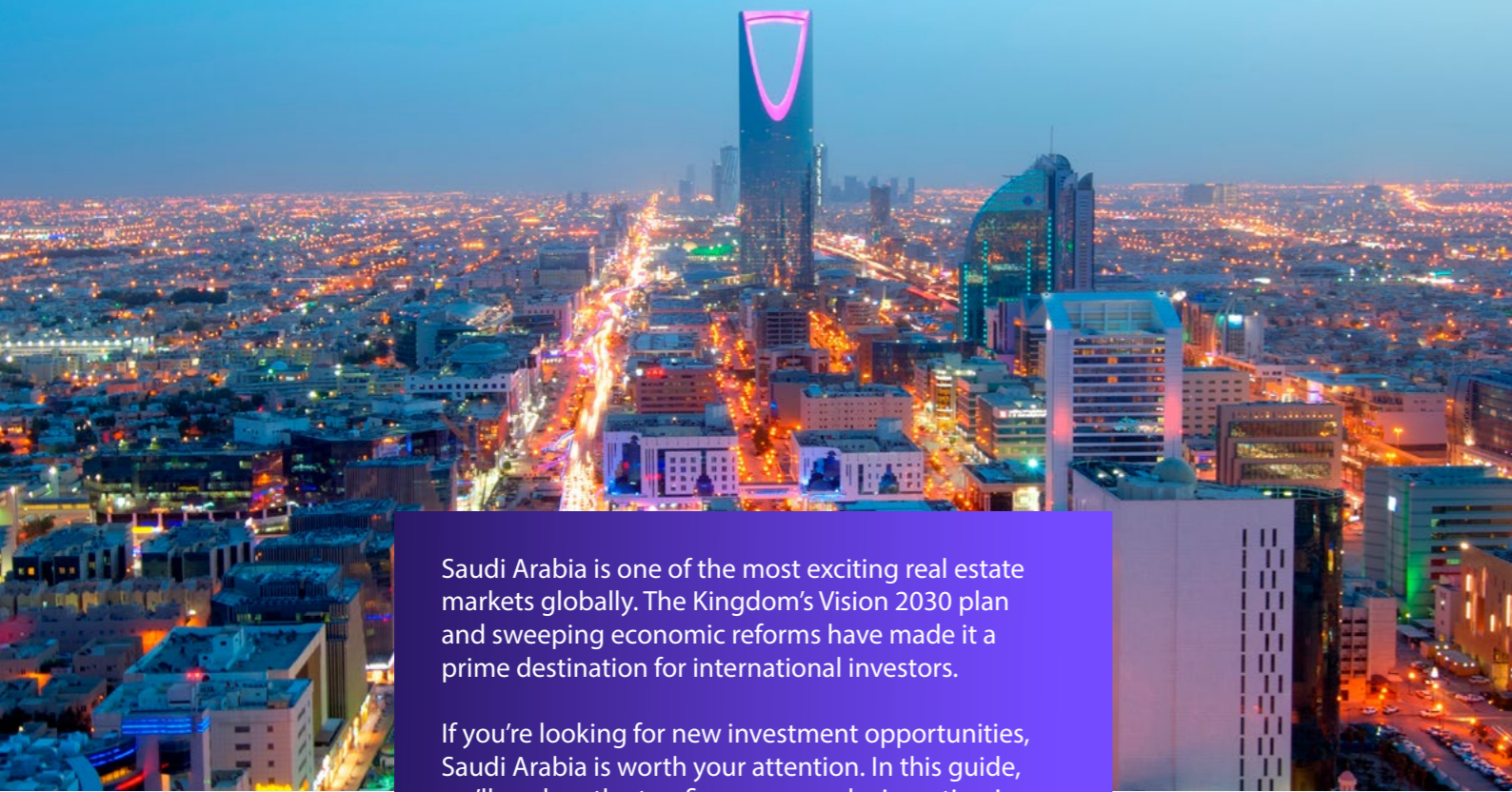
Access to a unique space  
onsite for investors to meet,  
relax, and attend talks.



100,000+ units for sale from top developers from Saudi and beyond



# Top 5 Reasons to Invest in Saudi Arabia Real Estate



Saudi Arabia is one of the most exciting real estate markets globally. The Kingdom's Vision 2030 plan and sweeping economic reforms have made it a prime destination for international investors.

If you're looking for new investment opportunities, Saudi Arabia is worth your attention. In this guide, we'll explore the top five reasons why investing in Saudi Arabian real estate is a smart move.

## 1. STRONG ECONOMIC GROWTH AND VISION 2030

As the economy expands and disposable incomes increase, there's a clear move towards more luxurious homes. This trend is reflected in increasing average villa prices in cities like Riyadh and Jeddah.

Alongside luxury properties, there's a growing preference for modern living spaces that suit contemporary lifestyles. This trend is driven by younger Saudis who are increasingly looking for homes with smart home technologies and energy-efficient designs.

