



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

Powered By



# CONNECTING BEYOND BOUNDARIES

**4 - 5 JULY 2024**

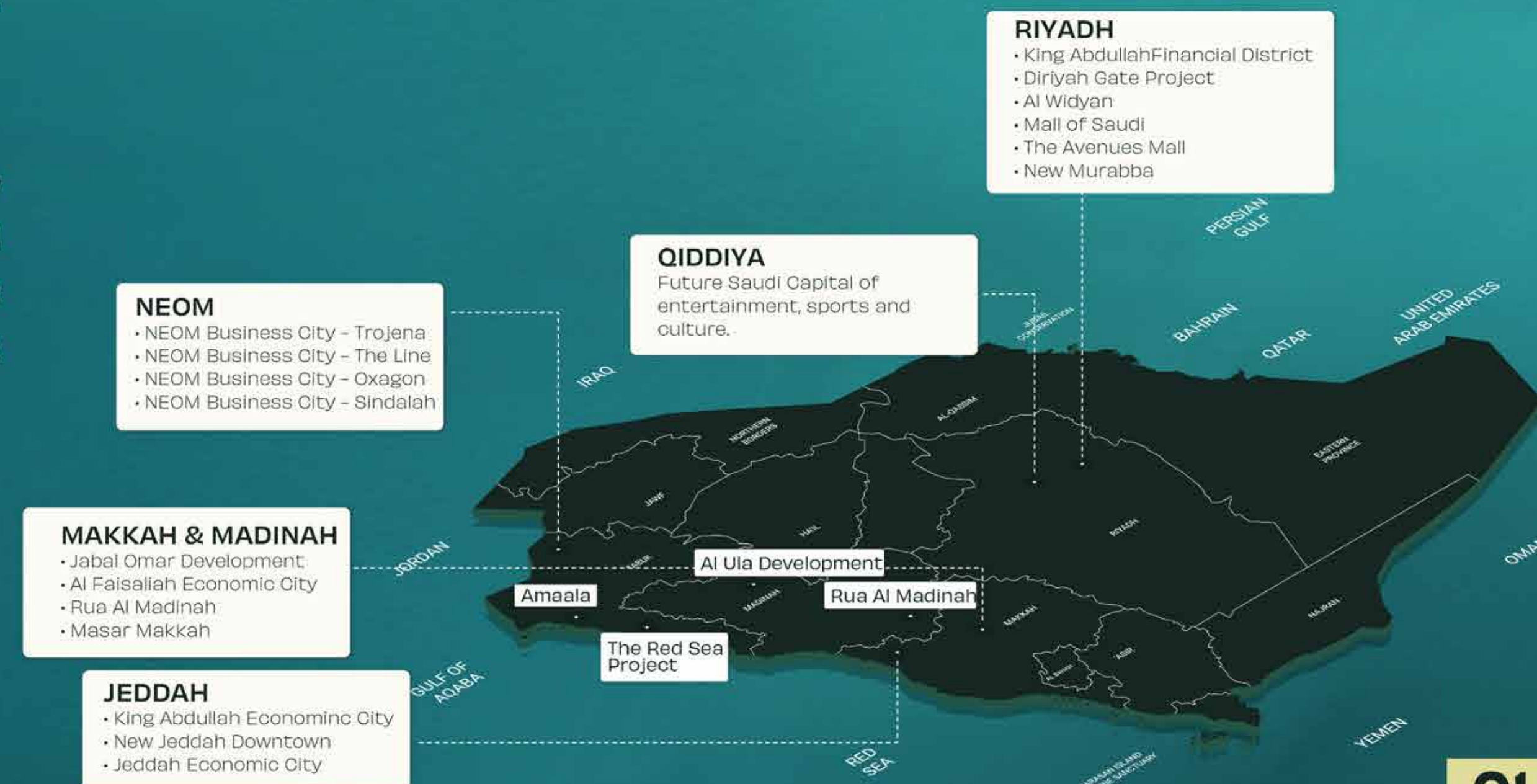
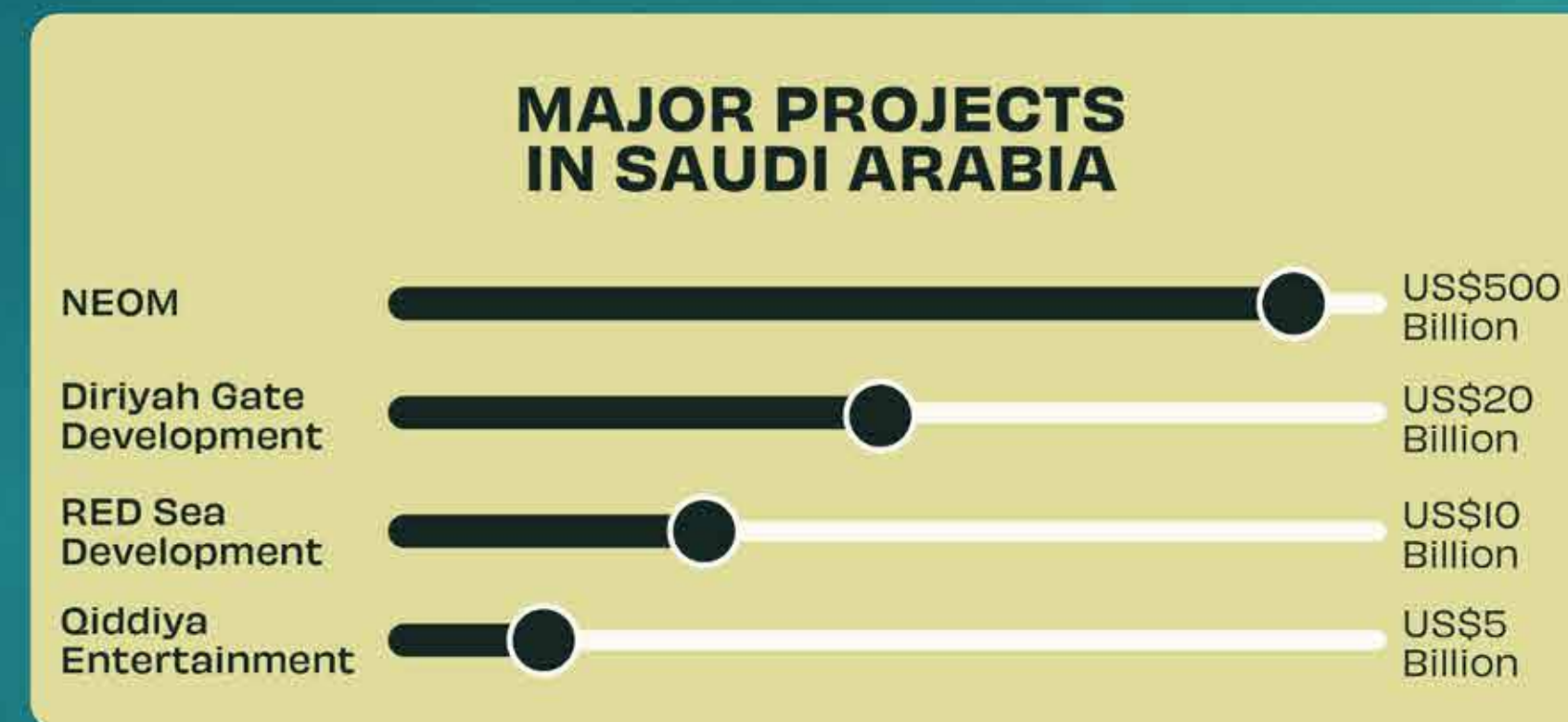
Palau de Congressos de Palma,  
Palma de Mallorca, Spain





