

HUNA

King Abdullah Economic City (KAEC) | ISSUE 9 - January 2019

Noaf Al Osaime

The Marina & Yacht Club, an exciting range of sea entertainment

KAEC The New Destination
for International Sports
within the Kingdom

THE BIGGEST JAZZ FESTIVAL

*World Class Projects Promote
Tourism & Leisure Development*

**The Royal Greens community
with stunning views over the
Red Sea beach**

KAEC
مدينة الملك عبدالله الاقتصادية



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As Saudi Arabia's and the region's first fully private port, King Abdullah Port provides state of the art infrastructure and operational excellence. With the benefits that come with a single regulator, the Economics Cities Authority, King Abdullah Port plays a major role in the ongoing development of the Saudi economy by supporting the creation of new business and career opportunities, and by providing an environment for healthy sustainable growth.



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GROUP CHIEF EXECUTIVE OFFICER'S

letter



I am proud of the valuable trust that has been invested in me through my appointment as GCEO of one of the largest and key development projects in the Kingdom and the region; a project that represents a unique global model for joint partnership between the private and the public sectors. King Abdullah Economic City (KAEC) is a true benchmark for rapid economic growth and a place where challenges are transformed into achievements. Moving forward, I can't but feel the great but honorable responsibility I have to attain the city's strategic objectives and cater to the aspirations of our board members, stakeholders, residents, investors and everyone who works here in this modern city, so that we can always stay ahead.

Today, KAEC is carrying on with its ambitious mission to achieve its strategic goals in line with the Kingdom's Vision 2030 by investing in a multitude of promising sectors. The latter include the industrial and logistical services' sector, which constitutes a major pillar for the city's positioning as a main driving force for economic development. KAEC's role in this field is enhanced through the presence of King Abdullah Port, the second largest port in the Kingdom and one of the fastest growing ports in the world with a capacity of 3.4 million containers a year. As for the Industrial Valley, it has become home to leading industrialists having attracted more than 110 national and global companies with investments amounting to SR 11.7 billion.

In terms of Quality of Life, King Abdullah Economic City offers the highest living standards of a modern lifestyle through the development of six residential coastal communities and the implementation of more than 10,000 residential lands and units so far, divided among Al Murooj, Bay La Sun, Al Waha, Al Talah Gardens, Al Shurooj and The Village communities. KAEC's residential communities cater to different income levels and feature a state-of-the-art infrastructure, rainwater drainage systems, vast green spaces, walking, running and cycling trails, the best educational, health, social and recreational facilities, and a bouquet of restaurants, cafés and retail stores, all within a safe, healthy and interactive environment that's constantly reinventing itself through regular activities and ongoing events. KAEC also strives to be the rising "Tourism and Leisure"

destination through the development of three parallel pillars with a total investment of SR 1.4 billion. The first pillar represents the touristic and recreational aspect of KAEC with up to 30 projects. The second pillar revolves around organizing and hosting leisure, arts and economic events and activities, while the third pillar entails the development of prime international sports' events.

At KAEC, we envision a promising future, backed by a resilient Saudi economy and exclusive city features such as our successful strategic partnerships, which represent a sustainable driving force behind our continuous offerings, productivity and achievements. We have already started seeing the positive results of such strategic alliances, especially in the education and training sector with the launching of Prince Mohammad Bin Salman College (MBSC) of Business & Entrepreneurship - which is currently welcoming its second wave of recruits - and "Tomouh" (HRH Prince Khaled Al-Faisal's Program to Build Human Capital), which aims at training and empowering 10,000 men and women from the Mecca province. We also pride on our strategic partnership with the Housing Ministry to launch the "Sakani" program which has already started delivering residential units with the aim of building more than 8,000 residential units in King Abdullah Economic City. Additionally, and through our fruitful partnerships with the General Entertainment Authority (GEA), the General Culture Authority (GCA), and the General Sports Authority (GSA), we strive to organize more artistic, cultural and sports events in addition to developing several joint projects.

We trust our capabilities and have full confidence in our ability to achieve all our strategic goals with God's blessing and the support of our wise government. Our ambitious vision is advancing at a fast pace as we pioneer the way towards the implementation of Vision 2030.

AHMED I. LINJAWY

KING ABDULLAH ECONOMIC CITY
Group Chief Executive Officer



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WALAA AL BEIRUTI



31 January –
3 February



السعودية الدولية
SAUDI
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A Kingdom With Vision

Royal Greens
Golf & Country Club

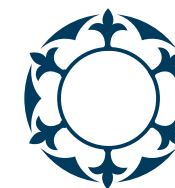
King Abdullah
Economic City

saudiinternational.com



Patrick Reed
2018 Masters Champion





BAY LA SUN
MARINA

WATERSPORTS & YACHT CLUB

THE BAY LA SUN MARINA, WATER SPORTS & YACHT CLUB

King Abdullah Economic City (KAEC) has become one of the most important and rising tourism and leisure destinations in the region thanks to the launching of a multitude of premium projects, including the Bay La Sun Marina, Water Sports & Yacht Club. This exceptional venue offers water sports' fans and everyone seeking to enjoy the fascinating Red Sea beaches exclusive access to a wide variety of sports, facilities and high-end services.

A World Class Experience

Upon your visit to the Bay La Sun Marina, Water Sports & Yacht Club, an exciting destination will unveil to you with a comprehensive range of entertainment services. Therefore, if you're looking to spend memorable moments with your friends and family members, search no more! We offer you a mix of facilities and services that adds an undeniable touch of luxury and leisure to your journey in the city. From thrilling yacht excursions and adventurous diving trips, to a world-class food experience at the Marina & Yacht Club restaurant, numerous water sports, and a top-of-the-line chandlery with a great choice of equipment, gear and attire for fishing and diving aficionados; we've got you all covered. Visitors will also be able to enjoy marvelous sea trips to the Rimal island facing KAEC's coastal strip soon, an addition that will further confirm the status of the Marina as the ultimate destination for unforgettable times.



In terms of yacht chartering, the Marina & Yacht Club offers an exclusive and fun-packed sea experience on board of its famous Hatteras 67GT. Fully equipped to welcome 14 VIP and top-notch corporate guests, the vessel features 3 independent bedrooms and other luxury amenities to ensure an eventful sea journey across the Red Sea, complemented by the presence of a luxurious chandlery with an indulging choice of must-haves for fishing and sea trip amateurs and professionals.



A bedroom in the Hatteras 67GT yacht



Part of the berth at the Bay La Sun & Marina

In a broader perspective, the Bay La Sun Marina, Water Sports & Yacht Club is considered a full-service hub for water sports' amateurs and professionals. The national German TV even aired a 5-minute report about the venue, speaking extensively about its pristine beaches, beautiful deep-water coral reefs and the various water sports available in the kingdom. Viewed by more than 2.5 million people, the documentary listed KAEC's marina as of the world's top 5 water sports and diving destinations.

The venue is indeed a haven for water sports' lovers. Other than offering a wide variety of nautical activities, the Marina gives access to experienced and highly-trained instructors, including a passionate female instructor; Noaf Al Osaimi who stated that "Working in a city that overlooks the red sea, is a great opportunity to turn my diving passion into an enjoyable career."

On another note, KAEC signed a Memorandum of Understanding with the Saudi Arabia Maritime Sports & Diving Federation stipulating the parties' collaboration in regards to the implementation of several key programs and initiatives, including: the establishment of a headquarter for the federation's members; the financing, establishment and development of a headquarter for a specialized water sports academy; the supply of full-fledged logistical services; the financing and support of research and exploratory works; and the attraction of international water sports championships.

The Bay La Sun Marina, Water Sports & Yacht

Club will be inaugurated in two phases with a total berthing capacity of sixty berths for 7-to-25-meter-long boats and yachts. During the first phase, the Marina will be able to welcome 12 small-size boats, 24 middle-size boats, 10 large-size yachts and 4 super yachts noting that upon the completion of phase two, the venue's capacity will reach 120 vessels.

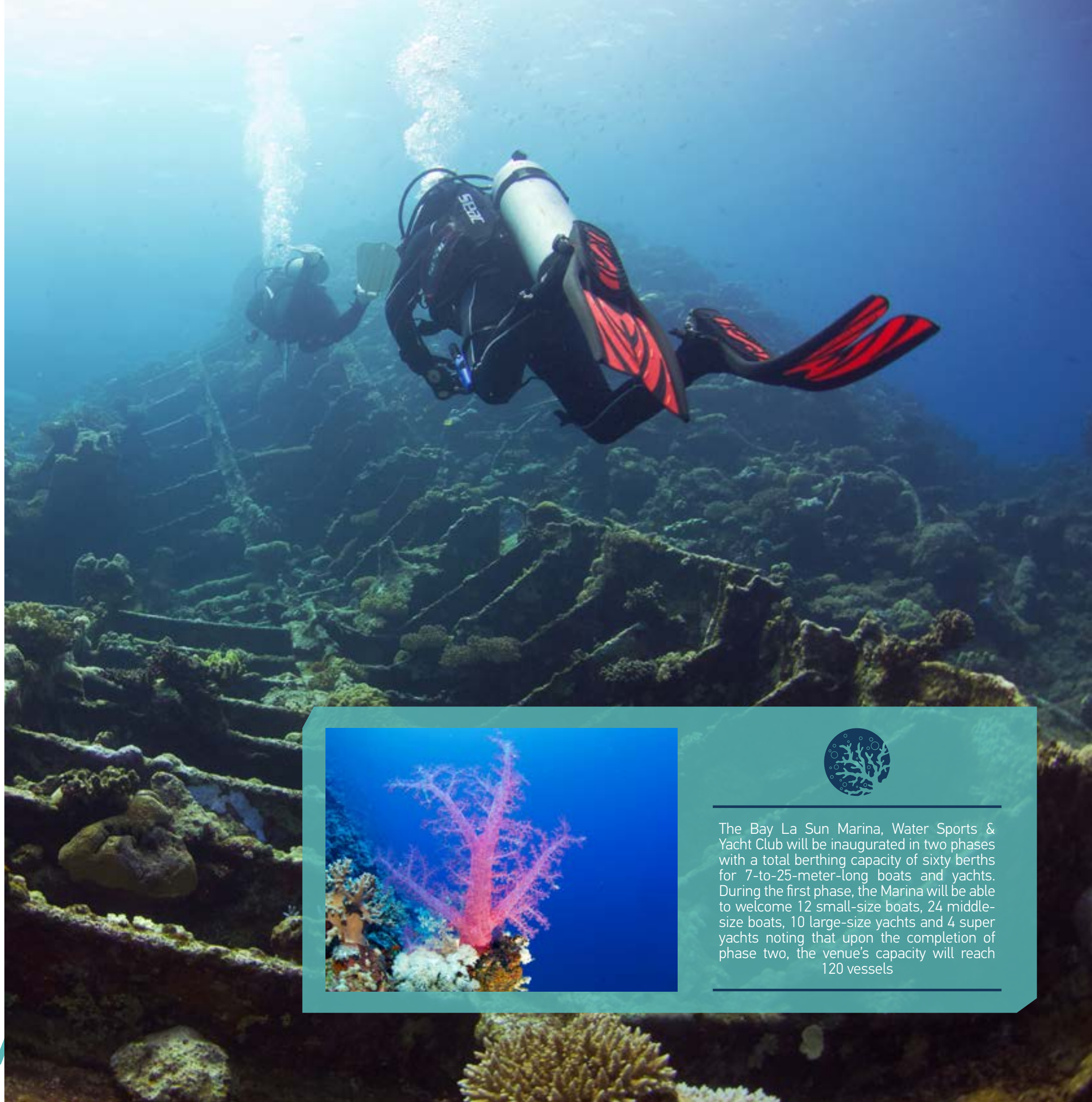
Today, the facility is striving to provide yacht and boat owners with a comprehensive range of high-end services to ensure them a truly luxurious marina experience, including technical services, regular and preventive maintenance checkups, fueling stations, plumbing and paint services, as well as electrical and mechanical repairs through a full-fledged on-site workshop that adopts advanced towing and lifting systems.

