



12TH EDITION
REAL ESTATE
DEVELOPMENT SUMMIT
SAUDI ARABIA

2nd - 3rd NOVEMBER 2022
RIYADH, SAUDI ARABIA

Powered By
gbb
CREATING VALUE



Journey so far

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?

- 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 without the stress of work.



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?

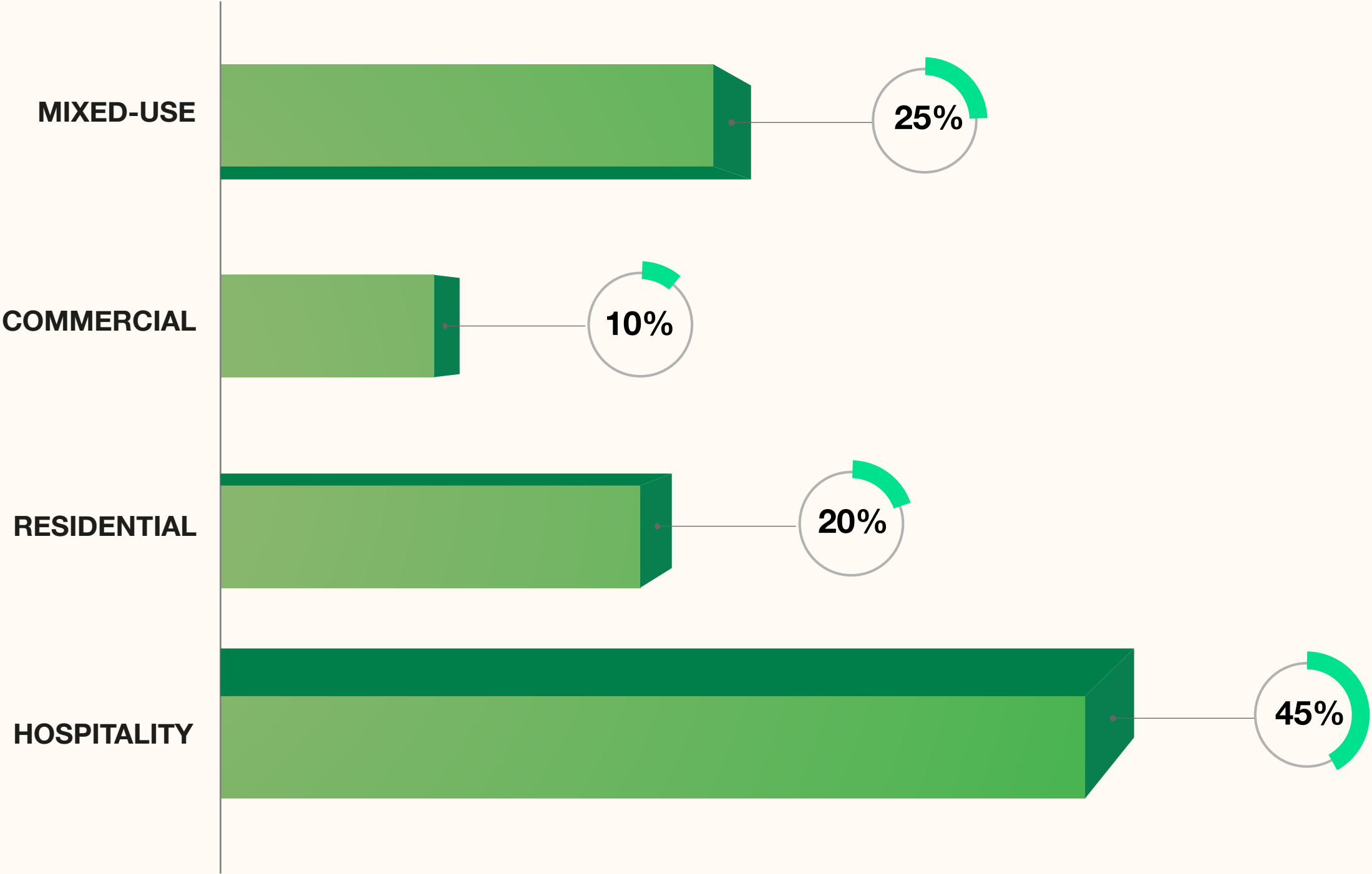
C-level executives and key decision makers from primarily the Residential, Hospitality, Commercial, and Mixed use sectors will be present at the summit amongst other qualified buyers & suppliers.

