

**TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ**

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Sayı : E-34221550-720-12739

Tarih: 08.10.2025

Konu : Riyad'da Düzenlenecek Cityscape Global Fuarı

**TÜM ODALAR
(Genel Sekreterlik)**

İlgi : Dışişleri Bakanlığı'nın 01.10.2025 tarih ve 40679918 sayılı yazısı.

Dışişleri Bakanlığı'ndan alınan ilgi yazıda, 10-13 Kasım 2025 tarihlerinde Riyad'da düzenlenecek olan Cityscape Global Fuarı'na ilişkin bilgi verilmekte olup fuara ilişkin bilgi notu ekte iletilmektedir.

Söz konusu fuara uluslararası gayrimenkul sektörünün önde gelen şirketlerinin katılacağı ve büyük yatırım olanaklarına fırsat verileceği belirtilmektedir.

Bilgilerini ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza

Mustafa BAYBURTLU
Genel Sekreter Yardımcısı

EK: Bilgi Notu (23 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BS56BY2847>

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Bilgi İçin: Kaan GAFFAROĞLU - Tel : 03122182220 - E-Posta : kaan.gaffaroglu@tobb.org.tr

Cityscape
Global

10 – 13 November 2025

Riyadh International Exhibition
& Convention Centre, Malham, KSA

EVENT BROCHURE

THE FUTURE OF LIVING

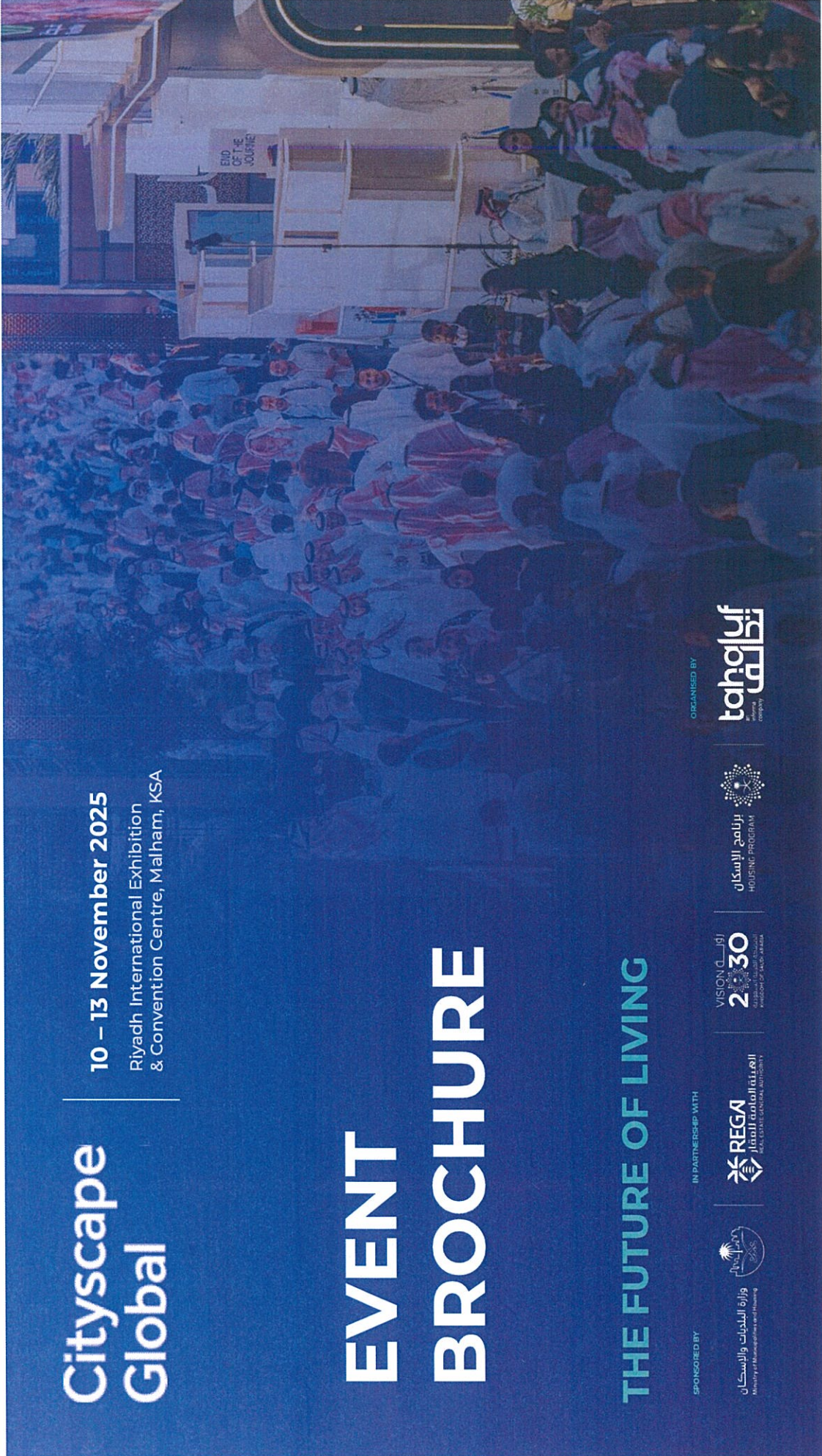
SPONSORED BY



IN PARTNERSHIP WITH



ORGANISED BY



The World's Most Attended Real Estate Event

CityscapeGlobal

Cityscape Global is an event that gathers investors, buyers, developers and government agencies from around the world. We are very proud to see Cityscape Global bring about a transformation in the scale of projects in the Kingdom.

Cityscape is a perfect destination for international investors to meet and exchange ideas. Not only that, the event helps them explore how they can not only develop their own product but the whole Saudi market."

