



**17<sup>th</sup> REAL ESTATE**  
**DEVELOPMENT SUMMIT**  
SAUDI ARABIA - EUROPE EDITION

Powered By  
**gbb**  
CREATING VALUE

# CONNECTING BEYOND BOUNDARIES

**25-26 JUNE 2025**

CCL - LISBON CONGRESS CENTRE,  
RIO PAVILION, PORTUGAL



# OVERVIEW

## SAUDI ARABIA: THE FUTURE OF REAL ESTATE & HOSPITALITY

### \$800B+

in real estate investments over the next decade – redefining global real estate.

- 675,000 hotel rooms by 2030 – Powering the hospitality boom:
- 120,000 rooms planned for Riyadh
- 320,000 new hotel rooms nationwide (\$104B investment)
- 67% of new hotels in the luxury & upscale segment
- Makkah & Madinah : \$70B investment for 221,000 hotel rooms for rising religious tourism
- Red Sea Project : 50 luxury hotels; 16 open by 2025, 34 by 2030

### 500,000

new homes by 2030 – Transforming the housing landscape

#### **ROSHN**

400,000 homes across the Kingdom

#### **NEW MURABBA**

104,000 residential units

#### **MASAR DESTINATION**

13,000 residential units

#### **JEDDAH CENTRAL**

17,000 residential units

Mega Events Driving Expansion:

#### **2029 Asian Winter Games**

Trojena, NEOM: First winter sports destination in the region

#### **2034 FIFA World Cup™**

11 new stadiums, 4 refurbished venues, 72 team base hotels, 60 venue accommodations

#### **Expo 2030 Riyadh**

The world's spotlight on Saudi Arabia's vision

Giga Projects Reshaping the Kingdom:

#### **NEOM**

\$1.7T futuristic smart city with The Line, Trojena (2029 Asian Winter Games), Oxagon, Sindalah Island

#### **DIRIYAH GATE**

\$63B cultural & lifestyle hub with 42 hotels and 180+ luxury retail brands

#### **RIYADH METRO**

\$27B transport infrastructure, covering 176 km across the capital

#### **QIDDIYA**

366 sq. km entertainment city, featuring Six Flags, the world's fastest roller coaster, and sports megaprojects

#### **RED SEA & AMAALA**

3,000 luxury hotel rooms, 39 resorts, & ultra-luxury wellness destinations

### \$126.8B

REAL ESTATE MARKET BY 2032. **THE FUTURE IS HERE—ARE YOU PART OF IT?**

# OVERVIEW

## MAJOR PROJECTS IN SAUDI ARABIA



### MAKKAH & MADINAH

- Jabal Omar Development
- Masar Makkah
- Thaker Makkah
- Rua Al Madinah
- Knowledge Economic City
- Al Faisaliah Economic City

### JEDDAH

- Jeddah Central
- Kingdom City
- King Abdullah Economic City
- MARAFY
- Jeddah Economic City
- Trump Tower Jeddah

