

# Cityscape Global

17 – 20  
November 2025

Riyadh Exhibition & Convention Centre (Malham),  
Saudi Arabia

## Event Brochure

### THE FUTURE OF URBAN LIVING

SPONSORED BY

وزارة البلديات والإسكان  
Ministry of Municipalities and Housing



IN PARTNERSHIP WITH



برنامج الإسكان  
HOUSING PROGRAM



ORGANISED BY



# The World's Most Attended Real Estate Event

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**

**\$61B**

in total real- estate  
deals

**172,000**

attendees across 4 days

**151,418**

local attendees

**20,582**

international attendees

**121**

countries  
represented

**560+**

Speakers from 50 countries

**444**

Exhibitors

**110+**

C-Level institutional  
investors from 23  
countries

**150+**

Hours of content



# The World Comes to Riyadh

A truly global exhibition



**255+**

international exhibitors



**100+**

international developers



**40**

countries exhibiting

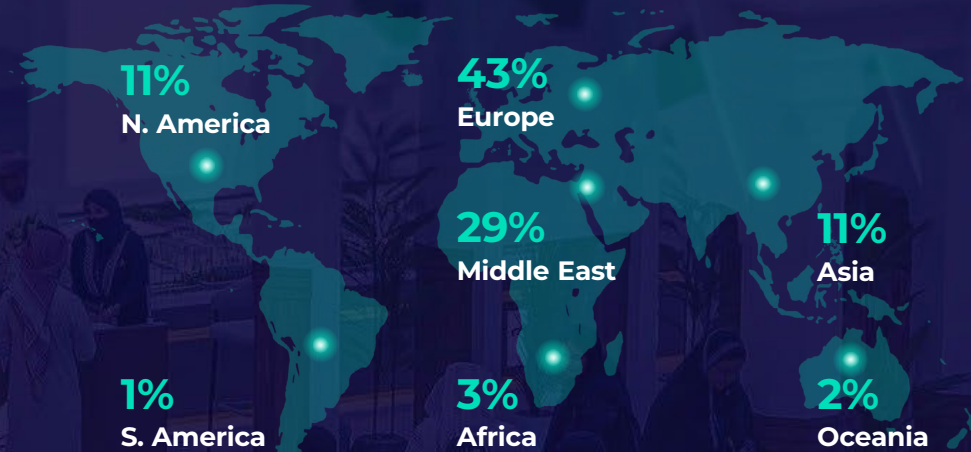


**10**

country pavilions



Pioneering exhibitors from



“

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:

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

# Who Exhibits



Real Estate  
Development



Finance &  
Banking



Sports &  
Entertainment



Technology /  
PropTech



Construction



Government &  
Official Authorities



Investment



Architecture &  
Design

## EXPANDED



Brokerage and  
Consultancy  
Services

USD **5.3** billion  
in property sales and  
transactions onsite

**15+** Networking &  
Show Features



# Where Visionaries Meet to Transform The Future of Urban 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 fosters valuable networking opportunities with senior decision makers looking for new partners.

# 80%

of exhibitors consider  
Cityscape Global  
important for their  
business

# \$8m

Average expected sales per  
exhibitor within 12 months  
following the interactions  
with show visitors.

# Attendee Insights


82%

business attendees  
are involved in  
purchasing decisions

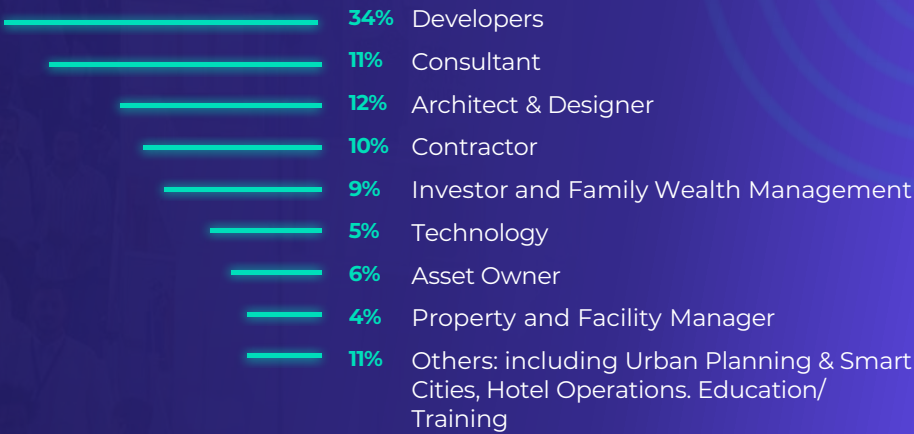
64%

interested in purchasing  
commercial and residential  
units

## Top represented countries include

-  Saudi Arabia
-  Oman
-  UAE
-  Türkiye
-  Egypt
-  UK
-  Bahrain
-  China
-  Yemen
-  Jordan
-  United States

