



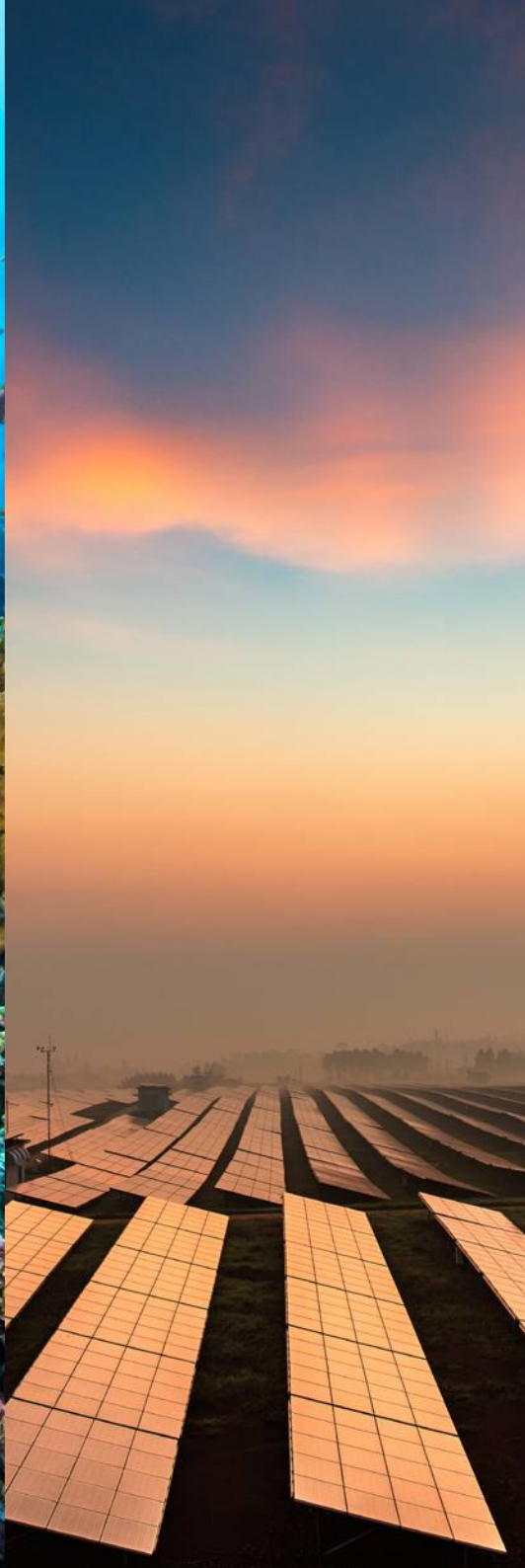
SAUDI ARABIA  
A STORY OF



# TRANSFORMATION



رؤية VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



# A story of transformation

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## Introduction

# Introduction

**Saudi Arabia's Vision 2030 is a pathway to the future.** Unveiled in 2016, it represents a transformative and deeply ambitious plan to unlock the Kingdom's vast potential by creating a diversified, innovative, and world-leading nation.

Since Vision 2030's launch, Saudi Arabia has witnessed unprecedented change and remarkable growth. This publication serves as a celebration of this journey and its historic achievements, while also exploring the plans that underpin the nation's continued success in making the ambitions of Vision 2030 a reality.

## **This is Vision 2030**

Vision 2030 is a bold and exciting blueprint that draws upon Saudi Arabia's rich history, heritage, culture, strategic location, and economic strength. It has ushered in a new era of economic diversification through strategic investments in key sectors, transforming society and opening

Saudi Arabia to the world, and fostering a more inclusive, sustainable and global outlook.

Vision 2030 has built the foundations for continuing economic and social growth, setting the Kingdom on a journey of success. Vision 2030 is a promise of continuous growth and development, creating lasting impact that will continue to evolve far beyond 2030. As each goal is met, the journey continues, bringing more advancements and benefits to the Kingdom. The goal of the Vision is to keep moving forward, creating better opportunities and a better way of life for everyone in the Kingdom.

Vision 2030 is a call to action for all - to be part of shaping a future where tradition and innovation go hand in hand.

With all that is happening today, Saudi Arabia truly is the land of now.

**Vision 2030 is a bold and exciting blueprint that draws upon Saudi Arabia's rich history, heritage, culture, strategic location, and economic strength.**



“We have outlined a **comprehensive and ambitious vision** for Saudi Arabia until the year 2030. It is the first step on our journey towards **a better, brighter future, for our country and citizens.**”

**His Royal Highness Prince  
Mohammed bin Salman bin Abdulaziz Al Saud**

Crown Prince, Prime Minister, Chairman of the Council  
for Economic and Development Affairs



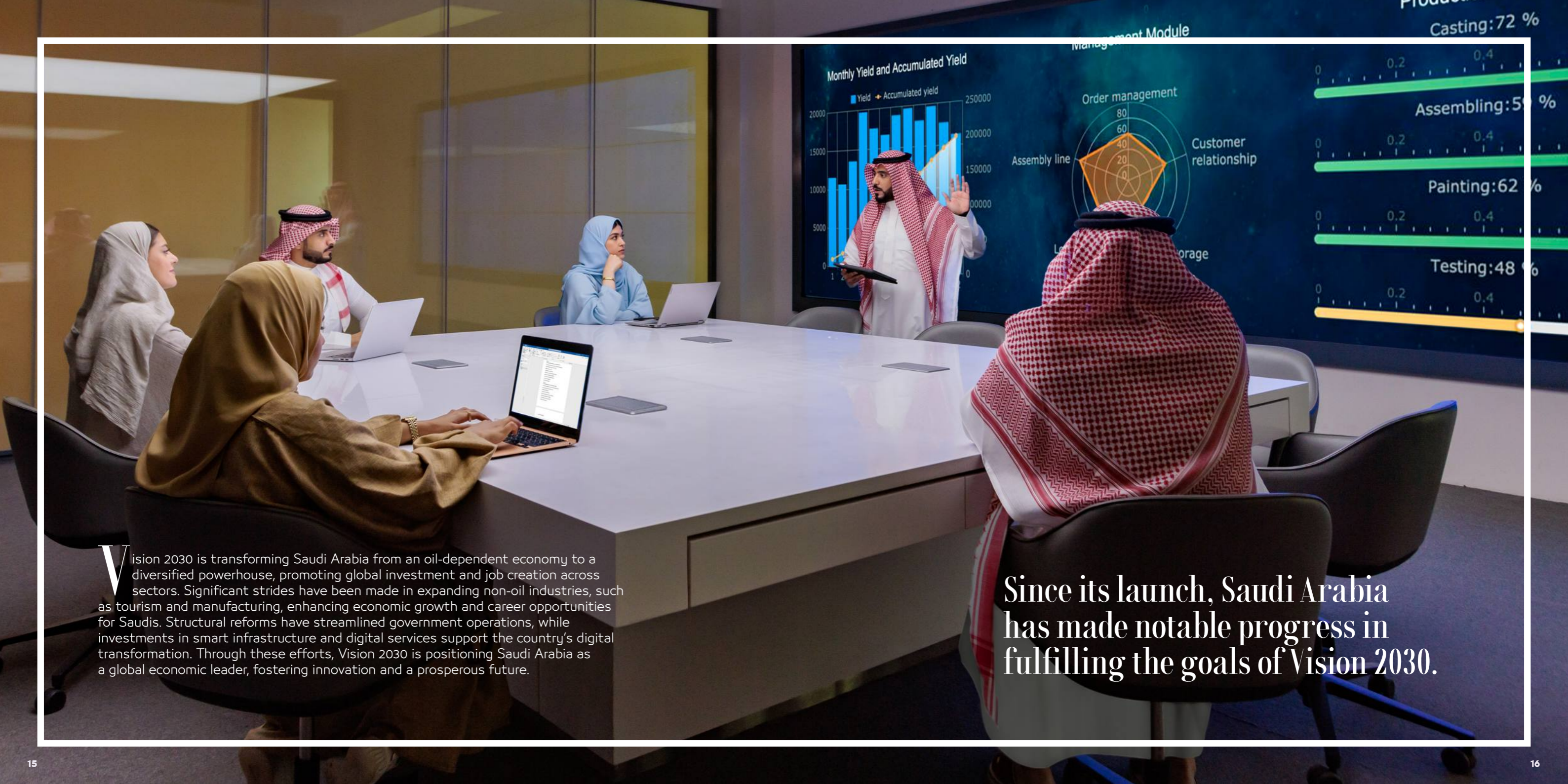
# 02

## Business & Economy

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The economic transformation under Vision 2030 is propelling Saudi Arabia towards a future of diversity and prosperity. Through strategic investments, the fostering of new industries, and the nurturing of exceptional leadership, the Kingdom is accelerating growth and building a resilient economy that stands at the forefront of global innovation and development.





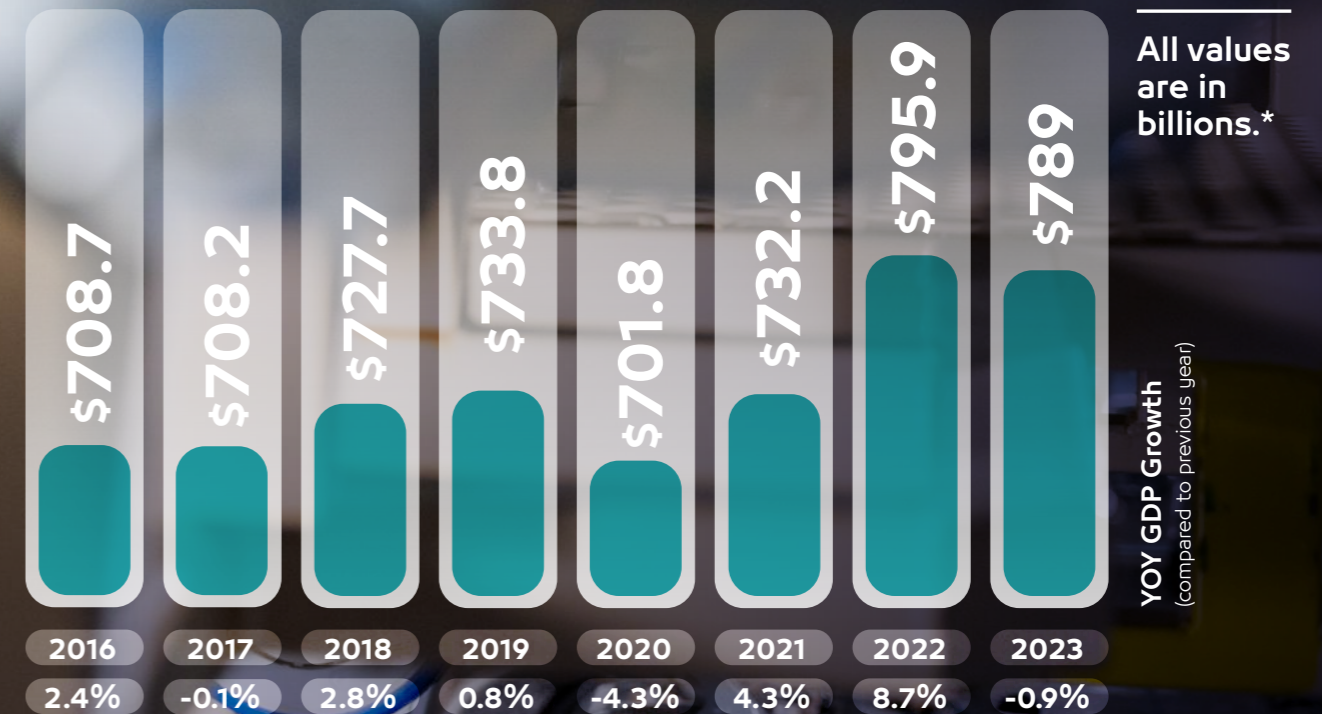
Vision 2030 is transforming Saudi Arabia from an oil-dependent economy to a diversified powerhouse, promoting global investment and job creation across sectors. Significant strides have been made in expanding non-oil industries, such as tourism and manufacturing, enhancing economic growth and career opportunities for Saudis. Structural reforms have streamlined government operations, while investments in smart infrastructure and digital services support the country's digital transformation. Through these efforts, Vision 2030 is positioning Saudi Arabia as a global economic leader, fostering innovation and a prosperous future.

