

Cityscape Global

POST-SHOW REPORT

11-14

November

2024

Riyadh International Exhibition
& Convention Centre, Malham, KSA

SPONSORED BY

وزارة البلديات والإسكان
Ministry of Municipalities and Housing



IN PARTNERSHIP WITH

REGA
الهيئة العامة للمقار
REAL ESTATE GENERAL AUTHORITY

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

برنامج الإسكان
HOUSING PROGRAM



ORGANISED BY

tahajuf
an informa
company



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The World's Most Attended Real Estate Event



172,000
attendees
across 4 days



151,418
local
attendees



20,582
international
attendees



121
countries attended



Cityscape Global is an event that gathers investors, buyers, developers and government agencies from around the world. We are very proud to see Cityscape Global bring about a transformation in the scale of projects in the Kingdom. Cityscape Global is a perfect destination for international investors to meet and exchange ideas. Not only that, the event helps them explore how they can not only develop their own product but the whole Saudi market. ”

**H.E. Majed
bin Abdullah
Al-Hogail**

Saudi Arabia's Minister of
Municipalities and Housing



Watch 2024 Edition Highlights

Unprecedented Growth

USD **5.3**
billion

in property sales and transactions onsite



121,000 SQM
Exhibition – Sold Out

The size of 23 football fields

444 exhibitors

Giga Projects,
Developers, AI, Tech,
Banks, Architecture Firms,
Designers, Start-ups,
Investment Firms



161
developers

from 18 countries showcasing
major projects with 400,000+
units available for sale onsite



We are enthusiastically anticipating an exceptional experience at the Cityscape Global exhibition. We expect that New Murabba will have the opportunity to forge new and mutually beneficial partnerships, showcase our innovative projects, and gain valuable insights into the latest industry advancements. ”

