

POWERED BY
San & Sam
COMMUNICATIONS
STAY CONNECTED

DM

DECISION MAKERS[®]

C O N F E R E N C E S



القطاع الإستثماري والعقاري

INVESTMENT AND REAL ESTATE SECTORS

ROUND 05TH FEB. 2026 KSA
RIYADH

Round 8

WHY RIYADH? WHY NOW?

SAUDI ARABIA'S TRANSFORMATION

Saudi Arabia is in the middle of a transformation. Vision 2030 has committed over \$500B to mega-projects like NEOM, Red Sea Project, and Qiddiya. The scale is unprecedented, and the ambition is clear: reshape the region's development future.

EGYPT'S INDUSTRY

Egypt's real estate sector has proven its resilience and momentum. With \$3.5B in FDI flowing into the market in 2024 alone, new cities rising along the coasts, and infrastructure projects redefining the landscape, the industry continues to expand and attract serious capital.

THE CONNECTION

We're bringing Decision Makers to Riyadh because these two markets share more than geography. The contractors building in Cairo are bidding on projects in Riyadh. The capital flowing into Egyptian developments is assessing Saudi opportunities. The expertise, resources, and ambition exist on both sides—but the conversations have been happening separately.

Round 8



"When **DECISION-MAKERS** from both markets are in the same room, partnerships form, capital moves smarter, and the regional opportunity becomes clear."

Round 8

DECISION MAKERS CONFERENCE

WHERE C-SUITE EXECUTIVES SHAPE THE REAL ESTATE FUTURE

PROVEN TRACK RECORD

7 Editions

Consecutive successful conferences

EXECUTIVE LEADERSHIP

300+ CEOs

Chairman & CEO-level speakers

QUALIFIED ATTENDANCE

2500+

C-suite executives | Invitation-only

GOVERNMENT PRESENCE

100%

Ministerial participation every edition

MEDIA IMPACT - 7TH EDITION

19.8M

Total Reach

4.9M

Total Reach

60+

Impressions (2 days)

100%

Positive Coverage

SAUDI ARABIA REAL ESTATE MARKET

USD 72.11B

Current Market Size (2024)

USD 132.65B

Projected Size by 2033

7.0% CAGR

Annual Growth Rate 2025-2033

RESIDENTIAL SECTOR

USD 71.8B Growing to USD 130.8B by 2033

6.9% annual growth

COMMERCIAL SECTOR

USD 34.9B Expanding to USD 71.01B by 2030

12.4% annual growth

VISION 2030 IMPACT

SAR 388B FDI target by 2030 (USD 103.4B)

300,000 housing units

GDP GROWTH

SAR 3.7T Forecast by 2030 (USD 981B)

3.4% CAGR through 2030

EGYPT REAL ESTATE MARKET

USD 22.15B

Current Market Size (2024)

USD 30.30B

Projected Size by 2033

3.18% CAGR

Annual Growth Rate 2025-2033

RESIDENTIAL SECTOR

USD 9.40B Growing to USD 14.67B by 2030

9.31% annual growth

COMMERCIAL SECTOR

USD 11.28B Expanding to USD 32.57B by 2033

7.72% annual growth

HOUSING DEMAND

3.5M Units Current housing shortage

USD 6.47B state investment

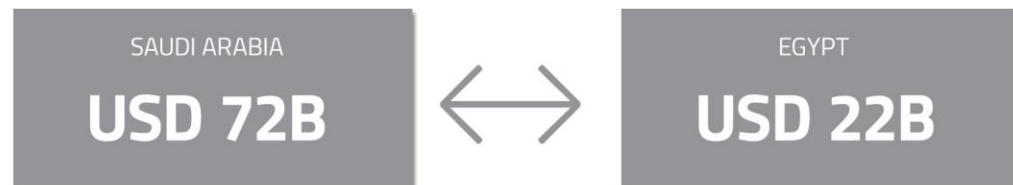
POPULATION GROWTH

106M Current population

1.8% annual | 60% urban by 2030

Round 8

THE CROSS-BORDER INVESTMENT BRIDGE



ACTIVE CROSS-BORDER INVESTMENT FLOW

USD 46.1B

Total FDI to Egypt (2024)