# WHY SAUDI ARABIA?

- Middle East is arguably the fastest growing regions in terms of real estate developments with the Kingdom accounting to over 65% of these new developments. The total value of Saudi Arabia's real estate and infrastructure projects crossed 1.1 trillion USD last year.
- Some of the major 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.
- With the projections of over 555,000 residential units, more than 275,000 hotel keys, in excess of 4.3 million sqm of retail space and over 6.1 million sqm of new office space expected by 2030, Saudi Arabia's real estate market is one the world is now watching.





# 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 LUXURY BRANDS

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



# 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.





# JOURNEY SO FAR

**14**

Editions

**350+**

Speakers

**985+**

Solution  
Providers

**1500+**

Buyers

**15500+**

B2B Meetings

▶ [CLICK HERE FOR  
POST EVENT  
REPORT](#)



# SPEAKERS

**Sir Peter Cook**

Director

**COOK BELACEVIC  
HAFFNER AND  
PARTNERS**



**Seif A. Bahaa Eldin**

Senior Partner

**FOSTER +  
PARTNERS**



**Jacob Rinard**

Vice President -  
Program Director

**PARSONS  
SAUDI ARABIA**



**Hicham Hassouni**

Chief Strategy & Business  
Development Officer

**BOUTIQUE  
GROUP**



**Joe Tabet**

Managing Director

**JT & PARTNERS**



**Maroun Deeb**

Head of Project and Development  
Services, KSA & Bahrain

**JLL**



**Mario Cucinella**

Founder & Design Director

**MCA - MARIO  
CUCINELLA  
ARCHITECTS**





# PAST GLOBAL SUPPLIERS





# PAST GLOBAL SUPPLIERS



LASVIT

R | O | D | A | ForYou



DUPEN

involux

UÑO  
CONTRACT



Gallo  
di Cucini Brestre & C.