H.E. Majed bin Abdullah Al-Hogail

Saudi Arabia's Minister of Municipalities and Housing



172,000

attendees across 4 days

151,418

local attendees

20,582

international attendees

121

countries represented

444+

Exhibitors

110+

C-Level institutional investors from 23 countries

\$61B

in total real-estate deals

150+

Hours of content

560+

Speakers from 50 countries

The No.1 Real-Estate Event in The World

CityscapeGlobal

CITYSCAPE GLOBAL 2024 ACHIEVED RECORD-BREAKING SUCCESS

The event goes beyond traditional real estate, presenting a platform to experience the future of urban living, from futuristic smart cities and cutting-edge commercial and residential developments to NextGen stadiums and mega event infrastructure.

Cityscape Global brings together international investors, government stakeholders, industry leaders, and trailblazing innovators to create an immersive platform for fostering investment opportunities, strategic partnerships, and transformative solutions that shape the cities of tomorrow.

By SQM

120,000



+67%

Growth YoY

By Announcements

US

\$67 billion



109% YoY

By Attendance

172K

EXPO
Real
Estate

4 X

mipim

8 X

SIZE (Gross SQM) - 2024

The World Comes to Riyadh

A truly global exhibition



255+

international exhibitors



100+

international developers



40

countries exhibiting



10

country pavilions

Pioneering exhibitors from



CityscapeGlobal



Amr Soliman
Founder & Chairman, Mountain View

We are very glad that in Riyadh they are talking about the quality of life, and this is very interesting to us. Real way. This is where we focus. Real estate is not just about buildings or villas, even if you do it the best. You need to talk about the quality of life — how we can use our daily lives in a good way. This is where we focus.”

