



# TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



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Sayı : E-34221550-720-12739

Tarih: 08.10.2025

Konu : Riyad'da Düzenlenecek Cityscape Global Fuarı

## TÜM ODALAR (Genel Sekreterlik)

İlgi : Dışişleri Bakanlığı'nın 01.10.2025 tarih ve 40679918 sayılı yazısı.

Dışişleri Bakanlığı'ndan alınan ilgi yazıda, 10-13 Kasım 2025 tarihlerinde Riyad'da düzenlenecek olan Cityscape Global Fuarı'na ilişkin bilgi verilmekte olup fuara ilişkin bilgi notu ekte iletilmektedir.

Söz konusu fuara uluslararası gayrimenkul sektörünün önde gelen şirketlerinin katılacağı ve büyük yatırım olanaklarına fırsat verileceği belirtilmektedir.

Bilgilerini ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Mustafa BAYBURTLU  
Genel Sekreter Yardımcısı

EK: Bilgi Notu (23 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BS56BY2847>

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Cityscape  
Global

10 – 13 November 2025

Riyadh International Exhibition  
& Convention Centre, Malham, KSA

# EVENT BROCHURE

THE FUTURE OF LIVING

SPONSORED BY



وزارة البلديات والإسكان  
Ministry of Municipalities and Housing  
Kingdom of Saudi Arabia

IN PARTNERSHIP WITH



الهيئة العامة للعقار  
REGA  
REAL ESTATE GENERAL AUTHORITY



رؤية 2030  
VISION 2030  
WISDOM OF SAUDI ARABIA



برنامج الإسكان  
HOUSING PROGRAM

ORGANISED BY



tahoulif  
تأهوليف  
Company

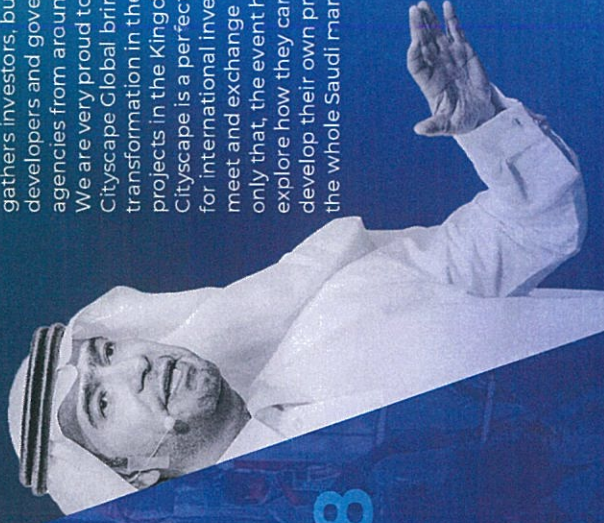
# The World's Most Attended Real Estate Event

CityscapeGlobal

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 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**



# The No.1 Real-Estate Event in The World

CityscapeGlobal

## CITYSCAPE GLOBAL 2024 ACHIEVED RECORD-BREAKING SUCCESS

The event goes beyond traditional real estate, presenting a platform to experience the future of urban living, from futuristic smart cities and cutting-edge commercial and residential developments to NextGen stadiums and mega event infrastructure.

Cityscape Global brings together international investors, government stakeholders, industry leaders, and trailblazing innovators to create an immersive platform for fostering investment opportunities, strategic partnerships, and transformative solutions that shape the cities of tomorrow.