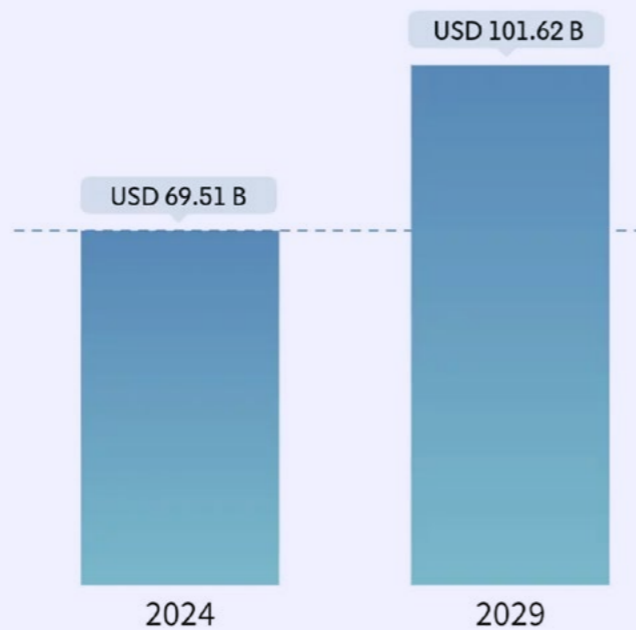


Image Source: <https://www.mordorintelligence.com/industry-reports/saudi->

## 2. URBANISATION AND POPULATION GROWTH

Cities like Riyadh, Jeddah, and Dammam are expanding fast. Riyadh alone has seen a 30% population increase over the past decade, with 7.8 million people now living in the capital.

This growth is fueling the demand for new residential and commercial spaces, including luxury apartments and office buildings. For investors, this means plenty of chances to tap into a growing market.

### Riyadh, Saudi Arabia Population 2024

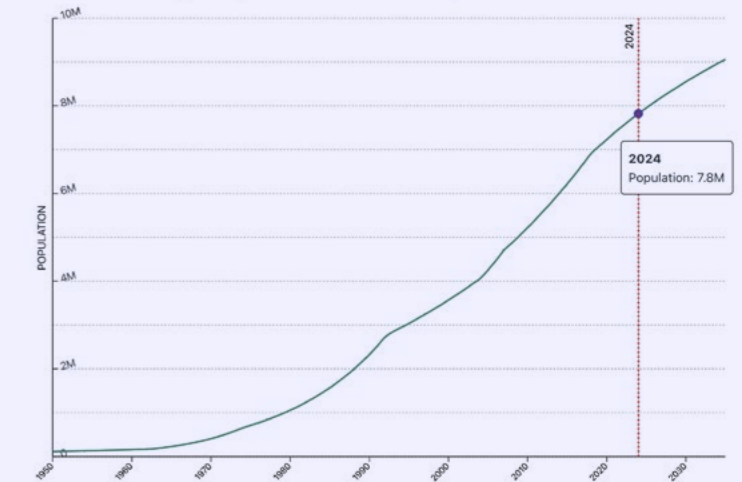


Image Source: <https://worldpopulationreview.com/cities/saudi-arabia/riyadh>



Image Source: <https://www.consultancy-me.com/news/8839/saudi-arabias-construction-spending>



## 4. GROWING TOURISM SECTOR

Projects like Al-Ula and the Red Sea coast are establishing Saudi Arabia as a global tourism hotspot. The tourism sector is expected to grow by 11% annually over the next decade, making it the fastest-growing market in the Middle East. By 2032, it will account for 17.1% of the total GDP.

This growth creates exciting opportunities for real estate investments in hotels, resorts, and vacation homes.

## 3. MASSIVE INFRASTRUCTURE DEVELOPMENTS

Saudi Arabia is investing heavily in infrastructure as part of Vision 2030. Billions are being spent on highways, railways, airports, and ports. Construction output is expected to hit \$150 billion by 2025.

These developments are improving connectivity across the Kingdom and opening up new areas for investment. For example, the Riyadh Metro project is set to enhance public transport in the capital and drive up property values in the surrounding regions.

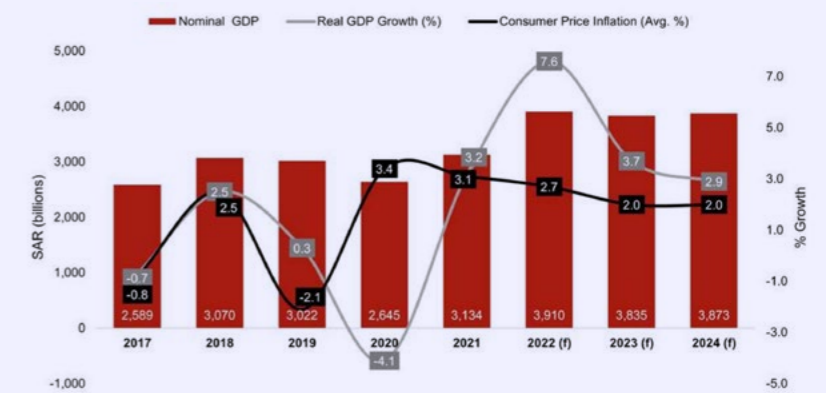


Image Source: <https://www.hospitalitynet.org/opinion/4113775.html>



## 5. GOVERNMENT INCENTIVES AND SUPPORT

The Saudi government is making it easier for investors to enter the market. Through the Saudi Arabian General Investment Authority (SAGIA), investors can enjoy tax breaks, relaxed regulations, and easier access to financing.

