



# 11<sup>TH</sup> REAL ESTATE DEVELOPMENT SUMMIT

SAUDI ARABIA | EUROPE EDITION

## 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.

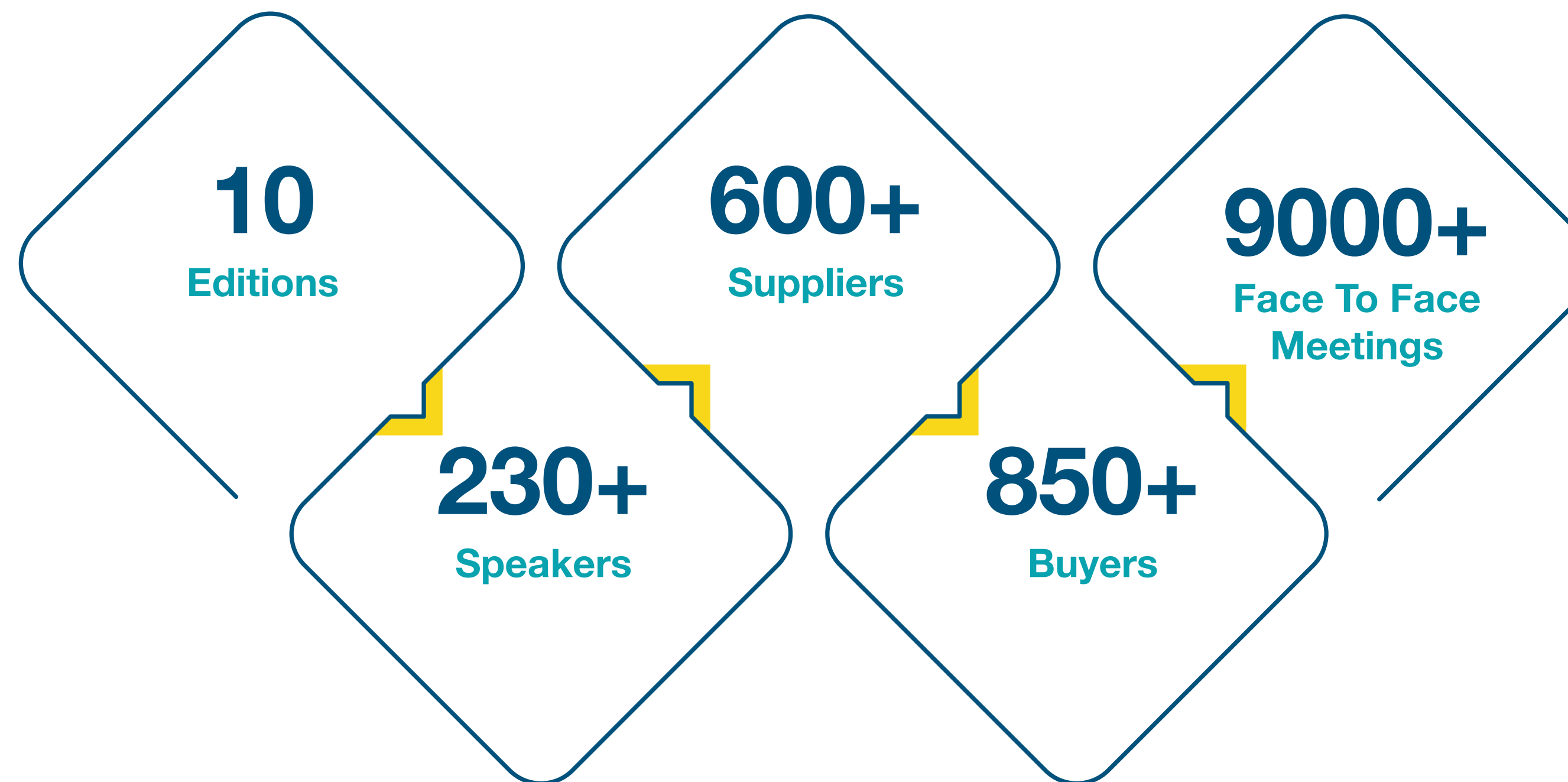


# JOURNEY SO FAR

The 11<sup>th</sup> 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.