### By SQM

120,000



+67%

Growth YoY

### By Announcements

US

\$67 billion



109% YoY

### By Attendance

172K



expo  
Real

4 X

mipim

8 X

SIZE (Gross SQM) - 2024

## Pioneering exhibitors from

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

International exhibitors



international developers

countries exhibiting

10 

country pavilions



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:



innovo



REGAL

HYDE PARK  
ALLEN CARRUTHERS

# Who Exhibits

Real Estate  
Development



Finance &  
Banking



NEW Sports &  
Entertainment



Technology /  
PropTech



NEW Construction



Government &  
Official Authorities



NEW Investment



Architecture &  
Design



EXPANDED

Brokerage and  
Consultancy  
Services



USD **5.3** billion  
in property sales and  
transactions onsite

**15+** Show  
Features



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

# Where Visionaries Meet to Transform The Future of Living



## Reach a targeted audience

Connect with over 172,000 potential prospects, including homebuyers, investors, consultants and architects, and real estate service providers



## Boost brand visibility

Elevate your presence and capture the attention of industry leaders, influencers, prospective clients, and partners through MoU signings and announcements



## Stand out from the competition

Differentiate your brand and showcase your unique value proposition with 444+ leading real estate companies



## Launch new projects

Use Cityscape Global as a launchpad for residential, commercial, retail, hospitality, and mixed-use developments in front of 100,000+ prospective buyers



## Forge strategic partnerships

With strong backing from government bodies and professional associations, Cityscape Global helps you foster valuable networking opportunities and create win-win industry relationships

# 80%

of exhibitors consider Cityscape Global important for their business

# \$8m

average expected sales in 12 months following interactions with visitors at the show

# 82%

business attendees are involved in purchasing decisions

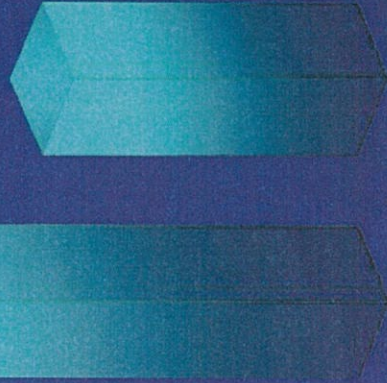
# Attendee Insights

82%

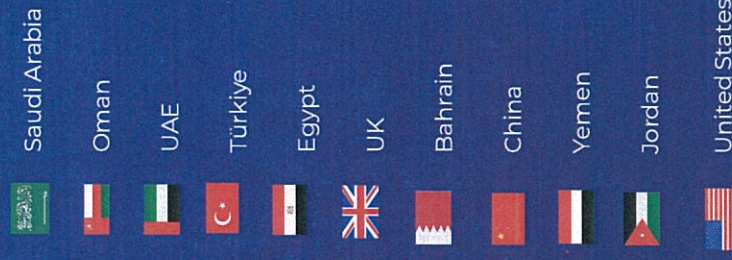
business attendees  
are involved in  
purchasing decisions

36%

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



## Top represented countries include



## Attendee industry breakdown



## Attendee sector breakdown



# Our 2024 Sponsors

## SPONSORED BY



## IN PARTNERSHIP WITH



## ORGANISED BY



## FOUNDATION PARTNERS



## DESTINATION PARTNER



## DIGITAL ENABLER



## STRATEGIC PARTNER



## CITYWAY PARTNER



## ADAN



## AMMANI



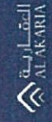
## DIAMOND SPONSORS



## 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



## FUTURE LEADERS COMPETITION SPONSOR



## ASSOCIATE SPONSORS



# Key Networking Features



## Tailored Matchmaking

Access exclusive, high-level networking opportunities with 110+ C-level institutional investors from over 23 countries, alongside local and international high-net-worth individuals including family wealth management offices, luxury homebuyers and discerning investors.



## Exclusive Lounges & High-Level Dinners

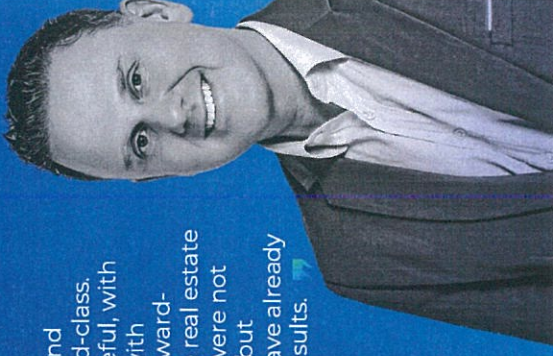
This dedicated business lounges and high-level dinners offer the perfect setting for meaningful connections with top investors, government leaders, and industry pioneers, opening doors to strategic partnerships and lucrative opportunities.