This supportive environment is designed to help foreign investors thrive in the growing Saudi Arabia real estate market.

## CONCLUSION

There has never been a better time to invest in Saudi Arabia real estate. The growth potential is unmatched.

If you're interested in finding out more about investment opportunities in Saudi Arabia, make sure you attend Cityscape Global 2024. The world's biggest real estate event will take place on 11-14 November in Riyadh.

Take advantage of a unique opportunity to meet industry leaders and government officials who can help you maximise your investment in Saudi Arabia. Cityscape Global is the perfect place to gain insights, make connections, and take your investment strategy to the next level.



# Gain insights from industry experts and leaders

11 – 14 November 2024



## CEO DIALOGUES

**Business titans** and the **top 30 under 30 leaders** reveal insider tips and key operational insights.



## EMPOWERMENT SESSIONS

Get inspired by **female leaders** and young innovators breaking barriers and shattering glass ceilings.

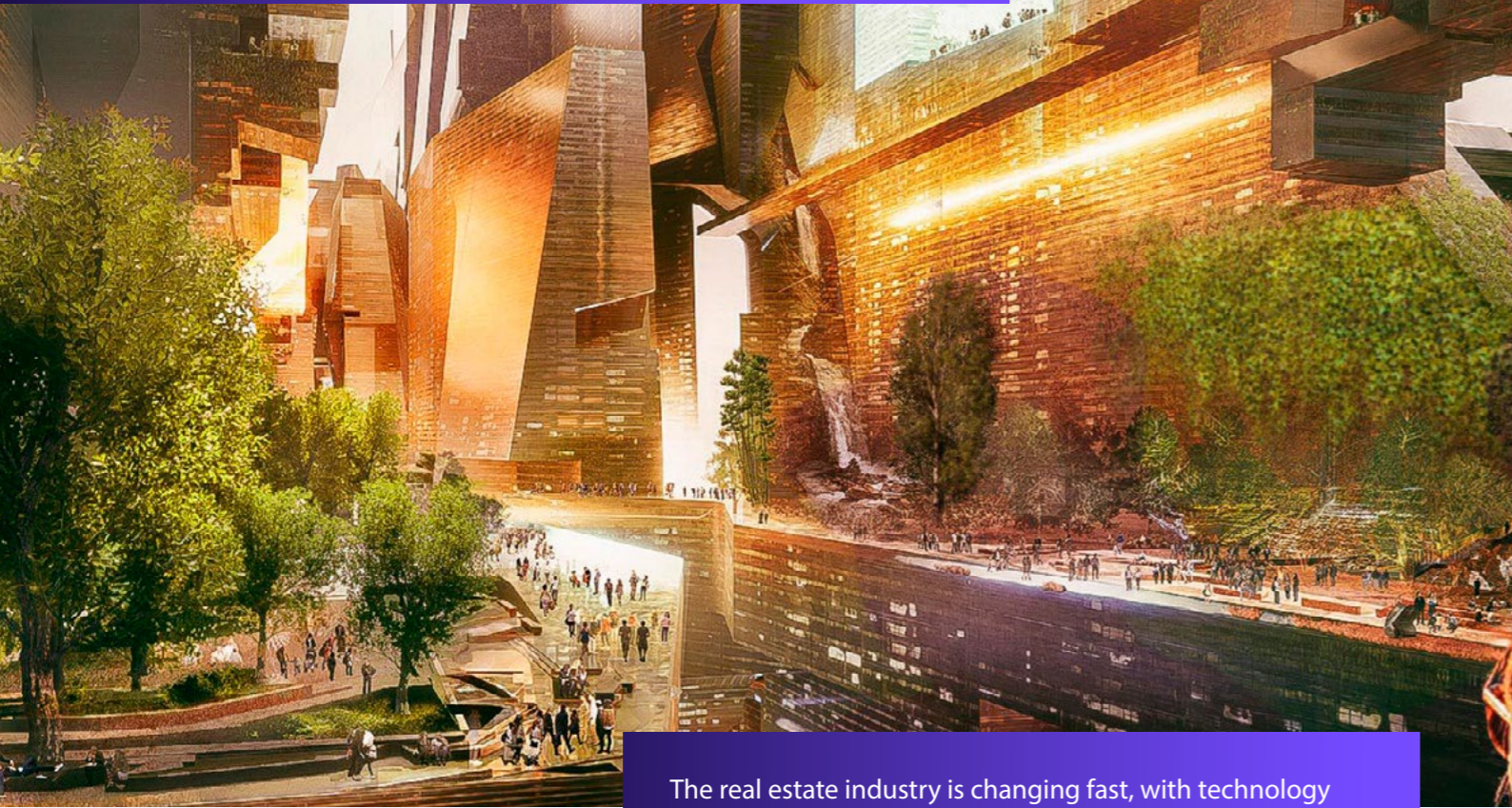


## LIVE Q&A WITH HEADLINERS

Get the unique opportunity to **ask your questions directly** to some of the greatest minds in the industry.