Major Exhibitors Include:

Where Visionaries Meet to Transform

The Future of Living



Reach a targeted audience

Connect with over 172,000 potential prospects, including homebuyers, investors, consultants and architects, and real estate service providers



Boost brand visibility

Elevate your presence and capture the attention of industry leaders, influencers, prospective clients, and partners through MoU signings and announcements



Stand out from the competition

Differentiate your brand and showcase your unique value proposition with 444+ leading real estate companies



Launch new projects

Use Cityscape Global as a launchpad for residential, commercial, retail, hospitality, and mixed-use developments in front of 100,000+ prospective buyers



Forge strategic partnerships

With strong backing from government bodies and professional associations, Cityscape Global helps you foster valuable networking opportunities and create win-win industry relationships

80%

of exhibitors consider Cityscape Global important for their business

\$8m

average expected sales in 12 months following interactions with visitors at the show

82%

business attendees are involved in purchasing decisions

Attendee Insights

82%

business attendees
are involved in
purchasing decisions

36%

keen to engage with business
developers, architects,
designers, smart city
innovators, and retail property
management professionals

Top represented countries include



Attendee industry breakdown



Attendee sector breakdown



Our 2024 Sponsors

CityscapeGlobal

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IN PARTNERSHIP WITH



ORGANISED BY



FOUNDATION PARTNERS



DESTINATION PARTNER



DIGITAL ENABLER



STRATEGIC PARTNER



CITYWAY PARTNER



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HOST CITY SPONSOR



PLATINUM SPONSORS



STADIUMS & MEGA EVENTS PARTNER



HOSPITALITY DEVELOPMENT PARTNER



HVAC PARTNER



SUCCESS PARTNER



FUTURE LEADERS COMPETITION SPONSOR



INSTITUTIONAL INVESTORS' FORUM PARTNER



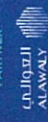
FINANCIAL INSURANCE PARTNER



FINANCIAL SOLUTIONS PARTNER



REAL ESTATE PARTNER



FUTURE LEADERS COMPETITION SPONSOR



ASSOCIATE SPONSORS



Key Networking Features

CityscapeGlobal



Tailored Matchmaking

Access exclusive, high-level networking opportunities with 110+ C-level institutional investors from over 23 countries, alongside local and international high-net-worth individuals including family wealth management offices, luxury homebuyers and discerning investors.



Exclusive Lounges & High-Level Dinners

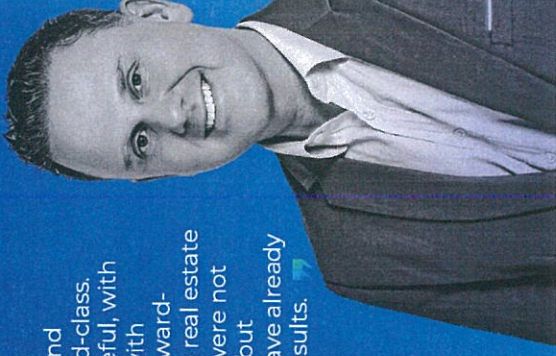
This dedicated business lounges and high-level dinners offer the perfect setting for meaningful connections with top investors, government leaders, and industry pioneers, opening doors to strategic partnerships and lucrative opportunities.



AI Empowered Networking App

With over 45,000 leads captured in 2024 through the Cityscape Global App alone, our AI-powered platform provides the perfect opportunity to connect with your ideal prospects and generate solid leads.

The Investors & VIP Program facilitated **357** tailored one-on-one meetings



Stefan Hickmott
Founder/CEO, Evare Management

The calibre of companies and investors present was world-class. Each meeting was purposeful, with opportunities to connect with innovative projects and forward-thinking leaders across the real estate sector. These interactions were not just networking moments but valuable exchanges that have already started yielding tangible results.