### NEOM

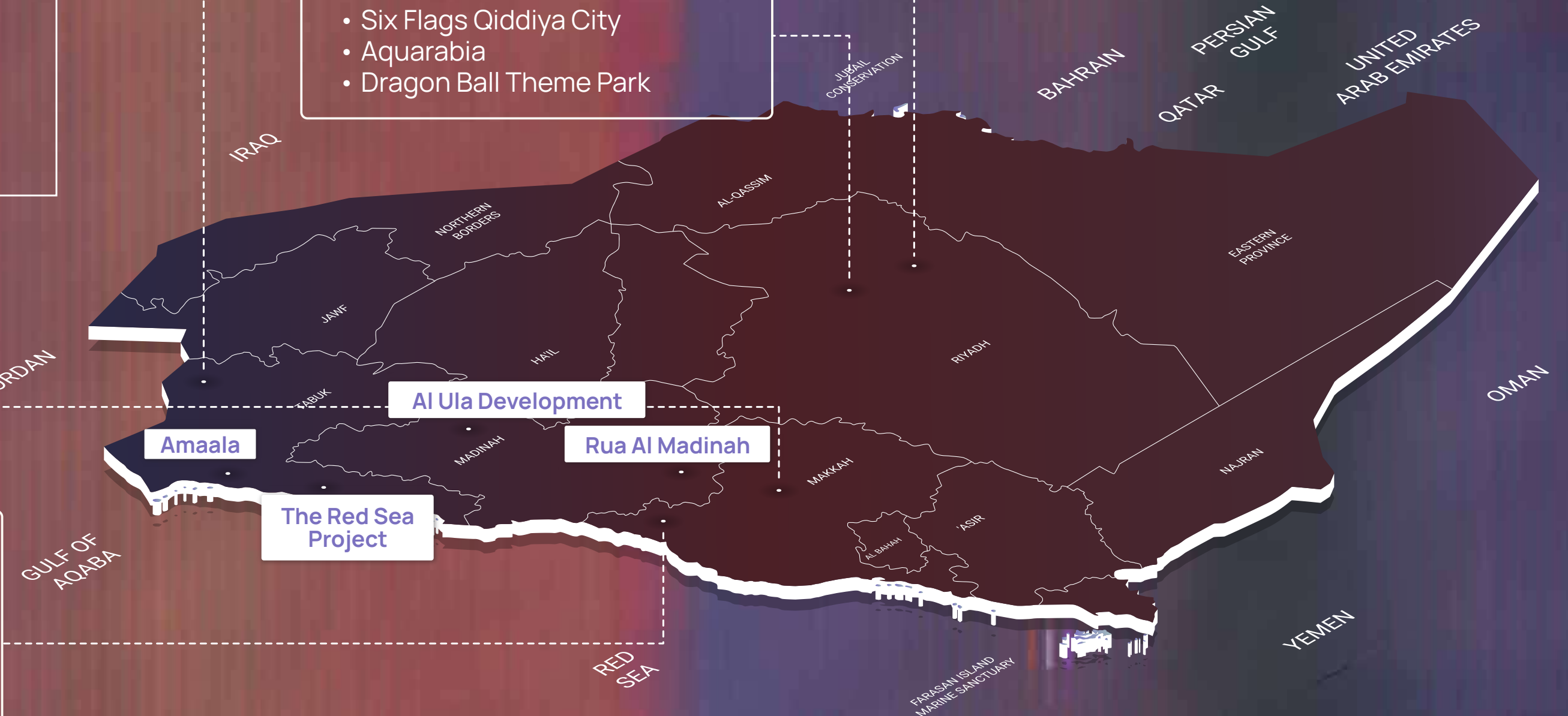
- The Line
- Siranna
- Oxagon
- Norlana
- Trojena
- Sindalah
- Epicon

### QIDDIYA

- Six Flags Qiddiya City
- Aquarabia
- Dragon Ball Theme Park

### RIYADH

- The North Pole
- Diriyah Gate
- New Murabba
- King Salman Park
- Sports Boulevard
- King Abdullah Financial District
- Banan City
- The Avenues
- Al Widyah
- SEDRA



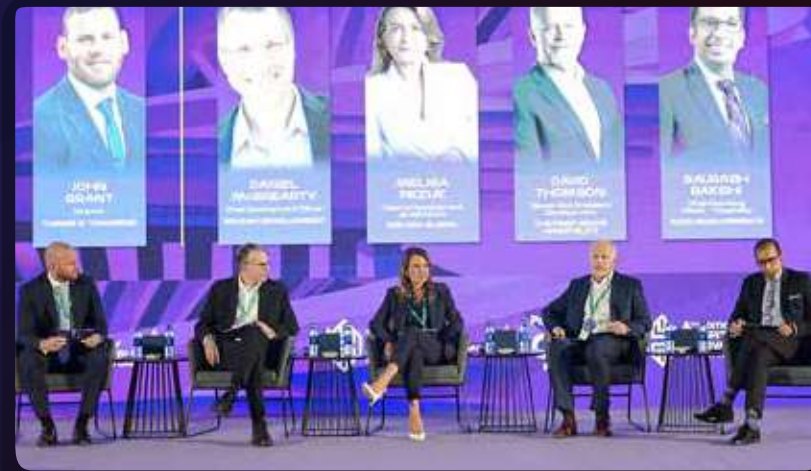


# WHY ATTEND REDS?



## STRATEGIZED NETWORKING

A host of networking opportunities through strategized agenda that provides you with ample time and the right setting to forge the right bonds



## KNOWLEDGE EXCHANGE

Myriad topics that find utmost relevance to the current Saudi real estate market that bring some of the best thought leaders from the region to share insights



## TARGETED BRANDING

Hit the bull's eye with the branding opportunities at the summit, whether it's social media, at-event branding or product pitches, reach the ones who matter the most



## EXHIBITION SPACE

Build your own space the way your products are best represented and garner undivided attention from the decision makers present



## CONNECTING GLOBAL BRANDS

GBB has hosted gatherings in Spain(2022), Italy (2023) and Spain(2024), connecting Saudi buyers with international luxury solution providers. This year, we're continuing the tradition in Portugal, offering an expanded selection of luxury offerings to cater to our Saudi partners' refined tastes.