Since its launch, Saudi Arabia has made notable progress in fulfilling the goals of Vision 2030.

# GDP LANDSCAPE

The non-oil sector, a testament to the country's successful diversification, expanded by 4.7%\* in 2023, with non-oil activities accounting for 50% of the GDP. Also, the Kingdom's economy achieved a notable landmark, surpassing the \$1 trillion mark in nominal GDP.

TOTAL GDP ACHIEVED HIGHEST GROWTH SINCE VISION 2030 LAUNCHED



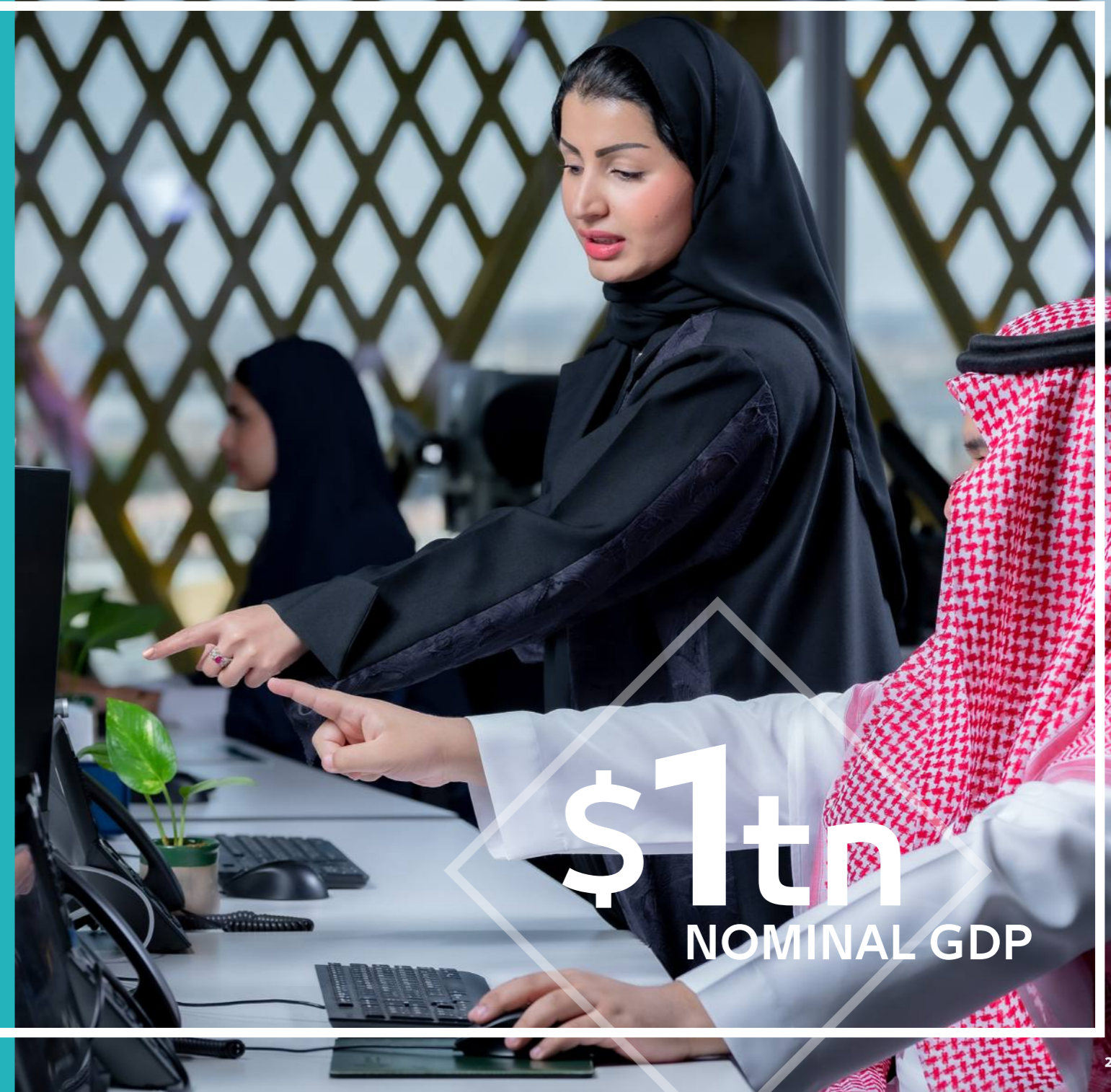
\*Based on constant 2010 prices

# THE JOURNEY OF ECONOMIC DIVERSIFICATION



Non-oil  
revenues.  
All values  
are in  
billions.

THE 2024 BUDGET IS POISED TO CONTINUE THE TRAJECTORY OF SUCCESS AND IS COMMITTED TO BUILDING A ROBUST AND DIVERSIFIED ECONOMY.



# SAUDI ARABIA'S SME BOOM

Vision 2030 has injected a fresh drive and momentum into small and medium enterprises (SMEs).

SMEs are pivotal to Saudi Arabia's economic health, driving innovation, job creation, and GDP growth. Their adaptability and innovative capacity not only fuel employment but also attract Foreign Direct Investment (FDI), signaling a robust business ecosystem. This dynamic fosters economic expansion, technology transfer, and enhances national competitiveness globally. Supporting SMEs, through measures like the establishment of the SME bank, Saudi Arabia aims for sustainable growth by improving financial access, advancing technology, and diversifying its workforce, reinforcing its stance as an innovation and investment hub.

Saudi Arabia ranked 13th globally\* for venture capital availability, showcasing Vision 2030's impact on enhancing the business environment for SMEs. This ranking highlights Saudi Arabia's

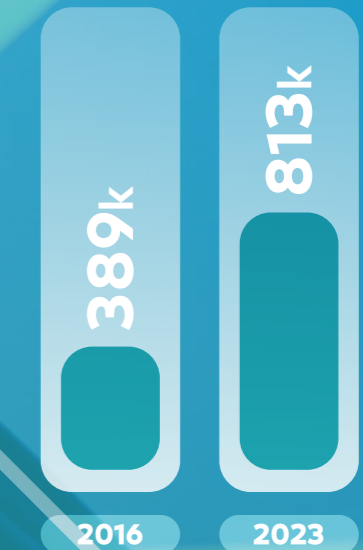
commitment to fostering an ecosystem where SMEs can secure funding for growth and innovation, thereby driving economic diversification and increasing the Kingdom's global competitiveness.

**Saudi Arabia ranked 13th globally\* for venture capital availability, showcasing Vision 2030's impact on enhancing the business environment for SMEs.**

\*IMD World Competitiveness Yearbook 2023

## SMEs GROWTH

TOTAL NUMBER  
OF SMES IN SAUDI  
ARABIA SINCE VISION  
2030 LAUNCHED



**45%** OF SMES WERE OWNED BY WOMEN IN 2022



# GLOBAL STANDING

## CREDIT RATINGS

- ◆ **MOODY'S**  
A1 with a positive outlook
- ◆ **FITCH**  
A+ with a stable outlook
- ◆ **S&P**  
A/A-1 with a stable outlook

## ECONOMIC MILESTONES

- ◆ **Declared the fastest-growing economy in 2022** by the IMF, outpacing all G20 countries
- ◆ **Boasts the GCC's lowest inflation rate**, ranking among the world's lowest

## FINANCIAL MARKETS

- ◆ **Saudi Exchange (Tadawul)** recognized by MSCI and FTSE Russell

## GLOBAL RANKINGS

- ◆ **3rd** in the World Bank's GovTech Maturity Index
- ◆ **1st** in digital service availability and development, according to the UN ESCWA E-Government and Mobile Service Maturity Index

# IMD WORLD

## COMPETITIVENESS YEARBOOK 2023

### 1st

- ◆ Public finances
- ◆ Understanding the need for economic and social reforms
- ◆ Funding for technological development
- ◆ Public and private sector ventures' support for technological development

### 2nd

- ◆ Real GDP growth rate
- ◆ Employment long-term growth
- ◆ Government's ability to adapt to economic changes
- ◆ Social cohesion
- ◆ Unemployment legislation
- ◆ Cybersecurity
- ◆ Legal environment support for the development and application of technology

### 3rd

- ◆ Most competitive economy among G20 countries
- ◆ Resilience of the economy
- ◆ Consumer price inflation
- ◆ Digital transformation in companies
- ◆ Stock market capitalization (%)
- ◆ Venture capital availability

*Al Faisaliah, Riyadh*



# RESEARCH, DEVELOPMENT, & INNOVATION

Combining development with innovation is crucial for a nation's economic growth. Saudi Arabia has recognized this by making Research, Development, and Innovation (RDI) a central part of achieving Vision 2030, focusing more on a diversified, knowledge-based economy. One clear goal is to reach the top 10 in the Global Competitive Index. This not only shows Saudi Arabia's commitment to economic progress but also its aim to be a leading global player in technology and innovation.

## RDI ASPIRATIONS

- ◆ ANNUAL INVESTMENT EQUIVALENT TO

**2.5%**  
OF GDP IN 2040

- ◆ CONTRIBUTE

**\$16bn**  
TO THE ECONOMY  
IN 2040

## RDI NATIONAL PRIORITIES

- ◆ Health and Wellness
- ◆ Sustainable Environment and Supply of Essential Needs
- ◆ Energy and Industrial Leadership
- ◆ Economies of the Future

# DIGITAL DISRUPTION



The Kingdom's digital excellence on a global scale is evident as it occupies the **3rd position globally** and **1st regionally** in the World Bank's GovTech Maturity Index (GTMI). The Kingdom achieved a high maturity rate in the overall index, reaching 97.13%.

- ◆ Telecom and IT Sector's GDP Contribution (2023) **4%**
- ◆ Tech Utilization Ranking (UN's E-Government Development Index) **4th globally**
- ◆ Women in Tech Roles **34.62%**
- ◆ Women in Leadership Positions **23.84%**
- ◆ Telecommunications Market Growth **4% increase to \$20.24 billion**
- ◆ IT Market Growth **8% increase to \$23.33 billion**
- ◆ Tech Companies on Saudi Stock Market **18 companies**
- ◆ Market Value of Tech Companies **Approximately \$28.8 billion**
- ◆ Total Sector Value (2023) **Approximately \$43.47 billion** (6% increase from previous year)

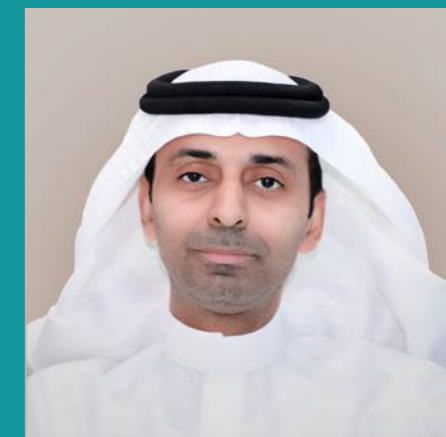
Abdulrahman AlSahli

## From Harvest to Home

In the orchards of Jazan, where numerous mango trees flourish, local farmers aspired to share their produce beyond their community. Abdulrahman AlSahli, a tech-savvy individual with a deep appreciation for his homeland's fruits and the digital world, made this dream a reality.