CityscapeGlobal

Institutional Investor Programme



**Investor
Advisory
Board**



**Format:
Round Tables
& Networking**



**Expanded
Investor
Networks**



**Investment
Insight
Reports**



**Offsite
Networking
Events**



**Project Site
Visits**

2024

Institutional

Investors

included:



BNP PARIBAS

APOLLO

MAPLE TREE
INVESTMENT

Brookfield

HASSANA

NH INVESTMENT
& SECURITIES

CBRE

البنك الدولي
Jagora Investment

Hooker

HENDERSON
PARK

KAMCO
INVEST

CVC
CAPITAL
PARTNERS

Hines

KING STREET

NORTHERN
TRUST

INTESA
SANPAOLO

Colliers

QATARI
DIAR
القطرية

BlackRock

البنك الدولي
BLOMINVEST

البنك الدولي
BLOMINVEST

KDB

LINK

SEDICO
HOLDING

Key Show Features

On-Site Activities

Major Industry Announcements



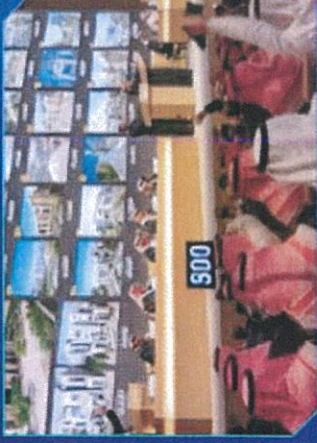
World-Class Conferences



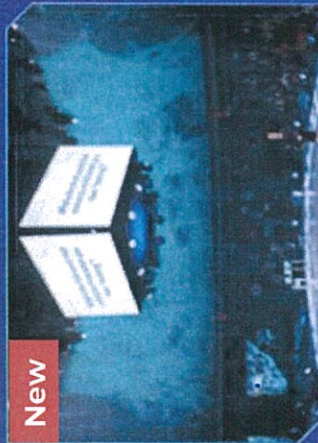
Interview Pods



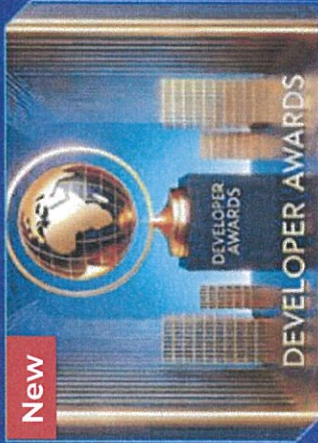
Live Auction



Innovation Arena



Developer Awards

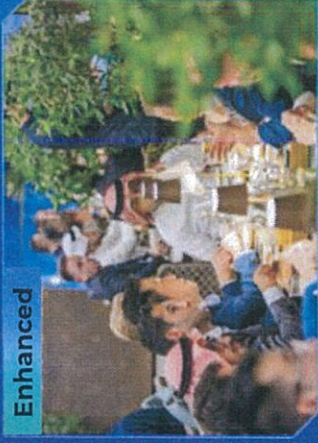


Off-Site Activities

Project Site Visits



Exclusive Dinners



Key Show Features

CityscapeGlobal

On-Site Activities

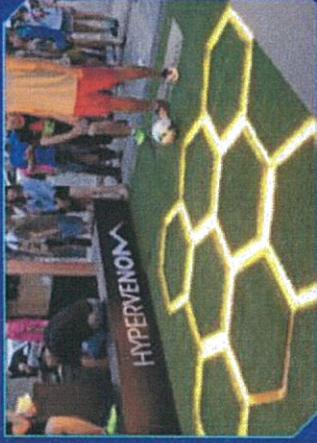
Special Mortgage Rates



400,000 Units Avail - with
UNSEEN projects for 1st time



Sports Activations



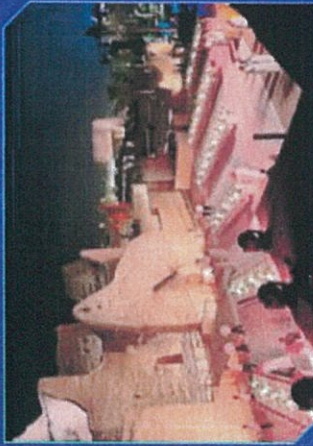
Treasure Hunt Competition



Land Give Aways



Cityscape Global Nights



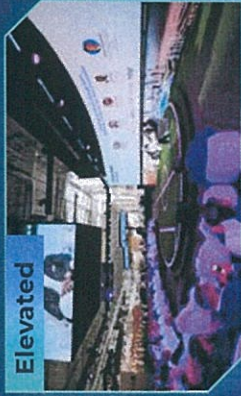
Live Music & Entertainment



World-Class Content



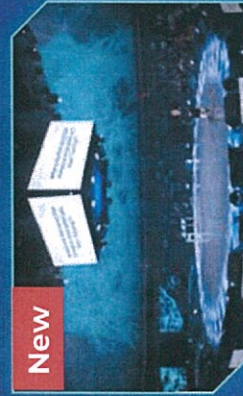
Elevated
Future of Living Summit
Supercharging Future Potential



Elevated
Sports and Entertainment
Crafting Iconic Sports & Entertainment Venues



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



New
Innovation Arena
Where Trailblazers and Visionaries Ideate



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



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

4
Stages

20+
Tracks

450+
Speakers

2
Exclusive Forums

Content Overview

	Monday 10 November	Tuesday 11 November	Wednesday 12 November	Thursday 13 November
Future of Living Summit (Main Stage)	Visions & Enablers Strategic Announcements Governmental Visions & Strategy	Investments & Collaboration	Smart Cities of the Future	AI & PropTech