The Bay La Sun Marina, Water Sports & Yacht Club boasts a highly-qualified team of experts across all operations from security and safety, to the search and rescue team. The Marina's staff monitors and controls the premises at all times, provides accurate weather reports, updates digital geographical data, provides and controls safety tools, offers support services in liaison with the emergency team and the fire station, and coordinates A-to-Z communication with all relevant parties, all with the ultimate aim of providing guests and members with the safest and most enjoyable leisure experience on the Red Sea coast.



**"WORKING IN A CITY THAT
OVERLOOKS THE RED SEA,
IS A GREAT OPPORTUNITY TO TURN
MY DIVING PASSION INTO AN
ENJOYABLE CAREER."**

Noaf Al Osaimi / Diving Instructor



The Bay La Sun Marina, Water Sports & Yacht Club will be inaugurated in two phases with a total berthing capacity of sixty berths for 7-to-25-meter-long boats and yachts. During the first phase, the Marina will be able to welcome 12 small-size boats, 24 middle-size boats, 10 large-size yachts and 4 super yachts noting that upon the completion of phase two, the venue's capacity will reach 120 vessels

TAIBET ALKHAIR CO.

INTERVIEW WITH ENG. HASSAN ALRADADY CEO of Taibet Alkhair Co.



ENG. Hassan Al Radady | CEO of Taibet Alkhair Co.

Engineer Hassan Alradady, is a young Saudi talent occupying a leading position in a successful national company that was able to prove itself in the financial and business field. Today, this institution is looking at a new dawn of expansion and development by setting foot in KAEC. Eng. Hassan Alradady, CEO of Taibet Alkhair Co., describes the company's journey, market positioning and standing in the business sector, as well as talks about his rich experience in this domain.

1. When was Taibet Alkhair Co. established? What kind of products does it offer?

Taibet Alkhair Development Co. Limited was established in 1429 Hijri by owner and founder Eng. Fahed Ben Olayyan Ben Suleiman Alradady with a 100% Saudi capital. The company originally specialized in general contracting, roads and real estate development and investment. In 1434 hijri, Taibet Alkhair inaugurated a plant for cement products (curbstones - block - interlock - cement tiles) in KAEC. The facility is equipped with automated German production lines and state-of-the-art technology. It is also ISO certified and has many other certifications.

2. Why did your company choose KAEC's Industrial Valley as a location for its headquarters and as a launching platform to the market? What's your current capacity?

We have chosen KAEC's Industrial Valley because it is an international hub that attracts quality investments due to its strategic location and direct access to a world-class port, which is a major magnet for investments in the city. We also appreciate the logistical support that's offered to companies operating in the Valley, including strategic initiatives and a comprehensive set of high-end services and facilities that enable us to conduct our business with ease and in all convenience.

3. Who are your customers and what kind of market challenges do you face?

Our target audience is mainly the contracting and construction sector. We're grateful to be launching our business from the Industrial Valley to the rest of the Kingdom, including the western, the southern and the northern regions. So far, we have been a key supplier to major projects in the country such as the pedestrian path in Arafa, Neom City, King Abdullah University, and KAEC among others, and we look forward to achieving the best by maintaining a competitive edge and offering high-quality products at competitive prices.

As for market challenges, they mainly consist of a lack in cash in the contracting sector, the presence of manual plants offering poor cement quality which negatively affects the Saudi industry in general, and the presence of difficulties in getting visas for regular plant workers.

4. As a national company, how do you embrace, encourage and enable Saudi talents?

Since the establishment of Taibet Alkhair Development Co. Limited, it's been common practice to attract, empower and depend on young national talents in alignment with the Kingdom's Vision 2030. As such, the company currently relies on dependable and highly competent Saudi executives in both administrative and technical positions.

It is noteworthy that Taibet Alkhair Co. has partaken, alongside Emaar the Economic City, in the Tomouh program to train around 80 young Saudi females and males in 2018 in different domains and has prepared them to integrate the job market.

5. Eng. Hasan, as a CEO, how do you perceive the entrepreneurship spirit and environment here in KAEC?

I perceive KAEC as a valuable opportunity for any investor as it offers many advantages. The latter include a strategic location and robust international capabilities being one of the new economic regions that aim to attract diverse international investments, provide job opportunities for Saudis, and implicate the private sector in the national development. As such, the city offers an inspiring model for a more competitive governmental performance, one that can easily adapt to change, in alignment with the Kingdom's Vision 2030.

KAEC also offers a healthy and motivational environment for both investment and work thanks to its various facilities, state-of-the-art infrastructure, and ability to attract giant international and national companies. In fact, having direct access to an international port as well as to the Haramain high-speed railway and to multiple logistical services, in addition to the presence of a true entrepreneurship spirit, are all elements that are contributing to the attraction of further investments to KAEC whether through the expansion and development of existing projects or through the arrival of new investors.

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I PERCEIVE KAEC AS A VALUABLE OPPORTUNITY FOR ANY
INVESTOR AS IT OFFERS MANY ADVANTAGES



KAEC HOSTS THE FINAL RACE IN THE DRONE RACING LEAGUE (DRL)

During the month of September 2018, King Abdullah Economic City (KAEC) hosted the final race in the Drone Racing League for 2018 at the Business Park of the Bay La Sun district with the participation of the world's best pilots.

The event reflects KAEC's strategic commitment towards supporting international sports events, promoting them locally, and highlighting the Kingdom's capabilities on the international scene. It also underlines the city's ongoing quest to organizing touristic and entertaining activities and events with a special focus on high-end international sports. As for the reason behind choosing KAEC to host the event, the city's infrastructure, resources and facilities were all major factors, in addition to the support, organization and tireless efforts of the Saudi Federation for Cyber Security and Programming.

The Drone Racing League was held with several concurrent events, including a workshop for a group of students from the World Academy to train them on programming and mounting drones. Moreover, a local championship was held to showcase the talents, skills, creativity and passion of the Saudi youth in regards to this thrilling game. In total, more than 4,000 fans attended the miscellaneous activities which were especially designed for drone aficionados, families and kids in specific areas dedicated to supporters.

MORE THAN 4000 FANS ATTENDED THE EVENT



Participants at Drone Racing League Championship



TWA students workshop during Drone Racing League (DRL)



KAEC gate during Drone Racing League (DRL)



The Drone Racing League Championship in the Business Park at the Bay La Sun District

KAEC INTERNATIONAL JAZZ FESTIVAL

مهرجان الجاز العالمي في مدينة الملك عبدالله الاقتصادية



Jazz festival caption

THE INTERNATIONAL JAZZ FESTIVAL

In yet another pioneering initiative, KAEC organized the largest two-day Jazz festival in the Kingdom. The event was a true success, attracting an impressive crowd of Jazz music lovers.

The refined audience enjoyed a selection of musical pieces by some of the world's most celebrated jazz performers and musicians, in addition to the participation of Charbel Rouhana, one of the most acclaimed Jazz artists in the Arab World who is famous for harmoniously mixing oriental and western notes and instruments. Among participating Saudi talents, the Jeddah Band's segment captured the audience's minds and hearts with a truly exceptional jazz performance.

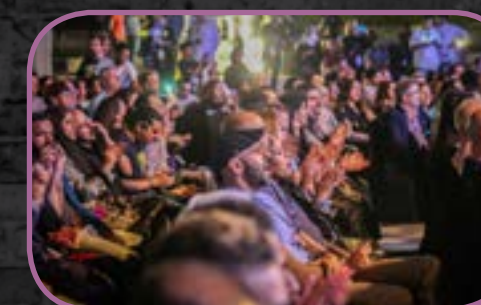
The International Jazz Festival is one of the most important and successful musical events organized by King Abdullah Economic City, reaping great attendance and acclaim from a wide audience of jazz aficionados. Over two days, the event featured an international line-up of jazz music pioneers the likes of Raul Midon, Erik Truffaz, Jesse Cook, McKoy Tyner, Kenny Garrett, and Al Di Meola in addition to Lebanese artist Charbel Rouhana.



Musician Kenny Garret



Lebanese artist Charbel Rouhana



The audience at the festival



Part of the activities at the festival



Tamer Hosni



Mohamad Hamaki



Sherine



Wael Jassar



Saber Roubai



Side from Abadi Al Johar's Concert



Side from Tamer Hosni's Concert

MUSICAL EVENINGS AT KAEC

King Abdullah Economic City (KAEC) has risen as a key entertainment destination in the Kingdom, hosting a long list of artistic events and concerts for first-rank stars in the Arab World including Tamer Hosni, Mohamad Hamaki, Wael Jassar, Saber Roubai, Ragheb Alameh, Sherine and others. This bustling artistic activity in the city comes in line with KAEC's overall strategy as well as with the Kingdom's vision to focus on the tourism and entertainment industry by boosting the sector's infrastructure and continuously launching new projects and events throughout the year.

The Saudi crowd, a tasteful audience who is always eager to meet megastars, has enjoyed a series of exciting concerts during the official holiday and Eid seasons. The masterfully-organized events, which featured the latest sound and light technologies in the world, witnessed great participation and attendance as fans came to enjoy memorable moments from a unique location that overlooks the Bay La Sun Marina.



A THREE DIMENSIONAL MODEL OF THE HOLY QAABA BY ARTISTS AHMAD MATER, DUBBED "MAGNETIC GRAVITY", EMBODYING THE UNSEEN GRAVITY OF FAITH



Side of "Bayn Kayf W Kayf" Exhibition

THE "BAYN KAYF W KAYF" EXHIBITION AT KAEC

In partnership with "Athr" Gallery and the Saudi Art Council, KAEC hosted the "Bayn Kayf w Kayf" exhibition during the month of February 2018 in the framework of the 21,39 Jeddah Arts events.

A thrilling and exciting cultural journey by artist Ahmad Mater, the exhibition documented the core transformations that the Kingdom has undergone through different sections that boasted a variety of mediums including the "Ghost" and "Leaves falling across all seasons" video segments which depicted the effect of the constant demolition and construction activity in Mecca. On the other hand, the "Desert Land" section recollected the past of the Kingdom which relied on oil through a series of empty desert locations' photographs. The exhibition also featured the "Evolution of Man" x-ray experience. Also, the "Effects of Civilization" section documented Mecca's unique lifestyle and daily life through a series of photographs taken in the "Paran" desert, while the "Something from Nothing" section showcased a selection of creative sculptures under the title "Petrified Lighting". The exhibition's thrilling journey concluded with a three dimensional model of the holy Qaaba by artists Ahmad Mater, dubbed "Magnetic Gravity", embodying the unseen gravity of faith.

THE EXHIBITION DOCUMENTED THE CORETRANSFORMATIONS THAT THE KINGDOM HAS UNDERGONE



THE 88TH SAUDI NATIONAL DAY IN KAEC

"A WEALTH OF CELEBRATIONS AT THE HEART OF THE COUNTRY"

Under the slogan "A Wealth of Celebrations at the Heart of the Country", King Abdullah Economic City (KAEC) celebrated the 88th Saudi National Day on the 23rd of September at Juman Park and the "BAYX" Exhibition Center in the Bay La Sun district. Attendees got to joyfully commemorate the national occasion through sixteen different entertainment activities, in addition to competitions and exclusive discounts.

On this national day, a cheerful ambiance was felt across a range of activities and events addressing all ages and family members, including a Bazar, food trucks, safe and fun games for children, sports and green areas, and seating areas for families.