Drawing from memories of fragrant mangoes from his childhood and stories of hardworking farmers, Abdulrahman used his IT and online marketing skills to create 'Mango Jazan'. This platform delivers mangoes from the orchard to customers' doorsteps.

More than just a business, Abdulrahman's venture was a heartfelt tribute to farmers' dedication and his own nostalgia for sun-soaked afternoons savoring mangoes. With the support of national business incubators, what began as a modest website transformed into a comprehensive app, blending tradition, nostalgia, and modernity.





# NEW FRONTIERS

Saudi Arabia's recent ISS mission highlights its significant strides in space exploration, focusing on health and environmental sustainability challenges.



The mission included innovative experiments on cancer cells and cloud seeding to combat desertification, showcasing the Kingdom's growing role in global space research. Saudi astronauts have increased to five, with three completing missions. Key experiments included:

- ◆ Neurology studies on blood biomarkers, brain activity, and microgravity's effects.
- ◆ Immunology research on immune responses and pharmacological studies.
- ◆ Educational experiments on fluid mechanics, aerodynamics with a space paper airplane, and heat transfer.
- ◆ A cloud seeding experiment aimed at boosting artificial rain by 50%.
- ◆ The initiative engaged over 12,000 students, promoting scientific education and innovation.

Unemployment has significantly decreased, dropping from 12.3% in 2016 to **7.7%** in 2023. This notable improvement is largely attributed to the creation of new sectors and the diversification of the economy, which have opened up numerous job opportunities.

# CREATING CAREERS





# BUILDING AN INCLUSIVE WORKFORCE

Saudi Arabia's Vision 2030 champions women's empowerment, signifying a leap forward in both economic and social domains. Since 2016, reforms have enhanced women's rights, enabling driving, independent travel, and equitable access to legal processes marking a profound societal transformation. These advancements have led to increased female participation in the workforce and leadership, enriching Saudi society with diverse perspectives and expertise. The commitment to gender equality is part of a broader vision to create a vibrant, inclusive future, with women playing a crucial role in the nation's development. As Saudi Arabia diversifies its economy, women's contributions are set to increase, showcasing a commitment to an inclusive and thriving society.

The 2030 goal of 30% was surpassed early; a new target of 40% has been set.

THE PERCENTAGE OF SAUDI WOMEN IN THE WORKFORCE INCREASED FROM

17% | 2017 → 35.5% | 2023

WITH TOTAL WOMEN IN THE WORKFORCE REACHING

34% | 2023



2.4%

FDI CONTRIBUTION  
TO GDP IN 2023\*

# NATIONAL INVESTMENT STRATEGY

Investment in the Kingdom is increasing significantly. Since 2016, foreign investment in the Kingdom has significantly risen, and Saudi Arabia's National Investment Strategy (NIS) aims to attract global and domestic investors, drive private sector participation, and foster economic growth, by empowering investors and promoting competitiveness. The NIS is a key enabler of Vision 2030, playing a major role in the Kingdom's economic diversification and development.

## ASPIRATIONS

- ◆ **Investment volume**  
Triple investment volume to SAR 2 trillion by 2030 (equivalent to 30% of GDP\*\*).
- ◆ **Domestic investment**  
Double domestic investment to SAR 1.65 trillion by 2030, with an average annual growth rate of 9%.
- ◆ **FDI**  
Increase FDI approximately twenty-fold by 2030 (to 5.7% of GDP).

## KEY BENEFITS

- ◆ **Create jobs and boost economic growth.**
- ◆ **Attract foreign investment and technology.**
- ◆ **Catalyze investment across existing and emerging sectors.**
- ◆ **Improve the regulatory framework and make it easier to do business in Saudi Arabia.**

\*Based on constant 2010 prices

\*\*As measured by Gross Fixed Capital Formation

A man in a white thobe and ghutra is pointing at a digital screen displaying financial data and charts. The screen shows various numbers, percentages, and bar graphs. The text 'GLOBAL INTEREST' is overlaid on the left side of the image.

# GLOBAL INTEREST

Saudi Arabia has become a prime destination for international investors, issuing over 28,900 foreign investment licenses, thanks to the reforms under Vision 2030.

These reforms, including allowing 100% foreign ownership in specific sectors and streamlining business and visa procedures for rapid approvals, have significantly boosted investor confidence. This investor-friendly climate, especially in sectors like renewable energy and AI, reflects the Kingdom's dedication to creating an attractive and efficient business environment. The surge in global interest highlights the success of Vision 2030 in establishing Saudi Arabia as a global investment powerhouse.

# FLOURISHING INDUSTRIES

The Kingdom's manufacturing sector is one of the fastest-growing in the world, experiencing a 10% growth from 2016. In 2022, its GDP contribution exceeded \$97 billion, establishing it as the third-largest non-oil contributor to the economy. Sub-sectors within this industry are expanding to address existing challenges and optimize resource utilization.

## 12 STRATEGIC SUB-SECTORS

AS PART OF THE NATIONAL  
INDUSTRIAL STRATEGY (NIS)

- ◆ Machinery and Equipment
- ◆ Automotive
- ◆ Aerospace
- ◆ Military
- ◆ Maritime
- ◆ Food Processing
- ◆ Chemicals
- ◆ Pharmaceuticals
- ◆ Medical Devices
- ◆ Renewables
- ◆ Metals
- ◆ Building Materials

# TRANSFORMING THE AUTOMOTIVE LANDSCAPE

THE AUTOMOTIVE INDUSTRY IN SAUDI ARABIA IS UNDERGOING A SIGNIFICANT TRANSFORMATION, MARKED BY MAJOR DEVELOPMENTS FROM SEVERAL KEY PLAYERS

LUCID

Lucid Group has opened Saudi Arabia's first car manufacturing facility, the AMP-2 in King Abdullah Economic City (KAEC), Jeddah.

This facility is significant as it represents the expansion of electric vehicle (EV) manufacturing capabilities outside of traditional automotive hubs. Initially, it will assemble 5,000 Lucid vehicles per year, with future plans to increase production capacity to 155,000 EVs annually.

CEER

Ceer, the first Saudi electric vehicle brand, with BMW and Foxconn as partners, aims to produce 500,000 vehicles annually by 2030.

This is notable for its potential impact on the global EV market and its contribution to Saudi Arabia's economic diversification efforts. Ceer's operations are expected to significantly contribute to the country's GDP and create around 30,000 jobs by 2034.

HYUNDAI

Hyundai Motor Company, in partnership with the Public Investment Fund (PIF), plans to establish a new automotive manufacturing plant in the country.

The venture, with an investment of over \$500 million, will produce both internal combustion engine vehicles and EVs, highlighting the commitment to diversifying automotive production and embracing electric mobility.

# SUPPLY CHAINS OF THE FUTURE

Saudi Arabia's strategic location, connecting three continents and situated just a few hours from most major economic hubs, underpins the Global Supply Chain Resilience Initiative (GSCRI). This initiative is focused on drawing vital supply chains to the Kingdom, making the most of its distinct competitive and unique strengths. This GSCRI not only supports Saudi Arabia's domestic development but also aims to strengthen supply chains at both regional and global levels, offering investors a distinct competitive advantage.

◆ **\$18bn**  
MARKET SIZE

◆ **55%**  
SHARE OF THE GCC MARKET

◆ **\$10.7bn**  
IN FDI TO BE ATTRACTED  
THROUGH GSCRI WITHIN  
THE FIRST TWO YEARS

◆ **\$2.7bn**  
IN INCENTIVES  
TO BE DISBURSED  
THROUGH GSCRI





## GSCRI IS BUILT ON FOUR MAIN INVESTMENT THEMES

- ◆ Sustainability and Climate Change
- ◆ Future Industry Enablement
- ◆ Global Supply Diversification
- ◆ Advanced Manufacturing



GSCRI STRATEGICALLY PRIORITIZES KEY SECTORS IN WHICH SAUDI ARABIA HAS A COMPETITIVE ADVANTAGE

- 1 Aerospace
- 2 Automotives
- 3 Building materials
- 4 Petrochemicals
- 5 Food processing
- 6 Machining and equipment
- 7 Maritime
- 8 Medical devices
- 9 Military industries
- 10 Mining and metals
- 11 Pharmaceutical manufacturing
- 12 Renewables

## INDUSTRIAL CITIES

- 
- 1 Wa'ad Al-Shamal Industrial City
  - 2 Ar'ar Industrial City
  - 3 Tabuk Industrial City
  - 4 Ha'il Industrial City
  - 5 Al-Zulfi Industrial City
  - 6 Sudair City for Industry and Businesses
  - 7 Hafr Al-Batin Industrial City
  - 8 Dammam 1st. Industrial City
  - 9 Qassim 1st. Industrial City
  - 10 Qassim 2nd. Industrial City
  - 11 Al-Zulfi 1st. Industrial City
  - 12 Dammam 2nd. Industrial City
  - 13 Shaqraa Industrial City
  - 14 Al-Kharj Industrial City
  - 15 Riyadh 1st. Industrial City
  - 16 Dammam 3rd. Industrial City
  - 17 Al-Madina Al-Munawwara Industrial City
  - 18 Riyadh 2nd. Industrial City
  - 19 Riyadh 3rd. Industrial City
  - 20 Al-Ahsa 1st. Industrial City
  - 21 Dhurma Industrial City
  - 22 Rabigh Industrial City
  - 23 Makkah Al-Mukarrama 1st. Industrial City
  - 24 Jeddah 1st. Industrial City
  - 25 Jeddah 2nd. Industrial City
  - 26 Al-Baha Industrial City
  - 27 Assir Industrial City
  - 28 Najran Industrial City
  - 29 Jazan Industrial City

# INDUSTRIAL EVOLUTION

Saudi Arabia's industrial cities are playing a pivotal role in the nation's economic growth and diversification. As a key component of the National Industrial Strategy, the Kingdom is focused on expanding its industrial base. This includes localizing industries with high potential and drawing in both global and regional investments. By fostering an environment that encourages industrial innovation and growth, Saudi Arabia aims to establish itself as a leading industrial power in the region.

# ELEVATING GLOBAL TRADE

The Kingdom has launched 22 logistics zones, targeting a total of 59 by 2030, including the Special Integrated Logistics Zone (SILZ) in Riyadh. Strategically located 8 kilometers from King Khalid International Airport and spanning 3 square kilometers, SILZ offers direct connectivity through a bonded corridor, streamlining access to global air routes. This prime location enhances delivery efficiency to the Middle East's largest consumer market, reducing

logistical costs and improving service. Apple Inc, as SILZ's first occupant, highlights its capacity to support global corporations in regional logistics. SILZ is pivotal in transforming the Kingdom into a global logistics hub, supporting the Saudi Aviation Strategy's goal of managing 4.5 million tons of air freight, facilitating knowledge transfer, and developing local talent, thereby advancing logistical standards in the Kingdom and beyond.