## Attendee industry breakdown



## Attendee sector breakdown



# Our 2024 Sponsors

SPONSORED BY



IN PARTNERSHIP WITH



ORGANISED BY



FOUNDATION PARTNERS



DESTINATION PARTNER



DIGITAL ENABLER



STRATEGIC PARTNER



GIVEAWAY PARTNER



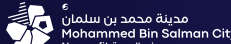
DIAMOND SPONSORS



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





# 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 & VIP 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



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. 🔥

**Stefan Hickmott**

Founder/CEO, Evarei Management





# Institutional Investor Programme



**Investor Advisory Board**



**Format: Round Tables & Networking**



**Expanded Investor Networking**



**Investment Insight Reports**



**Offsite Networking Events**



**Project Site Visits**

**2024**  
**Institutional**  
**Investors**  
**included:**



BNP PARIBAS

**Brookfield**

**CBRE**

HENDERSON  
PARK

Hines

INTESA  
SANPAOLO

**BlackRock**

KDB

APOLLO

HASSANA

جدوى للاستثمار  
Jadwa Investment

KAMCO  
INVEST

KING STREET

Colliers

AL NAHLA

領展  
LINK

MAPLETREE  
INVESTMENTS CORP

NH INVESTMENT  
& SECURITIES

LJ Hooker

CVC CAPITAL  
PARTNERS

NORTHERN  
TRUST

QATARI  
DIAR

بلوم إنفست  
BLOMINVEST

SEDCO  
HOLDING



# Key Show Features

CityscapeGlobal

## On-Site Activities

### Major Industry Announcements



### World-Class Conferences



### Interview Pods

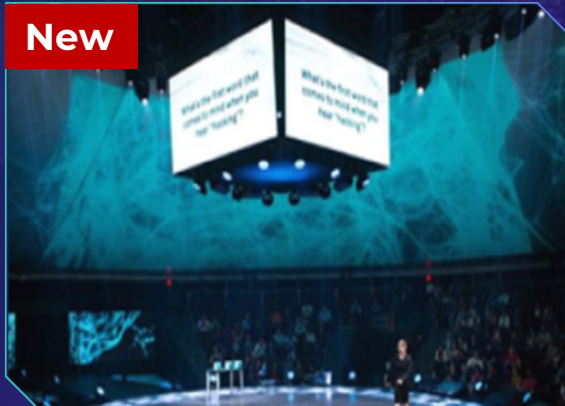


### Live Auction



## Off-Site Activities

### Innovation Arena



### Project Site Visits



### VIP Dinners





# Key Show Features

CityscapeGlobal

## On-Site Activities

### Special Mortgage Rates



100,000's Units for sale onsite- with **UNSEEN** projects for the 1st time



### Sports Activations



### Land Give Aways



### Cityscape Global Nights



### Live Music & Entertainment





# World-Class Content

CityscapeGlobal

4

Stages

20+

Tracks

450+

Speakers

2

Exclusive  
Forums

Elevated



**Future of Living Summit**  
Supercharging Future Potential

Elevated



**ESTAAD**  
Crafting Iconic Sports and  
Entertainment Venues

Elevated



**Institutional Investors' Programme**  
Connecting Capital with Opportunity  
**Invite-Only**

Elevated



**DnA (Developers & Architects) Stage**  
Transforming Places into Spaces

New



**Innovation Arena**  
Where Trailblazers and Visionaries  
Ideate

Elevated



**International Developers' Programme**  
Building the Future Together  
**Invite-Only**



# Content Overview

|  | Monday 17 November  | Tuesday 18 November   | Wednesday 19 November  | Thursday 20 November  |
|--|---|---|--|---|
| <b>Future of Living Summit (Main Stage)</b>  | <b>Visions &amp; Enablers</b><br>Strategic Announcements<br>Governmental Visions & Strategy | <b>Investments &amp; Collaboration</b>  | <b>Smart Cities of the Future</b>  | <b>AI &amp; PropTech</b>  |
| <b>DnA (Developers and Architects) Stage</b> | <b>Developments of the Future</b><br>Large-Scale Development updates and overview           | <b>Communities of the Future</b><br>Inclusive & Climate-Responsive Design<br>Cultural Placemaking | <b>Future-Proofing the Built Environment</b>   | <b>Building the Future</b><br>Sustainable Materials & Modular Construction<br>Robotics & Future Workforce                       |
| <b>ESTAAD (Stadiums and Entertainment)</b>   | <b>Strategy &amp; Upcoming Developments</b><br>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><br>PropTech Semi-finals                               | <b>Cityscape Innovation Challenge</b><br>PropTech Semi-finals                                     | <b>Cityscape Future Leaders Competition</b><br><br><b>Cityscape Innovation Challenge</b><br>PropTech Semi-finals | <b>ROSHN Hackathon Finale</b> <ul style="list-style-type: none"> <li>• Future of Talent</li> <li>• Future of Content</li> </ul> |