USD 35B

Largest single investment deal in Egypt history

USD 16B

Saudi-Egypt bilateral trade (2024) +30% YoY

USD 1.4B

Gulf private capital for Egyptian real estate (2025)

USD 150B

Long-term investment projection

USD 120B

Gulf sovereign funds to Egypt since 2021

Our previous speakers



DR. SHERIF ELSHERBINY
Minister of **Housing and Urban Communities**



ENG. AHMED SABBOUR
"Chairman and Managing Director of **Al Ahly Sabbour Developments**"



ENG. KHALED ABBAS
Chairman and Managing Director of The Administrative **Capital for Urban Development**



ENG. AMR SOLIMAN
Founder & Executive **Chairman of Mountain View**



MR. HOSSAM HEIBA
President General Authority for **Investment & Free Zones**



ENG. TAREK SHOUKRY
Founder of Arabia for **Real Estate Investment**



DR. AHMED SHALABY
President & CEO of **Tatweer Misr**



ENG. ABDALLAH SALLAM
CEO and Managing Director of **Madinet Masr**

Our previous speakers



DR. WALID ABBAS

Deputy Chairman, NUCA –
Planning & Projects | Supervisor
of the Minister's Office



MR. AHMED TAREK

Chairman of **Allianz** logistics
and services



MR. IHAB GOHAR

CO-founder of **Animation
Events** Management co.



ENG. TAREK KAMEL

Chairman & CEO, **Nestlé Egypt
and Sudan**



MR. TAREK ABDELNABI

Vice President, Global
Acceptance, **Mastercard**



ENG. FATHALLAH FAWZY

Chairman of Mena for Real
Estate Development
Consultancy Board



MR. BASSEL RAHMY

CEO Micro, Small & Medium
Enterprise Development
Agency (**MSMEDA**)



ENG. MOTAZ RASLAN

Chairman of Canada Egypt
Business Council (**CEBC**).

Our previous speakers



MR. MOHAMED SHELBAYA
Chairman and CEO of **PepsiCo**
Egypt & SVP Snacks in North
Africa



MS. MIRNA ARIF
General Manager - **Microsoft**
Egypt



ENG. AHMED KADRI
CEO of **SAK** Developments



DR. BASEL ROSHDY
Chairman of IT Investments Fund
and chairman and **CEO of Nile**
Capital Holding.



MR. MOHAMED EL HOHT
Executive Director **GLC Paints**



ENG. AHMED EL ADAWY
Inertia CEO



ENG. HOSSAM EZZ
Fawry FMCG CEO



DR. DALIA
ABOU EL MAGD
Board Member and CEO of DDA
Advertising

Our previous speakers



ENG. ABDEL NASSER TAHA
FIABCI EGYPT – President
Founder – (The international
Federation of Real Estate)



MR. AYMAN ELGOHARY
Managing Director **Cisco Egypt,**
North Africa & Levant (NAL)



MR. MOHAMED MAHRAN
Executive Managing Director of
Misr Insurance Holding
Company



MR. ALAA EL ZOHEIRY
Chairman of the Insurance
Egyptian **Federation of Egypt**



MS. MAHA ABDELRAZEK
CEO Misr Real Estate Assets
Management co. Non-executive
Board Member at **HSBC Egypt**



ENG. FADI EMEEL ABDALLA
CEO of **Urbnlanes**
Developments,



MR. MARK WYLLIE
Beyti CEO (**An Almarai**
Subsidiary)

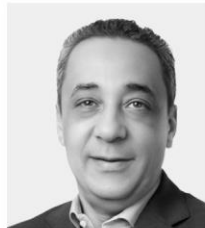


DR. SHERINE ABBAS
CEO of **Pharco**

Our previous speakers



DR. IBRAHIM HEGAZY
Head of Marketing Faculty &
Marketing Professor **American**
University in Cairo



MR. ALAA FATHY
General Manager of
Manfoods–**McDonald's Egypt**



MR. AHMED GHONEIM
professor at the Faculty of
Economics and **Political Science**
at Cairo University



