

# Cityscape Global

## POST-SHOW REPORT

11-14  
November 2024

Riyadh International Exhibition  
& Convention Centre, Malham, KSA

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Ministry of Municipalities and Housing



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REGA  
الهيئة العامة للمقار  
REAL ESTATE GENERAL AUTHORITY

رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

برنامج الإسكان  
HOUSING PROGRAM



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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**



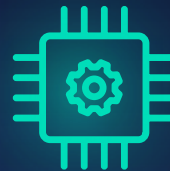
Finance



Design &  
Architecture



Stadiums &  
Entertainment



Tech



Start-ups

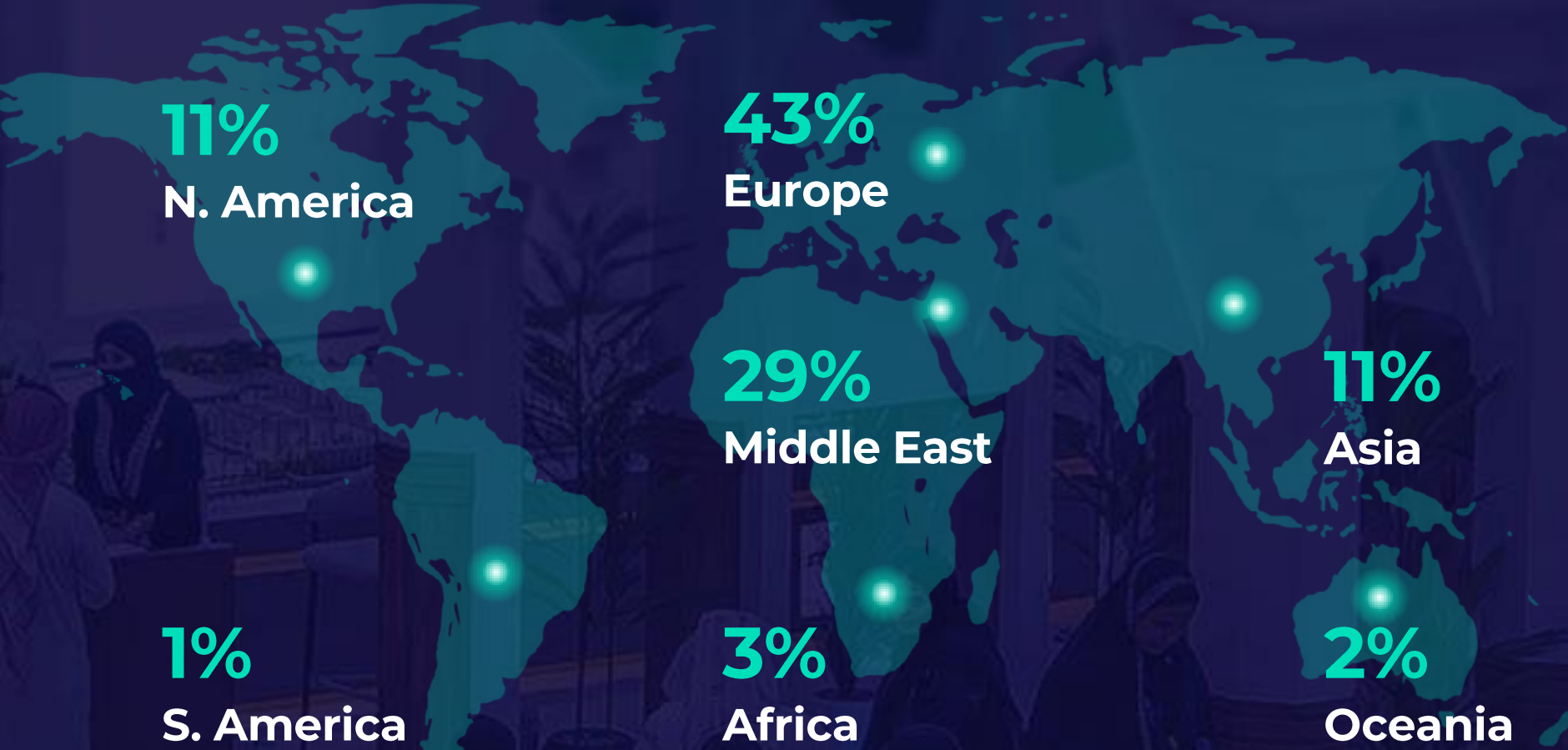


# The World Comes to Riyadh

## 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



NHC

\$37.8 B

NHC



RETAL

\$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

**US\$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:




# 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

KEARNEY

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  
Taal 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 Romaini**  
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

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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



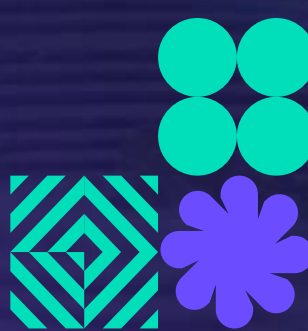
**100+**

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

90+ speakers  
30+ hours of content

New KSA Stadiums  
& Fan-centric Innovations

Insights  
from Sports Clubs  
& Major Federations



## STAR-STUDDED LINEUP



**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

الكراج  
The Garage INNOVATION DISTRICT

أكاديمية طويق  
Tuwaiq Academy



## 100 participants

## 9 winners

Technology Partners

Google Cloud



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

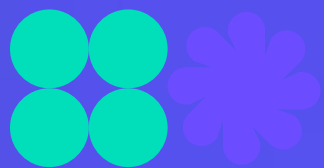
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30 University Students and  
Fresh Graduates Pitching



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

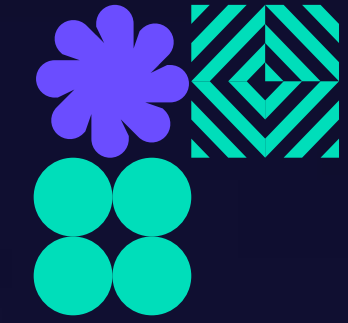
**LAND GIVEAWAYS**  
SPONSORED BY OSUS



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**  
Total circulation

→ **\$148,086,550**  
Total PR value

→ **38 media  
partners**  
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

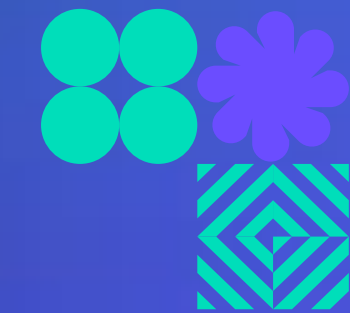


86,651

Cityscape Global App stats



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17 – 20 November 2025

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