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.

Attendee Profiles

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

Projects Representation



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 Manager for each Attendee | ✓ | ✗ | ✗ |
| 10 days prior notification of all attendees and projects | ✓ | ✗ | ✗ |
| Networking Activities | ✓ | ✗ | ✓ |



Our Past Speakers



**PIERRE
MENGES**

Executive Director
Procurement- Chief
Procurement Officer
from NEOM



**IAN
SIMMONDS**

Heads the Cost,
Commercial and
Procurement,
The Red Sea
Development Company



**BECHIR
CHEIKHA**

Procurement Director,
Public Investment Fund (PIF)



**AMR
SALAH**

Executive Director –
Infrastructure and Utilities
The Royal Commission for AlUla



**IAN
WILLIAMSON**

Group Chief Project Delivery
Officer - The Red Sea
Development Company



**TIMOTHY
GEISLER**

Director – Design
Qiddiya



Our Past Speakers



**NICHOLAS
JACOBS**
WATG and
Wimberly Interiors,
Senior Vice President



**JUSTIN
WELLS**
CEO,
Wells International



**KRISTINA
ZANIC**
Owner & CEO,
Kristina Zanic Design
Consultants



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



**NAJEE N.
SYRIANI**
Corporate Vice
President – Projects,
Rotana Hotel Management
Corporation PJSC



**PALLAVI
DEAN**
Founder & Creative
Director of ROAR



Our Past Speakers



**HESHAM
ELABD**

Procurement Advisor,
Royal Commission of
Riyadh City



**TAREK
HEGAZY**

Principal &
Creative Director,
Living Design



**OLEG
COSNEANU**

Chief Interior Designer,
Omrana & Associates



**MOHAMED
EL TAHER**

CEO,
Saudi Egyptian
Developers



**MUHAMMAD
AL AMIR**

CEO - Hospitality,
AIMS Holding



**ZAK A
AYACHE**

Executive Director – Head
of Design, AMAALA



Our Past Speakers



**ELSAEED
ALBAILLY**
VP Development,
Knowledge Economic City



**CHRISTOPHER
DREW**
Director of Sustainability,
Adrian Smith + Gordon Gill



**MOHAMMED
ADIB**
Chief Design Officer,
Dewan Architects
+ Engineers



**DIPESH
PATEL**
Principal,
BDP Pattern



**DIMITRIS
MANIKIS**
President for Europe,
Middle East, Eurasia and
Africa (EMEA) Wyndham
Hotels & Resorts



**AMIR
LABABEDI**
MD-ME
Hilton



Our Supplier Brands at a Glance

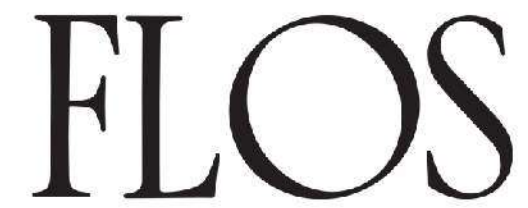


Our Supplier Brands at a Glance

| | | | | | |
|---|--|---|---|---|---|
|  |  |  |  |  |  |
|  |  |  |  |  | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |



Our Supplier Brands at a Glance



Our Buyers at a Glance



نيوم NEOM



الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



AK
الخزامى
AL KHOZAMA

Omrania
عمرانية

Zaha Hadid Architects

Kristina Zavic
DESIGN CONSULTANTS



IHG[®] HOTELS &
RESORTS



WATG



Our Buyers at a Glance



BENOY



febc



Aedas



roar



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 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 / www.gbbventure.com

Follow us on:



Contact Us

MARCUS WHITE

Director

Email: marcus@gbbventure.com

TARIQ MOHAMMED

Project Director

Email: mohammed@gbbventure.com

NINGLUM HOOMI

Director – Buyer Acquisition

Email: hoomi@gbbventure.com

ANANYA SHAIK

Conference Producer

Email: anu@gbbventure.com

Telephone: +44 20 3868 2202