Michael Dyke
CEO, New Murabba

**NEW
ZONES**



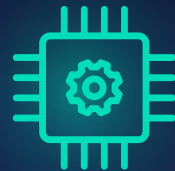
Finance



Design &
Architecture



Stadiums &
Entertainment



Tech



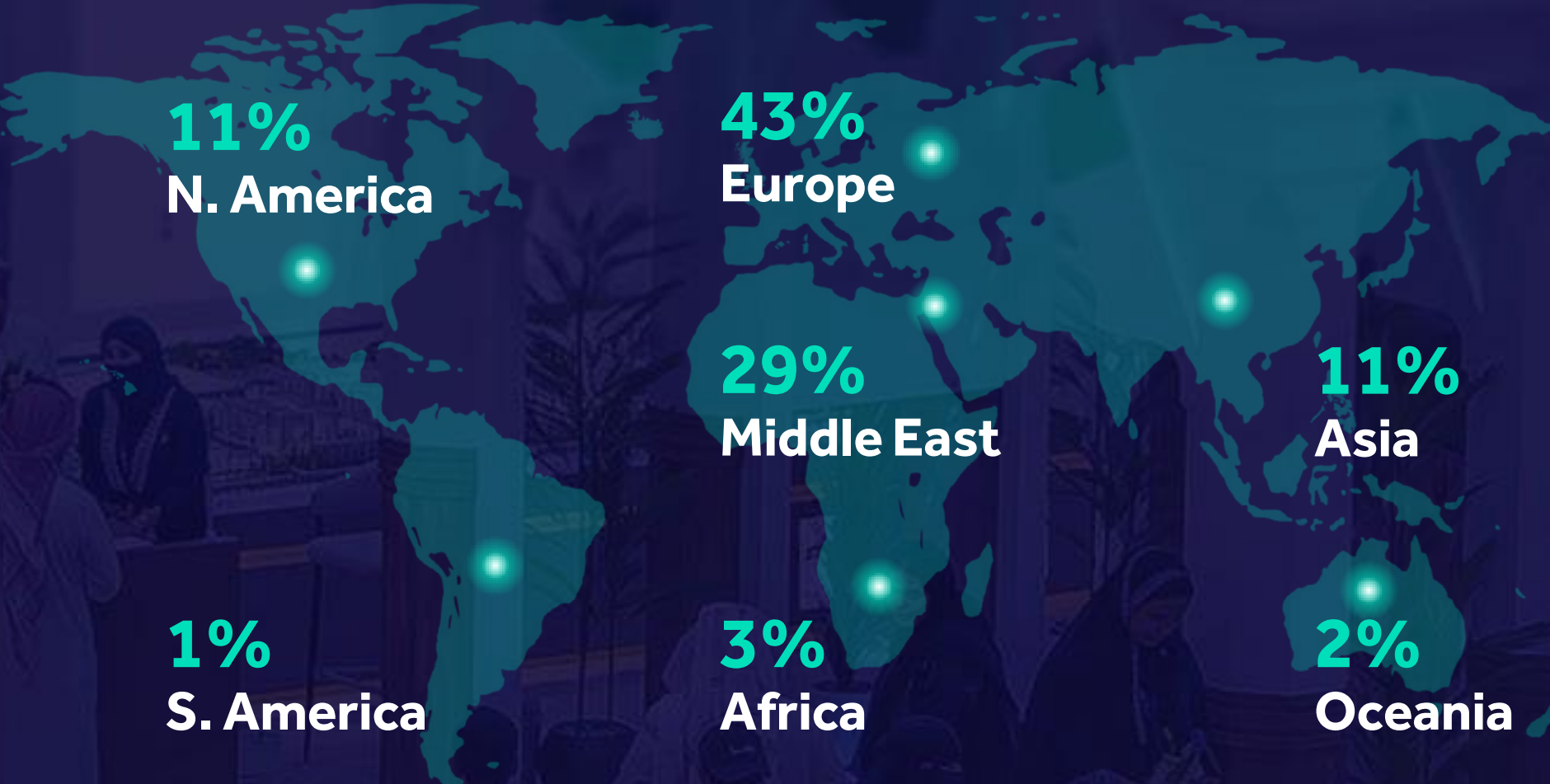
Start-ups

The World Comes to Riyadh

A truly global exhibition



Pioneering exhibitors from



“We are very glad that in Riyadh they are talking about the quality of life, and this is very interesting to us. Real way. This is where we focus. Real estate is not just about buildings or villas, even if you do it the best. You need to talk about the quality of life — how we can use our daily lives in a good way. This is where we focus.”

Amr Soliman
Founder & Chairman, Mountain View

Major Exhibitors Include:

Attendee Insights

82%

business attendees are involved in purchasing decisions

64%

interested in purchasing commercial and residential units

36%

keen to engage with business developers, architects, designers, smart city innovators, and retail property management professionals

Buyers' interest in real estate properties



36%

interested in apartments



23%

interested in houses



5%

interested in luxury units

Top represented countries include

- United Arab Emirates
- Egypt
- United Kingdom
- Bahrain
- China
- Oman
- Türkiye
- Yemen
- Jordan
- United States

Attendee industry breakdown

- 18% Developer
- 16% Broker
- 11% Consultant
- 10% Contractor (Including Engineering/Procurement and Construction)
- 9% Architect
- 7% Investor (Angel/Individual)
- 5% Technology
- 4% Media
- 4% Landlord
- 4% Property and Facility Manager
- 3% Interior Designer
- 2% Education/Training
- 2% Urban Planning and Smart Cities
- 2% Hotel Operations
- 2% Family Wealth Management

Attendee sector breakdown

- 18.47% Construction
- 16.67% Property Development
- 12.10% Real Estate Asset Holder
- 10.19% Investor
- 5.22% Parks
- 4.96% Hospitality
- 4.86% Government & Public Entity
- 3.17% Banking Services

Unlocking Investment Opportunities

USD 61 billion

 In total real estate deals
109% growth
year-on-year



USD 52.3 billion of these deals were strategic projects announced on The Future of Living Summit stage



\$37.8 B
NHC



\$3.7 B
RETAL



\$2.6 B
KADEN



\$2.08 B
EASTERN PROVINCE



\$1.6 B
TILAL



\$1.3 B
MOHAMMED AL HABIB



\$1.3 B
OSUS



\$1.28 B
MOMAH



\$320 M
MOUNTAIN VIEW



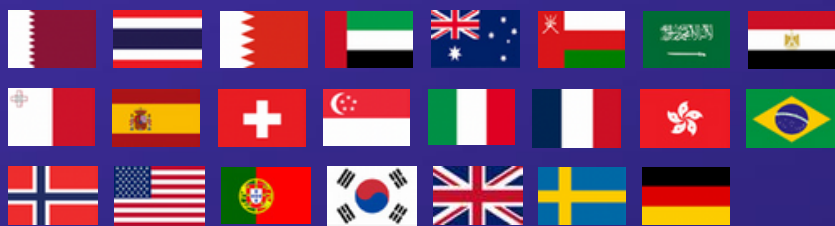
\$293 M
FLOW

International Investment Focus

USD **3.22** trillion in Real Estate
AUM Represented

 **110+**
C-level
institutional investors

 **23**
countries
represented



The Investors & VIP Program facilitated
357 tailored one-on-one meetings.