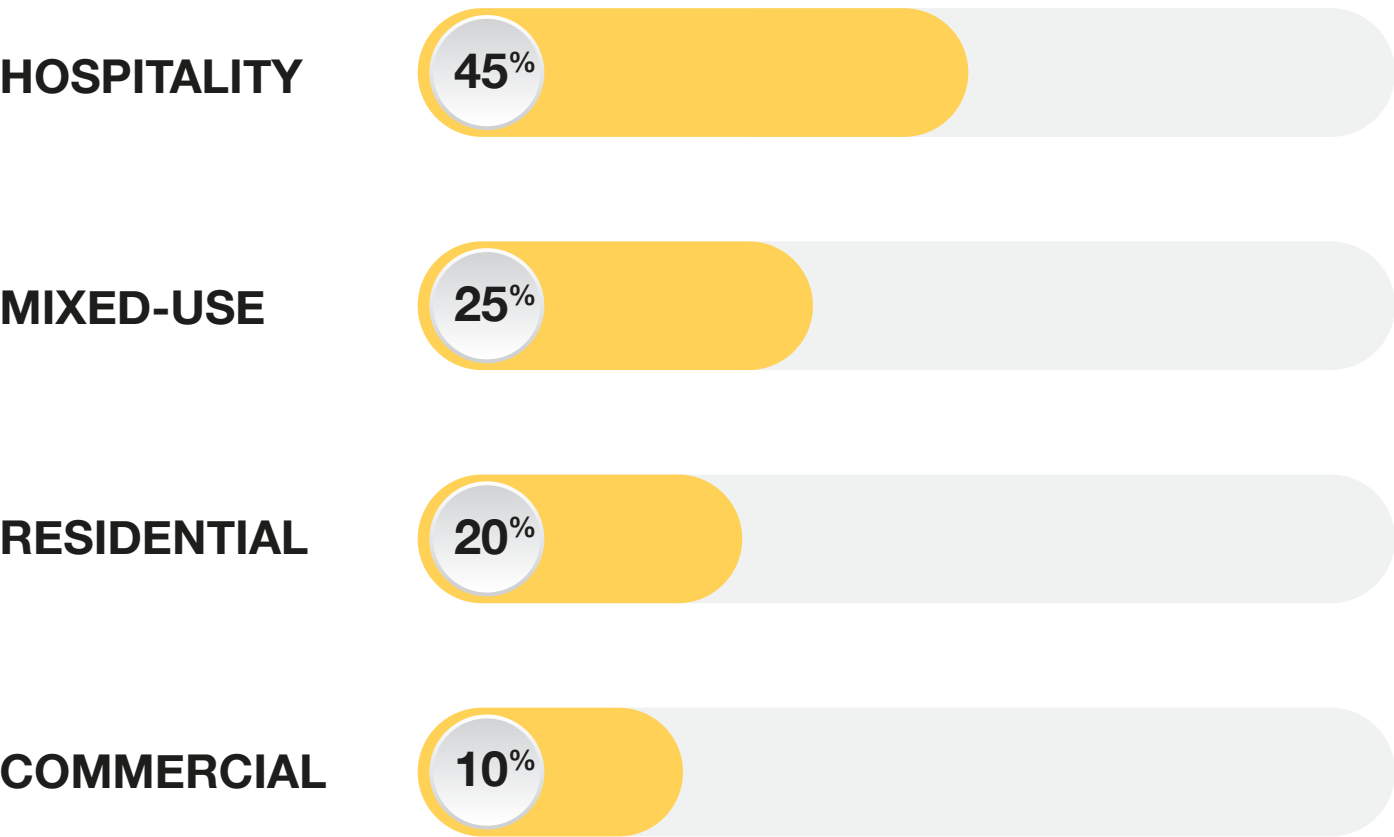
# Who Attends?

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 AU MAROC

شازا  
SHAZA  
HOTELS

STICKMAN  
TRIBE

TGCC  
CONSTRUISSONS ENSEMBLE

THE PARKER COMPANY  
MIDDLE EAST FZ 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.<sup>MISR</sup>

URBAN SHELTER<sup>®</sup>  
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

OGER  
INTERNATIONAL  
L'INGÉNÉRIE DE LA CONSTRUCTION

عمرانيا  
Omrania

روشن  
ROSHN

# GALLERY

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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.

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

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