DnA (Developers & Architects) Stage	Developments of the Future Large-Scale Development updates and overview	Communities of the Future Inclusive & Climate-Responsive Design Cultural Placemaking	Future-Proofing the Built Environment	Building the Future Sustainable Materials & Modular Construction Robotics & Future Workforce
Stadiums & Entertainment	Strategy & Upcoming Developments World Cup 2034 Vision & Readiness	Federations & Fan Engagement	Design & Technology	eSports & Gaming Districts
Innovation Arena	Cityscape Innovation Challenge Proptech Semi-finals	Cityscape Innovation Challenge Proptech Semi-finals	Cityscape Future Leaders Competition Cityscape Innovation Challenge Proptech Semi-finals	ROSHN Hackathon Finale • Future of Talent • Future of Content

Sports and Entertainment

New

Cityscape Global

Saudi Arabia is emerging as a global hub for sports and entertainment, with major events like the 2034 FIFA World Cup and Expo 2030 on the horizon. The country is also heavily investing in world-class competitions and entertainment experience.

Companies exhibiting in the zone:

- Sports Facilities & Equipment
- Fan Engagement & Marketing
- Theme Park & Attraction Developers
- Apparel & Merchandise Brands
- Sports & Entertainment Technology Providers
- Sport Venues & Infrastructure Operators
- Ticketing & Hospitality Services
- Security, Fire & Safety Solutions

"I am very happy to be here (at Cityscape Global 2024) to contribute because I think we are experiencing history, and it is important to be part of it."

Didier Drogba

Chelsea Football Legend & Two-time African Footballer of the Year



**15 Stadiums
across 5 Cities**

Riyadh, Jeddah, Al Khobar, Abha, and Neom

40M

Visitors expected at Riyadh Expo 2030

\$2.7B

stadium construction and expansion program value

\$64B

Sports & Entertainment market value

Saudi Giga Projects: Driving Innovation and Investment

Vision 2030 & Untapped Potential: The country's 2030 vision fuels demand for housing, commercial spaces, and urban development requires international expertise and partnerships. International developers are increasingly drawn to Cityscape Global to partner and collaborate with the largest master developers in the world.