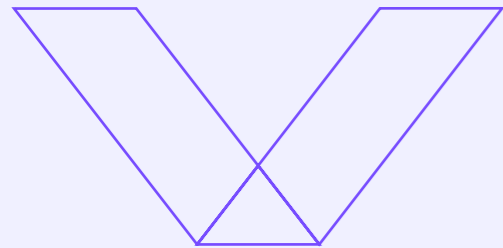


# Top 5 Real Estate Technology Trends in 2024



The real estate industry is changing fast, with technology leading the way. By 2032, the global proptech market is set to hit \$89.93 billion, showing just how important these innovations are becoming.

Whether you're an agent looking to close more deals, an investor making smarter choices, or simply curious about where the industry is heading, understanding these trends is key. In this guide, we'll highlight the top five real estate tech trends for 2024 and show how they can help you work smarter, boost efficiency, and stay ahead.



## 1. AI (ARTIFICIAL INTELLIGENCE) AND ML (MACHINE LEARNING)

AI and ML are two of the most powerful technologies in real estate today. They analyze massive amounts of data to provide insights that help professionals make faster and more informed decisions. Many commercial real estate firms are already using AI and ML in different areas of their business.

A great example is Zillow's AI-powered tool, Zestimate. It predicts market trends, evaluates property values, and offers personalized property recommendations.

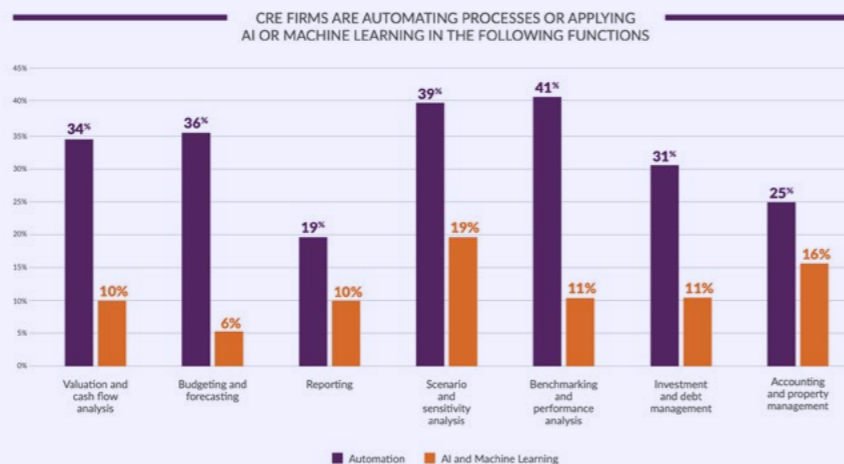


Image Source: <https://www.peievents.com/en/wp-content/uploads/2018/12/CRE-Innovation-Report-2019.pdf>

## 2. VR (VIRTUAL REALITY) AND AR (AUGMENTED REALITY)

VR and AR are transforming how properties are marketed and sold. These technologies allow buyers to explore homes remotely without ever setting foot inside. This has fueled the rise of unseen offers, where buyers make offers on properties they haven't visited in person.

By facilitating virtual tours, VR and AR make property listings accessible to a global audience. They reduce the need for physical visits and help speed up the buying process.

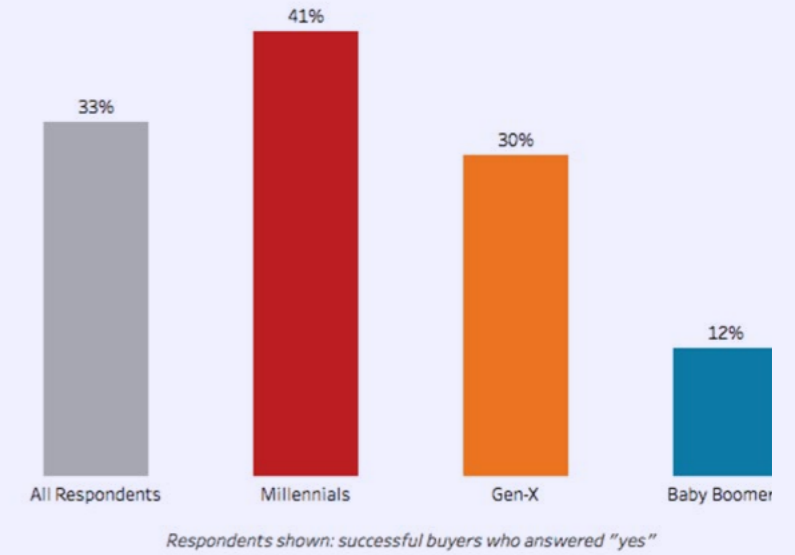


Image Source: <https://www.redfin.com/news/one-in-three-recent-homebuyers-made-an-offer-sight-unseen-up-from-one-in-five-a-year-ago/>



## Tokenization value forecast 2019-2029, US\$ bn

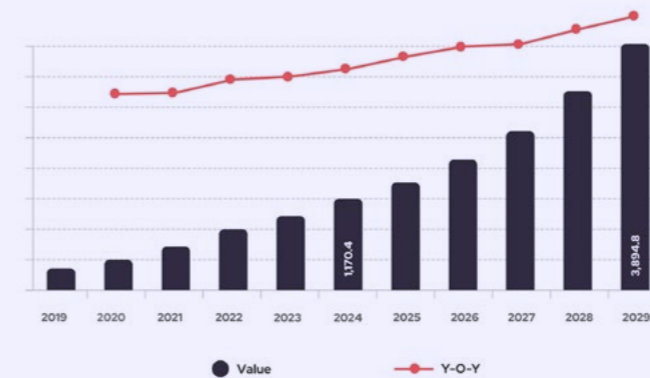


Image Source: <https://opengeekslab.com/blog/blockchain-in-real-estate/>

## 3. BLOCKCHAIN TECHNOLOGY

Blockchain is enhancing transparency, security, and efficiency in real estate transactions. The value of tokenized real estate is expected to rise 131.69% by 2029.