Nk Novatek

TVR  
THIBAUT VAN RENNE

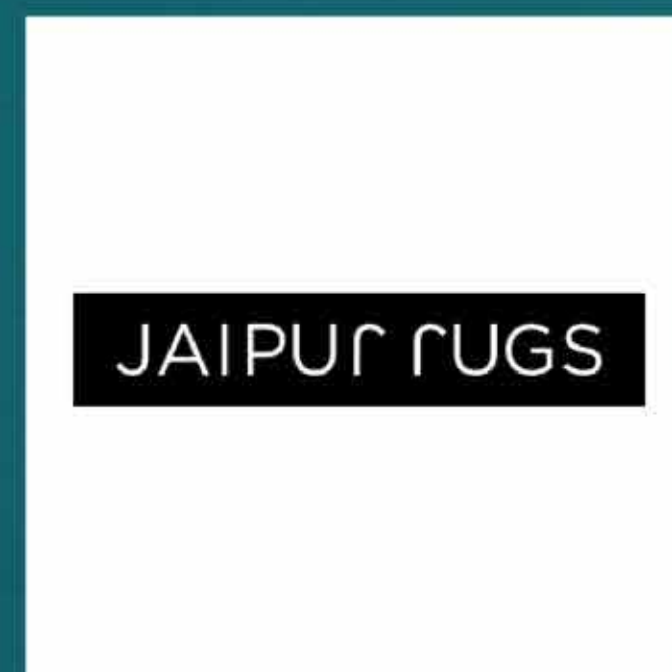
GAROFOLI

NR  
GROUP





# PAST GLOBAL SUPPLIERS





# PAST GLOBAL SUPPLIERS





# PAST BUYERS

Kristina Zanic  
DESIGN CONSULTANTS

roar

 **DLR**GROUP

**IHG** HOTELS & RESORTS

  
**DiLEONARDO**

 **PROQ**  
HOSPITALITY SOURCING

**areen**design  
Interior Design and Procurement



  
شركة آل سعيدان للعقارات  
Al Saedan Real Estate

**MBL**  
MODERN BUILDING LEADERS (MBL) Co. LLC  
شركة قيادة البناء الحديث المحدودة



 **GRID**  
PROPERTIES  
A Gulf Islamic Investments Group Company



  
**WELLS**  
INTERNATIONAL

 **ALrajhi**  
Investment

  
**BOUTIQUE**  
GROUP  
مجموعة بوتيك

**SB**  
**ID.** SWISS  
BUREAU  
INTERIOR  
DESIGN & BUILD



# PAST BUYERS

HAMDAN Design Studio

thewellness

BENOY

**opeco**  
Empowering Project Excellence

**RSP**

SSH



CLEAR  
Engineering Consultants



**AMSA**  
HOSPITALITY

**Dewan**  
Architects +  
Engineers



رافال  
RAFAL



**FUKSAS**

**m o r p h o s i s**



مجموعة المهندسين الاستشاريين  
ECG  
ENGINEERING CONSULTANTS GROUP

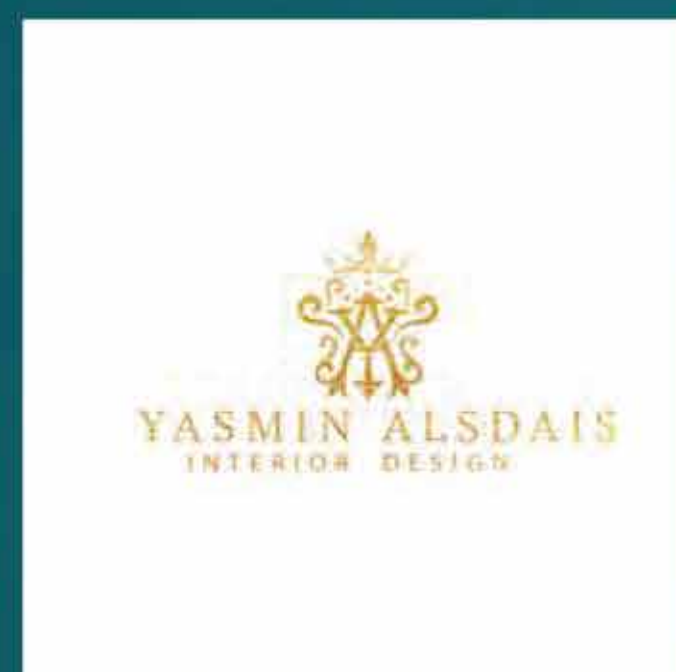


# PAST BUYERS





# PAST BUYERS





# PAST PARTNERS

## PAST SUPPORTING PARTNERS



## PAST MEDIA PARTNERS





# AGENDA

**DAY 01**  
JULY 04 | THURSDAY



08:30 – 09:30

## Registrations

Embark on this journey of high-quality networking. Begin with receiving your very own customized badges and customized agenda ensuring highest value for your time

09:30 – 09:40

## Inaugural Address

By Sir Peter Cook, Director – Cook Belacevic Haffner and Partners

09:40 – 10:10

## In Conversation with the Chief Challengers

Meet the thought leaders and learn how they are breaking boundaries and challenging the very idea of possibilities.

### Speakers:

Hicham Hassouni, Chief Strategy & Business Development Officer – Boutique Group

10:10 – 10:15

## Photo Session

Say cheese and Tapas!

10:15 – 10:30

## Coffee Walk

Time for a break while you get to explore some beautiful exhibition booths

10:30 – 11:40

## Supplier Presentations

Experience Innovation like never before with some of our prime sponsors showcasing off-beat products and services

11:40 – 13:30

## Meetings I-5

The customized meetings cater to your unique business requirements with diligently crafted personalized agenda