“
The calibre of companies and investors present was world-class. Each meeting was purposeful, with opportunities to connect with innovative projects and forward-thinking leaders across the real estate sector. These interactions were not just networking moments but valuable exchanges that have already started yielding tangible results.”

Stefan Hickmott
Founder/CEO, Evarei Management

Institutional Investors Included:

 BNP PARIBAS	Brookfield	CBRE	HENDERSON — PARK —	Hines	INTESA SANPAOLO	BlackRock	 KDB
APOLLO	HASSANA	 جدوى للاستثمار Jadwa Investment	KAMCO INVEST	KING STREET	 Colliers INTERNATIONAL	 AL NAHLA	領展 LINK
 MAPLETREE INVESTMENTS CORP	 NH INVESTMENT & SECURITIES	LJ Hooker Group	CVC Capital Partners	 NORTHERN TRUST	 QATARI DIAR	 بلوم إنفست BLOMINVEST	SEDCO CAPITAL  سدكو كابيتال

Institutional Investors' Forum: Accelerating the Frontier of Strategic Investments

POWERED BY
استثمر في السعودية
INVEST
SAUDI



110+
investors



4 days

of closed-door roundtables
with giga projects & financiers



260+

tailored meetings, 2 investor dinners,
site visits and exclusive golf day



30+

high-level speakers including senior government
officials, PIF-owned entities, banks, global asset
management and insurance companies



Institutional Investors'
Forum Partner



Financial Insurance
Partner



Financial Solutions
Partner



Real Estate
Partner



Associate
Partner



World-Class Leaders

Shaping the Ecosystem



560+

SPEAKERS



50

COUNTRIES
REPRESENTED



65%

INTERNATIONAL
SPEAKERS



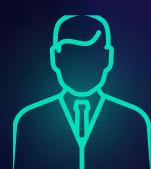
400

SESSIONS



150+

HOURS



100+

C-SUITE



Saudi Arabia is booming, they are bringing some of the best architects and experts on the planet.

Enrique Peñalosa

Former Mayor,
City of Bogota & One
of Top 100 Most
Influential Urbanists



Future of Living Summit

Emerging trends in urban development, smart cities, and sustainable living.

POWERED BY



Institutional Investors' Forum

Untapped potential in KSA giga projects, entertainment, hospitality, and alternative investments.

POWERED BY



PropTech

Innovations in blockchain, automation, real estate marketplaces, and property management software.

POWERED BY



Asset Horizons

Management trends and investment opportunities in residential, commercial, industrial, and mixed-use developments.

Stadiums and Mega Events

Visionary projects that redefine sports and entertainment infrastructure.

POWERED BY



International Developer Forum

Strategic updates on KSA developments, challenges, and opportunities.

POWERED BY



Design and Architecture (DnA)

Key advancements in architecture and urban planning, with a focus on human-centric and interconnected environments.

POWERED BY



FutureBuild

The future of construction technology, robotics, prefabrication, off-site manufacturing, and sustainable building materials.

Spotlight on Speakers

Visionary Leadership – International and Saudi Government



**H.E. Majed bin
Abdullah Al-Hogail**
Minister of Municipalities
and Housing Kingdom of
Saudi Arabia



**H.R.H. Prince Saud bin
Talal bin Badr**
Governor of Al-Ahsa; CEO, Al-
Ahsa Development Authority



**H.H. Prince Faisal bin
Abdulaziz bin Ayyaf**
Mayor Riyadh Region



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



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



**H.E. Eng. Sherif El
Sherbiny**
Minister of Housing
Arab Republic of Egypt



Adwa AlArifi
Assistant Minister for Sporting
Affairs, Ministry of Sport
Kingdom of Saudi Arabia



