



11TH REAL ESTATE DEVELOPMENT SUMMIT

SAUDI ARABIA | EUROPE EDITION

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CREATING VALUE

Date: 29th - 30th June, 2022 | Location: Barcelona, Spain

RED Summit Saudi Arabia - Europe Edition

An event bringing together top Project Owners, Designers, Architects, Contractors working on projects in Saudi Arabia and the Middle East to meet with suppliers and solution providers from around the world in a relaxed and leisure environment on a face-to-face meeting basis in Spain.

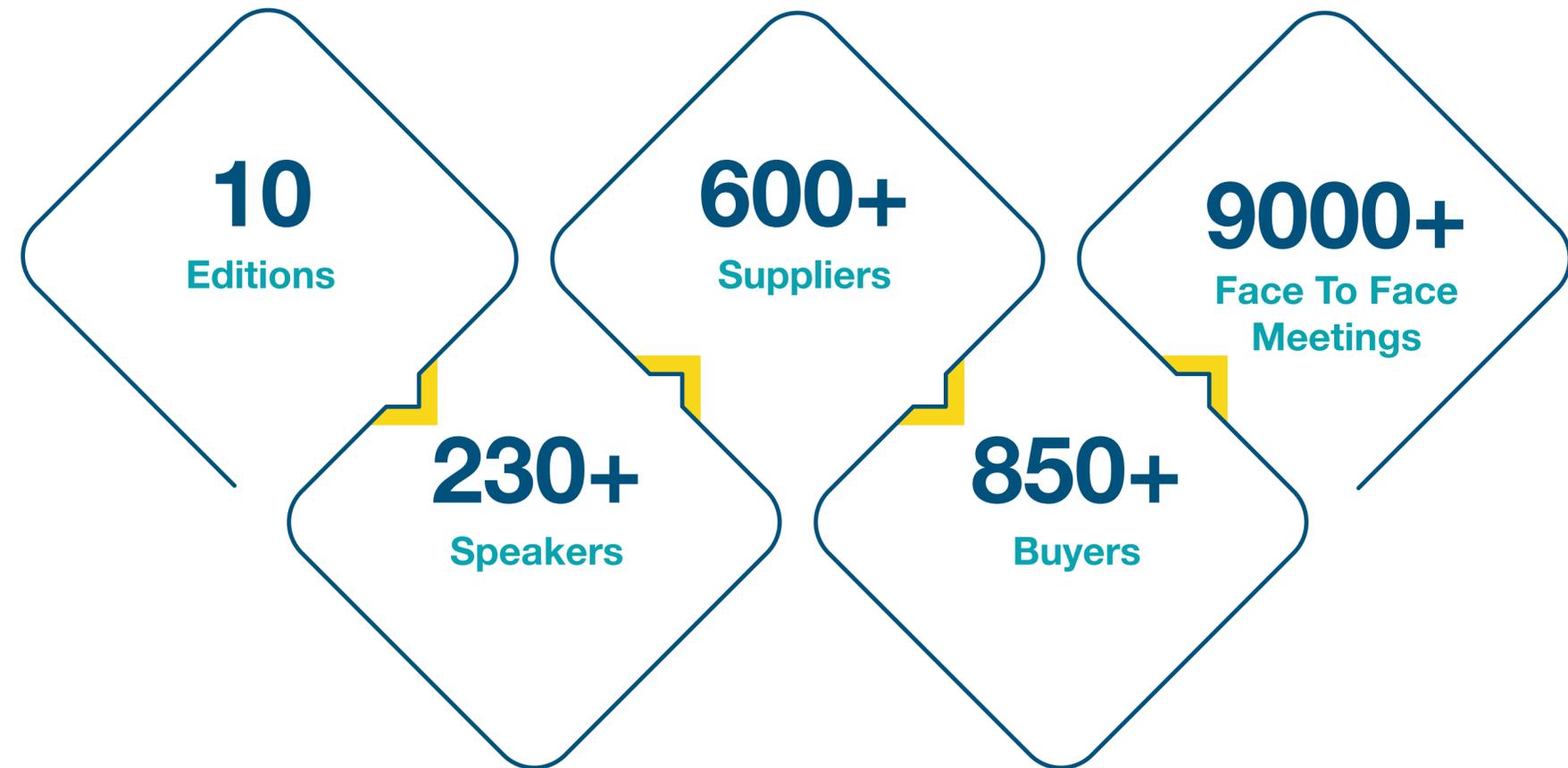


JOURNEY SO FAR

The 11th Edition Real Estate Development Summit Saudi Arabia - Europe Edition is going to be **Bigger, Better & Buzzier.**

Over the course of two days, top architects, interior designers, developers, hotel operators & owners, consultants and investors working on a plethora of luxury housing, hospitality & mixed-use projects in Saudi Arabia & the Middle East will engage with renowned manufacturers & solution providers from around the globe in a formal as well as relaxed and fun-filled environment.

