

POWERED BY  
San&Sam  
COMMUNICATIONS  
STAY CONNECTED



# القطاع الإستثماري والعقاري

INVESTMENT AND REAL ESTATE SECTORS

ROUND 8 | 05 FEB. 2026 | KSA  
RIYADH

## 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

# Round 8

## 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

# Round 8

## 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

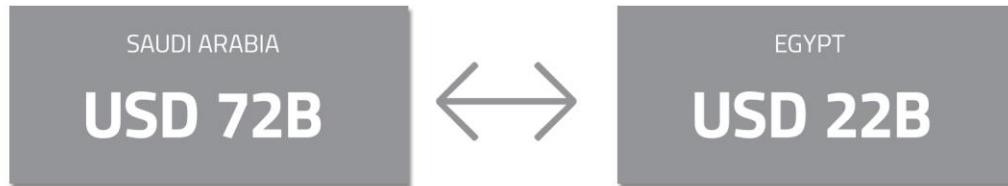
**106M**

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

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**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  
Madinat Misr

# Our previous speakers

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**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

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**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

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



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



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



**MR. ALAA EL ZOHERY**  
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 **Urblanes**  
Developments,



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



**DR. SHERINE ABBAS**  
CEO of **Pharco**

# Our previous speakers

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**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

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**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

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**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

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**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 Makaremex



**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 HELWI**

Chairman of Marseilia 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

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**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 Director of Ebny

# Our previous speakers

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**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 ABDELKARIM**  
Chairman of Industrial  
Development Authority:  
**appointed by H.E Prime Minister**



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

# Photo album

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# Photo album

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# Photo album





## EXCLUSIVE BRANDING & SPECIFIC BENEFITS:



3 MEGA FLAGS



15 FLAGS



VIDEO INTERVIEW  
+  
PHOTO SESSION



3 BILLBOARDS



HUGE LED SCREENS CAMPAIGN



TICKETS



KEYNOTE  
SPEECH



# Photo album



## Photo album

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# Photo album



# Outdoor campaigns

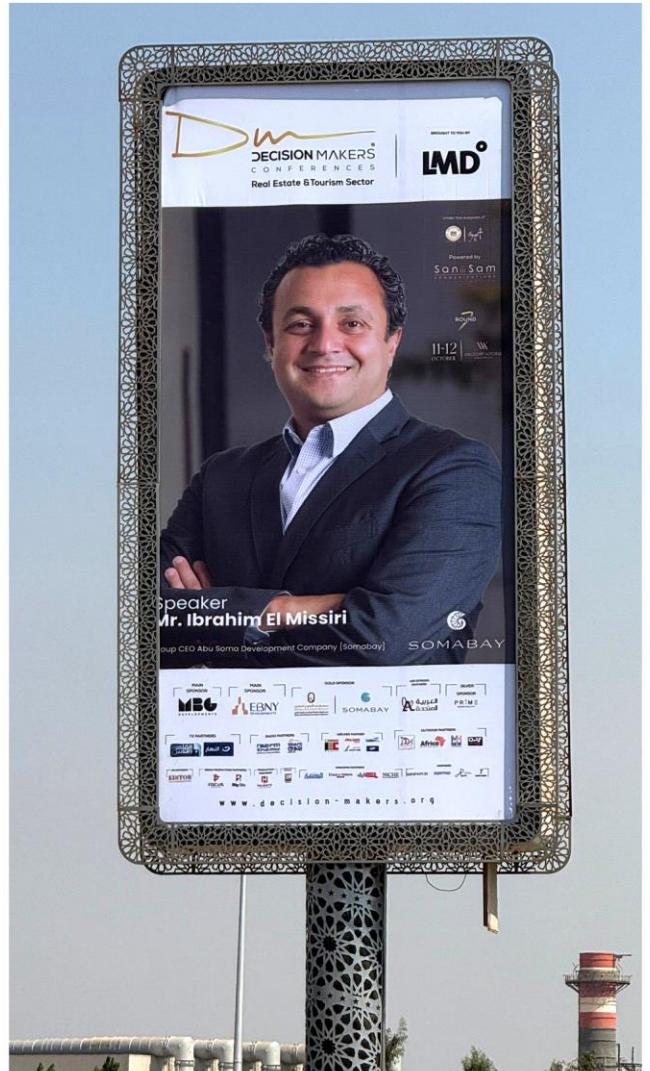
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## **DECISION MAKERS OUTDOOR CAMPAIGNS**

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

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# Outdoor campaigns

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# Indoor campaigns

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# Packages

## **SPONSORSHIP PACKAGES**

Time-sensitive offer for a limited number of participants

Select one of the distinctive and premium sponsorships to provide your organization and business with a unique identity.