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



Hon. Caroline Pham
Commissioner US
Commodity Futures
Trading Commission

Spotlight on Speakers

Visionary Leadership – GIGA Projects



Mohammed Bin Saleh Albuty
CEO National Housing Company (NHC)



Michael Dyke
CEO New Murabba



David Henry
CEO Misk City



Jayne McGivern
CEO Sports Boulevard Foundation



Denis Hickey
Chief Development Officer
THE LINE, NEOM

Future Cities – Former Mayors



Dr. Alison Gilliland
Former Lord Mayor of Dublin & European Climate Pact Ambassador



Enrique Peñalosa
Former Mayor City of Bogota & One of Top 100 Most Influential Urbanists



Anna Jerlmyr
Former Mayor of Stockholm & Former Voice Chair C40



Daithí de Róiste
Former Lord Mayor City of Dublin



Joanne Anderson
Former Mayor of Liverpool



Stephen Yarwood
Former Lord Mayor City of Adelaide & Globally Renowned Urban Futurist

Spotlight on Speakers

Future Cities – Future City Innovators



Takehiko Nagumo

Director General Smart
City Institute Japan



Miguel Gamino

Former CTO New
York City & San
Francisco



Shireen Santosham

First-ever Chief
Innovation Officer City of
San Jose



Dr. Elie Metri

Creator of the First Saudi Robot
Founder and CEO QSS Robotics
and AI



Dr. Prof. Derek Woodgate

President & Chief Futurist The
Futures Lab; Head of the World
Futures Studies Federation
UNESCO Committee

Future Cities – Internationally Renowned Architects



Massimiliano Fuksas

Co-Director Studio Fuksas
& Globally Renowned
Architect



Peter Murray OBE

Former Mayor of London's
Design Advocate & Co-
founder New London
Architecture



Pascale Sablan

CEO Adjaye Associates
New York & Global
President National
Organization of Minority
Architects (NOMA)



Ilya Azaroff

National President Elect
American Institute of
Architecture (AIA) 2025-26;
COP28-29 Delegation Chair



Richard Murphy OBE

One of the UK's Leading
Architects; Managing
Director, Richard Murphy
Architects

Main Stage: Future of Living Summit

POWERED BY



“When you put a mandate out like the leadership here has and say, ‘Look, we’re going to diversify across multiple sectors to move away from just energy’, that opens up opportunities for every real estate development.”

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



USD 52.3 bn

in strategic projects announced at the FUTURE OF LIVING SUMMIT



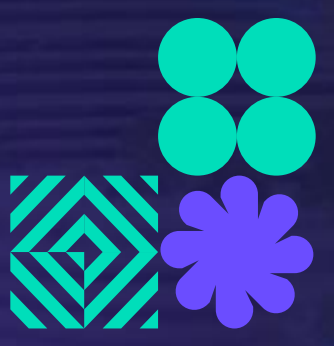
100+

Ministers, Mayors & C-level speakers



7

award ceremonies for aspiring leaders and innovators



Stadiums & Mega Events: Unleashing New Possibilities in

Sports and Entertainment

POWERED BY  وزارة الرياضة
Ministry of Sport

STAR-STUDDED LINEUP

90+ speakers
30+ hours of content

New KSA Stadiums

& Fan-centric Innovations

Insights from Sports Clubs
& Major Federations



Didier Drogba
Chelsea Football Legend
& Two-time African
Footballer of the Year



Anthony Joshua OBE
Legendary Boxer & 2x
World Heavyweight
Champion



Sol Campbell
Legendary English
Defender,
Premier League &
FA Cup Winner



Emile Heskey
Liverpool & England
Football Legend



Jens Lehmann
Legendary Arsenal
Goalkeeper; Part of
Arsenal's "Invincibles"
Unbeaten Title-
winning Season



Jessica Smith OAM
Award-winning
Paralympian



A Platform for the Future of Sports and Entertainment Infrastructure

“

I am very happy to be here to contribute because I think we are experiencing history, and it is important to be part of it.”

Didier Drogba

Chelsea Football Legend &
Two-time African
Footballer of the Year

Harnessing Creativity and Innovation

at the ROSHN Hackathon

SAR 1.5M IN PRIZE MONEY

**AWARDED TO INNOVATORS IN
PROPTECH AND SUSTAINABILITY**



“We were blown away by the creativity and innovation of the teams at this year’s ROSHN Hackathon. It was such a difficult challenge to choose between the best ideas. We cannot wait to bring the winners’ ideas to life here at ROSHN.”