ENG. AHMED SALEH
CEO Dar AlAlamia Developments



ENG. MAHMOUD GHAZAL
Founder and Chairman of **MGS**
Industries



MR. ALAA EL KAHKY
Chairman and Founder
Al Nahar



MR. HANY TAWFIK
Egyptian economist, a member of
the board of directors of **Misr**
Venture Capital and Union Capital



MRS. HEBA EL SERAFI
Vice Chairman of the **Egyptian**
Exchange

Our previous speakers



PROF. SHERIF DEL AWAR
independent thinker and
writer in economic
development



MR. MEDHAT YASSIN
Business Transformation and
Commercial Consultant, Marketing
Strategist, Serial entrepreneur,
Executive coach



MR. HAMED ARAFA
Founder and chairman of
HiLights Group



MRS. NEVINE MANSOUR
Adviser to the Minister of Finance for
Economic Institutions - **Ministry of
Finance**



MR. WALID HASSOUNA
Founder and CEO of **ValU
Company**



MRS. CYNTHIA SAAB
Government Business
Development, EEMEA
Mastercard.



MR. SHERIF MONSEF
CEO at Connection Marketing
Ventures **Connection Sports**



MR. SHERIF SEIF ELNASR
President of **Gezira Sporting
Club**

Our previous speakers



DR. AMR EL-ADL
Vice President & CEO of MBG
Developments & Vice President
of **Mabani Misr Contracting**



ENG. MOHAMED ELTAHER
Chief Executive Officer at **Saudi
Egyptian Developers**



ENG. AHMED EL SERGANY
co-founder and partner at
TIMES Development



ENG. WALAA ELMY
Chairman Of CEO Of **Sorouh
Developments**



MR.OMAR ISLAM
Chairman **ITC Group**



DR. ABDELRAHMAN KHALIL
CEO of **Sorouh Developments,**



MR. NABILE AMASHA
Founder of **People & Places**



ENG. HESHAM ABO ELATTA
Former ceo of the Holding Company
for Construction and Development

Our previous speakers



ENG. HOSSAM SALEH

Chief Business Officer United Media Services Group Hossam is a leading business executive with wide professional TMT -Technology, Media



MR. KHALED ABOUL MAKAREM

Chairman of the Export Council for Chemicals and Fertilizers
Chairman at Makaremtex



DR. SHERIF EL-GABALY

MP – Egypt | Chair, African Affairs |
VP, African Parliamentary Union |
Member, Pan-African Parliament



DR. MEDHAT NAFEI

Senior Advisor to the Minister of Supply and Internal Trade Deputy Minister for Corporate Development at the Ministry of Supply and Internal Trade



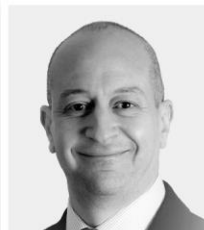
DR. KHALED SOUFI

Chairman of the Board of Directors of the Egyptian General Organization for standards and Quality



MR. SHERIF HELIW

Chairman of Marsellia Group



MR.SHERIF ELBEHERY

Chief Executive Officer **Misr Digital Innovations**



MR.AHMED MADKOUR

Vice President of Industry Business, Schneider Electric Northeast Africa & Levant

Our previous speakers



ENG. AYMAN AMER
SODIC's General Manager



ENG. AMR SULTAN
Founder, Partner, and Chief Executive
Officer of LMD



MR. AHMED YOUSSEF
Ahmed Youssef is a senior executive
with over 22 years of commercial



DR. HISHAM ZAAZOU
Former Minister of Tourism of Egypt



ENG. HESHAM SHOUKRI
Chairman of the realestate export
council.



MR. MOHAMED MOTAWEA
Founder & CEO of MG developments



MR. OMAR EL-TAYEBI
CEO Of TLD-The Land Developers



ENG. MOHAMED ESLAM
Executive DirectorEbny

Our previous speakers



MR. MOUNIR GHABBOUR
Chairman and CEO Mirage Hotels
Co. -JW Marriott – Mirage City



ENG. MOSTAFA MOUNIR
Chief Executive Officer of the General
Authority for Tourism Development.