## AI Empowered Networking App

With over 45,000 leads captured in 2024 through the Cityscape Global App alone, our AI-powered platform provides the perfect opportunity to connect with your ideal prospects and generate solid leads.

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



**Stefan Hickmott**  
Founder/CEO, Evare Management

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.

# Institutional Investor Programme



**Investor  
Advisory  
Board**



**Format:  
Round Tables  
& Networking**



**Expanded  
Investor  
Networks**



**Investment  
Insight  
Reports**



**Offsite  
Networking  
Events**



**Project Site  
Visits**

**2024**

**Institutional  
Investors**

**included:**



BNP PARIBAS



APOLLO



MAPLETREE  
INVESTMENT



Brookfield



HASSANA



NH INVESTMENT  
& SECURITIES



CBRE



جهد الاستثمار  
JAGHAD INVESTMENT



J Hooker



HENDERSON  
PARK



KAMCO  
INVEST



CVC  
CAPITAL  
PARTNERS



Hines



KING STREET



NORTHERN  
TRUST



INTESA  
SANPAOLO



Colliers



QATARI  
DIAR  
القطرية



BlackRock



بلووم انفست  
BLOMINVEST



SEDICO  
HOLDING



KDB



LINK

# Key Show Features

Cityscape Global

## On-Site Activities

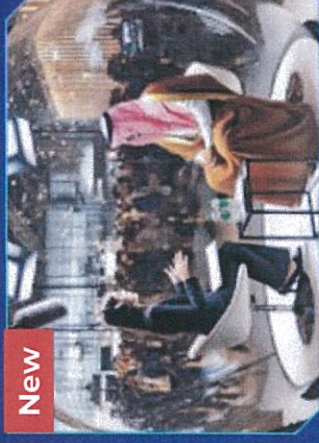
### Major Industry Announcements



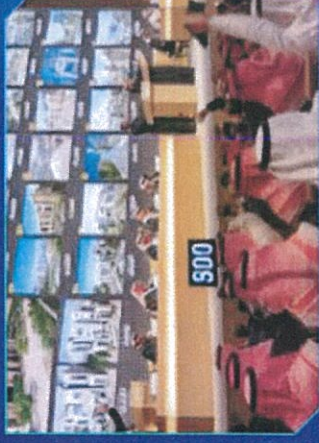
### World-Class Conferences



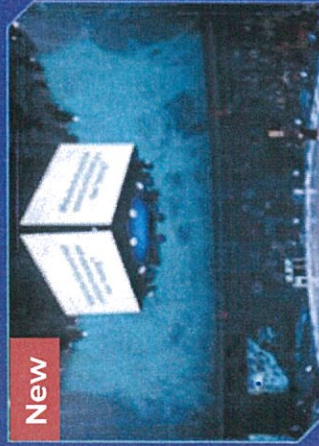
### Interview Pods



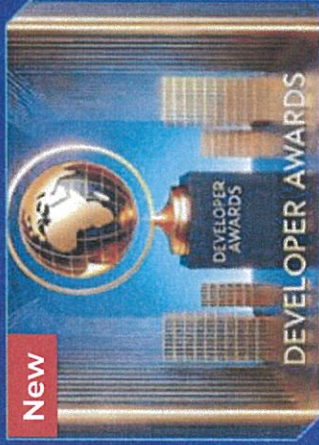
### Live Auction



### Innovation Arena



### Developer Awards



### Project Site Visits



### Exclusive Dinners



# Key Show Features

CityscapeGlobal

## On-Site Activities

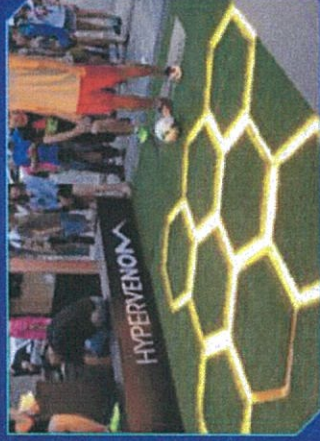
Special Mortgage Rates



400,000 Units Avail - with  
UNSEEN projects for 1st time



Sports Activations



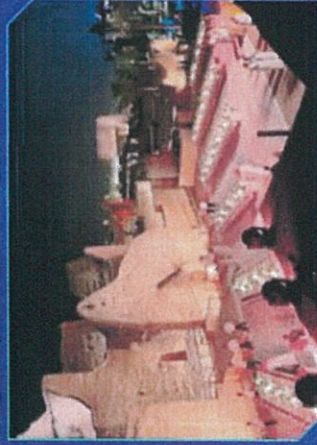
Treasure Hunt Competition



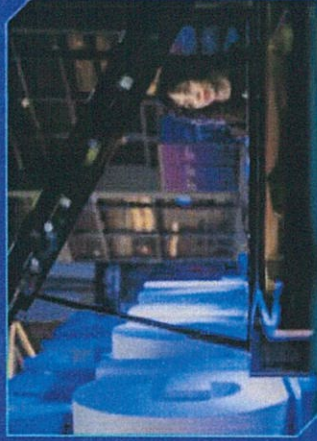
Land Give Aways



Cityscape Global Nights



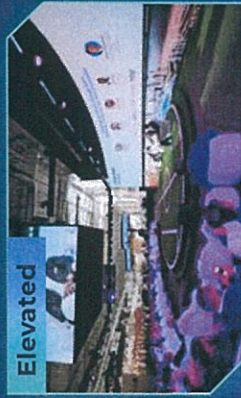
Live Music & Entertainment



# World-Class Content



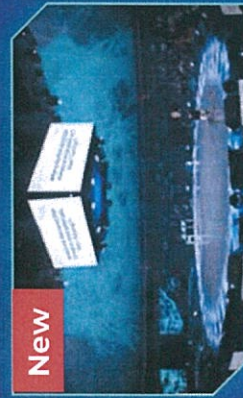
**Elevated**  
**Future of Living Summit**  
Supercharging Future Potential



**Elevated**  
**Sports and Entertainment**  
Crafting Iconic Sports & Entertainment Venues



**Elevated**  
**DnA (Developers & Architects) Stage**  
Transforming Places into Spaces



**New**  
**Innovation Arena**  
Where Trailblazers and Visionaries Ideate



**Elevated**  
**Institutional Investors' Programme**  
Connecting Capital with Opportunity  
**Invite-Only**



**Elevated**  
**International Developers' Programme**  
Building the Future Together  