With blockchain, tamper-proof digital ledgers make verifying property ownership and recording transactions simpler and more secure. This technology speeds up the transaction process, reduces the risk of fraud, and lowers costs.



#### 4. BIG DATA

Big data provides valuable insights into market trends, buyer behavior, and property values. In a recent survey, 36% of real estate professionals said they plan to invest in predictive analytics and big data in the coming year.

This technology is essential for investors looking to stay competitive and make smarter decisions. Big data helps set accurate pricing and identify the best times to buy or sell properties.

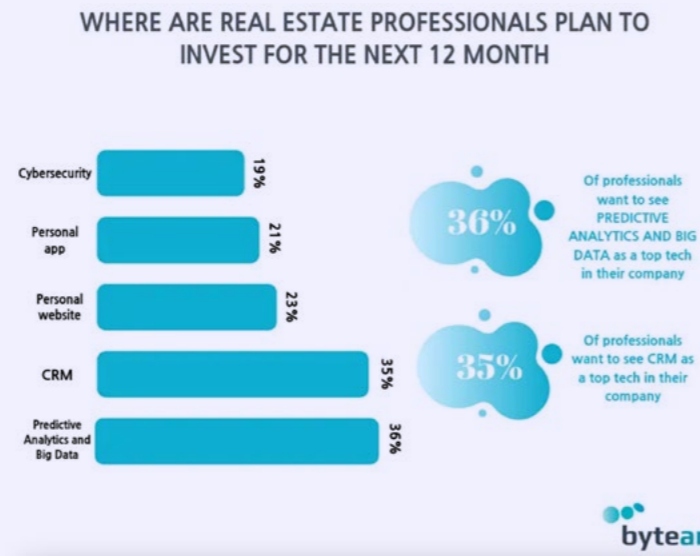


Image Source: <https://www.luzmo.com/blog/real-estate-data-analytics>

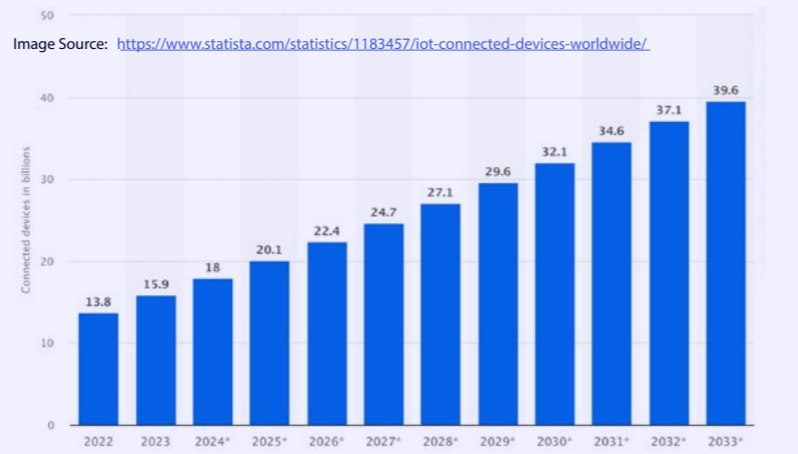


#### 5. IOT (INTERNET OF THINGS) AND SMART HOMES

The Internet of Things is fueling the growth of smart homes, with modern buyers looking for features like automated lighting, security systems, and energy management. By 2033, the number of IoT-connected devices is expected to reach 39.6 billion.

Smart homes enhance buyer appeal and can add significant value to a property. For property managers, IoT streamlines maintenance and monitoring. It can reduce operational costs and improve efficiency.

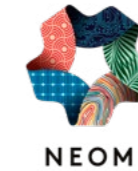
Real estate technology is rapidly transforming the industry. It's impacting buyer preferences, investor strategies, and property management. Staying ahead of these trends is key to staying competitive.



Cityscape Global 2024 is the best place to explore the latest in proptech and experience the future of real estate first-hand. The premier event offers a unique opportunity to connect with industry leaders, discover cutting-edge technologies, and learn how these innovations will shape the future of living.



## Future of Living Summit



Powered by NEOM

Hear from global thought leaders and key government officials as they unveil the strategies and technologies enhancing people's lives. Stay focused on the most pertinent issues of our time with insights from those at the forefront of change, shaping the future of mobility, tourism, energy, infrastructure, work, and finance.