Yazeed AlGhamdi
Director of Emerging Technologies at
ROSHN Group

POWERED BY



روشن
ROSHN

In partnership with



أكاديمية طويق
Tuwaiq Academy



100 participants
9 winners

Technology Partners



Knowledge Partner



Hackathon Winners

1. Green Spaces Category

- Eco Palm Cement (SAR 300,000)
- Swana (SAR 150,000)
- Team Safari (SAR 50,000)

2. Social Impact Category

- Groshn (SAR 300,000)
- Mustaqar (SAR 150,000)
- Smart Care (SAR 50,000)

3. Operation Efficiency Category

- Memar Tech (SAR 300,000)
- Al Akd Alwahid (SAR 150,000)
- Scan X (SAR 50,000)

Nurturing Tomorrow's Innovation Leaders

Cityscape Innovation Challenge

200 start-ups
37 countries

60 semi-finalists
3 winners



ESG Solutions for
Global Real Estate

WINNER: **HYDRALOOP**



Smart Solutions for the
Future of Living

WINNER: **VALOCITY**



Transformative Solutions for
Construction Technology

WINNER: **PlanRadar**



Future Leaders Competition

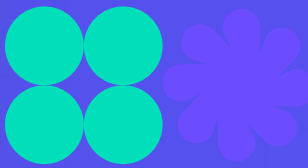
SUPPORTED BY



SPONSORED BY



30 University Students and
Fresh Graduates Pitching



3 Winning Teams Received Prizes



Empowering Homebuyers with Unmatched Opportunities

Historic Land Auction Shatters World Record

Live auctions highlighted by the landmark sale of a 600,000 sqm parcel in North Riyadh set a new Guinness World Record for the highest auction lot price of

\$979
million



More than
400,000 units
were available for sale onsite

Exclusive mortgage offers
unlocked incredible opportunities for homeownership

Design studio
providing free of charge advice on interior design, architecture, and smart home technology

LAND GIVEAWAYS
SPONSORED BY OSUS

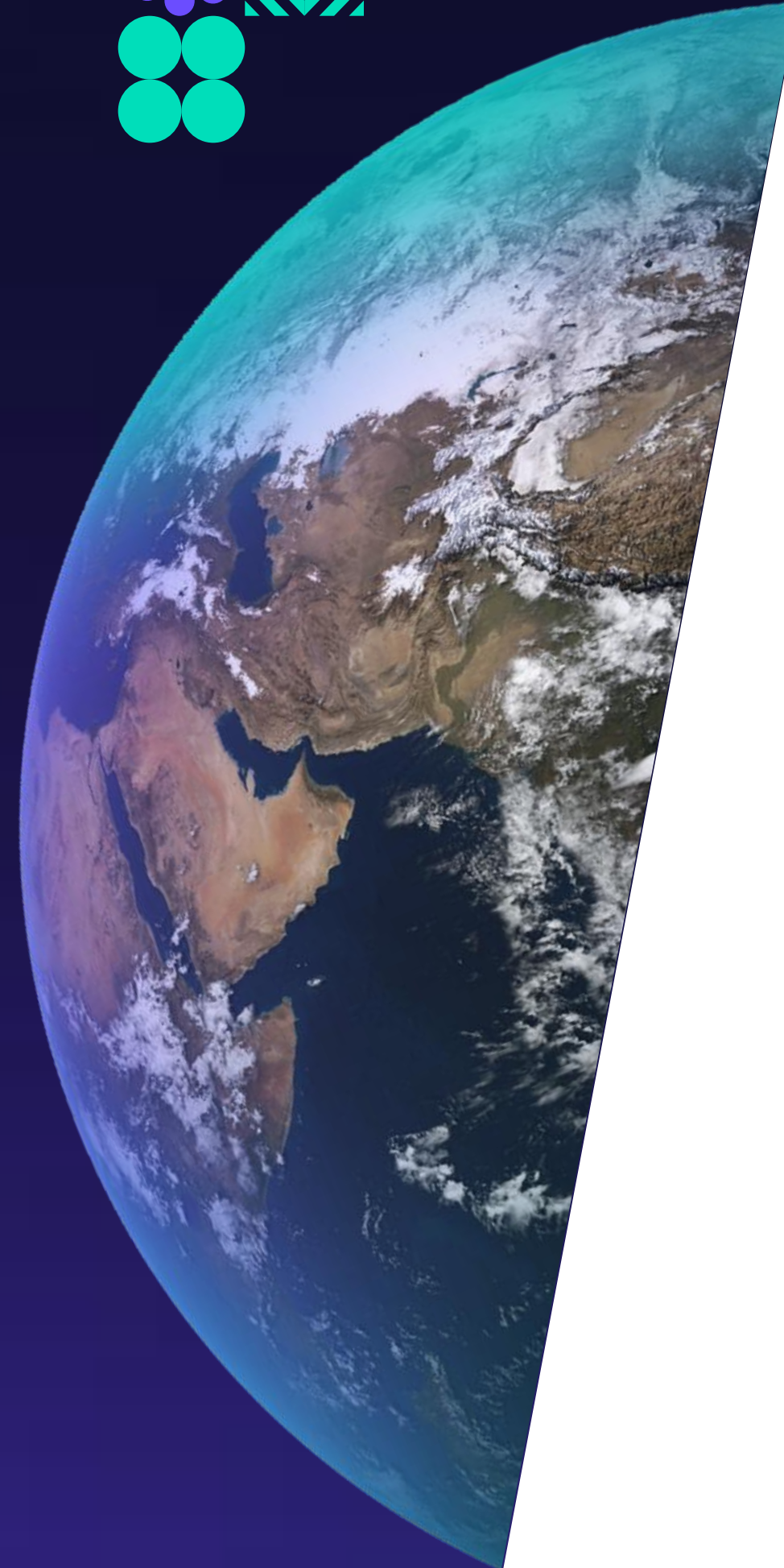
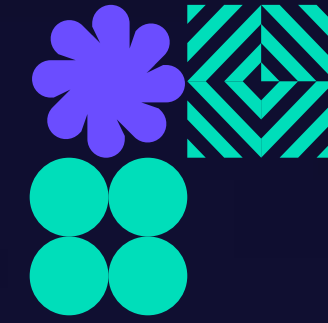