Juman Park hosted competitions and interactive games for kids on the children's stage, with a specific area assigned to balloon arts and coloring, in addition to a children's train, a climbing wall and a trampoline. At the Exhibition & Conference Center "BAYX", a popular music band animated the evening, offering various fun segments to the audience who also got to enjoy the showcase of luxury cars and a car painting competition. The event concluded with the distribution of prizes to the winners of the car painting competition, in addition to fireworks and the national anthem as a festive mean to celebrate with the locals and residents the advent of the Kingdom's 88th National Day.



A child celebrating the 88th Saudi National Day



KAEC gate during the 88th Saudi National Day



ATTENDEES GOT TO JOYFULLY COMMEMORATE THE NATIONAL
OCCASION THROUGH 16 DIFFERENT ENTERTAINMENT ACTIVITIES,
IN ADDITION TO COMPETITIONS AND EXCLUSIVE DISCOUNTS



Cars show during the 88th Saudi National Day Activities | Bay X

Juman Park during the 88th Saudi National Day

JOIN THE FASTEST GROWING MANUFACTURING AND LOGISTICS HUB IN THE REGION



- ✓ **Industrial and Logistics Serviced Plots**
Ready for Handover
- ✓ **Strategically Connected;**
Local and International Markets
- ✓ **Single Regulator ECA** (Economic Cities Authority)
- ✓ **Flexible Solutions;** Manufacturing and Logistics
- ✓ **Clean Zone with High Environmental Standards**
- ✓ **Fully Integrated City and Completed Infrastructure**

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Your growth matters



21



Life in Coastal Communities

INTERNATIONAL ENTERTAINMENT AT THE BAY X



The inauguration of BAY X, the Bay La Sun Expo Center at the heart of KAEC, was marked by a series of entertainment events of the highest international calibre.

A truly pioneering initiative, BAY X comes to support the Kingdom's business, tourism and entertainment sectors by offering a state-of-the-art infrastructure and advanced capabilities to cater to the ever-growing crowd the city is attracting through the different programs, events and activities it's hosting.

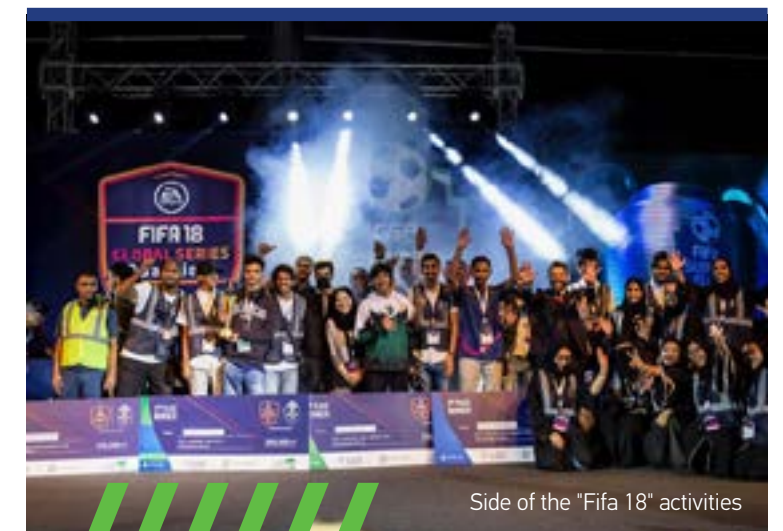
The center occupies a total area of 7,000 sqm, and includes a huge 2,800 sqm hall which is considered the largest events hall in the Middle East, in addition to 13 meeting rooms and an indoor theatre equipped with cutting-edge technologies.

Since its inauguration, the Bay La Sun Expo Center has had a busy agenda featuring financial and business events, tourism and entertainment events and other key happenings. The latter included the GSA Sports Cup "Fifa 18" during April 2018, an event organized by the Saudi Arabian Federation for Electronic & Intellectual Sports (SAFEIS) with prizes reaching up to 2 million SAR. In total, 64 players participated to the event, of which two qualified to the World Championship.

The venue also hosted a number of international entertainment events such as the world-renowned "Adam Show... A Stage of Imagination" which is the largest interactive 3D show in the Kingdom featuring an exceptional performance by the Freilogen international band. Moreover, BAY X welcomed the "Illumineer" which put on one of the most inspiring light and fire shows by combining modern circus elements with musical and light effects in addition to new-style acrobatics. Add to that the award-winning folkloric Irish tap-dancing show by "the Spirit of the Dance" which has received 9 international awards and attracted more than 30 million people across the globe so far.



Side of "Spirit of the dance" tap dancing show



Side of the "Fifa 18" activities



THE ROYAL GREENS COMMUNITY

The Royal Greens community at the heart of King Abdullah Economic City (KAEC) has become a reference in modern living for families, with its high luxury and leisure standards.

The community is famous for its unique views over the Red Sea beach, its green areas and breathtaking landscapes where gardens, parks, as well as pedestrian, sports and biking trails have been carefully carved to perfectly blend in the scenery. The community also features a comprehensive range of services as well as entertainment and tourism facilities that are unique in the region and have received prestigious international awards. The Royal Greens community is undoubtedly the number one choice for those who seek utmost home luxury, the best housing quality, and an elegant Andalusian architecture with charming views over the Royal Greens Golf Course.

Homes We Love

KAEC offers a wide and diversified range of residential and living solutions through a number of coastal communities that meet different needs, tastes and incomes. All the city's residential offerings reflect the true meaning of modern living with a harmonious and appealing mix of facilities and benefits that fulfil every family's needs and wishes: a safe and healthy environment, a state-of-the-art infrastructure, as well as access to social, health, educational and commercial facilities. Every community has distinguished features that set it apart from the rest. Al Murooj community in specific is known for its unprecedented level of luxury living and entertainment, being home to the strategically-located Royal Greens Villas which set a totally new standard for quality and elegance.



ROYAL GREENS
رويال غرينز

The Royal Greens Community



Al Murooj villas interior and exterior

THE JOY OF LIVING IN THE ROYAL GREENS OASIS

This exclusive community comprises 147 exceptional villas that are inspired by the classic Andalusian style and are spread elegantly amidst a lush oasis of green spaces, around one of the most prestigious Golf courses in the world with unobstructed views over the Red Sea.

The Royal Greens Golf Villas were carefully designed to offer the highest standards of modern luxury homes. They come in a variety of sizes and areas to accommodate the families' different needs and sizes: from 345 sqm to 787 sqm, with a choice ranging from 3 to 6 bedrooms. The villas also offer a variety of architectural styles to cater to various residents' tastes, noting that they all enjoy panoramic views over the Golf course.

A well-chosen and specialized group of international companies has overseen the community's general design, architectural details

and implementation to guarantee an exceptional end product that matches the luxury level intended as well as the ambitions and expectations of the families who are looking for an exclusive quality standard. As such, the best materials sourced from around the globe have been used in the building, finishing, and equipment of the villas to guarantee a refined living space.

From a lifestyle perspective, the Royal Greens Golf Villas' residents enjoy a series of leisure and entertainment benefits that complement their joy of living. In fact, families residing in this luxurious community are offered memberships to the Golf & Country Club facilities including access to the health club, halls, and restaurants. Family members will spend memorable moments while playing a challenging beginner-level Golf match or alternatively, choosing to undergo a training program to up their game to an expert level. The

Royal Greens community also encompasses a series of touristic, entertainment and sports facilities that provide a wide choice of activities to choose from for families seeking the best in terms of living, comfort, entertainment and leisure.



THE VILLAS OFFER A VARIETY OF ARCHITECTURAL STYLES TO CATER TO VARIOUS RESIDENTS' TASTES, AND HAS PANORAMIC VIEWS OVER THE GOLF COURSE



"Signature" restaurant

Esmeralda



The golf course

Royal Greens Golf & Country Club

TOURISM & ENTERTAINMENT

Aligned with the Kingdom's Vision 2030, KAEC's strategic objectives support the country's development journey as the city continues to focus on tourism and entertainment as rising and core pillars of growth. In this line, KAEC has launched a series of tourism, entertainment and international sports projects with Al Murooj community being a key location for most high-end projects noting its distinguished standing as one of the most luxurious communities in the city.

As such, Al Murooj became home to most of the city's exclusive projects including the Royal Greens Golf & Country Club which won the prestigious IPA Award for the "Best Global Tourism & Leisure Project" in 2016, as well as the Esmeralda Sports & Leisure Club, which received the "Best Sports & Leisure Project in the Kingdom" in 2017, a title that is bestowed for the second time upon a project in KAEC.

The Royal Greens Golf & Country Club is considered one of the most prestigious Golf clubs in the world and has been designed according to best international standards. It features one of the most beautiful 18-hole Golf courses around the globe located within a lush, landscaped area that has been especially designed to host Europe and the world's prime tournaments. The venue also

boasts a variety of luxury facilities such as the main hall, the VIP hall, the health club, premium international restaurants and a special tea room, as well as one of the most prestigious Golf training centers, which is exclusively accessible to the residents of the Royal Greens Villas who can elegantly enjoy this exciting gaming with all their family members.

The Royal Greens community will soon be witnessing the inauguration of the Esmeralda Sports & leisure Club which occupies a total area of 53,000 sqm with indoor and outdoor courts and pools to host individual and group sports, in addition to high-end cafés and restaurants, as well as kids and family areas to guarantee memorable moments for all.

The Royal Greens Golf & Country Club won the prestigious IPA Award for the "Best Global Tourism & Leisure Project", as well as the Esmeralda Sports & Leisure Club, which received the "Best Sports & Leisure Project in the Kingdom"



QUALITY OF LIFE

King Abdullah Economic City (KAEC) embodies the true meaning of a modern life. This can be felt through the city’s attention to every detail: from the overall strategic planning and implementation plans, to choosing the best consultancies as well as execution and supervision companies with the aim of establishing a state-of-the-art infrastructure. Always operating in respect of its master plan, KAEC has ensured an elegant distribution of communities, facilities and services, including a well-thought design of roads, trails, gardens and green areas, all of which are complemented by a great variety of events, activities, and support services to provide an enjoyable quality of life.

Today, one of the main attraction points in KAEC is the coastal area, where land meets the sea in a long stretch that boasts green areas, walking, running and biking trails, as well as restaurants, cafés, family seating areas, and secure playgrounds. These unique features turn the city’s coastal stripe into the most appealing waterfront destination on the Red Sea.

In terms of strategic objectives, one of KAEC’s priority goals is to instill and spread a “healthy life” culture through both, awareness and practice, as well as to upkeep and enhance this culture by all means possible. As such, the city has launched “ibike”, a modern service that’s available along the beach promenade and in key areas to enable people to rent sports bikes. This idea is meant at supporting the concept of “healthy practice” through superior leisure services offered around the city.

Similarly, and in line with KAEC’s ongoing quest to provide best-in-line services, the city has introduced smart transport alternatives to ensure easy circulation within its walls through the “I drive” service. The latter consists of a network of cars that are made available for rent across KAEC’s different communities. Using a smart mobile application, interested individuals can



The beach walk at the Bay La Sun district

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**KAEC SUPPORTS THE CONCEPT OF
“HEALTHY PRACTICE” THROUGH
SUPERIOR LEISURE SERVICES OFFERED
AROUND THE CITY**



choose the closest and most convenient option in order to move around the city’s areas, communities and facilities as well as beyond.

And because KAEC’s social life revolves around the concept of family, the city made sure to design a preliminary model of the modern lifestyle it wished to offer from the very early stages of its establishment. Accordingly, every KAEC community has its own social center to create a healthy environment and to support an effective communication among residents, while enabling them to enjoy vital social facilities and secure strolling areas with children playgrounds, all of which were elegantly designed, strategically located and made easily accessible.