Location: Hall 1

130+ Speakers

30+ hours of content

DAY 1: Visions & Enablers

DAY 2: Infrastructure of the Future

DAY 3: Smart Cities of the Future

DAY 4: Beyond 2050



**H.E. Abdullah bin Hamad bin Abdullah Al Attiya**  
Minister of Municipality, Qatar



**H.E. Amna bint Ahmed Al Romaihi**  
Minister of Housing and Urban Planning, Kingdom of Bahrain



**Kevin O'Leary**  
Dragons' Den & Shark Tank Judge; Renowned Businessman & Investor



**Didier Drogba**  
Chelsea Football Legend & Two Time African Footballer of the Year



**Hon. Caroline D. Pham, Commissioner**  
US Commodity Futures Trading Commission



**Alison Gilliland**  
President, European Committee of the Regions (CoR); former Lord Mayor of Dublin



**Enrique Peñalosa**  
Renowned Urbanist & Former Mayor of Bogota



**Joanne Anderson**  
Former Mayor, City of Liverpool & First Black Female Mayor in the UK



# Institutional Investors' Forum

(Invite-Only)

Hear from the world's leading financiers, SWFs and mutual funds, giga projects, insurance companies, asset managers, and consultants, this invite-only forum will uncover untapped potential in niche and alternative investment sectors, delve into the evolving FDI patterns and the future of family offices, and explore the next frontier of hospitality and entertainment.

 Location : Hall 2

**30+**  
Speakers

**8+**  
hours networking

**200+** institutional investors attending

**DAY 1:** Global Investment Strategies

**DAY 2:** Regional Investment Outlook

**DAY 3 & 4:** Networking Opportunities

# Asset Horizons

Immerse yourself in the dynamic world of real estate assets, mastering the art of acquiring and managing your portfolio. Gain first-hand insights from investment insiders, discover sales and marketing strategies, and navigate the hottest trends and latest regulations.

 Location : Hall 5

**100+**  
Speakers

**30+**  
hours of content

**DAY 1:** Future Development & Policies

**DAY 2:** Financial Nexus

**DAY 3:** Smart Sustainable Maintenance

**DAY 4:** Human-Centric Real Estate



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



**Anna Jerlmyr**  
Former Mayor of Stockholm & Former Vice Chair, C40; Board Member, AGV Invest



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



**Jesús Rio Cortes**  
Partner – Credit, Apollo Global Management



**May Abdelhamid**  
CEO, Social Housing and Mortgage Finance Fund, Ministry of Housing & Development - Egypt



**Alexandra Notay**  
Award-Winning Expert on Housing, Placemaking and ESG – Chair, Radix Big Tent Housing Commission



**Amr Soliman**  
Founder & Chairman, Mountain View



**Lucas Toffoli**  
Principal, Rocky Mountain Institute



**Giovanna Della Posta**  
Founder, Discovery Investments; Former CEO, INVIMIT



**Majeed Fahad Abduljabbar**  
CEO, Saudi Real Estate Refinance Company (SRC)



**Mark Van Zandt**  
Managing Director & Co-Head of Real Estate, King Street



**Herald Bonnici**  
Former CEO, Malta Government Investments



**Amira Ayoub**  
Head of MENA, World Green Building Council



**Prof. Inés Sanchez Madariaga**  
Professor - UPM & Chair - Gender Equality, UNESCO



**Hamad Al Henhdi**  
CCO, Kaden



**Charles Landry**  
Founder, Comedia & World Renowned Urban Planner



# Stadiums & Mega Event



Discover how innovative venues are transforming the sports and entertainment landscape, enhancing fan experiences while prioritizing eco-friendly practices.

Explore cutting-edge technologies that are transforming the design and construction of sustainable world-class stadiums.

Don't miss the chance to hear from industry leaders shaping the future of stadiums and mega events!

 Location : Hall 2

**100+**  
Speakers

**30+**  
hours of content

**DAY 1:** Strategy & Upcoming Developments

**DAY 2:** Foundation of Mega Venues & Stadiums

**DAY 3:** Design & Tehnology

**DAY 4:** eSports & Fan Engagement

# DnA (Design & Architecture)



**Powered by KAFD**

Join us in this exclusive space where architects, interior designers, model makers, and engineers can connect and showcase their work. Over four days, a specially curated program will delve into architectural planning and design. Don't miss this opportunity to be part of the conversation and innovation in our field!