INNOVATION &  
TECHNOLOGIES

# GLOBAL BUSINESS GROWTH

Jeddah Islamic Seaport

To drive economic diversification and offer new business avenues in the Kingdom, the first wave of four Special Economic Zones was initiated, featuring unique commercial regulations.

## King Abdullah Economic City (KAEC)

**Province:** Makkah  
(100km from city of Jeddah)  
**Size of the zone:** 60km<sup>2</sup>  
**Sectors of opportunity:**

- ◆ Automobile supply chain and assembly
- ◆ Consumer goods
- ◆ ICT (electronic light manufacturing)
- ◆ Pharmaceuticals
- ◆ MedTech
- ◆ Logistics

## Ras Al-Khair

**Province:** Eastern  
(100km from city of Jubail)  
**Size of the zone:** 20km<sup>2</sup>  
**Sectors of opportunity:**

- ◆ Shipbuilding and maintenance, repair and operations (MRO)
- ◆ Rig platforms and MRO

## Jazan Economic City

**Province:** Jazan  
**Size of the zone:** 24.6km<sup>2</sup>  
**Sectors of opportunity:**

- ◆ Food processing
- ◆ Metals conversion
- ◆ Logistics

## Cloud Computing

This virtual SEZ is part of King Abdulaziz City for Science and Technology (KACST) in Riyadh

# MINERAL WEALTH

**\$2.5tn+**  
THE KINGDOM'S  
MINERAL WEALTH

Saudi Arabia's vast mineral wealth and high reserves consolidate its position as a key player in the mining industry. The estimated mining wealth of over \$2.5 trillion presents an exceptional opportunity for the Kingdom to boost its economy further through strategic developments in this sector.

The mining sector in Saudi Arabia is a key driver of various industries, serving as the economy's third pillar. In 2023, it generated over \$410 million in revenue. With abundant mineral reserves, the sector caters to the energy and industrial sectors' needs while meeting local market demands.



With a focus on innovation and efficiency, Ma'aden sets new standards in the global mining arena.

Ma'aden is at the forefront of Saudi Arabia's plans to create a world leading sustainable mining industry.

With a focus on innovation and efficiency, Ma'aden sets new standards in the global mining arena. Through strategic partnerships, research collaborations, and continuous investment in human capital, Ma'aden is driving progress in the mining sector.

By embracing sustainable practices, the company aims to minimize its environmental footprint while maximizing the economic and social benefits for the Kingdom.

# THE PUBLIC INVESTMENT FUND

## PIF IN NUMBERS

◆ **93**

PIF COMPANIES CREATED

◆ **644k+**

DIRECT AND INDIRECT  
JOBS CREATED

◆ **13**

STRATEGIC SECTORS

◆ **\$925bn**

AUM

KAFD, Riyadh

The Public Investment Fund (PIF) is a global investment powerhouse and the engine of Saudi Arabia's economic transformation. In line with the goals of Vision 2030, the PIF is building a portfolio of investments across a range of sectors and geographies, while maintaining the highest standards of governance and transparency. PIF is linking Saudi Arabia to the world through the creation of and investment in key strategic opportunities and sectors.

On the global stage, the PIF acts as Saudi Arabia's primary investment channel. Working alongside global strategic partners and investment managers, the PIF's mandate is to achieve robust financial returns and long-term value for the Kingdom. This includes investments in some of the world's most innovative companies, strategic partnerships that will ensure Saudi Arabia remains at the forefront of emerging global trends.

At home, the PIF is driving strategic and sustainable growth through the creation of and investment in key strategic opportunities and sectors. The fund is committed to holding a strong and varied portfolio of investments within the Kingdom, including both listed and privately held companies.

The PIF is the 5th largest sovereign wealth fund in the world, with assets under management of over \$900 billion. This gives the fund the resources to invest in large-scale projects and strategic partnerships that help to accelerate Saudi Arabia's economic transformation. Through its strategic initiatives, PIF is driving diversification, strengthening the local economy, and positioning Saudi Arabia as a dynamic player on the global stage.

An aerial photograph of a rugged, brown landscape with a winding river and green vegetation. The river flows through a valley, surrounded by steep, rocky slopes. The overall scene is a mix of natural and possibly developed areas, with the river acting as a central feature.

# GIGA PROJECTS

Vision 2030 is being propelled by various delivery vehicles, including five giga projects. These projects are crucial for economic diversification, offering numerous opportunities in terms of jobs and investments. They significantly alter operational frameworks, but on a larger scale. The projects are instrumental in unlocking new sectors, fostering ecosystems, and advancing technology. Each project is designed with a specific purpose and is expected to have a substantial socio-economic impact.

**26.5 km<sup>2</sup>**  
**IN SIZE**

# NEOM

NEOM represents a vision of what the future could be. Located in the northwest region of the Kingdom, NEOM aims to reimagine how we live and work.

NEOM is a community powered by talent and diversity across 14 sectors. It will not only diversify the Saudi economy but also offer solutions from which other parts of the world can benefit. NEOM is a place where entrepreneurship and innovation will chart the course for a new future.

It presents a groundbreaking model for sustainable living and innovation, setting new benchmarks for the

21st century. It has several cutting-edge regions, such as:

- ◆ **THE LINE**, a revolutionary urban development envisioned with zero cars and zero streets.
- ◆ **Trojena**, the mountain destination that is set to host the Asian Winter Games in 2029.
- ◆ **Oxagon**, a floating industrial complex.
- ◆ **Sindalah**, a luxury island destination in the Red Sea expected to open in 2024.



# RED SEA

**1mn**  
VISITORS

**28,000km<sup>2</sup>**

**22 of 90+**  
ISLANDS BEING DEVELOPED

Set at the crossroads of Europe, Asia and Africa, the Red Sea Project is a luxury tourism destination that will extend along more than 28,000-sq-km of Saudi Arabia's Red Sea coast.

The site spans an archipelago of more than 90 islands, sweeping

deserts and mountain landscapes. It establishes Saudi Arabia as a leading global tourism destination. The Red Sea Project also aims to set new standards in sustainable development, limiting over-tourism and using innovative technologies to protect and preserve the environment.

# QIDDIYA

**\$36bn**

CONTRIBUTION TO GDP

**325k**

JOBS

**48mn**

VISITORS

Qiddiya is poised to transform the cultural, sports, and entertainment landscape of the Kingdom. Qiddiya will redefine global destination cities with its cutting-edge and immersive experiences. Spanning a massive area, it serves dual economic and social purposes: it opens up

innovative career paths and enriches the lives of Saudi Arabia's vibrant youth. The development is expected to create more than 300,000 jobs, attract 48 million visitors each year, and contribute \$36 billion per annum to the Saudi economy by 2030.

70%

THE INCREASE IN  
RATES OF HOME  
OWNERSHIP BY 2030

ROSHN

Launched by PIF in 2020, ROSHN is a national community developer tasked with delivering vibrant residential neighborhoods to the people of Saudi Arabia. In support of Vision 2030, which seeks to increase the rate of home ownership among nationals to 70% by 2030, ROSHN will develop

communities across the Kingdom. Through the development of beautifully designed homes, complemented by mosques, retail and F&B outlets, parks, schools, and leisure and entertainment facilities, ROSHN is heralding a new way of community living.

**50mn**  
ANNUAL VISITS

# DIRIYAH

As Saudi Arabia's cultural capital, the historic city of Diriyah offers a captivating showcase of the country's rich culture and history spanning more than 300 years. It provides unique and inspiring heritage experiences, educational and cultural opportunities, as well as world-class residential living.

Additionally, it boasts outstanding lifestyle offerings, including shopping, entertainment, and dining experiences. The Diriyah Gate Project aligns perfectly with

Vision 2030's objectives by aiming to attract 50 million local and international visitors by 2030.

This significant tourism target contributes to the national tourism strategy, which seeks to welcome over 100 million global tourists to the Kingdom by 2030.

Through this endeavor, the project plays a vital role in promoting Saudi Arabia as a prominent cultural and tourist destination on the international stage.

# 03

## Dynamic Society

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Vision 2030 is transforming Saudi Arabia, ushering in prosperity and opening new opportunities. It has catalyzed social reforms that enhance inclusivity and empower citizens with greater access to education and employment, preparing them for a dynamic global landscape. The nation's cultural and sports scenes are thriving, drawing international attention and enriching residents' lives with diverse entertainment and artistic expressions. Digital innovation is at the forefront, streamlining services across various sectors, notably in healthcare, where investments in advanced technologies ensure high-quality care. Saudi Arabia's ambitious journey under Vision 2030 is reshaping its future, making it a hub of progress and opportunity. This ongoing transformation, fueled by determination and vision, promises a bright future where the Kingdom stands as a model of growth.



# DYNAMIC SOCIETY

Vision 2030 has revolutionized the Saudi way of working, living, and recreation. It has not only transformed the social and cultural landscape but also paved the way for an exceptionally promising future, brimming with inclusive opportunities.

*Boulevard World, Riyadh*

The Kingdom recognizes its duty to preserve the identity and connections of Islam, and to serve the 1.8 billion Muslims around the world.

# PILGRIM EXPERIENCE



# 13.5mn

PILGRIMS IN 2023

## The Heart of Islam

As the birthplace of Islam, Saudi Arabia holds the honor and responsibility of being the custodian of the Two Holy Mosques. The Kingdom recognizes its duty to preserve the identity and connections of Islam, and to serve the 1.8 billion Muslims around the world. Saudi Arabia demonstrates its commitment by welcoming pilgrims for Hajj and Umrah, and by enhancing their religious and cultural experiences.

Under Vision 2030, Saudi Arabia has taken significant steps to further fulfill its role as the guardian of Islamic heritage. The Kingdom has

increased the capacity of the Two Holy Mosques to accommodate more pilgrims, showcasing its dedication to its faith. Saudi Arabia has also invested in the preservation and enhancement of Islamic heritage sites and mosques, further emphasizing its commitment to Islamic history and culture.

The Kingdom has streamlined the pilgrim experience to make it more efficient and accessible. By 2030, it aims to welcome 30 million pilgrims annually, providing an enriching spiritual experience for all those who embark on this sacred journey.

# HISTORY REVISITED

Launched in 2018, the Prince Mohammed bin Salman Project for the Development of Historical Mosques aims to preserve and renovate 130 mosques across the Kingdom. The initial phase successfully restored 30 of these mosques across 10 regions. The second phase, launched in July 2022, is developing 30 additional mosques across 13 regions within the Kingdom.

Complementing these efforts, the Haramain High-Speed Rail now connects Makkah and Medina, reducing travel time between the two holy cities to less than three hours.

*The Prophet Suleiman's Mosque, Al Taif*





# HOME OWNERSHIP

The progress achieved in Saudi Arabia's homeownership rates has been truly remarkable. From a modest 47% in 2016, the rate has significantly increased to over 60%.

◆ **726k+**

HOUSES FINANCED BY THE REAL ESTATE DEVELOPMENT FUND

◆ **12.8%**

CONTRIBUTION OF REAL ESTATE TO GDP

Driven by the transformative reforms of Vision 2030, the dream of owning a home has rapidly become a tangible reality for Saudi citizens. The real estate sector has undergone a remarkable restructuring, propelled by measures that have not only bolstered housing supply, but also facilitated financing options and streamlined administrative processes.