MR. AHMED RASHAD
Management and strategy Consultant
| CEO Advisor | Executive Coach
Host of Business Belarabi podcast



MR. MAGD DARWISH
CEO – **seven** for Consumer
Finance



ENG. WALEED MOKHTAR
founder and Chief Executive
Officer of **Iwan Developments**



DR. RAMY KHODEIR
Founder and managing
director, **AIM**.



MR. MOHAMED ADBELKARIM
Chairman of Industrial
Development Authority:
appointed by H.E Prime Minister



ENG. AHMED EHAB
Chief Executive Officer **Madaar
Developments**

Photo album



Photo album



Photo album



Photo album



Photo album



Photo album

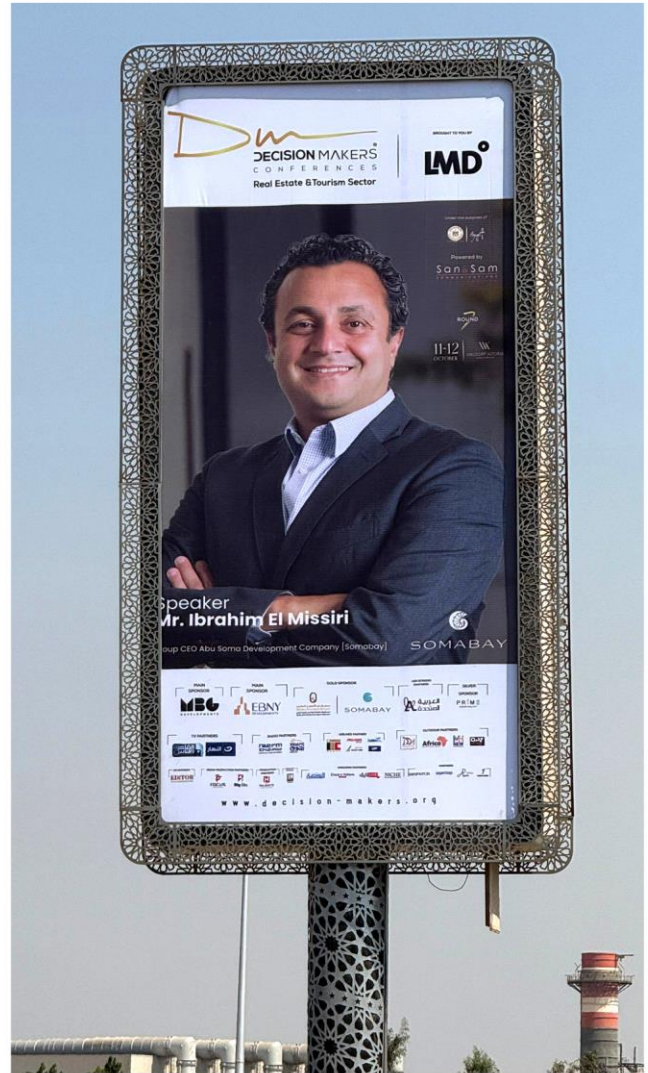


Outdoor campaigns

DECISION MAKERS OUTDOOR CAMPAIGNS

We had the opportunity to work alongside influential figures in society and distinguished individuals, to exchange their experiences, viewpoints and facilitate essential discussions...

Outdoor campaigns



Outdoor campaigns



Indoor campaigns



History

Round 1 Financial and Investment Sector 21/03/2023	Round 2 Industrial and Technological Sector 31/07/2024	Round 3 Real Estate Sector 29/11/2024
Round 4 Financial and Investment Sector 30/04/2023	Round 5 Real Estate Sector 30/10/2024	Round 6 Financial and Investment Sector 24/06/2025
Round 7 RealEstate &Tourism Sector 11/10/2024		

San & Sam's Previous Sponsors:



Contact

E-mail

info@decision-makers.org

Website

www.decision-makers.org

Phone

011 22 54 8888 - 011 22 54 6666

Address

70 Al- Mirghani Street, 10th floor - Apartment No. 58, Heliopolis, Cairo, Egypt