 Location : Hall 3

**120+**  
Speakers

**30+**  
hours of content

**DAY 1:** Cities of the future

**DAY 2:** Communities of the future

**DAY 3:** Future of talents

**DAY 4:** Buildings of the future



**Sou Fujimoto**  
The Mastermind Behind the Masterplan of EXPO 2025 Japan



**Sol Campbell**  
Legendary Defender, Two-time English Champion, Four-time FA Cup Winner



**Emile Hesky**  
Liverpool & England Football Legend



**Gilberto Silva**  
World Cup & Premier League Champion; Arsenal Legend



**Peter Murray OBE**  
Co-Founder, New London Architecture; Former Mayor of London's Design Advocate



**Dr. Sumayah Al-Solaiman**  
CEO, Architecture and Design Commission (ADC), Ministry of Culture, Saudi Arabia



**Nicholas Boys Smith MBE**  
Founder, Create Streets & Chair, UK Office for Place



**Rachel Coyle MBE**  
Global Managing Director, The Behavioral Insights Team



**Maite Ventura Olóriz**  
Managing Director MENA, LaLiga



**Louis Saha**  
Legendary Manchester United Striker



**Jens Lehmann**  
Arsenal's Legend Goalkeeper, Member of Arsenal's "Invincibles", Unbeaten Title-Winning Season



**Marta Corredera**  
Former FC Barcelona Star & Spanish Football Icon



**Prof Greg Clark CBE**  
Global Urbanist and Author



**Helle Søholt**  
Founding Partner & CEO, Gehl Architects



**Keith Griffiths**  
Founder and Chairman, Aedas



**Pascale Sablan**  
CEO, Adjaye Associates New York; Global President, National Organization of Minority Architects





# Tech Stage

Discover the future of construction and immerse yourself in the digital era of real estate. Gain insights from industry leaders on overcoming the challenges of tomorrow and delve into the latest advancements in blockchain, tokenization and automated systems, in-depth exploration of real estate marketplaces and cutting-edge property management software.

Location : Hall 3

**100+**  
Speakers

**30+**  
hours of content

**DAY 1:** PROPTECH: Investments And Innovation

**DAY 2:** PROPTECH: AI & Data In Real Estate

**DAY 3:** FUTUREBUILD: Future Construction Machinery

**DAY 4:** FUTUREBUILD: Next-Gen Supplies & Materials



**Musaed Alotaibi**  
Deputy Minister for Digital Transformation, Ministry of Municipalities & Housing, Kingdom of Saudi Arabia



**Jayesh Maganlal**  
Group Chief Digital Information Officer, ROSHN



**Abdulhamid Alhammad**  
General Manager - Solutions Consulting, National Housing Company (NHC)



**Paige Pitcher**  
PropTech Advisory Board Member, Blackstone



**Eng. Ziad Alshammari**  
Chief Strategy and Partnerships Officer, Real Estate General Authority (REGA)



**Alain Mayni**  
Head of Tech, Media, Telecom & Real Estate – MENA, Meta



**Waleed Alnasim**  
Director - Talent Management, NHC



**Jerry Ryan**  
Chairman, HKR Architects

# Empowering the Next Generation of Leaders & Solutions

## Roshn Hackathon

A tech competition aimed at encouraging innovation and creativity in finding innovative to address the major challenges in the real estate industry using various modern technologies.



## Future leaders competition

by ADC and RIBA

An opportunity for the next generation of leaders in sustainability, smart cities, and technology to get involved in solving tomorrow's challenges.



## Cityscape Innovation Challenge

Where innovators, startups and scaleups collaborate on next-generation solutions for real estate in Saudi Arabia.

- Transformative construction
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- Smart Solutions For The Future Of Living



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# ROSHN IS TRANSFORMING THE KINGDOM'S REAL ESTATE SECTOR

ROSHN Group, Saudi Arabia's national champion and multi-asset developer, has had a transformational year of expansion. The company announced a string of new residential projects, including ALMANAR in Makkah and ALADANAH in Dammam, marking the commencement of sales for WAREFA in East Riyadh, and the launch of the fourth phase of SEDRA, its flagship development in North Riyadh. Its MARAFY mixed-use project in Jeddah, featuring a groundbreaking 11-kilometer man-made canal, made global headlines in the first quarter of this year, while ROSHN also announced two stadiums as part of the Kingdom's bid to host the FIFA World Cup 2034.

ROSHN, a four-year-old developer deeply rooted in Vision 2030's goals of increased homeownership and enhanced quality of life, is rapidly transforming the Kingdom's urban landscape with innovative, sustainable projects. These projects prioritize holistic living experiences, creating immersive, integrated communities deeply connected to Saudi heritage and culture. This is evident in open, vibrant spaces encouraging social interaction, sustainable "living streets," and the inclusion of electric vehicle chargers, all designed to create a best-in-class experience and set new standards for urban living. ROSHN's commitment extends beyond homes, impacting the larger design of mixed-use developments like its recently launched destinations, including the planned stadiums.

ROSHN's flagship community, SEDRA, located near Riyadh's airport and adjacent to the popular ROSHN Front retail and commercial district, is rapidly becoming one of Riyadh's most sought-after residential areas. Featuring 30,000 homes across 20 million square meters, SEDRA boasts a comprehensive range of amenities including shops, restaurants, healthcare, schools, and mosques, plus the recently added Saudi Sports for All Federation Dome, providing year-round sports access. The nearby ROSHN Front, with its 82,000 square meters of retail space and over 10 million annual visitors, further enhances SEDRA's desirability as a vibrant and integrated community hub.

ROSHN's new East Riyadh community, WAREFA, will house 2,300 families across 1.4 million square meters. Strategically located near major roads, businesses, hospitals, and educational institutions like King Fahd Security College, WAREFA prioritizes walkability with tree-lined streets and amenities within easy reach. The community design incorporates smaller, neighborhood clusters for a sense of belonging.