4 Lucky Visitors Win Land in Riyadh



Connecting With a Worldwide Audience

2.6 billion
impressions
across 28 countries



 **131**
print

 **9,468**
online

 **21**
broadcasts

Featured In



PR Global Reach → **2,749,860,715** → **\$148,086,550** → **38 media partners**
Total circulation Total PR value from across the globe

Making Headlines: Our Story in the Local News



2,100+

Total News Releases and
News Websites Coverage



452.8K

Total Media
Appearances



10.1B+

Total Impressions



21

Broadcasts



287M

Engagement Rate



150+

Number of Media Interviews
and Appearances on TV and
Radio Channels



It is quite remarkable to see the magnitude of real estate development taking place in Saudi Arabia. This is a place in the world that is experiencing tremendous change very rapidly, and not only that, it's seeking to bring in people from all over the world to deliver on best practices.”

Jennifer Keesmaat

Influential Canadian Urbanist, Former Chief Planner, City of Toronto

Creating Lasting Impact

357 million
impressions

Platforms



Most Engaged Countries



95K+

social media
impressions



306,464,157

social media reach



17,970,985

video views



200+

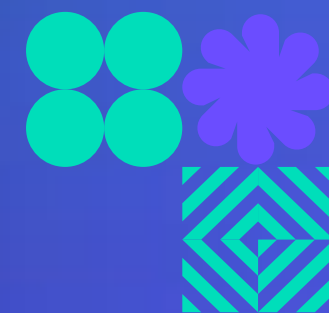
influencers



86,651

Connections made on
Cityscape Global App

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ORGANISED BY



FOUNDATION PARTNERS



DESTINATION PARTNER



DIGITAL ENABLER



STRATEGIC PARTNER



GIVEAWAY PARTNER



HOST CITY SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS

STADIUMS & MEGA EVENTS PARTNER



HOSPITALITY DEVELOPMENT PARTNER



HVAC PARTNER



SUCCESS PARTNER



INSTITUTIONAL INVESTORS' FORUM PARTNER



FINANCIAL INSURANCE PARTNER



FINANCIAL SOLUTIONS PARTNER



REAL ESTATE PARTNER



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10 – 13 November 2025

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