13:30 – 15:00

## Networking Luncheon

15:00 – 15:45

## Setting Saudi Above the Competing Boundaries

A panel of experts sharing their take on how the Kingdom's real estate projects are setting it apart and above the others in the region

### Moderated by:

• Joe Tabet, Managing Partner, JT & Partners

15:45 – 17:30

## Meetings 6-10

17:30 – 17:35

## Feedback Survey

17:35 – 18:00

## Free-flow networking with High-tea

18:00 – 19:00

## Unwinding Break

19:00 – 23:00

## Networking Gala Dinner



# AGENDA

**DAY 02**  
JULY 05 | FRIDAY



09:00 - 09:25	<b>Registrations</b>
09:25 - 09:30	<b>Recap</b>
09:30 - 10:10	<b>Procurement Beyond Boundaries</b> <p>With sky-rocketing demand for innovative, high-end international products in the real estate industry, learn how the leaders of procurement in Saudi are making it all happen and how the framework supports purchase from all over the world.</p> <p><b>Moderated by:</b></p> <ul style="list-style-type: none"><li>• Maroun Deeb - Head of Project and Development Services, KSA &amp; Bahrain - JLL</li></ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>• Jacob Rinard, Vice President - Program Director - Parsons, Saudi Arabia</li></ul>
10:10 - 11:00	<b>Design Defying Boundaries</b> <p>A presentation series by some of the most noted architects and designers working in Saudi</p>
10:10 - 10:25	Presentation by Seif A. Bahaa Eldin, Senior Partner - Foster + Partners
10:25 - 10:40	Presentation by Mario Cucinella, Founder & Design Director of Mario Cucinella Architects
11:00 - 12:50	<b>Meetings II - I5</b>

12:50 - 13:25	<b>Business Buddies</b> <p>A fun session to know some of the most unique businesses and projects in the ballroom and to connect beyond boundaries.</p>
13:25 - 13:30	<b>Feedback Survey &amp; Closing Remarks</b>
13:30 - 15:00	<b>Networking Lunch</b>



# 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	✓	✗	✓



# TESTIMONIALS



**SCOTT HENSHAW**  
Head of Design, Project Delivery  
**RED SEA GLOBAL**

It was great to be here at the Hospitality Innovation Summit. It was great to connect with the industry. I had a great time at the event connecting with people from across the industry, so it was an amazing experience.