**Invite-Only**

**4**  
Stages

**20+**  
Tracks

**450+**  
Speakers

**2**  
Exclusive Forums

# Content Overview

|                                                | Monday 10 November                                                                          | Tuesday 11 November                                                                               | Wednesday 12 November                                                                                        | Thursday 13 November                                                                                                            |
|------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>Future of Living Summit (Main Stage)</b>    | <b>Visions &amp; Enablers</b><br>Strategic Announcements<br>Governmental Visions & Strategy | <b>Investments &amp; Collaboration</b>                                                            | <b>Smart Cities of the Future</b>                                                                            | <b>AI &amp; PropTech</b>                                                                                                        |
| <b>DnA (Developers &amp; Architects) Stage</b> | <b>Developments of the Future</b><br>Large-Scale Development updates and overview           | <b>Communities of the Future</b><br>Inclusive & Climate-Responsive Design<br>Cultural Placemaking | <b>Future-Proofing the Built Environment</b>                                                                 | <b>Building the Future</b><br>Sustainable Materials & Modular Construction<br>Robotics & Future Workforce                       |
| <b>Stadiums &amp; Entertainment</b>            | <b>Strategy &amp; Upcoming Developments</b><br>World Cup 2034 Vision & Readiness            | <b>Federations &amp; Fan Engagement</b>                                                           | <b>Design &amp; Technology</b>                                                                               | <b>eSports &amp; Gaming Districts</b>                                                                                           |
| <b>Innovation Arena</b>                        | <b>Cityscape Innovation Challenge</b><br>Proptech Semi-finals                               | <b>Cityscape Innovation Challenge</b><br>Proptech Semi-finals                                     | <b>Cityscape Future Leaders Competition</b><br><b>Cityscape Innovation Challenge</b><br>Proptech Semi-finals | <b>ROSHN Hackathon Finale</b> <ul style="list-style-type: none"> <li>• Future of Talent</li> <li>• Future of Content</li> </ul> |