This comprehensive overhaul has effectively catered to the diverse housing needs of the population, giving rise to more sustainable housing solutions and vibrant communities.

The progress achieved in Saudi Arabia's homeownership rates has been truly remarkable. From a modest 47% in 2016, the rate has significantly increased to over 60%.

This achievement exemplifies the resounding success of the Kingdom's commitment to empowering its citizens to realize their homeownership aspirations.

In the municipal sector, the Foras portal has achieved a groundbreaking success, presenting over 30,000 investment opportunities throughout the Kingdom. It has not only fostered economic growth but also opened doors for local development and prosperity. This initiative has generated over \$3.4 billion in investment returns, directly contributing to the well-being and future of our communities.

# HEALTH MATTERS

Saudi Arabia's commitment to the well-being of its citizens has been a longstanding priority, a commitment that has gained even greater momentum within Vision 2030. Guided by a people-centric approach, the Kingdom has built a comprehensive and digitally integrated healthcare sector, placing a strong emphasis on prevention and the enhancement of public health. Primary healthcare coverage has soared from 78% to 96%, while life expectancy has reached an average of 78 years, aligning closely with the 2030 goal of 80 years. The Kingdom aims to achieve over 99.5% healthcare coverage, ensuring accessible, quality care for all citizens, including those in rural areas. These efforts reflect Saudi Arabia's dedication to enhancing national health outcomes and the well-being of its population.

Guided by a people-centric approach, the Kingdom has built a comprehensive and digitally integrated healthcare sector.

96%+

PRIMARY  
HEALTHCARE  
COVERAGE

# DIGITAL INNOVATION IN HEALTHCARE

Significant investments have been made by the Kingdom to drive the digital revolution in its healthcare sector, with a specific emphasis on remote care and the establishment of a unified national records system.

The Kingdom has significantly invested in digital healthcare, focusing on remote care and a national records system, which was crucial during the COVID-19 pandemic. Mobile applications like Mawid, Sehhaty, Sehha, and Wasfaty facilitated vaccination and improved medical access. SEHA, the world's largest virtual hospital, embodies this digital shift by offering telemedicine services across Saudi Arabia, making healthcare accessible everywhere. This has broadened healthcare access and improved service efficiency and quality.

## SEHA IN NUMBERS

- ◆ **Virtual Care on the Rise**  
Over 38,000 patients served through the SEHA virtual hospital.
- ◆ **Extensive Network**  
Collaboration with 170 hospitals across the nation.
- ◆ **Diverse Expertise**  
Offering 23 specialized healthcare services.
- ◆ **On-Demand Health Support**  
Over 3 million consultations delivered instantly via digital platforms.

# 170

HOSPITALS  
CONNECTED  
TO SEHA

# THE NATIONAL BIOTECHNOLOGY STRATEGY

## ◆ **Leading biotech hub**

Establish Saudi Arabia as the **leading biotech hub in MENA by 2030** and **globally by 2040**.

## ◆ **\$34.6bn**

Contribute over **\$34.6 billion** to the non-oil GDP by 2040, representing 3% of the total.

## ◆ **High quality innovative job opportunities**

Create **11,000 high quality innovative job opportunities** by 2030 and **55,000** by 2040.

## **4** STRATEGIC PLAYS

- ◆ **Vaccines**
- ◆ **Biomanufacturing and Localization**
- ◆ **Genomics**
- ◆ **Plant Optimization**



# CINEMATIC JOURNEYS

Saudi Arabia's film industry has seen remarkable growth, with the Film Commission providing local filmmakers with resources to fuel their creativity. The Red Sea International Film Festival offers a global platform for showcasing talent, while Ithra promotes cultural contributions to cinema. This has positioned Saudi Arabia as a key player in the creative world. The industry's bright future promises great storytelling potential, highlighted by generating over \$126 million in non-oil revenues between 2019 and 2023, reflecting its significant economic contribution.

**BETWEEN 2019 AND 2023,  
THE CINEMA INDUSTRY IN SAUDI  
ARABIA GENERATED OVER**

**\$126mn**

**IN NON-OIL REVENUES, HIGHLIGHTING  
ITS GROWING ECONOMIC IMPACT**

## LIGHTS, CAMERA, Saudi Cinema

Sara Balghonaim's filmmaking career began in 2016, assisting on renowned Saudi films. Alongside learning on-set, she worked on personal projects. Her dedication led to New York University's Film & Television Program in 2019. There, she created two short films, gaining international acclaim and awards.

Vision 2030 changed the game for Saudi filmmakers like Sara. The once dormant Saudi film scene is now abuzz with activity and ambition. From minimal cinematic presence, Saudi Arabia is now home to platforms celebrating and nurturing this art and an international festival enhancing global connections.

Sara envisions continuing her directorial and scriptwriting work, weaving stories through her films, casting a lens on Saudi narratives that transcend borders. With the government's cultural investments, she anticipates significant growth in the Saudi film industry in the coming years.



“Vision 2030 has paved the way for many Saudi filmmakers like myself. Before Vision 2030, there was no support for talent. We are beginning to see an infrastructure for the film industry. Young filmmakers are being encouraged to take risks and hone their skills. Thanks to the educational programs, I was lucky to receive a scholarship to attend one of the top film schools in the world.”

Sara Balghonaim



# THE ENTERTAINMENT LANDSCAPE

Saudi Arabia has witnessed a remarkable transformation in the realm of entertainment, spanning various domains such as cinema launches and film and music festivals, positioning the Kingdom as a global epicenter for entertainment, reshaping both life and leisure in the nation.

The annual calendar of events now encompasses a diverse range of

experiences, including MDL Beast's SoundStorm, an internationally acclaimed music festival that has attracted more than 200 renowned acts, including Metallica, and over a million attendees across its editions.

The introduction of locally curated events known as 'Seasons' has played a pivotal role in highlighting the vibrant Saudi culture.

*SoundStorm, Riyadh*

**The surge in activities has not only created over 2 million jobs in tourism and culture, but has also attracted investments to the region.**

Social responsibility serves as a fundamental tenet guiding Saudi Arabia's vision for a flourishing, dynamic and inclusive society. The nation aims to empower its citizens, encouraging their active participation and fostering their independence to contribute meaningfully to the progress, prosperity, and well-being of both the present and future generations. This shared responsibility forms the bedrock of Saudi Arabia's commitment to building a

harmonious and sustainable future for all. The launch of a new national volunteering portal has made it significantly easier for young Saudis to engage in volunteer work, an endeavor that has garnered a remarkable level of interest. This platform has facilitated the process of finding volunteer opportunities, allowing young Saudis to actively participate and contribute to various initiatives that benefit their communities and beyond.

# A RESPONSIBLE SOCIETY



OVER  
**36x**  
INCREASE

22.9k 834.3k

NUMBER OF VOLUNTEERS



# SPOTLIGHT ON SPORTS

Spanish Super Cup, Riyadh

Sports have long been woven into the fabric of Saudi life, with Saudis deeply engaged in both playing and watching various sports. This intrinsic part of the culture has been significantly boosted by Vision 2030, which has brought major investments in sports infrastructure and the hosting of international events like the Formula E championship, WWE wrestling, Formula 1 Grand Prix, and the Supercopa de España. These developments not only showcase Saudi Arabia as a leading sports destination but also reflect the nation's ongoing passion for sports, enhancing community participation and national pride. Vision 2030's emphasis on sports underlines the enduring role it plays in Saudi society, enriching the lives of Saudis by promoting health, inclusivity, and a strong sense of community.

## Breaking Barriers on the Basketball Court

In Jeddah, Yusra Abuljadayel's story stands out for its passion and persistence. From a young age, basketball was her calling. Despite facing challenges, such as a shoulder injury, she never let it derail her dreams.

This determination led her to establish the Jeddah Athletes Basketball Academy and by 2021, she was making her mark in the Saudi Women's Basketball League. For Yusra, this wasn't just about playing; it was about proving her skills and aiming for international recognition.

With the introduction of Vision 2030, the dreams of ambitious young women like Yusra are gaining momentum. Their journeys show that with dedication, there's no ceiling to what one can achieve.

Yusra Abuljadayel





Jeddah, a city with a rich history as a prominent trade center and a welcoming hub for pilgrims, has once again etched its name in history by hosting the Saudi Arabian Grand Prix.

# FORMULA 1 GRAND PRIX

*Formula 1 Saudi Arabian Grand Prix, Jeddah*

Jeddah, a historic trade center and pilgrim hub, made headlines by hosting the Saudi Arabian Grand Prix, blending its rich heritage with modern ambitions. Set against the Red Sea's dynamic backdrop, the event featured Formula 1's longest and fastest street circuit, marking a significant moment for the city. The introduction of the Grand Prix in 2021 brought world-class motorsport to Saudi soil, reflecting the Kingdom's dedication to offering its citizens premier sports and entertainment experiences.

## From Car Enthusiast to Entertainment Leader

Originally from the southern region of Saudi Arabia, Abdulhadi always had a deep fascination with cars and racing. His vision went beyond the track; he imagined orchestrating events, creating a platform for enthusiasts like himself. In the past, this was a distant dream, an uncharted territory. However, with the launch of Vision 2030, Abdulhadi's ambitions gained traction. Today, he is the proud co-founder of Hwadi, a leading local entertainment organizer.

His journey from a passionate enthusiast to a pivotal figure in the entertainment industry is marked not only by personal success but by his contributions to Saudi youth. He actively nurtures talent, offering opportunities and building entertainment capabilities for many young Saudis, shaping the future of the industry. This, above all, is a testament to the power of vision and perseverance.

Abdulhadi Alqahtani



# NURTURING FUTURE CHAMPIONS

Saudi Arabia has made efforts to develop grassroots sports programs and nurture young talent. The Saudi Arabian Olympic Committee and various sports federations have implemented initiatives to identify and support promising athletes across different sports disciplines. The focus on sports development has led to an increase in the number of Saudi athletes participating in international competitions and proudly representing the country on a global stage.