ROSHN's transformative projects in Jeddah include MARAFY, the Kingdom's first fully mixed-use development, launched in August 2023. Situated in Northern Jeddah, MARAFY features a vast, new waterfront along its Upper Grand Canal, connecting residential areas with nature, commerce, and amenities. This development, encompassing seven distinct districts mirroring Jeddah's heritage, is connected by a comprehensive transport network including water taxis, bus lines, a dedicated Metro Red Line station, and direct access to King Abdulaziz Airport. Complementing MARAFY is the ALAROUS community, spanning 4 million square meters and housing up to 18,000 homes. Designed for pedestrians with ample greenery and amenities like hospitals, schools, mosques, and shops, ALAROUS provides convenient access to major city roads.

ROSHN's new communities, ALMANAR in Makkah and ALDANAH in Dhahran, offer modern living in culturally rich locations. ALMANAR, launched this Ramadan, is situated near Makkah's Western Gate, a 20-minute drive from the Holy Mosque and less than an hour from Jeddah airport. This 2.5 million square meter development will encompass 4,149 residential units, accommodating over 17,000 residents. Meanwhile, ALDANAH, in Dhahran, offers 2,500 homes across 1.7 million square meters, conveniently located near Dammam city center, Khobar Corniche, and King Fahd International Airport. Designed with active lifestyles and a natural setting in mind, ALDANAH features a variety of home styles and appealing facade options.

In addition to its residential communities, ROSHN is developing two state-of-the-art stadiums, further contributing to the Kingdom's vibrant sporting landscape. The Aramco Stadium in Al Khobar and the ROSHN Stadium in Riyadh will be world-class venues, designed to host major sporting events and enhance the communities they serve. These projects underscore ROSHN's commitment to not only building homes but also creating dynamic destinations that foster a sense of pride. These stadiums represent another step towards ROSHN's vision of enriching the lives of Saudis and contributing to the growth and development of the Kingdom.

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## BRING LIFE TO LAND AND SPREAD HAPPINESS AROUND US!



20 years ago, this vision was evoked to introduce a futuristic real estate concept in the Egyptian market, Mountain View.

Our legacy is not just measured in numbers, but in the lives we have touched with a happy experience and the communities we have built.

At the heart of our vision lies a simple yet profound belief: we don't just offer homes; we offer experiences that foster happiness and connection. Each community we create is designed to not only house families but to enrich their lives through thoughtfully curated environments that promote well-being and joy. With over 40,000 families calling our projects home, we have established 20 vibrant communities across Egypt, including 12 fully livable communities that stand as testaments to our commitment to quality and innovation.

From East to West, and from the breathtaking shores of the Red Sea to the picturesque Mediterranean, our presence spans the diverse landscapes of Egypt, ensuring that every family enjoys a unique living experience.

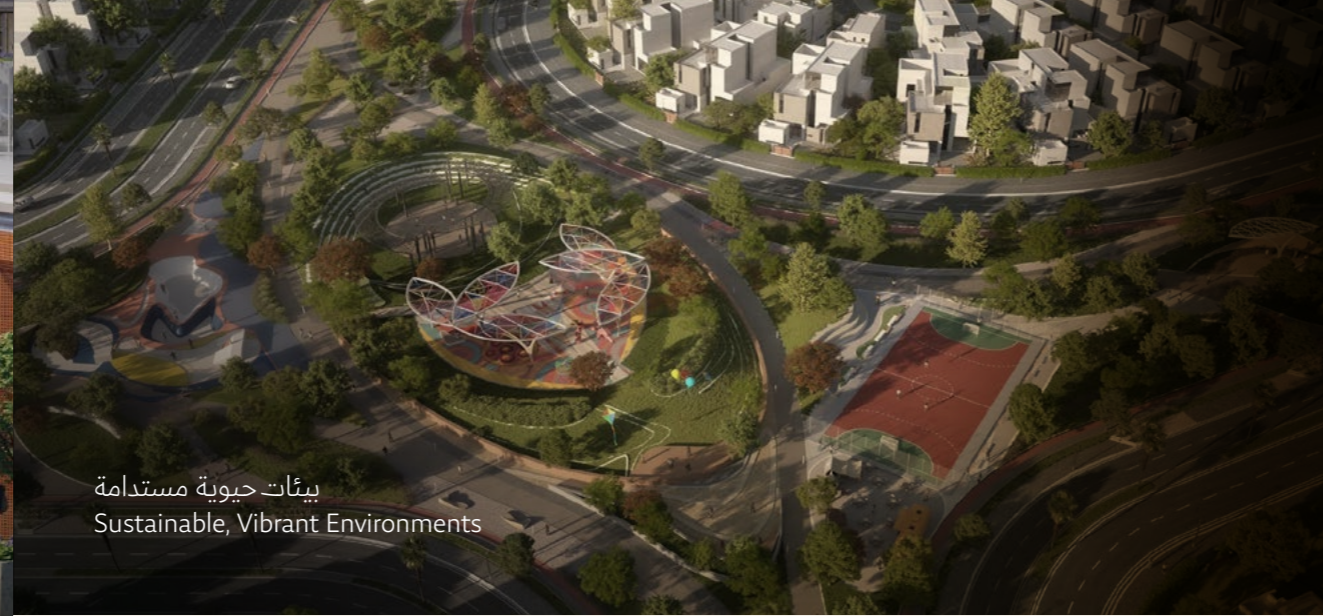


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