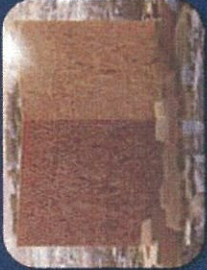
NHC (National Housing Company)
Government-backed residential initiative to achieve 70% home ownership by 2030



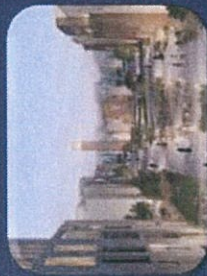
Sports Boulevard Foundation (SBF)
\$2Bn sports & wellness development



Diriyah Company
Diriyah Gate: \$17Bn mixed-use project



New Murabba
\$50Bn immersive destination, golden cube with retail & cultural attractions



ROSHN
\$90Bn series of mixed-use developments across the Kingdom



Qiddiya & SEVEN
\$23Bn mixed-use gaming and esports district, 500K sqm



Participating in Cityscape Global was a pivotal moment for us at the Sports Boulevard Foundation, as we contribute to the evolution of Saudi Arabia's sports and mega events sector. Centered around Riyadh's ambitious Vision 2030 goals, we were eager to engage with industry leaders to showcase our innovative project that promote a vibrant, healthy lifestyle."

Ms. Jayne McGivern

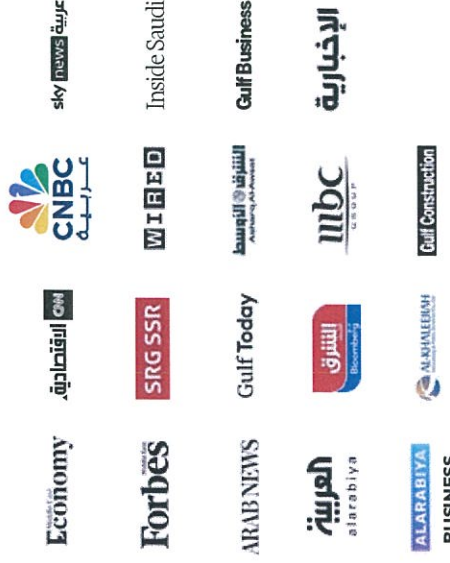
Ms. Jayne McGivern, CEO, Sports Boulevard Foundation

Reaching International

Audience

2.6 billion
impressions
across 28 countries

Featured In



10.1B+

Total Impressions



150+

Number of Media Interviews and
Appearances on TV and Radio Channels



306,464,157

social media reach



17,970,985

video views



287M

Engagement Rate

Exhibiting Opportunities (Early Bird)

Space Only Stand

Hall 1 & 2

Foundation and Diamond sponsors only

Price USD

\$875 per sqm

Price SAR

SAR 3,281 per sqm

Notes

Raw Space, does not include power and rigging costs.
*Foundation or Diamond sponsorship mandatory

Space Only Stand

Hall 3, 4, 5 & 6

Price USD

\$799 per sqm

Price SAR

SAR 2,997 per sqm

Notes

Raw Space, does not include power and rigging costs.

Space Only Stand

Double Decker Level

Price USD

\$437.5 per sqm

Price SAR

SAR 1,641 per sqm

Notes

Maximum 50% of ground space. Double Decker stands are only available for Halls 1,2,3

Space Only Stand

Stand Sharing Fee

Price USD

\$250

Price SAR

SAR 938

Notes

Provides an additional profile on our website and app for a co-exhibitor

Admin Fees (for all stand types)

Packages include: Create your company profile with name, logo, description and official exhibitor list

Basic

\$550 | 2,063 SAR (9-36 m2)

Advanced

\$795 | 2,981 SAR (37-99 m2)

Essential

\$1,045 | 3,919 SAR (100+ m2)

VAT 15% on USD and SAR

To be included on invoice

Exhibiting Opportunities (Early Bird)



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

Show Ready Package

Price USD	Price SAR
\$995 per sqm	SAR 3,732 per sqm

Notes

Range: 9sqm-36sqm. Back and side wall, printed graphics, power socket, lights, carpet, 1 reception counter, 1 table, 2 chairs, waste bin



Example of 2 start up pods

Start-up Pod

Price USD	Price SAR
\$1,800 per pod	SAR 6,750 per pod

Notes

Fixed 6sqm, carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power socket, 1 x LED light (Inclusive of admin fee)