# 336,739

ATHLETES REGISTERED IN TOTAL IN 2023, UP 12% FROM 297,130 IN 2022

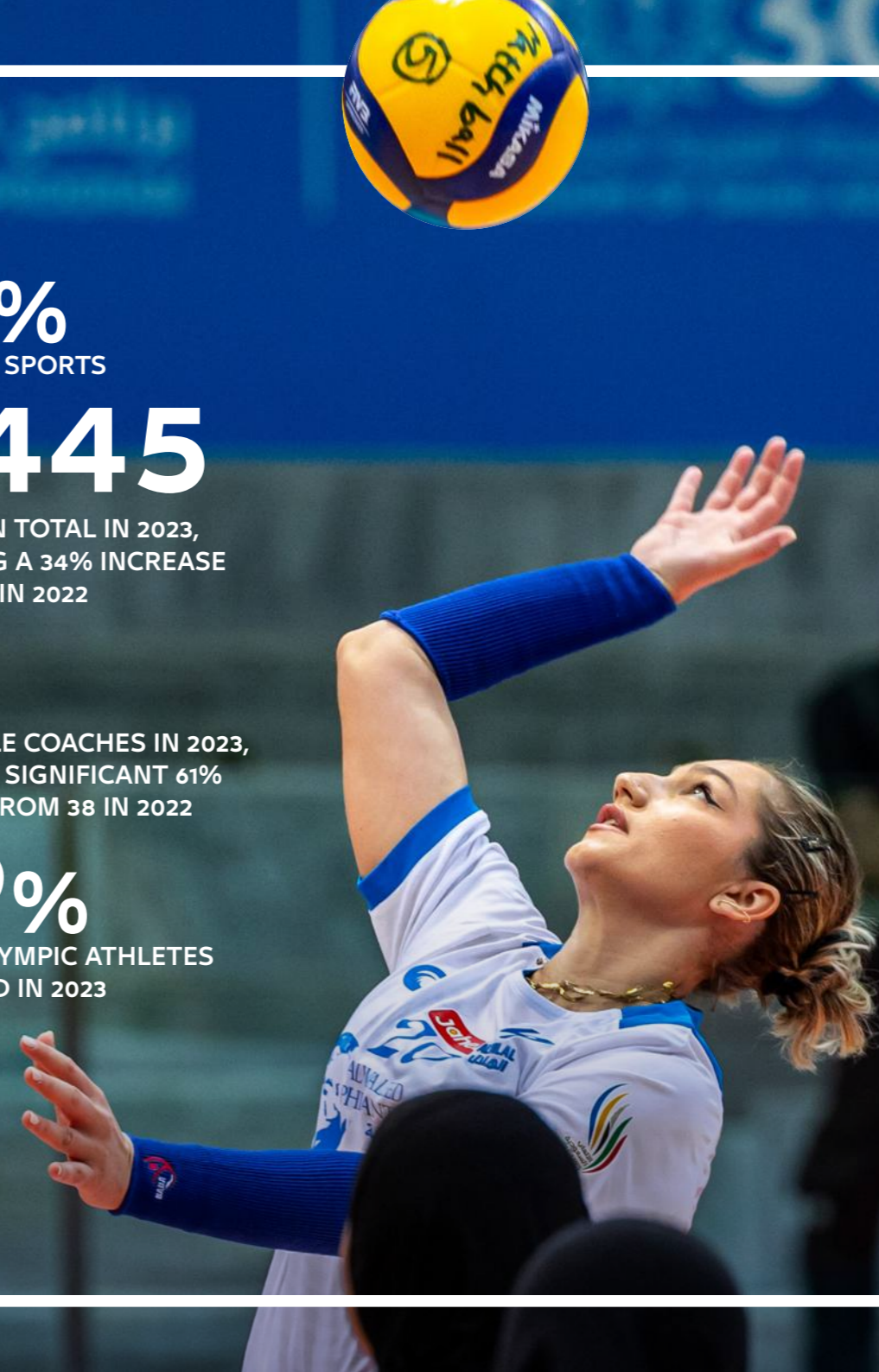
◆ **16%**  
WOMEN IN SPORTS

◆ **2,445**

COACHES IN TOTAL IN 2023, REFLECTING A 34% INCREASE FROM 1,620 IN 2022

◆ **97**  
NEW FEMALE COACHES IN 2023, MARKING A SIGNIFICANT 61% INCREASE FROM 38 IN 2022

◆ **59%**  
NEW PARALYMPIC ATHLETES REGISTERED IN 2023



A man with a mustache, wearing a black headset with a microphone and large, colorful-lit earcups, is focused on playing a game on a handheld console. He is wearing a dark jacket. The background is a dimly lit room with warm, bokeh-style lights. The overall mood is professional and focused.

# ADVANCING ESPORTS

Saudi Arabia is actively embracing the Esports trend, recognizing its local and global popularity. By hosting major events like Gamers8 and the Esports World Cup, the Kingdom is not only showcasing local talent but also fueling the growth of its Esports sector. With government support and enhanced access to gaming technology, a vibrant Esports community has emerged. This reflects Saudi Arabia's dedication to diversifying sports and positioning itself as a key player in the competitive gaming arena.

# \$13.3bn+

**ECONOMIC CONTRIBUTION  
TO GDP BY 2030**

The sector's national strategy highlights the country's commitment to developing and contributing to gaming and Esports. This strategy aims to provide a structured framework for nurturing talent, fostering industry partnerships, and enhancing the overall infrastructure, ensuring that Saudi Arabia is at the forefront of the Esports landscape.

# COMMUNITY SPORTS

Since its establishment in 2018, the Saudi Sports for All Federation (SFA) has played a pivotal role in driving the expansion of sports and physical activity throughout the nation. With a clear mission to promote sporting engagement the SFA has emerged as a catalyst for transformative change.

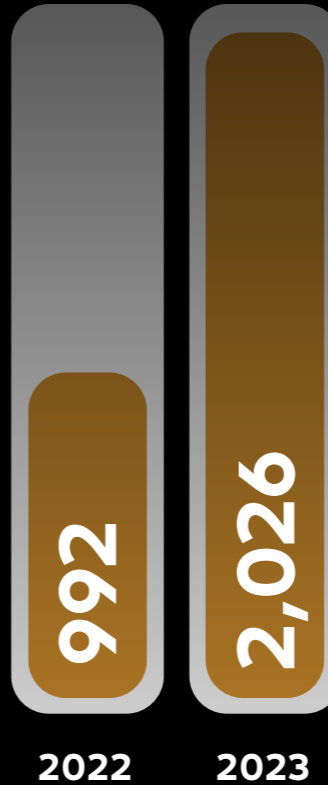
Today, the impact of their initiatives is evident as over 150,000 Saudis actively participate in community sports. This significant number reflects the SFA's unwavering commitment to cultivating a culture of health and vitality, fostering an environment where people are motivated and empowered to lead active lifestyles.

## RIYADH MARATHON

◆ **128**  
COUNTRIES REPRESENTED

◆ **12k+**  
TOTAL RUNNERS

**52%** INCREASE IN REGISTERED FEMALE ATHLETES



## Hamad Alshabnh

### From School Corridors to Riyadh Marathon

Hamad Alshabnh is an energetic eight-year-old who once saw his school corridors as personal racetracks. While some might have dismissed his energy as mischief, a keen-eyed teacher saw potential. A discussion with Hamad's mother led to a game-changing suggestion: participating in the Riyadh Marathon.

Competing wasn't just about running for Hamad; it showcased his potential. He drew attention and was soon chosen as an ambassador for the Sports for All Federation, an organization supporting Vision 2030's aim to increase community physical activity.

Young citizens like Hamad highlight Saudi Arabia's commitment to harness youthful energy, support passions, and cultivate them into positive, long-term habits.



# ELEVATING FOOTBALL TALENT

THE SAUDI ARABIAN  
FOOTBALL FEDERATION'S  
TALENT PROGRAM  
FOCUSES ON:

- 1 Mass Participation
- 2 Talent Development
- 3 Elite Performance



THE NUMBER OF PLAYERS  
DEVELOPED THROUGH  
THE PROGRAM

47 | 2021

INCREASED TO

113 | 2022

The Saudi Arabian Football Federation aims to elevate Saudi football on the global stage. The program focuses on nurturing promising talents, increasing the sport's exposure and commercial value, and building a strong foundation for young players, inspiring wider participation in football.

The Federation's goal is to cultivate a national team capable of achieving remarkable results in major football tournaments like the Olympics and FIFA World Cup. The Saudi Scholarship for Developing Football Talent, a premier program in Spain by Saudi Future Falcons, trains and develops Saudi Arabia's top young footballers.



# BRIDGING GAPS, BUILDING FUTURES

Under Vision 2030, Saudi Arabia has significantly transformed its education system, prioritizing quality education to drive national development and competitiveness. This transformation involves comprehensive reforms such as curriculum enhancements, teacher training programs, and the establishment of rigorous educational standards, aiming to provide students with essential knowledge, critical thinking abilities, and practical skills. These efforts ensure that Saudi students receive education at par with global standards, preparing them

to contribute effectively to the nation's progress.

Additionally, Saudi Arabia has integrated advanced technologies into education, investing in digital infrastructure, e-learning platforms, and educational tools. This digital integration fosters interactive and personalized learning experiences, equipping students with 21st-century skills for the future.

This educational evolution prepares Saudis to excel in a competitive and interconnected global landscape.

## 32%

OF UNIVERSITY GRADUATES ENTER THE JOB MARKET WITHIN SIX MONTHS

## 42%+

OF GRADUATES FROM TECHNICAL AND VOCATIONAL EDUCATION PROGRAMS FIND EMPLOYMENT WITHIN SIX MONTHS

# UNLOCKING FUTURES

The Custodian of the Two Holy Mosques Scholarship Program is designed to boost the skills and capabilities of Saudi citizens in emerging and important industries, meeting the demands of the future job market. Since 2022, this scholarship program has empowered 8,000 Saudis, opening new horizons in their educational journey.

## PROGRAM TRACKS

### ◆ RESEARCH AND DEVELOPMENT

This track aims to strengthen the Kingdom's research and innovation ecosystem by supporting students to study at top global institutions, nurturing them to be future scientists.

### ◆ EMDAD

This path offers students chances to study at top 200 global universities in fields critical to labor market needs.

### ◆ ALROWAD

This path sends students to the world's top 30 institutions in various fields, enhancing human capital.

### ◆ WA'ED

The track focuses on sectors and fields with high national demand, driven by mega-projects and key industries like manufacturing and tourism.



# VOCATIONAL TRAINING

## AND SKILLS DEVELOPMENT FOR A COMPETITIVE WORKFORCE

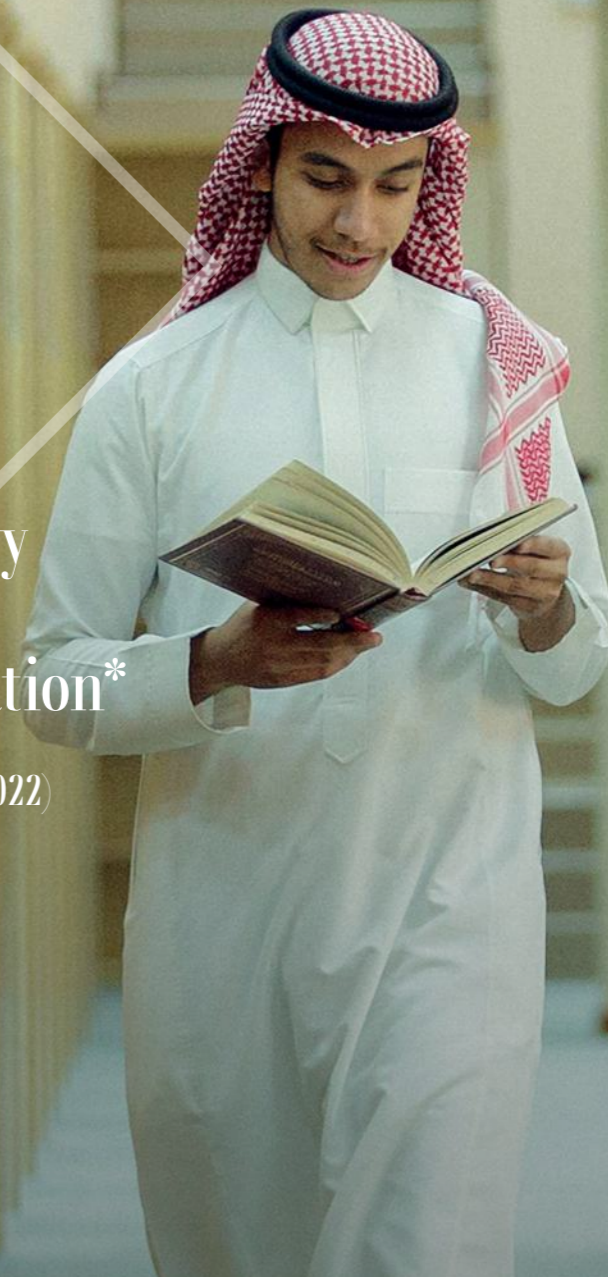
Saudi Arabia's technical and vocational training aims to draw more students and equip them with skills essential for sustainable development. The government has initiated programs to enhance cooperation with the private sector and increase the adaptability of training institutions to meet industry needs. This partnership

ensures training programs align with market demands, improving student employability and supporting sectoral growth within the Kingdom. These initiatives focus on developing practical skills, problem-solving abilities, and critical thinking, preparing students to contribute effectively to sustainable development.