New

# Sports and Entertainment

Saudi Arabia is emerging as a global hub for sports and entertainment, with major events like the 2034 FIFA World Cup and Expo 2030 on the horizon. The country is also heavily investing in world-class competitions and entertainment experience.

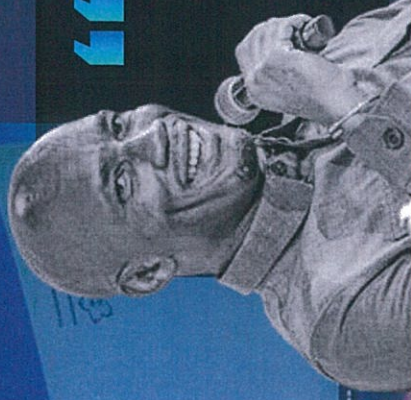
## Companies exhibiting in the zone:

- Sports Facilities & Equipment
- Fan Engagement & Marketing
- Theme Park & Attraction Developers
- Apparel & Merchandise Brands
- Sports & Entertainment Technology Providers
- Sport Venues & Infrastructure Operators
- Ticketing & Hospitality Services
- Security, Fire & Safety Solutions

*"I am very happy to be here (at Cityscape Global 2024) 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



**\$64B**

Sports & Entertainment market value

**\$2.7B**

stadium construction and expansion program value

**40M**

Visitors expected at Riyadh Expo 2030

**15 Stadiums across 5 Cities**

Riyadh, Jeddah, Al Khobar, Abha, and Neom

## Saudi Giga Projects: Driving Innovation and Investment

**Vision 2030 & Untapped Potential:** The country's 2030 vision fuels demand for housing, commercial spaces, and urban development requires international expertise and partnerships. International developers are increasingly drawn to Cityscape Global to partner and collaborate with the largest master developers in the world.



**NHC (National Housing Company)**  
Government-backed residential initiative to achieve 70% home ownership by 2030



**Sports Boulevard Foundation (SBF)**  
\$2Bn sports & wellness development



**Diriyah Company**  
Diriyah Gate: \$17Bn mixed-use project



**New Murabba**  
\$50Bn immersive destination, golden cube with retail & cultural attractions



**ROSHN**  
\$90Bn series of mixed-use developments across the Kingdom



**Qiddiya & SEVEN**  
\$23Bn mixed-use gaming and esports district, 500K sqm



Participating in Cityscape Global was a pivotal moment for us at the Sports Boulevard Foundation, as we contribute to the evolution of Saudi Arabia's sports and mega events sector. Centered around Riyadh's ambitious Vision 2030 goals, we were eager to engage with industry leaders to showcase our innovative project that promote a vibrant, healthy lifestyle."