Generally speaking, when working on its master plan, KAEC focused on best practices and resorted to the highest international standards to elaborate an ideal urban plan. As a result, the city features today a harmonious design, where all elements are balanced from the green areas, spreading inside and outside residential communities, to roads, dedicated pedestrian, biking and car trails and walkways. That of course in addition to the key tourism and leisure projects that are ensuring a balanced allocation of green areas, trees and vegetation to reflect a beautiful and healthy environment where social life blooms for every member of the KAEC family.

**KAEC FOCUSED ON BEST PRACTICES AND RESORTED
TO THE HIGHEST INTERNATIONAL STANDARDS TO
ELABORATE AN IDEAL URBAN PLAN**

”



Al Waha community center

SOCIAL EVENTS

The Fun Run

The Fun Run is an annual recreational race dedicated to running and walking for different distances. This year’s edition witnessed a good participation rate from all family members, young and old, who were excited to compete and enjoy memorable recreational moments. For 2018, changes were made to the Fun Run trail, moving it alongside the waterfront promenade, which allowed participants to take in the stunning views while enjoying the exciting race. The Fun Run is an activity that KAEC is keen on organizing every year in support of its strategic vision which revolves around instilling a healthy culture and encouraging residents and visitors to exercise.

In total, 98 individuals of different ages took part in the race. At the end of the event, prizes were distributed to winners while bystanders received souvenirs. A fun ambiance was set up at the starting line, throughout the race trail, and up to the finish line, featuring dedicated seating areas for families and children in select locations. Moving forward, the city is planning to maintain the race as a yearly tradition by turning it into an annual KAEC marathon in the future.



FUN Run winners



Karting Races

KAEC held a fun sports competition with entertaining social activities by organizing an exciting Karting race at the Juman Karting arena. More than 60 men and women of the city's residents competed for the winner's title, which was ultimately achieved by a woman who was able to defeat her husband, coming in second. The race was a new reminder of women's willingness and ability to drive in the Kingdom.



Fire Dangers' Awareness Week

On the occasion of Civil Defense Day and for three consecutive days, KAEC held a series of activities and events to raise awareness about the dangers of fires, while highlighting the importance of prevention measures and anticipatory planning in case of emergencies. The campaign featured a pamphlet distribution activity, a series of home evacuation drills in case of fire, and the screening of documentaries about security, safety and firefighting. From their end, children had the chance to meet with real firefighters and get on board of firefighting trucks to take a closer look at security and safety tools and techniques, leaving with souvenirs and informative pamphlets. The overall event was seen as a positive initiative by both KAEC's residents and visitors.

Breast Cancer Awareness

For Breast Cancer Awareness Week, KAEC launched a week-long series of programs and activities to raise awareness about breast cancer and help prevent it. Starting on October 14th, 2018, the five-day event featured several activities, including: an educational campaign during the first two days; awareness lectures on the third day by cancer survivors and doctors at the end of which participation certificates were distributed to attendees; free screenings at the KAEC's Family Medical Center clinics on the fourth day; and an awareness campaign at The World Academy on the fifth day to raise awareness about the disease among the future generation.



Royal Greens Golf & Country Club offers a premier 18-hole championship golf course and a magnificent award-winning clubhouse, boasting panoramic views and the Red Sea coast in the backdrop.

Operated by the world's leader Troon Golf, our elegant setting will spoil you while golfing, dining, unwinding and beyond. A perfect opportunity to combine business with pleasure; a premium golfing experience, state of the art academy, boutique Mandara spa, array of dining concepts, golf-view ballroom and lavish private 'club within club', the Oryx Club.

For more information:
https://royalgreens.net/book_now/
 +966 124 22 7800 | +966 124 22 7846



Bistro

The Bistro's unique indoor environment with its display kitchen and its golf-view terrace setting is the ideal choice for a unique casual meal.
 7:00 am - 9:00 pm

Tea Lounge

The Tee Lounge is your sweet excuse for a delicious break, on the terrace overlooking the golf course or inside the elegant indoors design
 1:00pm-9:00pm

Fine-Dining

Themed nights every Thursday

For more information:
dining@royalgreens.net
 +966 124 22 7800 | +966 124 22 7848



Membership

Become a member of the most exclusive Golf & Country Club in the region. Memberships range from Social, Golf, Corporate to ORYX categories, through various benefits inclusive options.

For more information:
<https://royalgreens.net/membership/>
membership@royalgreens.net
 +966 124 22 7800



Mandara Spa

Mandara Spa at Royal Greens Golf & Country Club is a luxurious urban retreat. Created with sensitivity to the guest experience, the Spa environment offers space, luxury and privacy.

The spa menu offers a range of treatments, incorporating the wisdom and traditions of ancient cultures with the latest Spa science from ELEMIS Spa-therapies, complemented with services for hair, nails and treatments customized for golfers.

Mandara Spa: 10:00am-9:00pm / Health Club: 10:00am-8:00pm

For more information:
mandarasp@royalgreens.net
 +966 124 22 7843 | +966 124 22 7844



Royal Greens KSA | www.royalgreens.net | +966 12 422 7800





A WORLD CLASS EDUCATION WITH EXTRA-CURRICULAR PROGRAMS TO ENRICH STUDENTS' EXPERIENCES & KNOWLEDGE

King Abdullah Economic City (KAEC) is built on the family experience, a city of opportunity and innovation when it comes to providing unique learning and leisure opportunities for Saudis. At The World Academy (TWA) we embody that approach by giving our students' a world class education based on excellent classroom experiences. But we also understand and believe that learning does not end in the classroom, the skills we use as adults have their genesis in activities that stretch our thinking in new arenas, foster our collaborative talents and invigorate our lives through healthy experiences. At TWA we seek to provide avenues for these essential skills in our after-school enrichment programs.

The World Academy is expanding our reach in the extra-curricular activities arena. Our recent innovations in this area is leading our students' to an understanding that although our focus is understanding of a variety of academic disciplines, understanding the applications of those disciplines in a club or activity outside the classroom is a wonderful experience as well.

Here is a taste of what we have offered to our students and the activities serve as the ground work for expanded offering in the months (and years) to come.



Art Workshop

A unique collaboration between the city's and school's master developer, Emaar The Economic City's Arts & Culture and the Healthcare & Education Departments. Our local Artist in Residence Basmah Felemban lead three interactive weeks of workshops titled: 'A Hidden Language' a mathematical and architectural view of Islamic geometric shape influence in the world of art. These three days workshops on Symbolism, Conceptual art, and the sea gave our student a new perspective on both their culture and the world of varying perceptions. Students from grades 4-12 took part in a series of exercises and experiments to create a final artwork. The collaboration in conjunction with our art teacher enriched our current daily art program with influences from an outstanding artist. This richness expands our students' educational experiences and beyond, a key mission of The World Academy.



caption here



caption here



Radio Show

TWA students made an appearance on the Panorama FM show "أفضل صباح" Best Morning. In a series of episodes, Firas Yaghmour the host of the show interviewed several ambitious and passionate students on a topic of their interest at the radio studio of TWA. This was not only a celebration of our student perspectives and experiences, but capitalized on our audio and video production facilities. This key program, modelled expertly by Panorama FM, fascinates the minds of our students to expand the use of our two production studios for activities like live morning announcements, video segments in our project based learning environment, and use of studio edited video in our e-commerce business course.



Drone Racing League

As part of Drone Racing League's (DRL) two-day Science Technology Engineering Maths program with TWA, world champions drone racing pilots taught TWA kids to how build the latest Racer3 drone. Using our Design and Technology Fab Lab facilities the pilots led our student through the design and thought process of raced production drones. Student learned skills in electronics, soldering, video triangulation and virtual tracking. They were then featured guest at the DRL Allianz World Championship, where the pilots they worked with and raced the drones on the grand finale of the two-day event. KEAC as an innovative city hosting such unique events gives our students enrichment opportunities they not only point at career development but have a sense of fun as well. The event was hosted on Friday, 14th September 2018.

Juventus Soccer Academy

Juventus Academy Saudi Arabia aiming to teach and develop football and life skills that allow children to grow into young people is now operating a program at KAEC, specifically at The World Academy School. The goal of the program is to help young footballers take their first steps into the football world, or develop their existing skills, by educating them with the Juventus method. The method focuses on the following skills; style of play, technical ability, tactical ability, mental factor, emotional and social factors. Juventus Academy KAEC is available for both boys and girls 2 to 3 times a week.

Offering programs of this nature supports the older student program in athletics, where our student participate in the Saudi Inter-Kingdom Athletic Conference and the Red Sea Athletic Conference. These activities are critical part in developing a good balance between exercising the mind in classes and exercising the body in sports competitions.



REEM SHAIBAN | Events & Administrative Affairs’ Supervisor at the Royal Greens Golf Clubhouse



KAEC is a globally inspiring model for economic and social development. The city stands as a living proof to Saudi nationals’ capabilities to overcome challenges, persevere, enjoy hard work, and take pleasure in achieving. Though this interview, we shed light on the bright and promising career path of an ambitious young professional and KAEC employee who is the perfect embodiment of capable national talents willing and working to achieve more.



1. How do you describe the work ambiance on a daily basis in such a wonderful facility as the Royal Greens Clubhouse?

I am very proud to be working in such a beautiful and luxurious place as the Royal Greens Clubhouse which constitute the beating heart of Al Murooj, the most glamorous and luxurious community in KAEC. The community features an international golf course which resembles a breathtaking real-life painting with its green spaces, lakes, charming views over the Red Sea beach, and international-standard facilities and restaurants. All of those factors positively affect the employees’ performance, satisfaction and happiness and help both, the establishment and the employee, reach their goals.

2. What does your work consist of? What were the milestones you’ve witnessed here at Royal Greens Clubhouse?

At first, I was very excited to work at a clubhouse that is of the size and beauty of the Royal Greens in such a beautiful city as King Abdullah Economic City. As

an administrative supervisor, my work entails all the business administration scope which includes preparing weekly and monthly reports, arranging work and leave schedules, and coordinating all the administrative tasks that are related to the Food & Beverage department. As for my work as an Events Supervisor, I’m in charge of meeting with customers, understanding their requirements, and offering them assistance by making the right suggestions to ensure the event’s success. I’m also responsible of coordinating customers’ requirements with all the involved internal departments and communicating with the execution team to ensure that customers have the best experience with Royal Greens Clubhouse.

Regarding the milestones, I have worked on the Royal Greens’ grand opening, which was one of most important moments for the Royal Greens team. The two-day celebration featured many activities as well as sports and leisure events in addition to a mini golf tournament attended by some of the world’s best professional golf players, VIPs, the media and local and international

Name

Reem Shaiban

Educational Background

BA in Marketing

Attended several workshops and training sessions about customer service and better understanding customers

Current Occupation

Events & Administrative Affairs’ Supervisor at the Royal Greens Golf Clubhouse



opinion leaders. The grand opening concluded on a refined note with a glamorous dinner that assembled an elite crowd of VIPs and Club members.

3. What does the Royal Greens Golf Course offer to visitors and Golf aficionados?

The Royal Greens golf course is designed by the European Golf Design company according to the latest international standards and specifications. It features an 18-hole golf course with an average of 72 strokes to match the needs of both professional players and amateurs. The course has a breathtaking view over the Red Sea beach, with one of the most delightful moments during a game being at the hole offering a panoramic view in addition to views over the three surrounding lakes. Royal Greens is also the best destination for visitors, families and children, whether they’re seeking a spot to relax at one of the Clubhouse’s facilities, specifically the restaurants, to indulge their taste buds with a variety of international dishes. Moreover, the Clubhouse features a specialty store showcasing all sorts of golf equipment such as golf clubs as well as women, men and children’s golf clothing and more.