# ESTAAD (Sports and Entertainment)

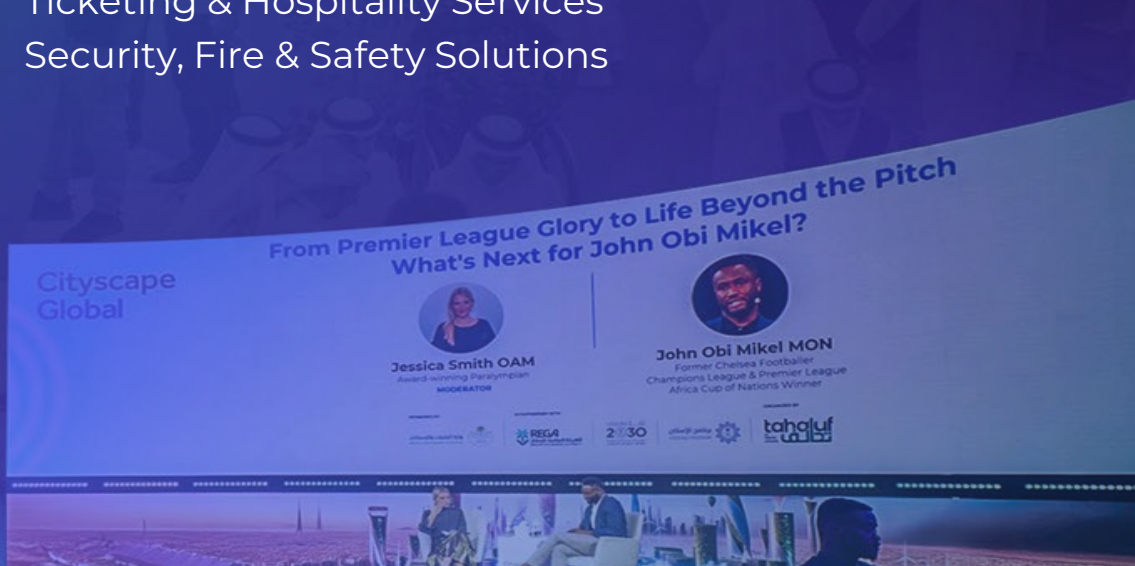
New

CityscapeGlobal

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



# Reaching International Audience

2.6 billion  
impressions  
across 28 countries

## Featured In



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

## Space Only Stand

**Hall 1 & 2** Foundation and Diamond sponsors only

**SOLD OUT**

### Early Bird

Valid until 30th of June

#### Price

\$875 per sqm

SAR 3,281 per sqm

### Standard Price

From 1st of July onwards

#### Price

\$950 per sqm

SAR 3,563 per sqm

**Notes:** Raw Space, does not include power and rigging costs.  
Minimum 21 sqm.

**Hall 1A, 3, 4, 5 & 6**

### Early Bird

Valid until 30th of June

#### Price

\$799 per sqm

SAR 2,996 per sqm

### Standard Price

From 1st of July onwards

#### Price

\$850 per sqm

SAR 3,188 per sqm

**Notes:** Raw Space, does not include power and rigging costs.  
Minimum 21 sqm.

## Double Decker Level

#### Price

\$437.5 per sqm

SAR 1,641 per sqm

**Notes:** Maximum 70% of ground space. **Double Decker stands are only available for Halls 1,2,3**

## Stand Sharing Fee

#### Price

\$250

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 to be listed on the exhibitor list on the website and mobile app.

### Basic

\$550

SAR 2,063

(9-36 m2)

### Advanced

\$795

SAR 2,981

(37-99 m2)

### Essential

\$1,045

SAR 3,919

(100+ m2)

**VAT 15% on USD and SAR**

To be included on invoice



# Exhibiting Opportunities



Example of a 12 sqm, 2 open sided Show Ready Booth

## Show Ready Package

### Early Bird

Valid until 30th of June

#### Price

\$995 per sqm

SAR 3,731 per sqm

### Standard Price

From 1st of July onwards

#### Price

\$1,050 per sqm

SAR 3,938 per sqm

**Description:** 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

All inclusive, excluding VAT

### Early Bird

Valid until 30th of June

#### Price

\$1,800

SAR 6,750

### Standard Price

From 1st of July onwards

#### Price

\$2,000

SAR 7,500

**Description:** carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power socket, 1 x LED light (Inclusive of admin fee)

## Admin Fees

**Basic**  
(9-36 m2)

\$550  
SAR 2,063

**Package includes:** Create your company profile with name, logo, description to be listed on the exhibitor list on the website and mobile app. Admin Fees are only applicable for show-ready stands.

**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 maximise your exposure and build meaningful connections with industry leaders on a global stage.

## Sponsorship Packages

**SOLD**  
**US \$1,000,000**

**Foundation Partner**

**SOLD**  
**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**



# GET INVOLVED

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