# JOURNEY SO FAR

**24**  
EDITIONS

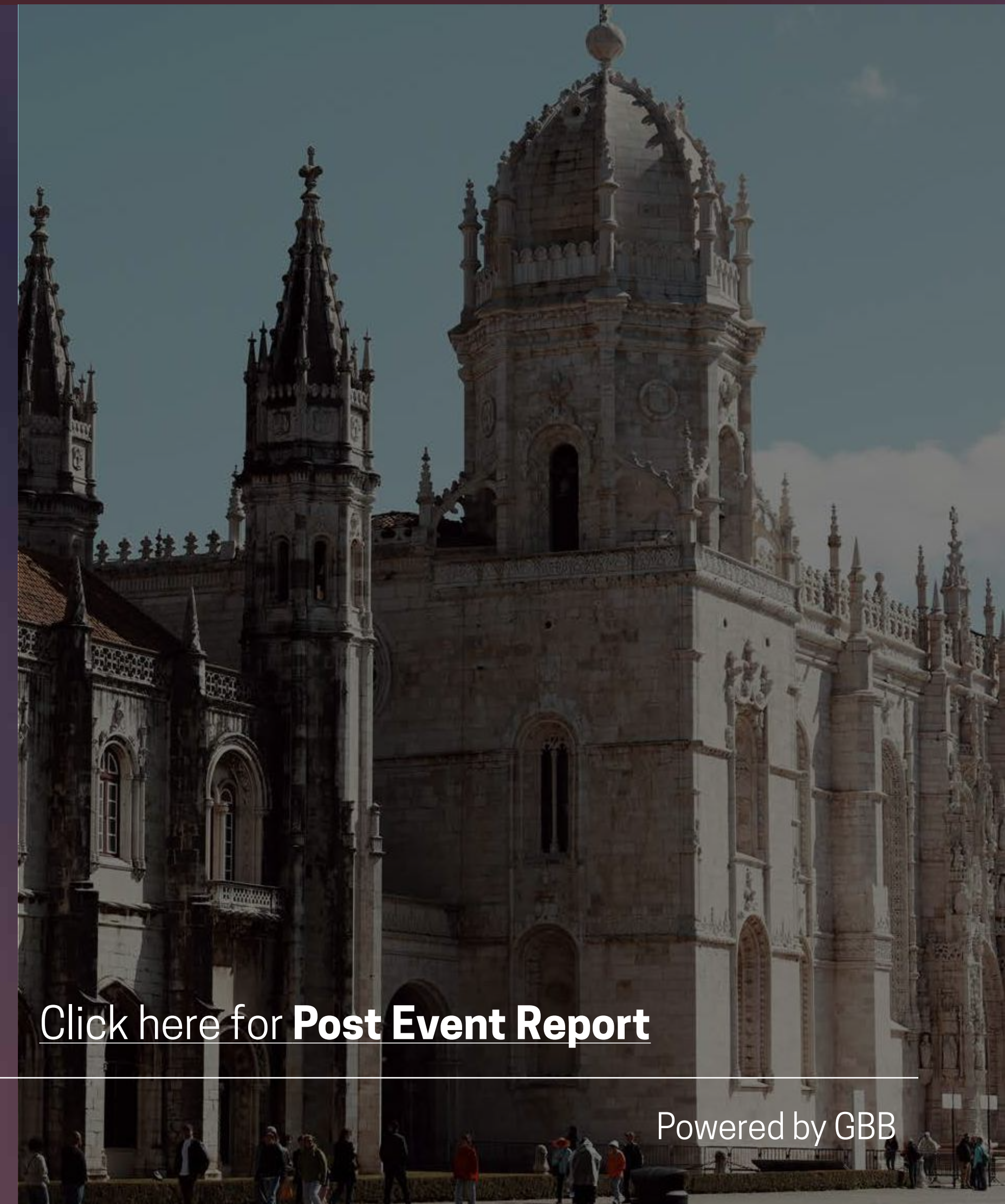
**1050**  
SOLUTION  
PROVIDERS

**381**  
SPEAKERS

**2592**  
BUYERS

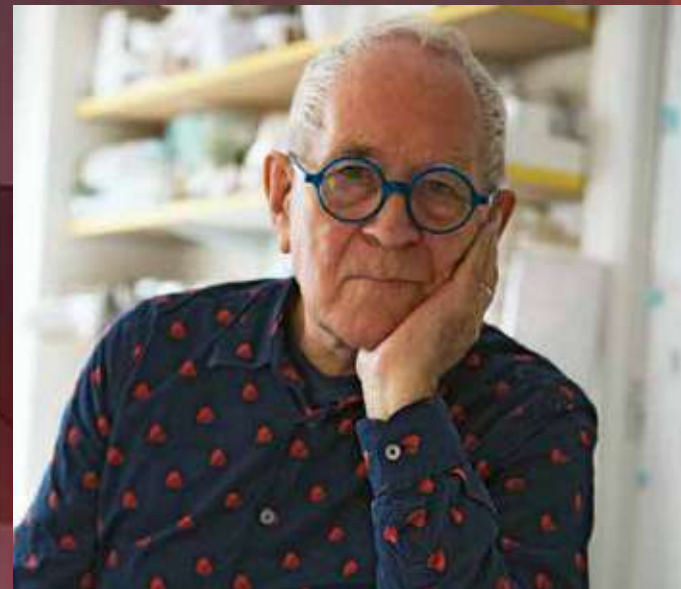
**24,400**  
B2B MEETINGS

[Click here for \*\*Post Event Report\*\*](#)





# PAST SPEAKERS



**SIR PETER COOK**  
Director  
**COOK BELACEVIC  
HAFFNER AND PARTNERS**



**ELIAS ABOU SAMRA**  
CEO  
**RAFAL REAL ESTATE  
DEVELOPMENT**



**KHALED ELSEHAMY**  
Chief Real Estate Officer  
**NATIONAL HOUSING COMPANY**



**SHAHBAZ TIAVAR**  
Vice President of Procurement India,  
Middle East, Africa & Turkey Global Vice  
President of Procurement Pre-Opening  
**ACCOR**