**ANTONINO LUCA MARIA TERRANA**  
Head of Urban Design  
**LUCA DINI DESIGN & ARCHITECTURE**

I'm so happy to be here at the summit. I met a lot of people, colleagues, and possible suppliers and a lot of opportunities. So I'm so glad to be here. In this kind of summit, you can see the reality of work and how you can connect with people. We love this kind of approach. Thank you!



**JUSTIN WELLS**  
Founder  
**WELLS INTERNATIONAL**

What an Amazing event, the Hospitality Innovation Summit in Dubai 2023, For two full days we met so many good people; Clients, suppliers, and some really interesting suppliers from different parts of the world. What we have loved about this event is this is the biggest and the best that has happened and for us to be so excited to be back. We loved this event. Looking forward to the next event in Italy.

**CHARLES CONSTANTIN**  
Vice President Commercial  
- Middle East and Gulf  
**IDEAL STANDARD GULF FZCO**

Congratulation, GBB, on the fantastic Hospitality Innovation Summit 2023 for the UAE & Saudi Arabia In Dubai. Wonderful crowd, extraordinary audience and more so, the people that are present are all decision-makers. Exciting and encouraged to be a part of this wonderful summit. Really great, and see you next time.



**IAN WILSON**  
Regional Director for Hospitality  
at THE LINE  
**NEOM**

I really enjoyed Hospitality Innovation Summit 2023 here in Dubai. It has been a great venue to hear about leadership from leading figures in the Industry. It has been a great way to see interesting and innovative products which can be very helpful for all of us.



# TESTIMONIALS



**SAMER IBDAH**  
Director of Engineering  
IHG

I would like to thank GBB. This is my third event, and every time, they surprise us with new companies and, new networking sessions, new people, which is valuable to our projects and also gives us a chance to make new networks. Thank you, GBB, for your efforts. Wish you all success.



**AMJAD ALI**  
Corporate Director of  
Engineering & Technical  
Services  
**AL KHOZAMA  
HOSPITALITY**

Hospitality Innovation Summit 2023 is an extremely fruitful and highly educated environment. Well planned event. One of the best events in the industry. We have interacted and learnt a lot. GBB has done a well-organised event.



**RAYMOND  
CHUNG**  
VP of sales  
**GRUPPO  
BUONINFANTE**

This has been a great experience for me, and I see a lot of opportunities hopefully I get to come here in the upcoming years. It was great. Thank you!



**RUI ANGELO  
SOUSA**  
Executive VP of Sales  
**GRUPPO  
BUONINFANTE**

I'm here at the Hospitality Innovation Summit 2023 in Dubai. It was a great event. It was a really great opportunity for us and next year we will be back again for sure. Thank you so much for everything and the support from the team. Next year count on us. Thank you!



**SAMEH GOMAA**  
Chief Operating Officer  
**AL RAJHI REAL  
ESTATE  
INVESTMENT**

GBB is doing great networking sessions and great panel and very insightful panels and dropping light on the opportunity coming to Dubai and Saudi Arabia. Thank you very much. Keep it up.



**IMRAN  
CHANGEZI**  
Development Senior Director  
**DIRIYAH GATE  
DEVELOPMENT  
AUTHORITY**

It is a pleasure to be at the GBB Summit. I think what is most unique about the event is the high-quality panelist and also intriguing topics as well. It makes a nice combination of giving the platform to suppliers and vendors who want to work in the industry.





# GALLERY



▶ TO VIEW VIDEOS [CLICK HERE](#)

▶ TO VIEW PHOTOS [CLICK HERE](#)





Global Business to Business - GBB

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

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

## CONTACT US

---

Email: [marketing@gbbventure.com](mailto:marketing@gbbventure.com)

Follow us on:



Telephone: +44 20 3868 2202