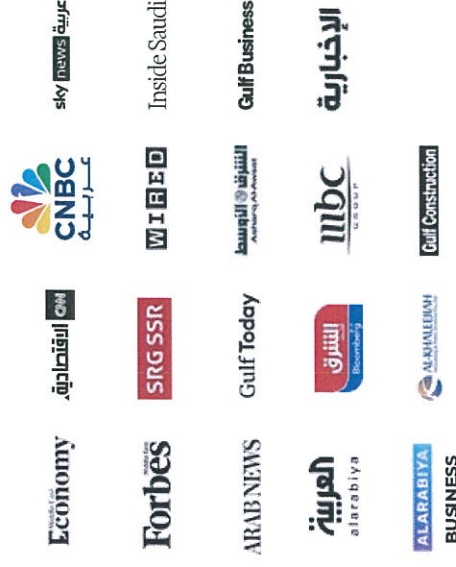
**Ms. Jayne McGivern**

Ms. Jayne McGivern, CEO, Sports Boulevard Foundation

# Reaching International Audience

2.6 billion impressions across 28 countries

## Featured In



10.1B+

Total Impressions



150+

Number of Media Interviews and Appearances on TV and Radio Channels



306,464,157

social media reach



17,970,985

video views



287M

Engagement Rate

# Exhibiting Opportunities (Early Bird)

## Space Only Stand

Hall 1 & 2

Foundation and Diamond sponsors only

Price USD

\$875 per sqm

Price SAR

SAR 3,281 per sqm

### Notes

Raw Space, does not include power and rigging costs.  
\*Foundation or Diamond sponsorship mandatory

## Space Only Stand

Hall 3, 4, 5 & 6

Price USD

\$799 per sqm

Price SAR

SAR 2,997 per sqm

### Notes

Raw Space, does not include power and rigging costs.

## Space Only Stand

Double Decker Level

Price USD

\$437.5 per sqm

Price SAR

SAR 1,641 per sqm

### Notes

Maximum 50% of ground space. Double Decker stands are only available for Halls 1,2,3

## Space Only Stand

Stand Sharing Fee

Price USD

\$250

Price SAR

SAR 938

### Notes

Provides an additional profile on our website and app for a co-exhibitor

## Admin Fees (for all stand types)

Packages include: Create your company profile with name, logo, description and official exhibitor list

### Basic

\$550 | 2,063 SAR (9-36 m2)

### Advanced

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

### Essential

\$1,045 | 3,919 SAR (100+ m2)

VAT 15% on USD and SAR

To be included on invoice

# Exhibiting Opportunities (Early Bird)



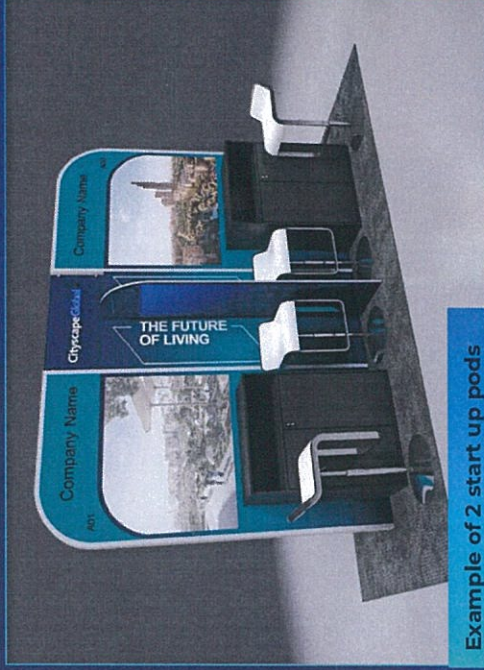
Example of a 12 sqm, 2 open sided Show Ready Booth

## Show Ready Package

| Price USD            | Price SAR                |
|----------------------|--------------------------|
| <b>\$995</b> per sqm | <b>SAR 3,732</b> per sqm |

### Notes

**Range:** 9sqm-36sqm. Back and side wall, printed graphics, power socket, lights, carpet, 1 reception counter, 1 table, 2 chairs, waste bin



Example of 2 start up pods

## Start-up Pod

| Price USD              | Price SAR                |
|------------------------|--------------------------|
| <b>\$1,800</b> per pod | <b>SAR 6,750</b> per pod |

### Notes

Fixed 6sqm, carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power socket, 1 x LED light (Inclusive of admin fee)

## Admin Fees

### Basic

**\$550 | 2.063 SAR**  
(9-36 sqm)

### Package includes:

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

### VAT 15% on USD and SAR

To be included on invoice

# Elevate Your Presence

From event branding and thought leadership sessions to PR, digital media and out-of-home advertising—our packages are designed to maximize your exposure and build meaningful connections with industry leaders on a global stage.