The two days will be buzzing with personalized face to face meetings, presentation by top brands, impactful knowledge sessions & panel discussions and a lot of vibrant yet nonchalant networking sessions.



Why Saudi Arabia?

Due to this high demand for luxury housing & hospitality, developers, architects, and interior designers are constantly looking to work with top & niche solution providers from around the world, giving their project a complete luxury and splendour look & feel.

- The Middle East is globally one of the fastest-growing real estate markets.
- Saudi Arabia accounts for 54 percent of all construction and transport projects planned in the Middle East region.
- Some of the major infrastructure projects include the US\$500 billion NEOM project, US\$20 billion Diriyah Gate Development, US\$10 billion Red Sea Development, and US\$5 billion Qiddiya Entertainment project.
- The net-zero megacity NEOM will also cater to visitors with up to 80,000 hotel rooms slated.
- Saudi Arabia has 163 hotel projects with 72,617 rooms in the coming years.
- Riyadh is poised to become entrenched as the commercial nerve centre for the kingdom.
- More than 100,000 new homes expected by the end of 2023 and close to 3 million sq m of new office space in the works, along with over 12,000 hotel rooms, spread across mega projects worth an estimated \$63 billion.
- The pre-scheduled face-to-face interactions are placed in a definite context, which assures a dialogue that is substantial and meaningful. The RED summit caters to the specific requirements and needs of each attendee through its personalized agenda and assures maximized value at all levels of participation, even after the event.

ONGOING GIGA PROJECTS

NEOM
AMAALA
Red Sea Project
Masar - Makkah
Aseer Development Project
Diriyah Gate
Jeddah Economic City
Qiddiya

Why attend RED Summit Saudi Arabia?



B2B Meetings

Whether you are a solution provider or a delegate, in the two days of the summit, you will meet and interact with key decision makers, from across the industry through personalised meeting schedules to strike business collaborations.



Business Meets Leisure

REDS promises all attendees and participants a gala time to bond with everyone and get to know the companies you can potentially work with while it feels like you are on a vacation.



Crème de la Crème

REDS is a niche summit where you can meet the industry stalwarts and top decisions makers from the real estate sector.

Nonchalant Informal Networking

What sets REDS apart is the non-formal yet business focussed networking sessions where you can engage and meet your industry peers in a relaxed ambience.

Knowledge Sessions

Keynote sessions, panel discussions, product showcase to update you with current trends along with an opportunity to engage in an interactive insightful Q&A.

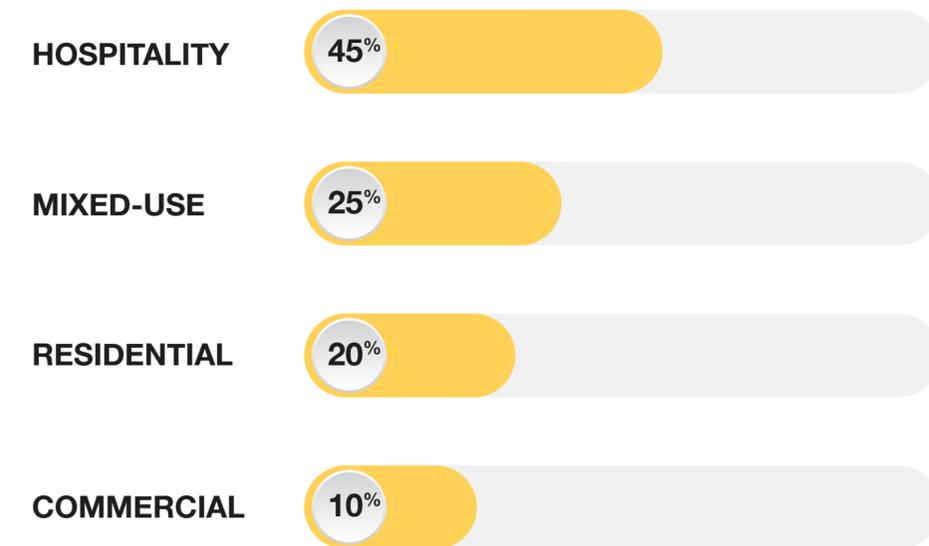
Who Attends?