Brought by package

# 300K SAR



## ➤ EXCLUSIVE BRANDING AND BENEFITS:

- Brought to you only, exclusively
- Keynote speaker (10min)

## ➤ DIGITAL MEDIA CAMPAIGN (1<sup>st</sup> ROW):

- Social Media Campaign
- Logo Placement in Decision Makers Cover Page
- Logo placement on Decision Makers Website
- Logo placement in online media Ads
- Logo on the Wrap up Video indoor screens

## ➤ GUARANTEED SPEAKING OPPORTUNITY

Your Decision Makers's speaker will honorably join a panel discussion.

## ➤ PR & MEDIA COVERAGE:

- Mention in Press Releases
- TV media coverage

## ➤ PHOTO SESSION:

- More than just portraits – a photo shoot that captures the essence of the business and the visionary behind it
- Video Interview

## ➤ SPONSOR BOOTH AREA:

- Size: 3M\*4M

## ➤ MEDIA CAMPAIGN (1<sup>st</sup> ROW):

- Event backdrop and stage main screen
- Gates entrances roll-ups and digital screens
- for "15 seconds"

## ➤ ATTENDANCE INVITATIONS:

- Two branded table (16 seats) with two branded flags "premium locations"

# Main package

# 125K SAR



## ➤ DIGITAL MEDIA CAMPAIGN (1<sup>st</sup> ROW):

- Social Media Campaign
- Logo Placement in Decision Makers Cover Page
- Logo placement on Decision Makers Website
- Logo placement in online media Ads
- Logo on the Wrap up Video indoor screens

## ➤ GUARANTEED SPEAKING OPPORTUNITY

- Your Decision Makers's speaker will honorably join a panel discussion.

## ➤ PR & MEDIA COVERAGE:

- Mention in Press Releases
- TV media coverage

## ➤ SPONSOR BOOTH AREA :

Size: 3M\*4M

## ➤ PHOTO SESSION:

- More than just portraits – a photo shoot that captures the essence of the business and the visionary behind it
- Video Interview

## ➤ MEDIA CAMPAIGN (1<sup>st</sup> ROW):

- Event backdrop and stage main screen
- Gates entrances roll-ups and digital screens
- for "15 seconds"

## ➤ ATTENDANCE INVITATIONS:

- branded table (16 seats) with two branded flags "premium locations"

# Platinum package

# 100K SAR



## ► DIGITAL MEDIA CAMPAIGN (2<sup>st</sup> ROW):

- Social Media Campaign
- Logo Placement in Decision Makers Cover Page
- Logo placement on Decision Makers Website
- Logo placement in online media Ads
- Logo on the Wrap up Video indoor screens

## ► GUARANTEED SPEAKING OPPORTUNITY

- Your Decision Makers speaker will honorably join a panel discussion.

## ► PR & MEDIA COVERAGE:

- Mention in Press Releases
- TV media coverage

## ► PHOTO SESSION :

- More than just portraits – a photo shoot that captures the essence of the business and the visionary behind it
- Video Interview

## ► SPONSOR BOOTH AREA :

- Size: 3M\*3M

## ► MEDIA CAMPAIGN (2<sup>st</sup> ROW):

- Event backdrop and stage main screen
- Gates entrances roll-ups and digital screens

## ► ATTENDANCE INVITATIONS:

branded table (8 seats) with two branded flags "premium locations"

# Gold package

# 75K SAR

## ➤ DIGITAL MEDIA CAMPAIGN (3<sup>rd</sup> ROW):

- Social Media Campaign
- Logo Placement in Decision Makers Cover Page
- Logo placement on Decision Makers Website
- Logo placement in online media Ads
- Logo on the Wrap up Video indoor screens

## ➤ GUARANTEED SPEAKING OPPORTUNITY

Your Decision Makers's speaker will honorably join a panel discussion.

## ➤ PR & MEDIA COVERAGE:

- Mention in Press Releases
- TV media coverage

## ➤ SPONSOR BOOTH AREA :

- Size: 2M\*3M



## ➤ MEDIA CAMPAIGN (3<sup>rd</sup> ROW):

- Event backdrop and stage main screen
- Gates entrances roll-ups and digital screens
- for "6 seconds"

## ➤ ATTENDANCE INVITATIONS:

- branded table (4 seats) with two branded flags "premium locations"

# Silver package

# 50K SAR

## ➤ DIGITAL MEDIA CAMPAIGN ( 3<sup>st</sup> ROW ):

- Social Media Campaign
- Logo Placement in Decision Makers Cover Page
- Logo placement on Decision Makers Website
- Logo placement in online media Ads
- Logo on the Wrap up Video indoor screens

## ➤ PR & MEDIA COVERAGE:

- Mention in Press Releases
- TV media coverage

## ➤ SPONSOR BOOTH AREA :

- Size: 2M\*2M

## ➤ MEDIA CAMPAIGN ( 3<sup>st</sup> ROW ):

- Event backdrop and stage main screen
- Gates entrances roll-ups and digital screens
- for "6 seconds"

## ➤ ATTENDANCE INVITATIONS:

- branded table (3 seats) with two branded flags "premium locations"



# History

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

# San & Sam's Previous Sponsors:



## San & Sam's Previous Partners:



# Contact

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