**PIERRE MENGES**  
Chief Procurement Officer  
**NEOM**



**IAN WILLIAMSON**  
Group Chief Project, Delivery Officer  
**THE RED SEA DEVELOPMENT COMPANY**



**DIMITRIS MANIKIS**  
President - EMEA  
**WYNDHAM**



**AMIR LABABEDI**  
Managing Director - MENA  
**HILTON**



**JOSEP FORROLL**  
Chief Development Strategy Officer  
**DIRIYAH GATE DEVELOPMENT AUTHORITY**



**KRISTINA ZANIC**  
CEO  
**KRISTINA ZANIC CONSULTANTS**



# PAST SPEAKERS



**HAZEM ELBANNA**  
Chief Operating Officer  
KNOWLEDGE ECONOMIC CITY



**DR. FAHAD BIN MUSHAY**  
CEO  
ASFAR



**RIYADH ALTHAGAFIE**  
CEO  
TATWEER GROUP



**SULTAN BATTERJEE**  
CEO  
IHCC - LIFESTYLE DEVELOPERS  
AND GREENER



**LEE HALLMAN**  
Acting Chief Development Officer  
ALULA DEVELOPMENT COMPANY



**TIM MARTIN**  
Managing Director & Principal  
GENSLER MIDDLE EAST



**IGNACIO GÓMEZ**  
Global Design Principal  
AEDAS



**SAMER SABRA**  
Chief of Assets Management  
JABAL OMAR DEVELOPMENT COMPANY



**JOE TABET**  
Managing Partner  
JT & PARTNERS



**AMMAR AL ASSAM**  
CEO  
DEWAN ARCHITECTS



# PAST SPONSORS

  
GROHE SPA

**SAHRAI**  
MILANO  
1830  
LUXURY CUSTOM MADE RUGS DESIGNED IN ITALY

 **BLUESTREAM**  
ENHANCING URBAN ENVIRONMENTS

**STRUGAL**

**RIVA**  
ENGINEERING

**MIRAGE**<sup>®</sup>  
Porcelain.Design.Sustainability  
**ARMADA CASA**

  
EDITION BOUGAINVILLE  
TAPIS HAUTE COUTURE

  
**MARGRAF**

**FLAMANT**  
YOU'RE HOME

**N'H SARITA HANDA**

**ATKYA ART**

دهانات الجزيرة  
Jazeera Paints 

*Metalfre*  
Architectural Fireplaces

**FOUNDRY**  
Light. Formed.

  
giorgio collection  
LUXURY EXPERIENCE  
MADE IN ITALY

**TECHNOGYM**

  
**DORO**  
COLLECTION

**KALDEWEI**

RUG & KILIM

  
**HAVELOCK ONE**

**GESSI**

 **condair**

**EBRU**  
Rug Craftmanship since 1979

 **LIGHTS OF VIENNA**

  
**BIO.design**

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للتجارة 

**apegrupa**

**RAP**

**THG**<sup>®</sup>  
PARIS

hardware *italian*  
collection

**•Zennio**<sup>®</sup>

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JANET YONATY 

**2SQUARE**

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**Viritopia**

A M E R C A N D E R
























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INNOVATIVE SOLUTIONS. EVERYTIME.