Admin Fees

Basic

\$550 | 2.063 SAR
(9-36 sqm)

Package includes:

Create your company profile with name, logo, description and official exhibitor list

VAT 15% on USD and SAR

To be included on invoice

Elevate Your Presence

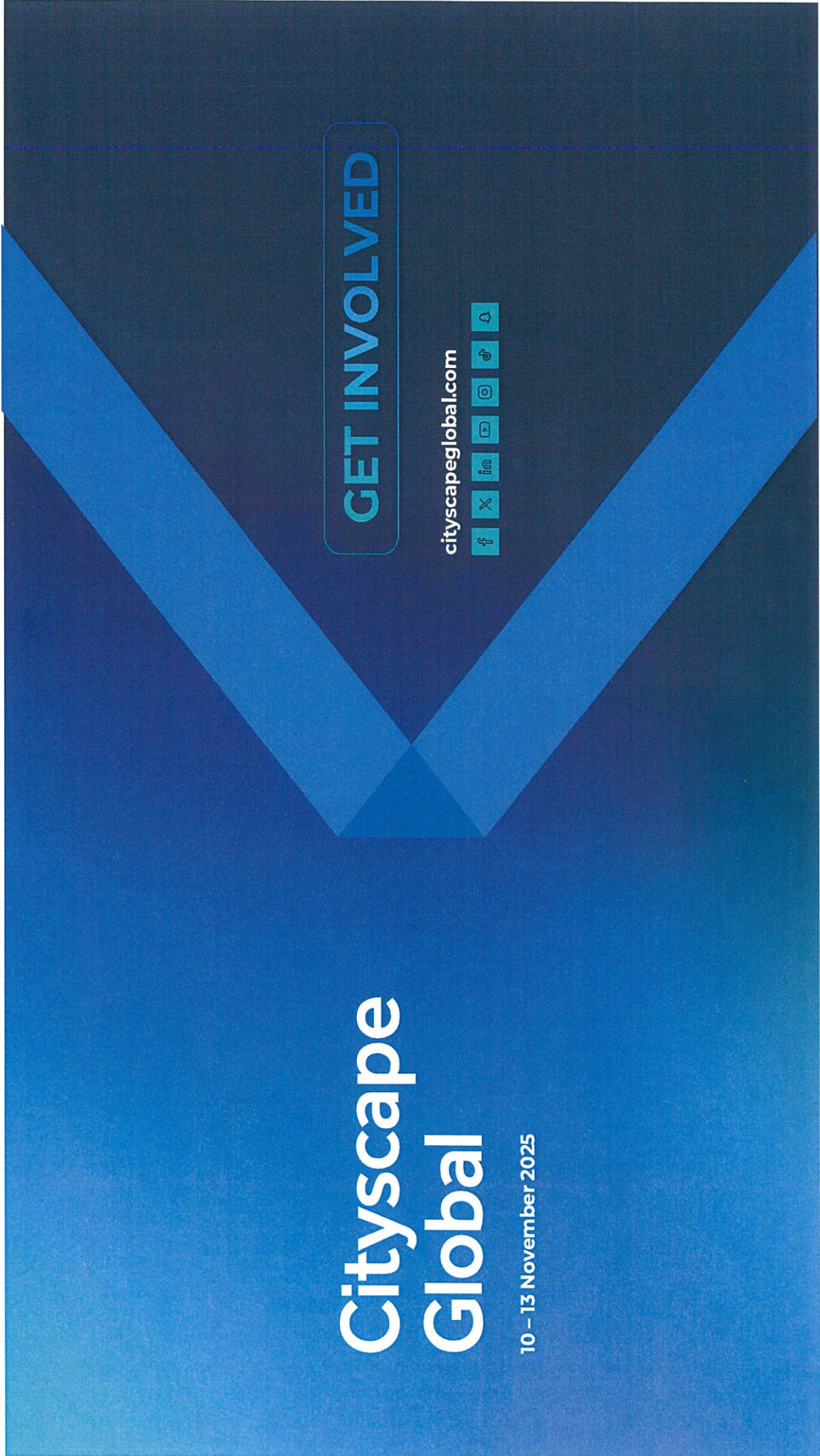
From event branding and thought leadership sessions to PR, digital media and out-of-home advertising—our packages are designed to maximize your exposure and build meaningful connections with industry leaders on a global stage.