4. How about the facilities, restaurants and services that set the Clubhouse apart?

The Royal Greens Clubhouse features three international fine-dining restaurants and a big banqueting hall with indoor and outdoor venues and panoramic views over the Golf course and the beach. The “Bistro” restaurant is a modern venue offering a wide choice of international dishes in a charming and exceptional ambiance, especially in the outdoor space. The “Tea Lounge” features a rich variety of Fortnum & Mason tea with a selection of freshly-baked pastries. As for the “Signature” restaurant, it is characterized by its luxurious setting, refined design and exquisite ambiance, while offering refined international dishes from around the globe.

Moreover, the project includes the Royal Greens Grand Hall which was designed to host the largest public and private events. The hall features an elegant design and an outdoor space with flexible customization options to fit customers’ requirements. In terms of capacity, the hall’s indoor venue can fit more than 250 guests while the outdoor garden fits more than 350 guests.

The Royal Greens Clubhouse also features the Mandara Health Spa, operated by Mandara Spa International, a global spa management company founded in Bali, Indonesia. The facility provides a bouquet of indulging treatments and massages to ensure the guests’ utmost care and relaxation. The Clubhouse finally includes the “Oryx Club”, a space exclusively reserved for VIPs and businessmen, and offering a cigar lounge, boardrooms, private office suites within the library, and a billiard room. The latter was specifically designed to enable guests to enjoy the beauty, comprehensive services and extensive leisure facilities of the Royal Greens Clubhouse.

5. For beginners who wish to know more about golf, how do you describe the concept of the game for them? And how about the training programs available here at the Clubhouse?

Golf is a pleasurable sport which needs a lot of planning and patience. It is also considered a great way to relax. The rules of golf can be simplified as follows: every player has 14 golf clubs in their bag. Each needs to move the ball from the start point to the next point with the least number of strokes. Each hole has a preset number of strokes. The winner of every round is the player who scores the least number of strokes, while the ultimate winner is the one who scores the least number of strokes for all holes. As for the facilities and training programs, the Golf Academy at Royal Greens offers the right equipment, state-of-the-art training facilities and expert trainers and instructors for all game levels and age brackets in addition to ample space for practice.

6. What are the Royal Greens Golf & Country Club chances of hosting international tournaments?

The Royal Greens will be hosting an international tournament at the beginning of this year featuring a number of worldwide Golf stars. This event comes to assert the international recognition that the Royal Greens is gaining while attesting to the quality of its facilities and services. It is a renewed opportunity for KAEC to be in the spotlight on a global level as well as to encourage children and the youth to take on golf, as to pave the way for a new generation of Golf aficionados.

7. As a KAEC employee, how do you describe life in the city?

Life in KAEC is beautiful and modern. It offers peace, comfort, tranquility and a sense of security to all family members especially within the public spaces dedicated to children. KAEC is truly an all-encompassing city that offers a comprehensive range of services and an exclusive quality of life with elegant facilities.



“Signature” restaurant



Mandara Spa



Tea lounge

ENG. BASEM AL-SHARIF

General Manager of Defaf United for Logistics



Eng. Basem Al-Sharif, General Manager of Defaf United for Logistics, is an active member of numerous associations and on the board of several major national companies, in addition to being a member of the first Jeddah municipal council. Al-Sharif enjoys an extensive professional experience that started back in 1989. His proven capabilities have led him to the top of a major national company boasting tremendous potential and resources that enable it to continuously grow, expand and achieve its business objectives while positively impacting the job market and the country's economy. In the following interview, Eng. Basem Al-Sharif - a specialist of urban planning - tells us more about Defaf and its active role in the Saudi economy through its presence in KAEC.

1. When was Defaf United for Logistics established, and what variety of services does it offer?

Defaf United for Logistics was established on January 1st, 2016. It offers a comprehensive range of logistics services related to transport, storage, delivery, refrigeration, and the maintenance of containers and cooling equipment for warehouses. The company's added value lies in its modern transport fleet and heavy equipment which help us support our partners in different business sectors around the Kingdom.

2. Why did the company choose to have its headquarters in KAEC?

We chose KAEC for its strategic location which connects it to all regions in the Kingdom. The number one reason behind our choice is the presence of the Industrial Valley in the city which is considered one of the most important and the fastest growing industrial hubs in the region. The state-of-the-art infrastructure and facilities as well as the direct access to King Abdullah Port were also factors that played a role in our decision.

3. What are the company's objectives and expansion plans for the future?

At Defaf, we strive to become the leading logistics services company in the Kingdom. We have the capabilities and tools not only to reach our goals but also to exceed them thanks to our experienced team, land transport fleet, network of branches and credentials to which we're gradually adding customers.

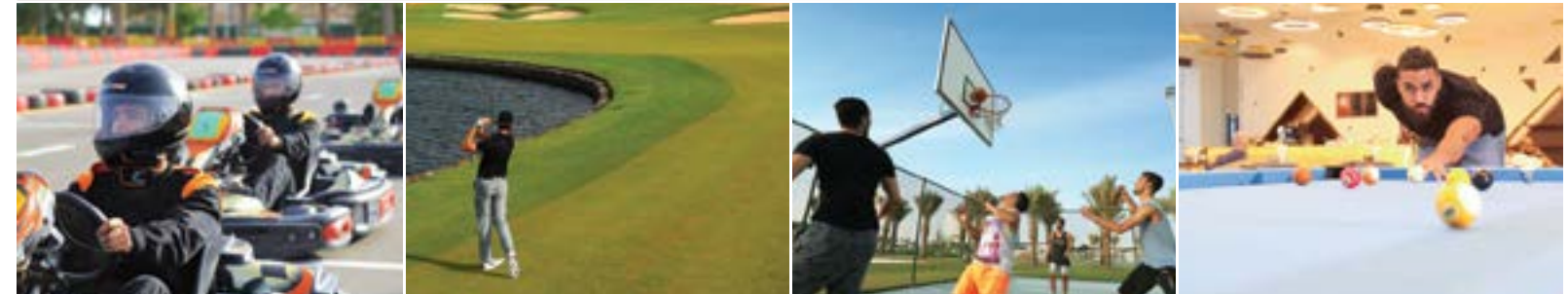
THE INDUSTRIAL VALLEY IS CONSIDERED
ONE OF THE MOST IMPORTANT AND THE
FASTEST GROWING INDUSTRIAL HUBS
IN THE REGION

4. How does the company support national talents?

The company plays a major role in attracting and training national talents in addition to providing all means of success as well as a healthy work environment through career enhancement to empower the Saudi youth and develop their skills in all specializations. We also work on that within our specialized training center at Nesma Holding and take pride in the fact that our high management counts a handful of the best Saudi talents. Furthermore, we're increasing our yearly Saudization rate by employing more Saudis in all positions and via attracting National Talents from both Jeddah Technical College & Technical and Vocational Training Corporation.

5. As a business executive, how do you assess KAEC's overall work and life environment?

KAEC enjoys a key location boasting great capabilities that would widely appeal to new business ventures and offer valuable growth opportunities. The city is a prime gateway to the Red Sea markets which are the fastest growing markets in the world today. Also, KAEC has an elaborate logistics and industrial services sector with access to KAP and the Industrial Valley. Such elements turn the city into an ideal regional platform for business growth and a perfect environment to embrace ambitious businessmen and entrepreneurs as well as to flourishing investments.



أهلاً بك في نادي البيلسان، الوجهة الأفضل لضيوفنا من عشاق المرح. عيش أجواء المرح مع الألعاب المليئة بالإثارة، وحقق أهدافاً جميلة في لعبة البلياردو مع الأصدقاء أو اقض أوقاتاً سعيدة بصحبة العائلة وأنت مستمتعاً معهم في صالة البولينغ. وللاستمتاع بمزيد من إثارة المنافسة، لا تنسى لعب الفوسبول وجولات مثيرة من البلياردو. في هذه الأوقات، ولمن يودون أن يمزجوا بين العمل والمتعة، تعتبر قاعة الاجتماعات المتعددة الأغراض مثالية لإتمام صفقاتهم بكل نجاح.

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AL MUROOJ DISTRICT AT KAEC WINS INTERNATIONAL PROPERTY AWARD FOR BEST MIXED USE DEVELOPMENT IN SAUDI ARABIA

Al Murooj district in King Abdullah Economic City (KAEC) has won the (IPA) International Property Award for the Best Mixed Use Development in the Kingdom of Saudi Arabia for 2018. The award was presented to KAEC at Waldorf Astoria in Dubai's Palm Jumeirah held on the 11th October. Al Murooj has been also nominated to compete in the IPA World's Best the Mixed Use category at the global awards event in London in December.

"King Abdullah Economic City brings global recognition to Saudi Arabia by winning a prestigious IPA international award for the third year running," said Ahmed Linjawy, Group CEO of KAEC. "This achievement is unprecedented for any developer in Saudi Arabia and is proof that KAEC is keeping its promise to build a state of the art city complete with world class facilities."

"It's an honor to receive such a coveted award by the International Property Awards. This prestigious win recognizes KAEC's commitment to delivering world class lifestyle and mixed use offerings that are capable of competing worldwide," said Charles Biele, CEO of KAEC'S Real Estate Development Company (REDCo.). "Al Murooj offers a wide range of recreational facilities including the 18-hole Royal Greens Golf and Country Club, which in 2016 won multiple awards for "Best Leisure Development" in Saudi Arabia, the Arabian Region and the World from the (IPA). Charles also pointed out that in 2017 the Esmeralda Sports & Leisure Complex at KAEC swept the same category as the winner of "Best Leisure Development" in Saudi Arabia, the Arabian Region, and the Global Award.

Al-Murooj is the most prestigious of KAEC's Coastal Communities, spread over 4.9 million square meters. The district consists of three focal areas: the Al Manazel townhouses; the Golf Communities surrounding an 18-hole golf course; and the Beach Communities, which offer a beachfront lifestyle including a 40 meter wide sand beach complete with a pier, gazebos and seating areas, while the residential properties are supported by a state-of-the-art infrastructure and world class service facilities.

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“AL MUROOJ OFFERS A WIDE RANGE OF RECREATIONAL FACILITIES INCLUDING THE ROYAL GREENS GOLF & COUNTRY CLUB

Charles Biele, CEO of KAEC'S Real Estate Development Company



AL-MAS INTERNATIONAL PHARMACEUTICALS TO ESTABLISH ONE OF THE LARGEST BCG VACCINE PLANT IN THE WORLD IN KING ABDULLAH ECONOMIC CITY AT THE INDUSTRIAL VALLEY

King Abdullah Economic City (KAEC) has signed a contract with Al-Mas International Pharmaceutical Industry Ltd. to establish one of the largest vaccine production plants in the world. The first phase of the plant, which will be the first to produce BCG vaccines in the Middle East, will be leased at 40,000 square meters of land in the Industrial Valley.

"We are aiming to make KAEC the largest pharmaceutical complex in the region by attracting local and international companies that meet the needs of the local market. Imports constitute about 80 percent of the Saudi market's needs, thereby making localization of the pharmaceutical and healthcare industries a strategic priority for KAEC in order to contribute to achieving pharmaceutical security in the Kingdom," Said Eng. Ayman Mansi, CEO of the Industrial Valley. "The Industrial Valley devotes special attention to the pharmaceutical industries sector due to its contribution to the healthcare of citizens by securing treatment at all times, and the sector's provision of excellent job opportunities for Saudis.

Mr. Mohammad Al-Esayi, Chairman of Al-Mas International Pharmaceutical Industry Ltd., stated: "Al-Mas will begin building the plant in the near future, as soon as we have completed the plans and blueprints, which need to be compatible with the advanced technology being transferred to the Kingdom. The first phase, which is expected to be completed in mid-2021, will include cells storage in these vaccines, which are being manufactured for the first time in the region and will also be the first production of active vaccines in the Middle East."