**iSILMAR**  
be mediterranean

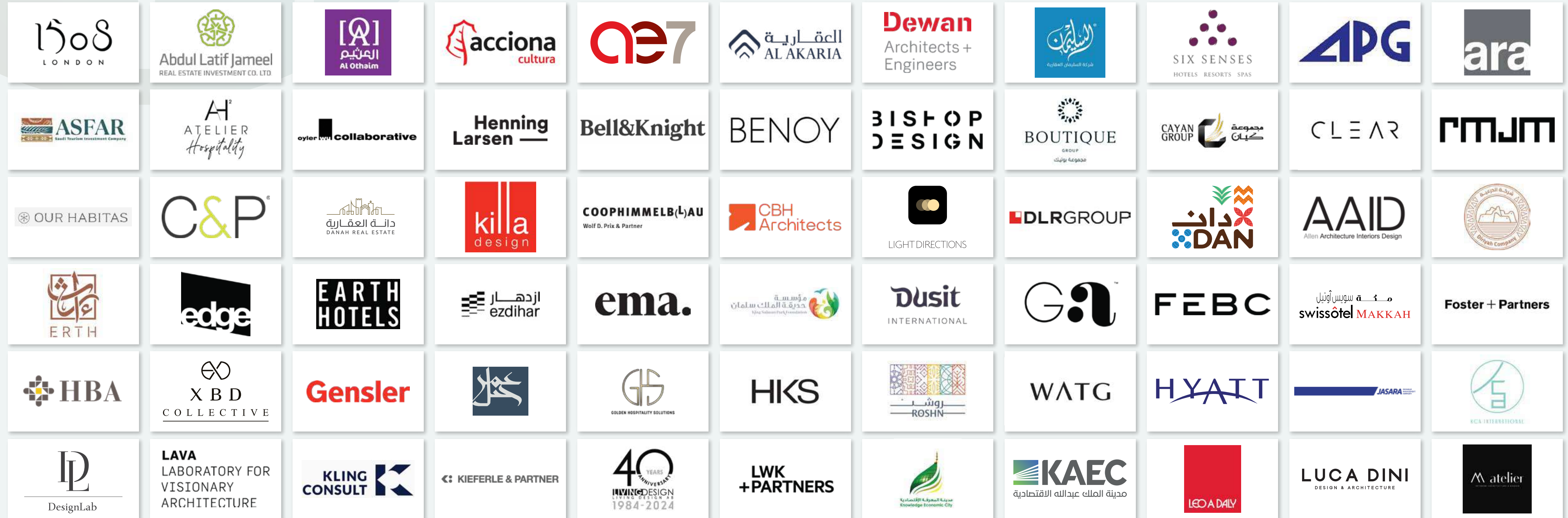


# PAST SPONSORS



# PAST SUMMIT PARTNERS



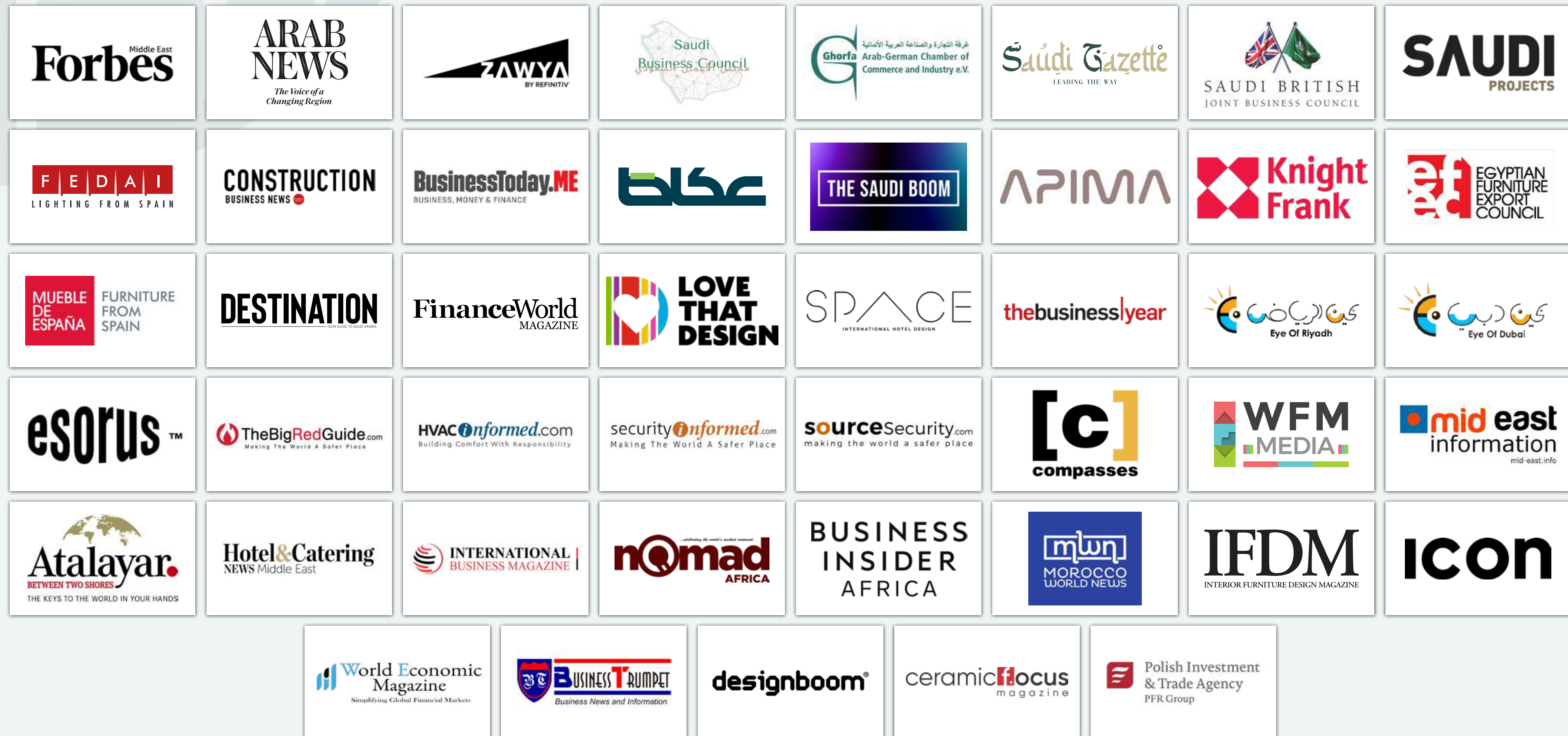


# PAST SUMMIT PARTNERS





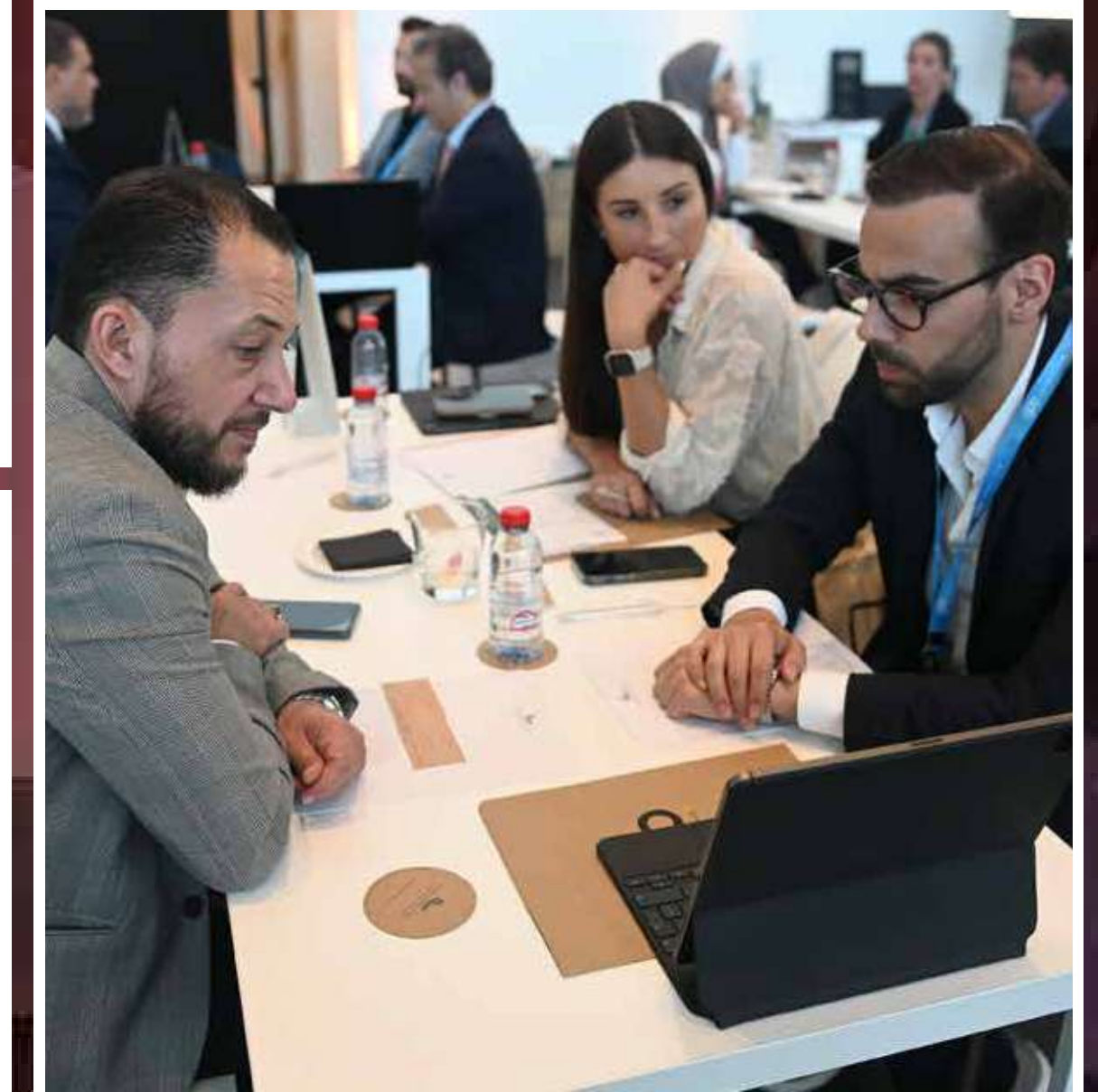
# PAST PARTNERS





# SIGNATURE MEETINGS

Our most valued offering, creates most value for your time with us. The signature meetings bring together select decision makers from some of the largest projects in Saudi Arabia with unique project needs and global suppliers with some of the most in-demand offerings. The requirements and offerings are then painstakingly and diligently matched and the meetings organized at the summit with dedicated account managers to ensure seamless execution.





# WHAT SETS US APART?

## HIGHLIGHTS

### RED SUMMIT

### TRADESHOWS & EXHIBITIONS

### CONFERENCES

Closed Door Initiative



Pre-Qualified Attendees



Marketing & Branding



Pre-Scheduled Face to Face Meetings



Exhibiting Space



C-level Executives Attendees



Dedicated Account Managers for each Attendee



10 days prior notification of all attendees and projects



Networking Activities





# GALLERY

[Click here to \*\*View Videos\*\*](#)



[Click here to \*\*View Photos\*\*](#)





GBB is a world leading invite-only B2B networking events provider and International Trade Consulting firm working to plug you directly into the heart of global business opportunities. We are 'Creating Value' through business events designed for growth, innovation, and strategic partnerships. Connect with us to explore the opportunities awaiting you.

[www.gbbventure.com](http://www.gbbventure.com) | [europe.redevelopmentsummit.com](http://europe.redevelopmentsummit.com)

## CONTACT US

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