



## 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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Bilgi İçin: Kaan GAFFAROĞLU - Tel : 03122182220 - E-Posta : kaan.gaffaroglu@tobb.org.tr

Cityscape  
Global

10 – 13 November 2025

Riyadh International Exhibition  
& Convention Centre, Malham, KSA

# EVENT BROCHURE

THE FUTURE OF LIVING

SPONSORED BY



وزارة البلديات والتخطيط  
Ministry of Municipalities and Planning

IN PARTNERSHIP WITH



الهيئة العامة للمعالم  
REGA  
REAL ESTATE GENERAL AUTHORITY

VISION 2030  
رؤية 2030  
VISION OF SAUDI ARABIA



برنامج الإسكان  
HOUSING PROGRAM

ORGANISED BY

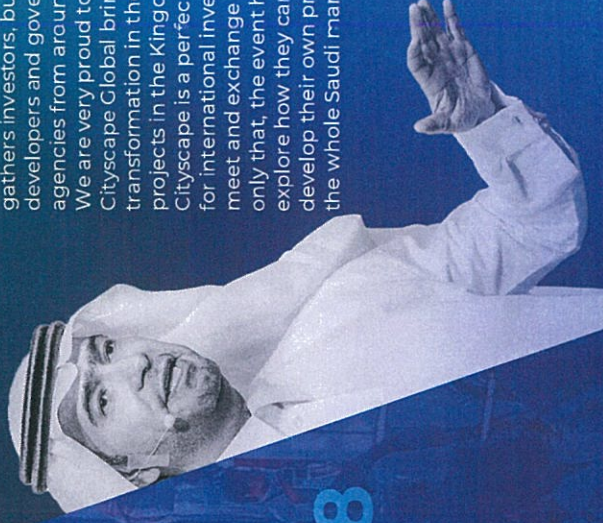
tahajjuf  
International  
Company



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 World's Most Attended Real Estate Event

**172,000**

attendees across 4 days

**151,418**

local attendees

**20,582**

international attendees

**121**

countries  
represented

**150+**

Hours of content

**560+**

Speakers from 50 countries

**444**

Exhibitors

**110+**

C-Level institutional  
investors from 23  
countries

**\$61B**

in total real-estate deals

# 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

Cityscape  
GlobalEXPO  
Real

mipim

+67%

Growth YoY



### By Announcements

US

\$67  
billion

109% YoY

### By Attendance

172K

EXPO  
Real

4 X


mipim

8 X

SIZE (Gross SQM) - 2024

# The World Comes to Riyadh

A truly global exhibition



**255+**  
international exhibitors



**100+**  
international developers



**40**  
countries exhibiting



**10**  
country pavilions

CityscapeGlobal

## Pioneering exhibitors from








N. America	11%
Europe	43%
Middle East	29%
Asia	11%
S. America	1%
Africa	3%
Oceania	2%

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:

																							
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## 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

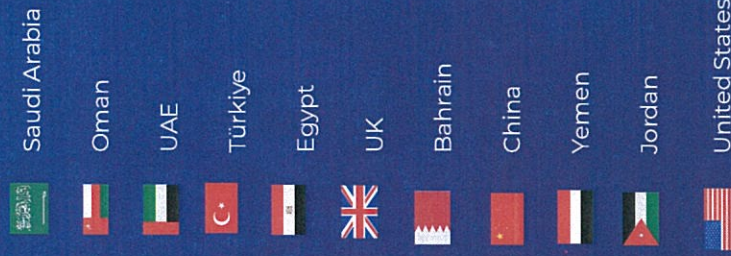
# 82%

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



CityscapeGlobal

# Our 2024 Sponsors

SPONSORED BY



IN PARTNERSHIP WITH



ORGANISED BY



FOUNDATION PARTNERS



DIGITAL ENABLER



STRATEGIC PARTNER



CITYWAY PARTNER



DIAMOND SPONSORS



DESTINATION PARTNER



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



CityscapeGlobal

## 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

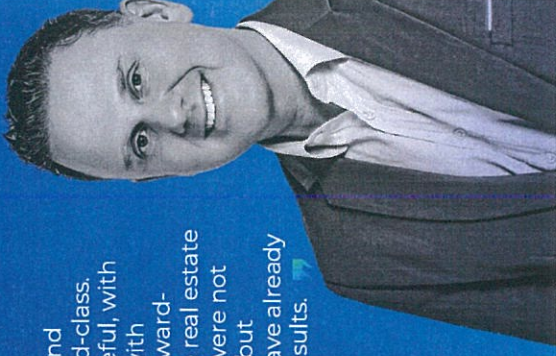
This dedicated business lounges and high-level dinners offer the perfect setting for meaningful connections with top investors, government leaders, and industry pioneers, opening doors to strategic partnerships and lucrative opportunities.



### 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, Evareit 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.