Al-Esayi also revealed that another project is currently being developed for future plants to cover the needs of the Saudi, Gulf and regional markets. Taking advantage of the logistic services offered by the Industrial Valley, King Abdullah

Port and the re-export zone, along with the advanced infrastructure which are the cornerstone as a success for pharmaceutical projects. Mansi noted that the localization of the pharmaceutical industry is a strategic priority to achieve pharmaceutical security in the Kingdom, as its consumption of medication is estimated at more than 15 billion SAR annually; it is the largest in terms of total value in the Arab pharmaceutical market, while the local industry covers about 20 percent of the demand in the local market," Mansi added. "The major investment opportunities provided by the Industrial Valley, which is directly connected to King Abdullah Port, qualifies it to become a major destination and an advanced supply point for logistics services and industries in the region.

Al-Mas International Pharmaceutical Industry Ltd. was recently established to launch one of the largest vaccine plants in the world and the first of its kind in the region in alliance with the European company AJ Vaccines, which recently acquired the entire vaccine production of the prestigious European Statens Serum Institut (SSI), which boasts 120 years of experience.





GENERAL CULTURE AUTHORITY SIGNS MEMORANDUM OF UNDERSTANDING WITH KING ABDULLAH ECONOMIC CITY - MEMORANDUM INCLUDES PROJECTS TO SUPPORT AND DEVELOP THE KINGDOM’S CULTURAL SECTOR

The General Culture Authority (GCA), represented by its CEO, Eng. Ahmad bin Fahd Al-Maziad, entered into a memorandum of understanding with King Abdullah Economic City (KAEC), represented by its Group CEO, Mr. Ahmed Linjawy, to promote cooperation in a number of cultural activities in the Kingdom.

The framework of cooperation entails the establishment of programs to develop the Kingdom’s cultural sector through joint efforts in a number of projects and activities to be held at KAEC. These projects will support artistic and cultural events by attracting international figures as well as empowering and training national talent.

Eng. Al-Maziad explained that the signing of the memorandum reflects the GCA’s commitment to building meaningful and fruitful partnerships with KAEC in order to stimulate the Kingdom’s cultural sector. In collaboration with KAEC, the authority will foster programs that support artistic talent and arts and culture activities, in addition to organizing a variety of cultural events for residents and visitors, including literary activities and lectures, fine arts exhibitions, theater events, musical performances and Saudi film screenings. The city will also attract international cultural events and activities to promote diversity and boost cultural activity.

Mr. Linjawy explained that the memorandum was signed in support of the two organizations’ efforts to organize programs and activities that will bring to fruition Vision 2030 through cultural development and the exchange of

knowledge and expertise. The programs outlined in the MOU would also make available high-quality services for KAEC residents and visitors.

Al-Maziad added that the memorandum is a new addition to a series of memorandums signed by the GCA with several parties with the objective of promoting collaboration and joint efforts in support of the cultural sector. It will also serve to promote the Kingdom as a cultural leader regionally and internationally.



THE MEMORANDUM WAS SIGNED IN SUPPORT OF THE TWO ORGANIZATIONS’ EFFORTS TO ORGANIZE PROGRAMS AND ACTIVITIES THAT WILL BRING TO FRUITION VISION 2030
Mr. Ahmed Linjawy
Group CEO of King Abdullah Economic City



HIJAZ SMART GATE WINS FIRST INTERNATIONAL AWARD IN THE SECURITY PUBLIC ASSEMBLY PROJECT CATEGORY AMONG 150 COMPETITORS

Adding to the list of awards previously won by King Abdullah Economic City (KAEC), the Hijaz Smart Gate Project recently won the Intersec Security Public Assembly Project Award after offering the best innovative technological solutions through its outstanding execution of the new city gate – the Hijaz Gate. The gate is expected to contribute to enhancing public safety and security in the city, as well as facilitating the smooth entry of residents and visitors.

KAEC received the award during the Intersec international awards ceremony, where new projects by 55 finalists chosen from 150 nominees in different sectors were evaluated and tested by a neutral international arbitration committee, resulting in the Hijaz Smart Gate winning the first prize in the Security Public Assembly Project category..

KAEC Chief Information Officer Ms. Wafa Al Hameedi expressed her pleasure at receiving this prestigious award, stating: “KAEC is an ideal environment for innovation and creativity. The advanced security technology adopted by Hijaz Gate includes a special automated platform that instantly registers resident and visitor vehicles in order to provide quick and smooth access to the economic city through electronic tracks.” She noted that the technology utilized in Hijaz Gate highlights KAEC’s advanced digital infrastructure, which offers smart services to residents, visitors and investors alike.

On this occasion, KAEC Senior Director Mr. Wael Daba commented: “This award is a reflection of KAEC’s technological excellence and recognizes the city’s operational sustainability and efficiency in its main sectors.” He added that the electronic registration technology was previously adopted for all vehicles

visiting the city, in addition to automatic detection and inspection of vehicles, instant data collection, and linkage to surveillance cameras throughout the city. He noted that this aims to raise the standards of public safety and security, as well as facilitate the traffic control process.

Hijaz Smart Gate is located in the Hijaz District, which is one of the most promising residential and commercial districts in KAEC. The district is in close proximity to the Haramain High-Speed Railway Station, and it is planned to include commercial and office spaces, shopping malls, retail stores, restaurants, various hotels of different categories, sports and leisure fields, and more vital projects that will be established and announced later in coordination with relevant entities.

“KAEC IS AN IDEAL ENVIRONMENT FOR INNOVATION AND CREATIVITY”

Ms. Wafa Al Hameedi
KAEC Chief Information Officer





KING ABDULLAH ECONOMIC CITY INDUSTRIAL VALLEY WINS IFM AWARD FOR FASTEST GROWING INDUSTRIAL ZONE IN GCC



The Industrial Valley (IV) in King Abdullah Economic City (KAEC) has been awarded by the prestigious International Finance Magazine (IFM) for 2017 Fastest Growing Logistics and Industrial Economic Zone in the GCC region in the logistic supply, industrial economics and advanced infrastructure.

The award was presented to the Industrial Valley CEO Eng. Ayman Mansi at a ceremony held at Jumeirah Emirates Towers in Dubai, UAE. The Industrial Valley is now considered the main logistics and industrial hub in the region. It is a major source of employment opportunities for national

competencies and an integral part of the added economic value that KAEC contributes towards the realization of Vision 2030. The Industrial Valley has already distinguished itself as one of the most significant investment destinations in the Kingdom. With the growth of KAEC and the adjacent King Abdullah Port (KAP) to support it, the Industrial Valley is now home to a growing number of major Saudi, regional and global companies. Eng. Mansi praised the level of efficiency that has resulted from the Industrial Valley's advance planning and a carefully considered infrastructure that is instrumental in meeting the demands of investors eyeing the Valley as a location for their activities. The logistic zone is the largest area for logistics companies, which will contribute to variety of solutions of the investors' empowerment in the industrial sector targeted in the economic city. The London-based IFM presents awards to institutions that meet the highest standards of quality as well as the utilization of modern technologies in their respective industries. The Industrial Valley was singled out for a number of criteria contributing to its growth and success. In a short time, the Industrial Valley has successfully completed implementation of its infrastructure and has attracted a significant number of manufacturing plants that are already up-and-running in addition to many that currently are under construction. Additional features that appealed to IFM were the amount of development that has taken place, the Valley's direct link to King Abdullah Port, the smooth facilitation of effective procedures and services, the rate of development and diversification of products, the creation of jobs, and the Industrial Valley's capacity to become a part of an extensive, integrated economic city. As part of its overall plan to become a manufacturing and logistics hub, the Industrial Valley has attracted more than 10 companies in the pharmaceuticals industry and more than 35 logistics companies, the most of any similar facility in the region.

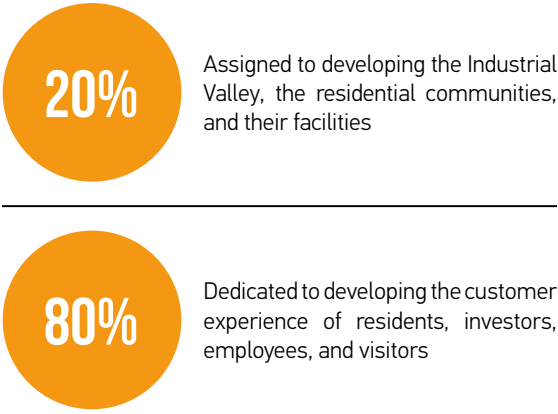


KING ABDULLAH ECONOMIC CITY FINALIZES CONTRACTS WORTH 1.2 BILLION SAR IN 2018

King Abdullah Economic City (KAEC) announced that it has signed new construction and development contracts worth more than 1.2 billion SAR in 2018. This figure does not include investment contracts and agreements with industrial and trade companies that have invested in the city.

The signed contracts pertain to various sectors in the economic city, as the percentage of funds assigned to developing the Industrial Valley, the residential communities, and their facilities reached almost 20 percent of the value of the contracts. Meanwhile, 80 percent of the value of the contracts were dedicated to developing the customer experience of residents, investors, employees, and visitors through the establishment and development of projects, services, and products in a number of fields, most notably: tourism, leisure, and international sports. National companies and institutions hold more than 90 percent of the total value of the contracts. According to KAEC Group CEO, Mr. Ahmed Linjawi, "The development plans of KAEC are moving forward and are strengthening the city's strategic sectors, including the logistics and industrial service sectors. The Industrial Valley has attracted more than 110 national and international companies to date, and the annual throughput in King Abdullah Port has reached 3.4 million containers. In this regard, the city has continued investing in the quality of life sector, as it has developed more than 10,000 residential units and lands distributed across six residential communities so far. "In accordance with the Kingdom's Vision 2030," he continued, "the majority of recent investments in the city have been aimed at developing a number of projects, services, and products related to tourism, leisure, and international sports."

Mr. Linjawi emphasized the city's pledge to prioritize the empowerment of Saudi youth through the launch of a number of valuable initiatives and projects in collaboration with several strategic partners. The first of these projects is Prince Khalid Al Faisal's Project for Human Development (Tomouh), which will train and qualify 10,000 students by the end of 2020. A total of 3,800 students have already completed their training with Tomouh, and the Tomouh Academy for Technical and Vocational Education is expected to open early next year.





MARITIME SPORTS FEDERATION AND KAEC SIGN MEMORANDUM OF UNDERSTANDING TO ESTABLISH DIVING AND WATER SPORTS ACADEMY AND ORGANIZE INTERNATIONAL WATER SPORTS EVENTS

His Highness Prince Sultan bin Fahd bin Salman Al Saud, Chairman of the Saudi Arabian Maritime Sports Federation, joined with King Abdullah Economic City (KAEC) Group CEO, Mr. Ahmed Linjawy, to sign a memorandum of understanding to host and organize various diving and water sports events, including racing and fishing competitions. The MOU falls within the framework of the federation's ambitious efforts to organize and host international sporting events. It also establishes the federation's headquarters in KAEC. The efforts of the federation extend to discussing how to cooperate locally and internationally so as to attract and host prominent international competitions. These moves reflect the aspirations of the General Sport Authority to diversify sporting activities and promote the Kingdom's standing internationally.

His Royal Highness Prince Sultan said that signing the memorandum is in line with the leadership's aspirations and the Kingdom's Vision 2030. It aims to motivate and develop a sports culture in the Kingdom that includes water sports. "We are striving to achieve this through a number of initiatives, including organizing various sporting activities and events in collaboration with KAEC, which has all necessary sporting and logistical elements needed for the success of any international sporting event," His Royal Highness added.