# 1st

Saudi Arabia ranks 1st globally in technical and vocational education\*

\*(Global Knowledge Index 2022)





# 04

## Tourism & Heritage

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Sharing Saudi Arabia's heritage and hospitality with the world.

By 2030, the tourism sector is planned to generate 1.6 million jobs and contribute 10% to Saudi Arabia's GDP.

# THE VINTAGE BALCONY

The nation has witnessed a flourishing tourism industry, attracting people around the world

*Al Balad, Jeddah*

Since opening its doors to international tourists in September 2019, Saudi Arabia has become a destination for global travelers, showcasing its rich Islamic heritage and diverse culture. With the introduction of tourism visas, the country has seen a surge in visitors drawn to its UNESCO World Heritage sites, vibrant traditions, and stunning landscapes. Tourism is emerging as a vital component of the Kingdom's economy, fueled by substantial investments in cultural, entertainment, and tourism infrastructures. This sector not only promises to create jobs and boost the economy but also aims to enhance Saudi Arabia's international profile while maintaining its unique national identity.

A large, ancient stone temple facade, likely the Temple of King Abdmanaf at Hegra in AlUla, Saudi Arabia. The structure is carved into a massive rock face and features a prominent doorway. A person is standing in the doorway, providing a sense of scale. The scene is set against a clear blue sky.

# GLOBAL RECOGNITION AND STRATEGIC INITIATIVES

Hegra, AlUla

- ◆ **UNWTO Regional Office**  
In 2021, Riyadh became home to the United Nations World Tourism Organization's first regional office for the Middle East, a testament to Saudi Arabia's ascending role in global tourism.
- ◆ **World's Best Tourism Villages**  
Rijal Alma'a Heritage Village received acclaim from the UNWTO as one of the world's best tourism villages in 2021, with AlUla Old Town joining the prestigious list in 2022.
- ◆ **WTTC Global Summit Host**  
In 2022, Saudi Arabia showcased its commitment to sustainable tourism by hosting the World Travel & Tourism Council Global Summit, reinforcing its influential position in the tourism sector.



# WORLD'S BEST TOURISM VILLAGES

*Rijal Alma'a, Asir*

Rijal Alma'a Heritage Village received acclaim from the UNWTO as one of the world's best tourism villages in 2021, with AlUla Old Town joining the prestigious list in 2022.

# CULTURAL PRESERVATION AND ENHANCEMENT

## ◆ Heritage Site Revitalization

The Kingdom has revitalized over 150 historical sites, ensuring the preservation and celebration of its rich cultural legacy.

## ◆ Royal Institute of Traditional Arts

A beacon of national culture, this institute offers a deep dive into the Kingdom's traditional arts, highlighting their historical importance and preserving them for future generations.

## ◆ Cultural Development Fund

With an investment exceeding \$48 million, this fund fuels the Kingdom's cultural renaissance and enriches the cultural landscape.



المحافظة التراثية

# A SECTOR OF OPPORTUNITIES

The Tourism Development Fund, with a capital of approximately \$4 billion, was established to boost and sustain tourist destinations within the Kingdom.

This fund connects investors to opportunities across key tourism sectors, targeting six high-growth sectors within the industry:

- 1 Tourism destinations and attractions
- 2 Accommodation
- 3 Food and beverages
- 4 Tourism and travel services
- 5 Tourism experiences and activities
- 6 Tourism retail

Diriyah

# 4.45%

CONTRIBUTION OF THE TOURISM SECTOR TO GDP

# SAUDI ARABIA'S TOURISM HIGHLIGHTS FOR 2023

**100mn+**  
VISITORS  
**900k+**  
DIRECT JOBS CREATED

AIUla

- ◆ **Digital Strategy**  
Nine programs, 31 initiatives, and a full-service digital platform.
- ◆ **Data Analysis**  
Business Intelligence Center established for enhanced tourism insights.
- ◆ **Licensing**  
Instant licensing system introduced, processing in 120 seconds.
- ◆ **Investments**  
36 new opportunities and a dedicated online platform for investors.
- ◆ **Projects**  
61 tourism projects funded, valued at \$47 million, generating 2,600+ jobs.

# SAUDI SEASONS

72mn+

IN 2023, RIYADH SEASON  
ATTRACTED MORE THAN  
72 MILLION VISITORS

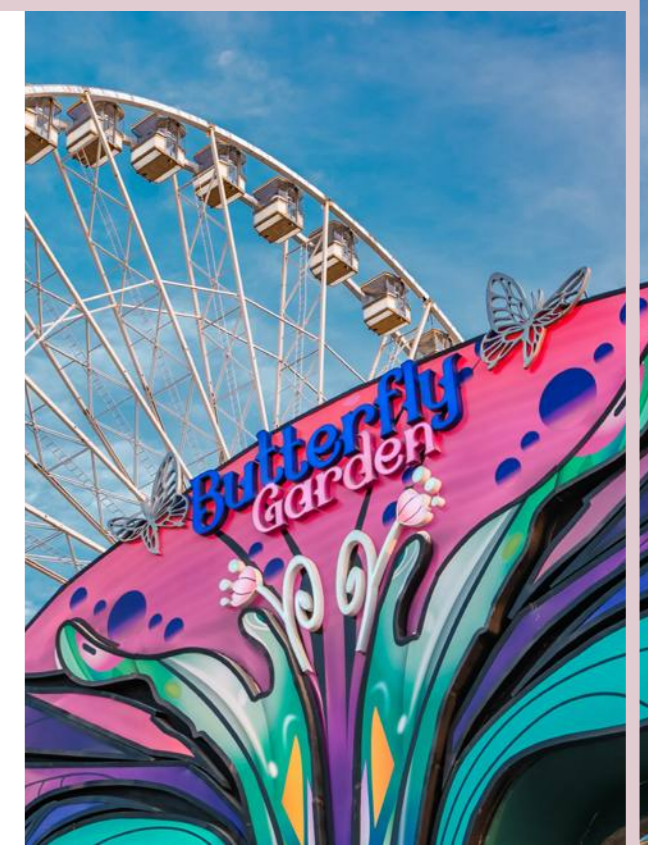
Wonder Garden, Riyadh

Saudi Arabia is using the entertainment industry to diversify its economy, create jobs, and promote local talent. Saudi Seasons, a nationwide initiative, celebrates the Kingdom's rich culture and heritage, showcasing both modern and traditional elements.

As a cornerstone of the Kingdom's tourism strategy, it highlights the diverse cultural landscape while stimulating economic growth. Saudi Seasons boosts the domestic entertainment sector, attracts foreign investment and tourists, and encourages private partnerships. Since its inception, Riyadh Season has drawn over 273 million visitors and generated more than 2.5 million jobs in tourism and culture.



Riyadh Season has drawn over 273 million visitors and generated more than 2.5 million jobs in tourism and culture.





# SHAPING SAUDI ARABIA'S EVENTS LANDSCAPE

*Wonder Garden, Riyadh*

**W**ebook.com, originally Hala Yalla, founded by Nadeem Bakhsh in 2014 and rebranded in 2023, transformed from a simple event tool into a major platform in sports, entertainment, tourism, and culture within Saudi Arabia. It supports SMEs in managing and promoting events, fostering local business growth and securing partnerships with entities like Formula 1 and FIFA. The platform gained international recognition during the Qatar 2022 FIFA World Cup, playing a crucial role in ticketing and event operations. Webook.com is now central to the growth and innovation in Saudi Arabia's event industry, enhancing local and international event experiences.



“Our mission with webook.com is to shine a spotlight on Saudi Arabia’s rich sports, culture, entertainment and tourism scene, while empowering local businesses.”

**Nadeem Bakhsh**



# CULTURAL APPEAL

*AlUla*

Saudi Arabia is rich in heritage and history, with seven UNESCO World Heritage Sites that offer a glimpse into the country's past. These sites range from ancient town ruins to the historic Al Balad district in Jeddah. Notably, AlUla stands out as one of the oldest cities in the Arabian Peninsula, showcasing the region's long history. These sites represent Saudi Arabia's cultural depth and are valuable destinations for history enthusiasts and travelers.

# NATIONAL CULTURE



Saudi Arabia's culture, a vibrant blend of tradition and modernity, is actively promoted as part of the nation's commitment to preserving and highlighting its unique identity. Traditional arts and music are experiencing a resurgence in popularity, driven by the opening of new museums, exhibition spaces, and event venues across the Kingdom. The Cultural

Scholarship Program launched by the Ministry of Culture aims to support the growth of the arts and culture sector by nurturing emerging talent. It provides funding for young Saudis to study at various institutes, offering scholarships in fields such as music, theater, and film. This program is designed to help nurture the next generation of talented artists.

The Saudi National Orchestra and Choir performing at the world-renowned Metropolitan Opera House in New York City.

The Saudi National Orchestra and Choir's performance, titled "Masterpieces of Saudi Music" presented a fusion of Saudi folk songs and individual acts. The event featured 80 musicians from the National Orchestra and Choir, along with the Saudi Performing Arts Band. They also collaborated with the American jazz band Dizzy Gillespie All-Stars, symbolizing a unique blend of Saudi and Western musical influences.



# ARTISTIC VISIONS

## Islamic and Contemporary Biennales

### Islamic Arts Biennale

The Islamic Arts Biennale, inaugurated in early 2023, is a groundbreaking event that showcases the richness and diversity of Islamic art and culture. Held biennially, this event serves as an innovative platform for learning, research, and exploration in the field of Islamic arts. Its location in Jeddah, specifically at the Aga Khan Award-winning Western Hajj Terminal of the King Abdulaziz International Airport, is particularly symbolic. This airport is not just a transit point but also a significant cultural hub, historically serving as a gateway for millions of pilgrims embarking on their spiritual journeys to Mecca and Medina. Offering an immersive experience in Islamic artistic traditions and fostering global cultural exchange and understanding, the Biennale welcomed over 600,000 visitors to experience its exceptional curation of contemporary art, artefacts, events, and activities. There were over 40 participating artists, including Ahmed Mater, Reem Al Faisal, and Basmah Felemban.



*Amongst Men by Haroon Gunn-Salie*

### **Title: Awwal Bait**

Curators: Sumayya Valley (artistic director), Dr. Julian Raby, Dr. Omniya Abdel Barr and Dr. Saad Al-Rashid

Visitors: over 600,000

Artists: over 40, including Ahmed Mater, Reem Al Faisal and Basmah Felemban.