CityscapeGlobal

# 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:**



# Key Show Features

CityscapeGlobal

## On-Site Activities

### Major Industry Announcements



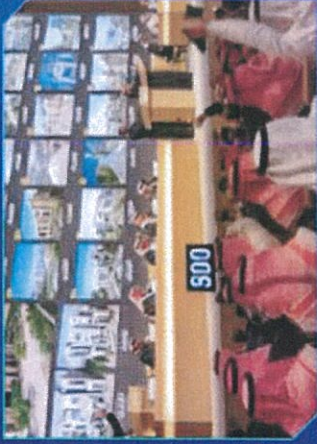
### World-Class Conferences



### Interview Pods



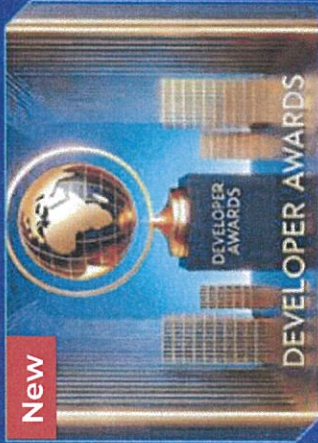
### Live Auction



### Innovation Arena



### Developer Awards



### Off-Site Activities

#### Project Site Visits



### Exclusive Dinners



CityscapeGlobal

## Key Show Features

### On-Site Activities

#### Special Mortgage Rates



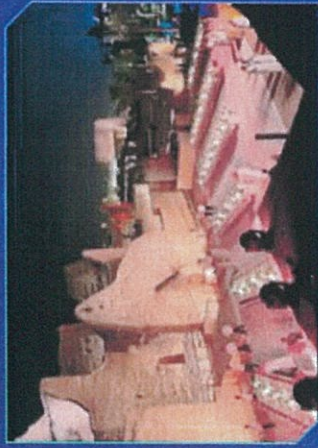
#### Land Give Aways



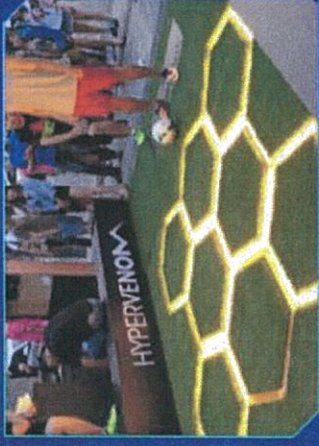
#### 400,000 Units Avail - with UNSEEN projects for 1st time



#### Cityscape Global Nights



#### Sports Activations



#### Live Music & Entertainment



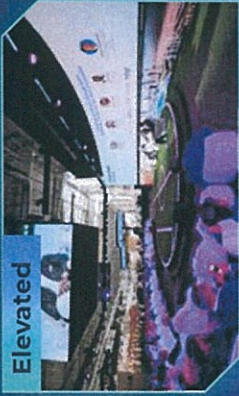
#### Treasure Hunt Competition



# 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> Strategic Announcements 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> Large-Scale Development updates and overview	<b>Communities of the Future</b> Inclusive & Climate-Responsive Design Cultural Placemaking	<b>Future-Proofing the Built Environment</b>	<b>Building the Future</b> Sustainable Materials & Modular Construction Robotics & Future Workforce
<b>Stadiums &amp; Entertainment</b>	<b>Strategy &amp; Upcoming Developments</b> 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> Proptech Semi-finals	<b>Cityscape Innovation Challenge</b> Proptech Semi-finals	<b>Cityscape Future Leaders Competition</b> <b>Cityscape Innovation Challenge</b> Proptech Semi-finals	<b>ROSHN Hackathon Finale</b> • Future of Talent • Future of Content

# Sports and Entertainment

New

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

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



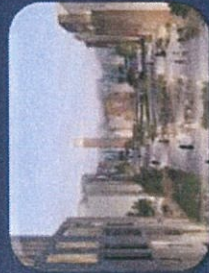
**Sports Boulevard Foundation (SBF)**  
\$2Bn sports & wellness development



**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

Economy

الاقتصادية

CNBC  
عربية

sky news  
عربية

Forbes

SRG SSR

W I F I D

Inside Saudi

ARABNEWS

Gulf Today

التلفزيون الجديد  
Arabia's Finest

Gulf Business

العربية  
alarabiya

الشرق  
Bloomberg

mbc  
GROUP

الإخبارية

ALARABIYA  
BUSINESS

ALMAALEKHM

Gulf Construction



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

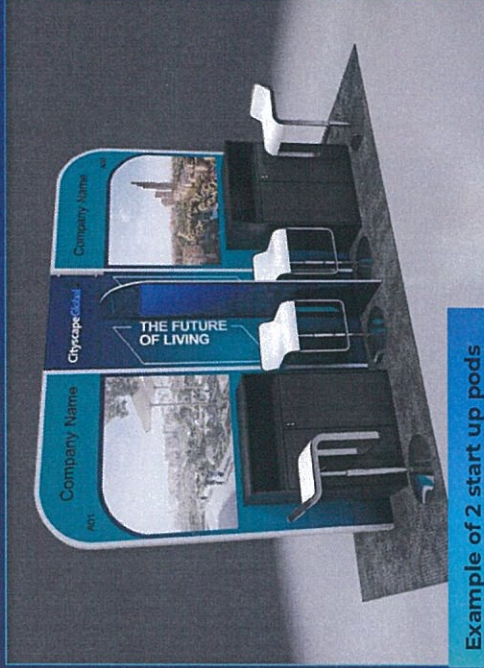
## Show Ready Package

Price USD  
**\$995** per sqm

Price SAR  
**SAR 3,732** 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  
**\$1,800** per pod

Price SAR  
**SAR 6,750** 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 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.