Mr. Linjawy thanked Prince Sultan and the Saudi Arabian Maritime Sports Federation for putting its trust in KAEC to serve as the site for international sporting events. He explained that signing this memorandum will stimulate the diving and maritime sports sector by capitalizing on KAEC's unique location on the Red Sea and the city's available resources for organizing world-class

events. The memorandum also seeks to promote the exchange of knowledge and expertise through the establishment of a diving and water sports academy and a center for diving and water sports in KAEC.

KAEC entered into this agreement in accordance with the guidelines of Vision 2030 to develop the entertainment and sporting industries in the Kingdom. The government aims to position the city as the preferred destination for tourism and leisure on the Red Sea coast. KAEC offers numerous facilities and services catering to water sports enthusiasts, the most important of which are the Bay La Sun Yacht and Water Sports Club and the Oceana Marine Resort.

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SIGNING THE MEMORANDUM IS IN LINE WITH THE LEADERSHIP'S ASPIRATIONS AND THE KINGDOM'S VISION 2030 TO MOTIVATE AND DEVELOP A SPORTS CULTURE IN THE KINGDOM

HRH Prince Sultan bin Fahd bin Salman Al Saud
Chairman of Saudi Arabian Maritime Sports Federation



MINISTER OF HOUSING DELIVERS RESIDENTIAL UNITS TO SAKANI PROGRAM BENEFICIARIES AT KING ABDULLAH ECONOMIC CITY

MEMORANDUM OF UNDERSTANDING SIGNED TO PROVIDE 8,000 RESIDENTIAL UNITS IN AL SHUROOQ DISTRICT

His Excellency the Minister of Housing, Mr. Majed bin Abdullah Al Hogail, delivered the keys to 200 residential units to several Sakani Program beneficiaries as part of the ministry's partnership with King Abdullah Economic City (KAEC). During the delivery ceremony, Mr. Al Hogail witnessed the signing of a memorandum of understanding between the National Housing Company and KAEC to provide an additional 8,000 residential units in Al Shurooq District. The units will be allocated in phases through the Sakani Program. Also, on tap was the inauguration of the community center in Al Waha District.

benefit from the thriving job market nearby.

The collaboration between the Ministry of Housing and KAEC will stand as a role model for improving quality of life throughout the Kingdom. The opening of the community center in Al Waha District constitutes a major contribution to improving the quality of life of KAEC residents. The community center sports a modern design situated in a calm, secure, and vital residential environment characterized by advanced infrastructure, gardens, and landscaping that encourage residents to practice various sports and leisure activities. The center would also directly contribute to meeting the objectives of sustainable development.

SIGNING OF A MEMORANDUM OF UNDERSTANDING BETWEEN THE NATIONAL HOUSING COMPANY AND KAEC TO PROVIDE AN ADDITIONAL 8,000 RESIDENTIAL UNITS IN AL SHUROOQ DISTRICT THROUGH THE SAKANI PROGRAM

"The strategic partnership involving the Ministry of Housing and KAEC is representative of the collaboration of the public and private sectors through the Sakani Program. The program aims to launch a large number of residential projects in order to provide suitable, high-quality housing solutions. The program is integral to the efforts to increase the percentage of homeownership in Saudi Arabia to 60 percent by 2020 and to 70 percent by 2030, in line with the objectives of the housing program under the Kingdom's Vision 2030," Al Hogail explained.

Al Shurooq District is a residential area dedicated to families and individuals aspiring to a contemporary lifestyle with affordable housing, a total of 1,800 residential units has been developed in the second phase of Al Shurooq District. The initial phase ended with the delivery of 1,440 units, a development that has been instrumental in cultivating demand for more units. The district is characterized by its proximity to the Industrial Valley, which includes 100 local and international industrial companies. Owners of residential units stand to



PRINCE KHALID AL FAISAL INAUGURATES PHASE TWO OF TOMOUH PROGRAM TO TRAIN AND EMPLOY 10,000 OF MAKKAH’S YOUTH BY 2020



The Advisor to the Custodian of the Two Holy Mosques and Governor of the Makkah Province His Royal Highness Prince Khalid Al Faisal has inaugurated phase two of the Prince Khalid Al Faisal Project for Human Development (Tomouh), which aims to train, qualify, and employ 10,000 youth from the Makkah Province by 2020.

Prince Khalid made the announcement during his patronage of the Tomouh Forum in King Abdullah Economic City (KAEC). The forum was attended by officials from the government and education sectors and representatives from

major private companies.

Since its launch, the Tomouh Program has succeeded in training, qualifying, and employing 3800 Makkah residents through intensive English, computer programming, and Information Technology training courses. Tomouh provides participants with a healthy environment that encourages working, living, and learning at KAEC. It also attempts to bridge the gap between qualified job seekers and the job market by setting up a special day for each profession and for each class.

During the forum, officials announced the establishment of a recruitment office that will coordinate with major companies to employ, guide, and follow up on qualified employees in order to link the outcomes of the Tomouh program with the actual needs of the job market. Several partnerships with major national companies and universities were signed during the forum in order to contribute to supporting the program and strengthening its momentum.

The Tomouh Program is one of the vocational programs adopted by KAEC along with public and private sector partners in the support and empowerment of Saudi youth. Some of the most important projects in this regard include the launch of the Prince Mohammed Bin Salman College of Business and Entrepreneurship, the first institution of its kind in the region, as well as the SME Support Program and the Entrepreneurship Support Programs.

“Thanks to the support of His Royal Highness Prince Khalid Al Faisal, the Tomouh Program has transformed from an inspired idea into a national project with a vision, objectives, resources, and partners from the educational sector and major national companies,” he added.



ROVE HOTELS EXPANDS TO SAUDI ARABIA WITH FIRST HOTEL IN BAY LA SUN WATERFRONT DISTRICT

Rove Hotels, a joint venture of Meraas and Emaar Properties PJSC, and managed by Emaar Hospitality Group, has announced its expansion to Saudi Arabia with Rove King Abdullah Economic City, located centrally in the Bay La Sun waterfront district of King Abdullah Economic City (KAEC) in the vicinity of the Prince Mohammad Bin Salman College of Business & Entrepreneurship (MBSC) and a newly established entrepreneurship hub.

Marking the debut of Rove Hotels in Saudi Arabia, Rove King Abdullah Economic City is the first hotel under the contemporary midscale lifestyle hotel brand outside the UAE. It will feature 240 rooms, fitness centres for ladies and gentlemen, and a wide range of lifestyle amenities that underpin the brand values of Rove Hotels to deliver reliable, modern and super-efficient hospitality services that appeals to all. Designed for the highly mobile and socially connected generation of travellers and entrepreneurs, Rove Hotels offers value-driven lifestyle choices and uplifting experiences. It has four operational hotels and four upcoming properties in Dubai. The operational hotels - Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre - are popular among Saudi visitors to Dubai for their convenient location and easy access to the city’s attractions.

Like all Rove Hotels, Rove King Abdullah Economic City also takes its contemporary design cues from its surroundings. All rooms will have 48-inch interactive TV screens with smart media hubs and free Wi-Fi. Comfortable mattresses, sofa beds for extra guests, mini-fridges, safety lockers and modern bathrooms with power rain showers are standard for all rooms. Several rooms will be

interconnected, ensuring the hotel is suitable for groups and families with children.

Other amenities include a 24-hour gym, food & beverage outlets, lobby areas, outdoor pool and deck, kids pool, parking spaces, spacious meeting rooms, 24-hour self-service laundromat, convenience store, luggage store rooms and safety deposit boxes. Guests have the convenience of a late check-out time of 2pm and a range of smart services including Wi-Fi connectivity.

“KAEC is fast establishing a reputation as the domestic destination of choice for leisure visitors and business events & conferences. Our expanding range of entertainment & leisure offerings are having a tremendous impact on the city’s appeal and ability to deliver a standout experience for visitors,” said Ramzi Solh, CEO, Real Estate Operation and Management Company. “We have an aggressive development plan to expand our hotel and resort portfolio. Rove King Abdullah Economic City will be a valuable addition to our existing offer and will further expand our appeal to Saudi millennials seeking a quality hotel experience.”

Paul Bridger, Corporate Director of Operations, Rove Hotels, said: “With five star hotels accounting for the majority of hotel rooms1, the need for high quality midscale hotels is significant in the Kingdom. Rove Hotels is addressing the industry ‘white space’ through a new hotel concept that not only helps address the gap in midscale hotel rooms but also creates vibrant social spaces for the young tech-savvy Saudis. The philosophy of Rove Hotels is to deliver culturally inspiring and fuss-free service in central locations. Bay La Sun in

KAEC is an ideal destination for the first Rove hotel in Saudi Arabia.”

A destination for everyone, KAEC, developed by the Tadawul-listed Emaar, The Economic City (EEC), is set by the Red Sea, one of the world’s busiest maritime trade routes and a gateway to some of the fastest developing global economies.

KAEC covers an area of 181 square kilometres of land, approximately the size of Washington DC, and comprises the King Abdullah Port, the Coastal Communities residential districts, the Hejaz district and the Industrial Valley, highlighting the business and leisure opportunities it offers. The City is one of five stops on the soon-to-open Haramain high Speed rail network, placing it on one-hour journey from each of the Holy Cities of Makkah and Madinah.

A picturesque residential district, Bay La Sun waterfront district is one of the most prestigious residential communities in KAEC with exquisite views of the turquoise and blue waters of the Red Sea. The district also hosts the Bay View Business Park, the Marina canal with provision for berthing yachts, public parks, landscaped green areas, and the state-of-the-art Juman Park.

Rove King Abdullah Economic City is set by the coast of the Red Sea and offers effortless connectivity with all the business and leisure attractions in the Bay La Sun Residential District.



VARIETY OF PROJECTS PROMOTE TOURISM AND LEISURE DEVELOPMENT IN KAEC

As the Kingdom undergoes a nationwide tourism and leisure boom, a new star is emerging in the world of tourism, leisure, and hospitality on the Red Sea Coast: King Abdullah Economic City (KAEC).

The development of the tourism and leisure sector in KAEC is being executed along three tracks, starting with the city's tourism and leisure projects and amenities. On this track, KAEC is working on the development and operation of more than 30 projects, 10 of which are now operational. They include the Bay La Sun Hotel and Marina, Juman Park, the Bay La Sun Club, the Marina and Yacht Club, the BAY X Conference and Exhibition Center, Juman Karting, and the Aqua Fun Water Park, among others. Some of the most important tourism and leisure projects still under development include the Views Hotel, Sun Rise Hotel Apartments, the Roof Hotel, the public and private beaches, the luxury desert camps, and many more projects.

The second track involves hosting and organizing several cultural, economic, social, and artistic events and activities. More than 400,000 visitors have visited KAEC this year, and this number is expected to double with the launch of Al Haramain High-Speed Railway. One of its stations is located in KAEC and it connects the economic city to Makkah and Madinah in under an hour, and to Jeddah in almost half an hour. Throughout the past three years, KAEC has been committed to providing the necessary services and infrastructure to organize and host a broad array of social, cultural, sports, and artistic events, the latest of which being the Drone Racing League (DRL) World Championship in cooperation with the Saudi Federation for Cyber Security.

On the third track, KAEC is currently developing several value-adding projects

aimed at developing a profile in the international sports world, most notably: the Lagoona Motorpark, Esmeralda Sports Complex, and the Royal Greens Golf & Country Club, which opened last April and will host an international tournament attracting the world's most prestigious golf players in 2019.

