



مدينة المعرفة الاقتصادية Knowledge Economic City

Official Publication and Business Forum



الهيئة العامة للاستثمار
Saudi Arabian General Investment Authority
(SAGIA)



Introduction & background

Whilst the global economic slowdown has undoubtedly led to unfavourable investment conditions in most parts of the world, the Kingdom of Saudi Arabia is an exception. H.E. Amr bin Abdullah al-Dabbagh, Governor of the Saudi Arabian General Investment Authority (SAGIA) has recently announced plans to accelerate the growth of infrastructural development, committing a further US\$400 billion to this area over the next 5 years. The plans, which are supported by a comprehensive range of investment incentives and a multi-faceted reform strategy, are part of a broader initiative, intended to help transform the Kingdom into one of the world's Top 10 most competitive economies by 2010 (the 10x10 mission).

Kingdom of Saudi Arabia's Economic Cities strategy

The centrepiece of The Kingdom's plans is a project of unprecedented scale and vision that promises to significantly alter the economic landscape. At a cost of more than US\$60 billion, directed by the Custodian of the Two Holy Mosques, His Majesty King Abdullah bin Abdulaziz Al Saud, SAGIA has planned and begun the construction of four integrated Economic Cities, to be located in Rabigh (King Abdullah Economic City), Hail (Prince AbdulAziz bin Mousaed Economic City), Madinah (Knowledge Economic City) and Jazan (Jazan Economic City). With private sector investment at the forefront of its plans, SAGIA's vision for the Economic Cities is to contribute more than US\$ 150 billion in annual GDP, to create over a million jobs, and to become home to 4-5 million residents by 2020.

Knowledge Economic City (KEC)

Knowledge Economic City (KEC) is considered to be the most important of Saudi Arabia's Economic Cities (ECs) because of its proximity to the Holy Mosque in Al-Madinah. Its development is intended to be the catalyst for economic growth in knowledge-based industries, ushering in transformation to a 'knowledge society'. Al-Madinah has been a leading city in digital economy initiatives and the presence of a number of well established institutions offering higher education in Science, Mathematics, Engineering and Technology (SMET) and religious knowledge provides a major pool of talent, ideally suited to fulfilling KEC's development objectives.

Key facts about KEC:

- 30 billion Riyals (US\$ 8 billion) of aggregate investment for developing the project
- 20,000 new job opportunities
- An expected population of one hundred and fifty thousand persons / capacity for 30,000 visitors
- 1,200 shop retail area / 30,000 residential units
- Project land area of 4.8 million sq. metres / total build area of 9 million sq. metres

The Publication

To coincide with the beginning of full scale construction on the project in September this year, Knowledge Economic City is launching an official publication for its partners, suppliers, investors and clients. This 200 page, A4 magazine, which is being produced by leading international publisher, Faircount Media Group, will comprehensively report on all aspects of KEC's development with the objective of keeping stakeholders abreast of important news and opportunities, including contracts and tenders, pertaining to the city's ongoing construction and development.

VIP Reception & Business Forum

To further facilitate the communication necessary to maintain the project's momentum, KEC will be hosting a private VIP reception and business forum at the Hilton Jeddah, in September 2009. The forum will afford suppliers the opportunity to fast-track the tender process by meeting with KEC Directors, Senior Management, Heads of Contract, Procurement Directors and Technical Directors. A limited amount of space has also been set aside for suppliers to exhibit their products or services in this most powerful of B2B environments.

Opportunities

The following options are available to appropriate organisations:

Double Page Spread advertisement in Official KEC Publication
Four invitations to Business Forum
3m x 3m Exhibition Area

€33,175 (Euros)

Single Page advertisement in Official KEC Publication
Two invitations to Business Forum
3m x 3m Exhibition Area

€17,250 (Euros)