C-level executives and key decision makers from primarily the Residential, Hospitality, Commercial, and Mixed use sectors will be present at the summit amongst other qualified buyers & suppliers.

Residential and Hospitality sector tops the list with 60% attendees. The event follows a rigorous and systematic process through which all the interactions are planned. Thus, leading to meaningful engagement, networking, and business collaborations.



Projects Representation



Attendee Profiles

- CXOs
- HODs
- DIRECTORs
- VPs
- MDs
- GMs
- DESIGNERs
- PRESIDENTs

What sets REDS apart?

HIGHLIGHTS

REDS EUROPE

TRADESHOWS & EXHIBITIONS

CONFERENCES

Closed Door Initiative



Pre-Qualified Attendees



Marketing & Branding



Pre-Scheduled Face to Face Meetings



Exhibiting Space



Prior Details of Projects



C-level Executives Attendees



10 days prior notification of all attendees



Relationship Building Activities



Our Past Speakers



**OLEG
COSNEANU**

Chief Interior Designer,
Omrana & Associates



**HESHAM
ELABD**

Procurement Advisor,
Royal Commission of
Riyadh City



**BECHIR
CHEIKHA**

Procurement Director,
Public Investment Fund (PIF)



**FILIPPO
SONA**

Managing Director
-Global Hospitality,
Drees & Sommer



**KARIM
CHELTOUT**

Regional Vice President
Africa, Marriott International



**PIERRE
MENGES**

Executive Director
Procurement- Chief
Procurement Officer
from NEOM

Our Past Speakers



**DONALD
CONNING**

Managing Director,
Gensler



**LEONARDO
STASSI**

Head of Hotel Real
Estate at Bayview
Italy (BVI)



**RÉDA
FACEH**

VP Development
Northern &
Western Africa,
AccorHotels



**KRISTINA
ZANIC**

Owner & CEO,
Kristina Zanic Design
Consultants



**NICHOLAS
JACOBS**

WATG and
Wimberly Interiors,
Senior Vice President



**MOHAMED
EL TAHER**

CEO,
Saudi Egyptian
Developers

Global Brands

Our Suppliers at a Glance



Global Brands

Our Suppliers at a Glance



Poliform

PORCELANOSA Grupo

PRECIOSA



SICIS®



TRIBÙ
The art of leisure

TROX® TECHNIK
The art of handling air

VESCOOM

VitrA



MARAZZI GROUP

NATUZZI
ITALIA

noken
PORCELANOSA BATHROOMS

Panasonic



Global Brands

Our Buyers at a Glance



Global Brands

Our Suppliers at a Glance

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY

RSP

SDS
SOCIÉTÉ DE DÉVELOPPEMENT SAÏDIA
FILIALE CDG DÉVELOPPEMENT

SC ASSET

SGTM
SOCIÉTÉ GÉNÉRAL DU TRAVAIL SAÏDIA

شازا
SHAZA
HOTELS

STICKMAN
TRIBE

TGCC
CONSTRUISONS ENSEMBLE

THE PARKER COMPANY
MIDDLE EAST KZ LLC

WONDA
WORLD

SPECIAL BATIMENT & TRAVAUX HAJJI
SBTH
CONSTRUCTION

PERKINS —
EASTMAN

rmc
raafat miller consulting

SAUDI
EGYPTIAN
DEVELOPERS

SIX SENSES
HOTELS RESORTS SPAS

TRAVCO GROUP
INTERNATIONAL

Tatweer.^{MISR}

URBAN SHELTER[®]
Providing Real Estate Solutions Since 1991

WATG

WELLS
INTERNATIONAL

ORASCOM
DEVELOPMENT

ONYX
Hospitality Group

-MHDIH-
MONA HUSSEIN DESIGN HOUSE

MIXTA
AFRICA

MELIÀ
HOTELS
INTERNATIONAL

نيوم
NEOM

Nesma
& Partners

OCGER
INTERNATIONAL
L'INGÉNIEUR DE LA CONSTRUCTION

عمرانية
Omrania

روشن
ROSHN



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Global Business to Business – GBB

Global Business to Business' or GBB, is a vision that has been transformed into an organization.

We are a human-centered, business-driven, value-focused organization, whose aim is to be the global leader in facilitating inter-business and inter-market professional solutions.

At GBB, we help build professional connections, that bridge the supply and demand gap for fulfilling projects at various organizational levels, as well as cater to hierarchical business needs and objectives.

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