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MORE THAN 400,000 VISITORS HAVE VISITED KAEC THIS YEAR, AND THIS NUMBER IS EXPECTED TO DOUBLE WITH THE LAUNCH OF AL HARAMAIN HIGH-SPEED RAILWAY



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PRINCE MOHAMMAD BIN SALMAN COLLEGE (MBSC) OF BUSINESS & ENTREPRENEURSHIP

In support of the youth and future entrepreneurs, King Abdullah Economic City (KAEC) has launched a series of programs, projects, and training and educational initiatives, the most important of which is the Prince Mohammad Bin Salman College (MBSC) of Business & Entrepreneurship, a first-of-its kind in the region. The institution offers an international curriculum that's adapted to local needs, while fostering a healthy entrepreneurship environment geared towards creativity and success.

Established at the end of 2017, MBSC underlines KAEC's strategic commitment to supporting and empowering the youth while promoting the spirit of entrepreneurship, which comes in line with the Kingdom's Vision 2030. Since its establishment, the college has achieved unprecedented success with students enrolling from the four corners of the world. In fact, 6,500 candidates applied to join MBSC from inside and outside the Kingdom during the second admission period, marking an incredible 185% increase from the previous period.

MBSC is the fruit of a strategic international partnership between KAEC, the MISK foundation, and Lockheed Martin in collaboration with Babson Global, a wholly-owned subsidiary of Babson College, USA, which is the number one US-based institution specializing in the development of entrepreneurial skills. The latter relies on a unique curriculum that focuses on promoting entrepreneurship and innovation on the local and international scenes, based on various educational standards and following a professional development approach that's compatible with the concept of entrepreneurship across the governmental, private, and non-profit sectors. Such innovative projects include the national transformation project, financial trade and creative design.

The college strives to create future leaders, pioneers and positive change-makers by unveiling the skills and potential of business entrepreneurs,

enhancing the sense of innovation, responsibility and creativity, as well as serving as a launching platform for talented and hard-working individuals towards a path of exceptional performance. The institution empowers students by giving them access to knowledge and practical skills through a curriculum that focuses on field studies, research, analysis and development. As for the MBSC staff, it boasts a pool of experienced faculty members specializing in entrepreneurship, finance, accounting, management, economy, marketing, and consultancy. The college also strives to provide a healthy environment that fosters success within elegant premises and carefully-designed, fully-equipped classrooms that feature the latest in modern technologies and equipment.

6,500 candidates applied to join MBSC from inside and outside the Kingdom during the second admission period, marking an incredible

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SUPPORTING & EMPOWERING YOUNG ENTREPRENEURS

In partnership with Monshaat (the Small and Medium Enterprises General Authority - SMEA) and in cooperation with the Economic Cities Authority (ECA), KAEC is launching a series of incentive programs to support entrepreneurs, facilitate the launching of their businesses and ensure the latter's stability and continuity. Such initiatives come in line with the city's strategy to promote economic growth and support young entrepreneurs amongst the country's national pool of talents.

Alongside its partners, KAEC strives to have a positive impact on the national economy by helping to achieve the Vision 2030 objectives. To do so, the city hopes to increase the contribution of small and medium enterprises to the economy from 20% to 35%. KAEC also aims to create a sustainable, direct and wide-range impact on its own business environment.

Today, KAEC is providing local entrepreneurs with a range of benefits and incentives to endorse their business start-ups, including the allocation of 700 square meters of free, fully-developed office space for three years. Moreover, the city offers a healthy business environment with modern facilities and comprehensive support services to stimulate productivity, with access to a pool of talents from MBSC's students and graduates. This, of course, in addition to the young men and women from Mecca who are benefiting from the Tomouh training program. Also, KAEC is offering a 20% discount on the rental of residential units, as well as an opportunity to own a house at 0% interest with payment facilities that span over 10 years without profit margin, in addition to innovative financing options with payment facilities that could go up to 30 years. All these benefits are provided in a rich and rapidly-growing business environment that encourages partnerships, ongoing development and the optimized use of all available resources and sustainable growth indicators, especially following the inauguration of the Haramain high-speed railway.

As for ECA, it is striving to provide all the means possible to support and promote business growth in KAEC by exempting companies from investment license fees and centralizing the various procedures required to open and operate a business in the city in one regulatory body, through a smart digital

platform that replaces traditional and bureaucratic measures. On the other hand, SMEA is giving young businessmen access to valuable support and funding programs. All these measures are creating a business-convenient environment that ensures easy procedures and efficient coordination between all involved parties to better serve entrepreneurs, facilitate their mission and help them achieve their goals.

Since its kick-off in early 2018, the number of beneficiaries from the Entrepreneurs' Support & Empowerment Program has reached 29 companies in the areas of: general services, management consultancy, marketing consultancy, technology, renewable energy, food and beverages, entertainment and logistics.

It is noteworthy that KAEC and SMEA have agreed to set up a joint fund worth SR 75 million, with a 50% contribution from each party, to finance quality projects and invest in small and medium enterprises within KAEC.

SINCE ITS KICK-OFF IN EARLY 2018, THE NUMBER OF BENEFICIARIES FROM THE ENTREPRENEURS' SUPPORT & EMPOWERMENT PROGRAM HAS REACHED 29 COMPANIES





TOMOUH: HRH PRINCE KHALED AL-FAISAL’S PROGRAM TO BUILD HUMAN CAPITAL

Tomouh is an educational program launched under the patronage of HRH Prince Khaled Al-Faisal bin Abdulaziz Al Saud, the Governor of Mecca and Advisor to the Custodian of the Two Holy Mosques. The program comes in line with KAEC’s strategy to support and empower the youth, as well as in the framework of the Kingdom’s Vision 2030. Originally, Tomouh derived from Prince Khaled’s vision to “Build Human Capital and Develop Places”; it is a program that aims at training young men and women from the Mecca province to empower and enable them to bridge the gap between their education on one hand, and the skills and needs of the job market on the other.

Tomouh targets young men and women from the Mecca province who have graduated school or university, or haven’t been able to complete a regular educational course. It offers intensive training programs and innovative curriculums in English, IT and programming, in a healthy and constructive environment that encourages studying, fosters creativity and achievement, and gives students access to convenient and modern housing solutions in the city to ensure they’re all set for success. Tomouh aims at training 10,000 men and women from the Mecca province by 2020. The program has gone through different stages and overcome various challenges before it was finally launched under its current format and name “Tomouh - HRH Prince Khaled Al-Faisal Program to Build Human Capital”, a title that recognizes the Prince’s valuable role in supporting the program’s launching, continuity and objectives. The program aims to bridge a gap between its educational output and job market requirements, whether within or beyond KAEC’s walls, by creating fruitful partnerships with large private-sector companies which support the program and commit to employing exceptional graduates. Tomouh also organizes a dedicated career day for every graduating class, whereby a large number of key national companies assemble from the Kingdom’s different regions. The event is fully managed by members of the graduating class, while KAEC’s Follow Up & Coordination Desk ensures the best coordination between the programs and the city’s international and national companies to guarantee the programs’ success, facilitate processes, and collect valuable

data to empower and employ young men and women. Tomouh is one of KAEC’s vocational learning programs in addition to the Aviation Sciences Academy and the Modern Culinary Arts Academy - both to be officially launched soon , which provide, together with MBSC and the SME Support Program, a solid foundation to empower and support youth.



TOMOUH AIMS AT TRAINING 10,000 MEN AND WOMEN FROM THE MECCA PROVINCE BY 2020



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International Sports

In line with its strategy that embraces the Kingdom’s 2030 Vision to diversify income sources, endorse non-oil sectors, and support the growth of the national economy, King Abdullah Economic City (KAEC) is moving forward on the path of becoming the ultimate tourism and leisure destination on the Red Sea. Accordingly, the city is prioritizing international sports projects to further support the tourism and leisure sector within its walls, considering it a key factor for its growth and development.



The Royal Greens Golf & Country Club

Today, the Royal Greens Golf Course is one of the key tourism and leisure landmarks in the city. It is also a prime venue that is rapidly rising on the scene of international sports with its 18-hole golf course that’s been designed according to the latest international standards to host the most prestigious international tournaments. The course is complemented by a full-service club, training facilities, luxury health and leisure clubs, and world-class restaurants.

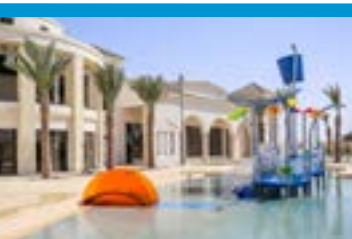
The Royal Greens Golf Club is located at the heart of Al Murooj, the most refined and luxurious among KAEC’s coastal communities. It has received several prestigious awards including IPA’s Best Global Tourism & Leisure Project for 2016, knowing that IPA is considered one of the most acclaimed organizations in the world known to closely observe key development projects around the globe.

The Royal Greens Golf Club opened its doors at the beginning of 2018 through a grand celebration that featured several glamorous events, including a mini golf tournament, in the presence of some of the best Golf professionals and legends in the world. It was also announced that the venue will be officially hosting an International European tournament with the beginning of 2019.

It is noteworthy that the Club counts a training academy with ample spaces to practice, state-of-the-art equipment, modern tools, and expert instructors for all levels and age brackets.



The Esmeralda Sports & Leisure Club



The Esmeralda Sports & Leisure Club is an award-winning project scheduled to open in the nearby future. The facility has been already recognized as the Best Sports & Leisure Project in the Kingdom for 2017 by IPA, a title that is bestowed for the second time upon a project in KAEC. The Esmeralda Sports & Leisure Club is located at the heart of the prestigious Al Murooj community. With its impressive size and luxurious appearance, the facility is considered a true visitor magnet in KAEC, featuring a wonderfully smart design with four main facades that have been creatively thought to seamlessly blend within their surroundings. As such, the Club becomes an aesthetic landmark that harmoniously fits with the neighboring communities in respect of their particularities, while maintaining an exceptional appeal through its exceptional outdoor facilities.

The Esmeralda Sports & Leisure Club features venues for all individual and group sports dedicated to both, men and women, adults and children. It also boasts indoor and outdoor halls including various courts for group sports, indoor and outdoor swimming pools, walking trails, and a state-of-the-art gym for men, in addition to seating spaces for families, secure playgrounds for kids, and a selection of international restaurants offering delicious meals to create a healthy and vivacious ambiance.

It is expected that the Esmeralda Club will be one of the largest and most important sports and health clubs with outstanding capabilities, equipment and staff. It will also provide a variety of quality services such as personal training, children specific programs in addition to a luxury sports goods store and a store for healthy products, noting that all facilities are handicap-friendly and offer covered parking spaces.

The Lagoon Motorpark

KAEC carries on with its strategic plans to enhance its role on the international sports’ arena. In 2018, the city has taken an additional step towards achieving this objective by planning an international Motorpark in the Lagoon area. The infrastructure works for the project were kicked off during the year, noting that the facility is designed according to the highest international standards and in compliance with the terms and standards set by the Fédération Internationale de l’Automobile. The venue’s main goal is to attract international competitions and automotive rallies in order to boost the Kingdom’s car and motorcycles’ sports and motivate the youth to practice sports and compete in a secure and safe environment.

The project’s cost is estimated at around SR 120 million including the cost of

building the amphitheatre and more than 13 racing circuits for large racing cars or Karting carts, in addition to the administration, reception and training facilities.

KAEC also aims to launch special programs to train young men and women on this specific type of fast and exciting sports in addition to organizing international Formula 2, motorcycles and Karting tournaments. It is noteworthy that the former Formula 1 racing driver Mr. Alex Wurz was appointed as a consultant to supervise the project’s implementation until completion while working on attracting several prestigious championships, in partnership with the General Sport Authority and the Saudi Arabian Motor Federation.





The World Academy at KAEC wins Best Design of the Year award in 2018

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