## Sponsorship Packages

US \$1,000,000

Foundation Partner

US\$ 550,000

Diamond Sponsor

US\$ 350,000

Platinum Sponsor

US\$ 200,000

Gold Sponsor

US\$ 100,000

Zone Sponsor

## Stage Sponsorship

US \$75,000

Investor Forum Partner

US\$ 50,000

Sports and Entertainment  
Stage Sponsor

US\$ 50,000

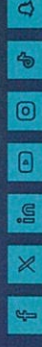
DNA ( Developers and  
Architects) Stage Sponsor

# Cityscape Global

10 – 13 November 2025

GET INVOLVED

[cityscapeglobal.com](https://cityscapeglobal.com)



## Cityscape Global 2025'te (Riyad, 17–20 Kasım 2025)

Ticaret ve Yatırım ekibimiz, önde gelen uluslararası geliştiricileri, yatırımcıları ve yüklenicileri Suudi Arabistan'daki büyük ölçekli kamu ve özel sektör projeleriyle bir araya getirmektedir. Krallığın önde gelen **Giga Projeleri** ve **Ulusal Konut Şirketi (National Housing Company)**, **Cityscape Global 2025** etkinliğinde proje portföylerini tanıtacak ve bu projeleri hayata geçirmek üzere uluslararası ortaklarla iş birliği arayacaktır.

## Cityscape Global 2025'te Sizi Neler Bekliyor?

- Konut, karma kullanım, turizm, spor ve altyapı alanlarında büyük ölçekli yatırım ve geliştirme fırsatları
- Vizyon 2030 projelerinin arkasındaki karar vericilere doğrudan erişim
- Ortak girişim, yatırım, tasarım, mühendislik ve uygulama alanlarında iş ortaklıkları
- Uluslararası katılım: BAE, Birleşik Krallık, Bahreyn, Ürdün, İspanya, Katar, ABD, Çin, İtalya, Güney Kore, Endonezya, Tayland ve birçok ülkeden geliştiriciler Cityscape Global'de projelerini sergilemek, iş birlikleri kurmak ve pazara giriş yapmak üzere yer alıyor.

## 2025'te Yeni: Uluslararası Geliştiriciler Programı (Sadece Davetlilere Özel)

- Kamu ve özel sektör temsilcileriyle seçilmiş ağ kurma etkinlikleri
- Pazar bilgisi ve politika odaklı bilgilendirme oturumları
- Hedeflenmiş tanışma etkinlikleri ve saha ziyaretleri

*Kontenjan sınırlıdır.*

## Katılımcı Profili

Sektör temsilcileri ve rakip firmaların kimler olduğunu görmek için:  
[Ekli dosyada sunulmuştur]

## Fuar Fırsatları

Markanızı Cityscape Global 2025'te konumlandırın:

<https://cityscapeglobal.com/>

[Ekli dosyada sunulmuştur] (Son başvuru: 1 Ekim 2025)

## Konuşmacı Olanakları

Etkinlikte konuşmacı olarak yer almak isterseniz bizimle iletişime geçebilirsiniz:

Mahyar Ebrahimi  
İçerik Başkanı, Cityscape Global  
[Mahyar.Ebrahimi@informa.com](mailto:Mahyar.Ebrahimi@informa.com)

**Ziyaretçi Olarak Katılın**

Etkinliğe ziyaretçi olarak katılmak ve yerinizi ayırtmak için:  
<https://cityscapeglobal.com/>

**Sorularınız mı var?**

Sektörel odak, zamanlama, uygunluk ya da özel tanışma fırsatları hakkında bilgi almak isterseniz, bu e-postayı yanıtlamanız yeterlidir. Ekibimiz size memnuniyetle yardımcı olacaktır.