Sponsorship Packages

US \$1,000,000	US\$ 550,000	US\$ 350,000
Foundation Partner	Diamond Sponsor	Platinum Sponsor
US\$ 200,000	US\$ 100,000	
Gold Sponsor	Zone Sponsor	

Stage Sponsorship

US \$75,000	US\$ 50,000	US\$ 50,000
Investor Forum Partner	Sports and Entertainment Stage Sponsor	DNA (Developers and Architects) Stage Sponsor



Cityscape Global 2025'te (Riyad, 17–20 Kasım 2025)

Ticaret ve Yatırım ekibimiz, önde gelen uluslararası geliştiricileri, yatırımcıları ve yüklenicileri Suudi Arabistan'daki büyük ölçekli kamu ve özel sektör projeleriyle bir araya getirmektedir. Krallığın önde gelen **Giga Projeleri** ve **Ulusal Konut Şirketi (National Housing Company)**, **Cityscape Global 2025** etkinliğinde proje portföylerini tanıtacak ve bu projeleri hayata geçirmek üzere uluslararası ortaklarla iş birliği arayacaktır.

Cityscape Global 2025'te Sizi Neler Bekliyor?

- Konut, karma kullanım, turizm, spor ve altyapı alanlarında büyük ölçekli yatırım ve geliştirme fırsatları
- Vizyon 2030 projelerinin arkasındaki karar vericilere doğrudan erişim
- Ortak girişim, yatırım, tasarım, mühendislik ve uygulama alanlarında iş ortaklıkları
- Uluslararası katılım: BAE, Birleşik Krallık, Bahreyn, Ürdün, İspanya, Katar, ABD, Çin, İtalya, Güney Kore, Endonezya, Tayland ve birçok ülkeden geliştiriciler Cityscape Global'de projelerini sergilemek, iş birlikleri kurmak ve pazara giriş yapmak üzere yer alıyor.

2025'te Yeni: Uluslararası Geliştiriciler Programı (Sadece Davetlilere Özel)

- Kamu ve özel sektör temsilcileriyle seçilmiş ağ kurma etkinlikleri
- Pazar bilgisi ve politika odaklı bilgilendirme oturumları
- Hedeflenmiş tanışma etkinlikleri ve saha ziyaretleri

Kontenjan sınırlıdır.

Katılımcı Profili

Sektör temsilcileri ve rakip firmaların kimler olduğunu görmek için:
[Ekli dosyada sunulmuştur]

Fuar Fırsatları

Markanızı Cityscape Global 2025'te konumlandırın:

<https://cityscapeglobal.com/>

[Ekli dosyada sunulmuştur] (Son başvuru: 1 Ekim 2025)

Konuşmacı Olanakları

Etkinlikte konuşmacı olarak yer almak isterseniz bizimle iletişime geçebilirsiniz:

Mahyar Ebrahimi
İçerik Başkanı, Cityscape Global
Mahyar.Ebrahimi@informa.com

Ziyaretçi Olarak Katılın

Etkinliğe ziyaretçi olarak katılmak ve yerinizi ayırtmak için:
<https://cityscapeglobal.com/>

Sorularınız mı var?

Sektörel odak, zamanlama, uygunluk ya da özel tanışma fırsatları hakkında bilgi almak isterseniz, bu e-postayı yanıtlamanız yeterlidir. Ekibimiz size memnuniyetle yardımcı olacaktır.