Artefacts: over 280 artefacts included in the exhibition

*Takween by Rashed Alshashai*

## Diriyah Contemporary Art Biennale

The first Diriyah Contemporary Art Biennale, held in Jax district, marked a milestone for the art world, introducing a new era of artistic expression. Attracting over 100,000 visitors and featuring more than 60 artists, including Manal AlDowayan, Abdullah Al Othman, Maha Malluh, Wang Luyan, and Filwa Nazer, the Biennale was a vibrant showcase of Saudi Arabia's growing contemporary art scene. It highlighted the Kingdom's rising influence in the global art community. The success of this event paved the way for its second edition in early 2024, further enhancing Saudi Arabia's reputation as an important hub for contemporary art.



**Title: Feeling the Stones**  
Artistic Director: Philip Tinari,  
in collaboration with Wejdan  
Reda, Shixuan Luan and  
Neil Zhang  
Visitors: over 100,000  
Artists: over 60



# THE RISE OF SAUDI ART

The Saudi Pavilion at the 59th International Art Exhibition of La Biennale di Venezia showcased the work of Saudi artist Muhannad Shono. Shono created an installation titled "The Teaching Tree", a large-scale piece adorned with dried, painted palm fronds, brought to life through pneumatic animation.



For the upcoming 60th Venice Biennale, scheduled for November 2024, Saudi Arabia will be represented by artist Manal AlDowayan.

# 05

## Environment & Nature

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**Delivering on  
climate and  
sustainability  
goals at home and  
across borders.**





# A SUSTAINABLE VISION

*Asir Region*

Sustainability has been at the heart of Vision 2030 since its inception. Saudi Arabia is now ushering in a new green era, aiming to reach net zero by 2060 through the Circular Carbon Economy (CCE) framework.

The Kingdom is proactively paving the way for an energy future that harmonizes economic advancement with environmental conservation. This vision underscores Saudi Arabia's renewed emphasis on climate initiatives, both within its borders and on the global stage. A testament to this commitment is the Kingdom's advocacy for a circular carbon economy, a concept which, under its G20 leadership, garnered widespread support from global counterparts.

Closer to home, Saudi Arabia is charting a path towards greater sustainability. The Saudi Green and Middle East Green initiatives stand as prime examples, proactively addressing climate challenges at home and across borders. With efforts directed at reducing land degradation, conserving coral reefs, and protecting wildlife, Saudi Arabia is ensuring its rich biodiversity thrives for future generations. By innovatively and responsibly confronting today's energy and climate challenges, the Kingdom is laying the foundation for a sustainable future.



# SAUDI GREEN INITIATIVE

The Saudi Green Initiative unifies the Kingdom's environmental, energy and sustainability efforts under a single banner, with the aim of tackling climate change and offsetting the impact of fossil fuels.



## Saudi Arabia's First Botanical Garden

In Saudi Arabia, where rich ecosystems meet age-old traditions, Munira Alhazani took note of the value in the nation's unique plants, especially the significant *Ziziphus spina-christi*. With a drive to spotlight this biodiversity, she established the Saudi Botanical Society, a non-profit organization that protects and preserves local plants.

She has modernized old seed catalogs and initiated public awareness drives, bringing together people of all ages to value their environmental roots.

Thanks to her dedication, she struck a deal with Diriyah Gate Development Authority, leading to Saudi Arabia's inaugural botanical garden. This garden is a tribute to the Kingdom's abundant plant world and Munira's unwavering dedication.

Munira Alhazani





# SUSTAINABLE PROGRESS



## PROTECTING LAND AND SEA

**18.1%**

of land under protection.

**6.49%**

of marine environments under protection.

**1,660+**

endangered animals rewilded.

## GREENING THE KINGDOM

**49mn+**

trees and shrubs planted across the Kingdom.

**94k**

hectares of degraded land rehabilitated - equivalent to 146,000 football fields.

**10bn**

tree roadmap revealed at MENA Climate Week 2023.

## REDUCING EMISSIONS

**2.8GW**

renewable energy capacity connected to the grid.

**520k**

homes could be powered by installed renewable energy.

**13GW**

of renewable energy capacity currently under development across various projects.

# GREEN GOALS

In line with Vision 2030, the initiative has ambitious goals to meet as it pursues the promise of a greener Saudi Arabia.

**278MTPA**

REDUCE CARBON EMISSIONS  
BY 278MTPA BY 2030

**30%**

PROTECT 30% OF SAUDI ARABIA'S  
LAND AND SEA BY 2030

**10bn**

PLANT 10 BILLION TREES  
ACROSS THE KINGDOM

# POWERING THE FUTURE

**50%**  
OF ENERGY WILL COME FROM RENEWABLE SOURCES BY 2030

**130GW**  
TARGET OF RENEWABLE ENERGY BY 2030

**70+**  
RENEWABLE ENERGY PARKS PLANNED ACROSS THE KINGDOM

## THE KINGDOM'S HYDROGEN TIMELINE

2020

40 tonnes of blue ammonia shipped to Japan - the world's first display of the blue ammonia supply chain

2021

Contract signed to install over 2GW electrolysis plant for air products in NEOM

2022

Saudi Arabia and South Korea sign preliminary deals to develop green hydrogen

2030

Saudi Arabia to be the world's largest hydrogen supplier with 4 million tonnes annual target

2035

The Kingdom plans to deploy one of the world's largest CCUS hubs in the Eastern region, with a capacity of 44 to 53 million tonnes annually

To date, commercial quantities of the Kingdom's clean ammonia have been delivered to Japan, South Korea, China, Thailand, and Europe for power generation as part of those countries' decarbonization plans.

# RENEWABLE ENERGY GRID EXPANSION

Saudi Arabia has more than doubled its renewable energy production capacity from 700MW in 2022 to 2.8GW, with more than 8GW and 13GW of renewable energy under development. It also plans to tender around 20GW in 2024 and become a key source of green hydrogen.

**42,000** HOMES ARE CURRENTLY POWERED BY RENEWABLE ENERGY

## KEY PROJECT CAPACITIES

◆ **1.5GW**  
FROM SUDAIR

◆ **0.4GW**  
FROM DUMAT AL-JANDAL

◆ **0.3GW**  
FROM SAKAKA

◆ **0.3GW**  
FROM JEDDAH

◆ **0.3GW**  
FROM RABIGH

SPOTLIGHT ON  
**RENEWABLE  
ENERGY**

**300MW**  
CAPACITY

◆ **1.2mn**  
UTILIZES 1.2 MILLION  
SOLAR PANELS

◆ **530k**  
ANNUALLY REDUCES  
CARBON EMISSIONS  
BY 530,000 TONS

◆ **55k**  
CAPABLE OF SUPPLYING  
ELECTRICITY TO  
55,000 HOMES

**SAKAKA SOLAR POWER PLANT**

Inaugurated in 2021 in Al Jouf as part of the Custodian of the Two Holy Mosques Renewable Energy Initiative, Sakaka is the Kingdom's pioneering solar energy project.



# DUMAT AL JANDAL WIND FARM

**400MW**

CAPACITY

◆ **99**

EQUIPPED WITH  
99 TURBINES

◆ **70k**

CAPABLE OF POWERING  
APPROXIMATELY  
70,000 HOMES

Located in the Al Jouf region of Saudi Arabia, this project represents the Kingdom's commitment to achieving its ambitious renewable energy goals.





# CONSERVATION & REWILDING

In 2023 alone, **seven Arabian leopard cubs** were born under the conservation breeding program in Taif, Saudi Arabia. The Kingdom has dedicated \$25 million to preserving the Arabian leopard.

# SANCTUARIES

## OF BIODIVERSITY AND TRADITION

Saudi Arabia's reserves play a vital role in preserving the region's diverse ecosystems, showcasing the Kingdom's dedication to environmental conservation.

**T**hese areas not only ensure the survival of unique and endangered species but also serve as important sites for scientific research. By blending age-old traditions with contemporary conservation practices, they offer tangible benefits to local communities.

These reserves are recognized as part of UNESCO's World Network of Biosphere Reserves.



### Juzur Farasan

The Farasan Islands, recognized as Saudi Arabia's first Biosphere Reserve, span an extensive area of 820,000 hectares. This sanctuary plays a critical role in the conservation of rare and endemic flora and fauna. It is especially notable for housing the nation's largest population of Idmi gazelle.

The biodiversity of the islands is further enriched by a variety of seabirds and

an assortment of marine life, including dolphins, whales, hawksbill sea turtles, corals, and manta rays, along with several species of reptiles. The islands' relative isolation has been key in preserving traditional agricultural practices, showcasing a harmonious coexistence of human life with nature.



# HARRAT UWAYRID

*Harrat Uwayrid Biosphere Reserve, AlUla*

Located in AlUla, in the western region of Saudi Arabia, the Harrat Uwayrid Biosphere Reserve is a sanctuary for endangered and rare species such as the Arabian leopard and the Arabian gazelle. This reserve features unique vegetation that thrives on its volcanic rocky slopes.

In the vicinity, around 50,000 villagers are dependent on agriculture and the herding of camels, sheep and goats for their livelihoods, reflecting their deep connection to this diverse and vital ecosystem.

# CLIMATE LEADERSHIP

DURING SAUDI ARABIA'S G20 PRESIDENCY, THE KINGDOM INTRODUCED TWO SIGNIFICANT GLOBAL ENVIRONMENTAL INITIATIVES

**1** The Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats aims to cut degraded land by 50% by 2040.

**2** The Global Coral Research & Development Accelerator Platform, established by 11 countries, focuses on promoting research to protect and sustain coral reef ecosystems globally.

*Red Sea*



Middle East  
Green Initiative

The Middle East Green Initiative outlines Saudi Arabia's ambitious vision for the nation, the region and beyond, aiming to reduce emissions, create the necessary infrastructure to protect the planet, and deliver against shared environmental goals.

Driven by the Kingdom's efforts, the regional and coordinated roadmap unites world leaders to make the world a greener place and shape a sustainable future for all.

## MGI TARGETS

- ◆ Support the region in reducing 670 million tons of CO2 emissions.
- ◆ Grow 50 billion trees in the Middle East, meeting 5% of the global reforestation goal (with 10 billion trees in Saudi Arabia and 40 billion in the region).



This alliance represents a collective effort to preserve ocean health, with a goal to protect at least 30% of the world's oceans by 2030 through the establishment of Marine Protected Areas. Saudi Arabia is one of few Arab countries to be part of the alliance. Additionally, the Kingdom has spearheaded the creation of the Global Water Organization, focusing on the sustainability of water resources for all.

*Al Rayes White Head Beach, Red Sea*



## Global Methane Pledge

This is an ambitious international commitment targeting a reduction in methane emissions.

Saudi Arabia is actively contributing to this global endeavor, aiming to cut methane emissions by 30% by 2030. This effort is part of Saudi Arabia's broader strategy to promote a more sustainable future.

*Asir Region*

Lina Eyoni

### From Jeddah's Shores to Ocean Conservation Advocate

Lina Eyoni grew up in Jeddah, close to the Red Sea, which sparked her interest in oceanography. After completing her education in Saudi Arabia, she earned a scholarship to study for a Ph.D. at King Abdullah University of Science and Technology (KAUST).

Now, as the Environmental Physical Science Manager at Red Sea Global, Lina uses her expertise to contribute to the conservation of the Red Sea. Her work aligns with Vision 2030's goals for environmental sustainability and she plays a key role in preserving this vital marine habitat for the future. Lina's dedication to her field reflects the broader objectives of Vision 2030 to leverage education and passion for national benefit.









VISION رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA