



وزارة الاستثمار
Ministry of Investment

استثمر في السعودية
INVEST
SAUDI



Invest In Al-Madinah



**Your Guide to Uncovering
Value Propositions
in Al-Madinah Region**

| December, 2022



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My primary goal is to be an exemplary and leading nation in all aspects, and I will work with you in achieving this endeavor.



**Custodian of the Two Holy Mosques,
King Salman Bin Abdulaziz Al-Saud**



Our nation holds strong investment capabilities, which we will harness to stimulate our economy and diversify our revenues.



**His Royal Highness the Crown Prince,
Mohammed bin Salman bin Abdulaziz
Al-Saud**



HRH Prince Faisal bin Salman bin Abdulaziz Al-Saud
Prince of Al-Madinah region



The status of Madinah is not confined to its rich history, for it also offers numerous investment and development opportunities. We also take great pride in the accomplishments and projects aiming to make the Hajj pilgrimage an unforgettable experience.

Since the launch of the development project; “Saudi Vision 2030”, led by the Custodian of the Two Holy Mosques; King Salman bin Abdulaziz Al Saud, and under the constant guidance and follow-up of His Royal Highness, Prince Muhammad bin Salman bin Abdulaziz Al Saud; The Crown Prince, the Prime Minister, and the Kingdom are in constant quest to achieve the goals of this ambitious Saudi vision 2030, starting with diversifying the resources of the national economy, as well as developing and putting into action ambitious plans and strategies designed to boost economic growth across the Kingdom. Work to attract and promote investments in all regions of the Kingdom is among the most crucial of these strategies.

In order to build a strong foundation for achieving Saudi Vision 2030’s goals, in the years since Saudi Vision 2030’s inception, the Kingdom will pursue strategies such as a strong and developing economy, abundant energy resources, distinctive geographical features, a young population, and an integrated infrastructure. and so on. The Kingdom benefited from this advantage to solidify its position as an ideal destination for those looking to invest in a number of highly competitive sectors and take advantage of promising investment opportunities.

The Kingdom’s focus on diversifying the national economy, coupled with its ambitious economic growth plans and unprecedented government support such as the Ministry of investment, has positioned Saudi Arabia as an ideal choice for investment. Saudi Arabia’s economy has proven to be both resilient and one of the fastest globally to rebound from the effects of the “COVID-19” pandemic. In fact, the Kingdom is predicted by the IMF to see the most rapid economic growth in the world at 7.6 percent in 2022. In addition, As one of the overarching objectives of Saudi Vision 2030 is to grow and diversify the economy, Saudi Vision 2030 aims to make Saudi Arabia one of the top 15 economies globally. Doing so requires significant investment that is estimated to exceed USD 3.2 trillion through the National Investment Strategy, launched by HRH the Crown Prince a year ago.

Over the past few years, the Kingdom has undergone a major transformation not seen anywhere else in the world. We have developed leading information and communications technologies (ICT) infrastructure, introduced comprehensive eGovernment solutions, and embraced public-private partnerships to deliver our ambitious targets on a scale and at a speed that are unparalleled. We are continuing to transform to create further investment opportunities and increase our competitiveness across key and emerging sectors. We are doing this through developed rules and regulation such as Mining Regulations and strategic initiatives such as Saudi Vision 2030, the National Investment Strategy, National Transport and Logistics Strategy, National Industrial Strategy, the National Development Fund, and Global Supply Chain Resilience Initiative. These initiatives come with significant government support in helping to attract investment and enable growth.

We understand that one of the key factors associated with successful investment decisions is site selection. The Ministry of Investment (MISA), through collaboration with key entities, has developed reports such as this one to showcase opportunities found in all regions across the Kingdom. Our 13 provinces have key differentiators and a unique value proposition in specific sectors. Throughout this report, we help shine a light on Al-Madinah — one of the holiest sites in Islam and a thriving industrial hub, which will continue to build on its strategic location on the Red Sea, its robust logistics infrastructure and abundance of natural resources to attract key investment projects in areas such as cultural tourism, metals and mining, and petrochemicals.

HE Minister of Investment Eng.
Khalid bin Abdulaziz Al-Falih

SPOTLIGHT ON THE KINGDOM

The Kingdom's Transformational Journey Through Saudi Vision 2030



Saudi Arabia's Nominal GDP was ~USD 834 billion in 2021, Based on the efforts of Al-Madinah region, the contribution of the tourism, metals and mining, and petrochemical sectors is expected to increase. The Kingdom's growth perspectives are supported by a set of major Saudi Vision 2030 Realization Programs and initiatives.

These programs and initiatives include the Public Investment Fund Program, Pilgrim Experience Program, Quality of Life Program, National Industrial Development and Logistics Program, Housing Program, Privatization Program, and the Regional Headquarters program, among others.

These transformative investment programs are critical components of the Kingdom's strategy to achieve Saudi Vision 2030 targets, including:

- Raising the share of non-oil exports in non-oil GDP to 50%
- Positioning KSA within the top 15 economies worldwide
- More than double overall domestic investment component
- Increasing foreign direct investment (FDI) approximately twenty-fold

The country's determination to diversify its economy has fueled both local and foreign investment, while increasing the contribution of small and medium-sized (SME) enterprises to the national GDP. According to the Saudi central bank (SAMA), foreign direct investment inflows to the Kingdom increased significantly from USD 1.4 billion in 2017 to almost USD 19.3 billion in 2021. This is mainly due to increased competitiveness in key areas such as ease of doing business, road connectivity, cybersecurity, and education.

Ranked
#36

For the ease of starting a business as per the 2021 Global Innovation Index (out of 132 countries)

Ranked
#1

For road connectivity as per the 2019 Global competitiveness report by the World Economic Forum (out of 141 countries)

Ranked
#2

Overall in the 2020 Global Cyber Security Index by the United Nations International Telecommunication Union (out of 194 countries)

Ranked
#6

For total public expenditure on education as per the 2021 IMD World Competitiveness Yearbook (out of 64 countries)

Ranked
#9

For technical and vocational education training as per the 2021 Global Knowledge Index (out of 154 countries)

Ranked
#41

Overall in INSEAD's 2021 Global Talent Competitiveness Index (out of 134 countries)

Ranked
#3

Ranked 3rd for the ease of protecting minority investors per the 2021 Global Innovation Index (out of 132 countries)


Ranked
#47

Ranked 47th for the gross expenditure on research and development as per the 2021 Global Innovation Index (out of 132 countries)


A key area of focus for the Kingdom has been building top-tier digital infrastructure to enable its digital transformation strategy, through the adoption and implementation of state-of-the-art information and communications technology (ICT).


E-government programs enabling the digitalization and improvement of multiple services have been leveraged to support this goal. This was done by developing electronic platforms, channels, and applications to improve the end-user experience and ensure the Kingdom can effectively support businesses and their new ways of working.

To foster new investment opportunities, facilitate investments for the private sector and encourage innovation, an extensive network of institutions offers attractive incentives to projects across sectors and regions. These include nearly **290 programs** such as:

 Employment support (covering a percentage of wages) offered by the Saudi Human Resources Development Fund (HRDF)


 Project finance and working capital financing offered by the Saudi Industrial Development Fund (SIDF)


 Tax credits on R&D investment and tax exemption on earnings from exports offered by the Zakat Tax and Customs Authority (ZATCA).


 Customs exemption on raw material, machinery and equipment, and spare parts offered by the Ministry of Industry and Mineral Resources (MIMR).

Key sectors have been identified for the country which include renewable energy, tourism, healthcare, financial services, industrial manufacturing, logistics, and mining. In line with Vision 2030, the Kingdom has set **ambitious goals across target sectors**, such as:

 Reaching net zero emissions by 2060

 Doubling the number of Saudi heritage sites registered with UNESCO

 Having three Saudi cities recognized in the top-ranked 100 cities worldwide

 Increasing household spending on cultural and entertainment activities inside Saudi Arabia from current level of 2.9% to 6%



Growing the Kingdom's global footprint through increased exports is also a key priority. The Kingdom's strategic geographical location makes it a key contributor to international trade as it connects three continents: Africa, Asia, and Europe. Trade-intensive sectors that are ripe for exporting are being supported through various incentives and enablers that are being rolled out across the Kingdom.



Spotlight: The Saudi Green Initiative

The Saudi Green Initiative is an ambitious national initiative for the Kingdom of Saudi Arabia aiming to improve quality of life and protect future generations. Saudi Arabia is taking a leading role in global efforts, by committing to **protect at least 30% of global ocean in Marine Protected areas**, and Other Effective area-based Conservation Measures by 2030, contributing to UNFCCC climate action by guiding and supporting sports actors to achieve global climate change goals, and **cutting global methane emissions by 30% by 2030**.



 Top Commitments include

- Reducing Carbon emissions by more than **4%** related to global contributions by 2030
- Planting **10 billion** trees across Saudi Arabia by 2030
- Raising protected areas to more than **20%** of total land area by 2030
- Increasing domestic generation capacity from renewable energy to **50%** by 2030

Image source: www.saudigreeninitiative.org

WHY INVEST IN AL-MADINAH

As home of one of the holiest cities of Islam and one of the Kingdom's largest tourism mega-projects, Al-Madinah is a globally renowned destination. With abundant natural resources, access to the Red Sea and advanced infrastructure, the region also has a world-class petrochemical sector and an expanding mining and metals industry as well as agricultural and livestock wealth.

Furthermore, strategic projects such as **Ruaa Al-Madinah – the largest hospitality project in the world** – and the Knowledge Economic City offer opportunities in diversified industries. The region is a distinct logistical center for the presence of three airports, a highway network linking the region with five regions, the Haramain train, two major ports for the region (commercial and industrial) that handled almost USD 1.1 billion in non-oil exports, and over **USD 1.4 billion** in imports in 2021.

The region has a religious, historical and archaeological heritage; given the presence of 7 historical mosques including the Prophet's Mosque, key Islamic heritage sites which attract millions of visitors. The region receives approximately 7 million visitors annually and it aims to receive 30 million visitors annually by 2030. Adding to Al Madinah's strength as a tourist destination, the region also features the Al Ula mega-project, an archaeological, cultural, and touristic complex including the first UNESCO World Heritage Site in Saudi Arabia. In 2019, international and domestic tourism to Al-Madinah generated over **USD 1.6 billion** in tourist expenditures.

Al-Madinah possesses an abundance of mineral resources, including large reserves of base metals such as copper, as well as an important mineral processing and metal manufacturing sector. It also features a longstanding precious metal extraction industry with significant reserves potential of gold, silver, copper ores, basalt ore and feldspar.

Located in Mahd Ad-Dahab Governorate, the largest copper mine in the Middle East. The copper deposits discovered are valued at seven million tons and expected to increase in the coming years.

The agricultural sector is also one of the most important economic sectors in the region due to the presence of fertile soil around Madina. The region also has an abundance of agricultural crops, which includes more than 4 million palm trees that produces 18 types of dates, the most famous of which is the Ajwa dates.

Lastly, Al-Madinah holds a strategic position for petrochemicals; it hosts the Yanbu Industrial City – one of the largest industrial cities in the world – that has access to east-west pipelines and is home to one of the world's largest oil refining facilities. Petrochemical companies in the region benefit from large export capacity through the region's Red Sea ports offering access to regional and international markets.



Over 200 active investment licenses

in the region, mainly in building materials, mineral processing, and metals manufacturing as of 2021



An internationally renowned destination that attracted over **7 million** tourist trips in 2019



A thriving chemicals industry centered around Yanbu, which features 34 chemical manufacturing companies (2021)



Home to Al Ula tourism mega-project, where **2 million** visitors a year are expected by 2035



An energy logistics hub with the **1st** oil and petrochemicals shipping complex on the Red Sea



Abundant precious mineral resources including **1.2 million** tons of ore reserves



One of the world's largest oil refineries, processing **1.2 million** barrels of oil per day

AL-MADINAH AT A GLANCE



- Population ▶
- Education ▶
- Innovation ▶
- Healthcare ▶
- Employment ▶
- Infrastructure ▶
- Economic Performance ▶
- Business Enablers ▶

Located in the Northwest of Saudi Arabia on the coast of the Red Sea, Al-Madinah is surrounded by the regions of Tabuk, Hail, Qassim, Riyadh, and Makkah. It is the third largest region in terms of area, which amounts to 150,000 square kilometers. The region enjoys a warm to moderate weather all over the year, with a temperature ranging from 15°C to 43°C.

The region is divided into 8 governorates (Yanbu, Al Ula, Al Mahd, Badr, Khaybar, Al Hinakyah, Wadi Al Fara, Al Is), along with the capital of the region Madinah City.

The region's most important cities are Madinah (the capital) and Yanbu. Madinah is one of holiest cities in Islam and the region's largest urban center, while Yanbu is well-known for being the industrial capital of Al-Madinah and well known for its oil refineries. In Addition, Al-Ula, Khaybar and Al Hinakiyah are also tourism and cultural hub featuring rich cultural and natural assets that dates back thousands of years as well as the mineral wealth in Mahd Al Dahab and the agricultural resources and crops in Al-Ais and Wadi Al-Fara'.



SAUDI ARABIA AL MADINAH REGION



Legend:

- Main cities** - Al Ula, Al Madinah the Capital, Al Mahd, Yanbu
- Airports** - 1 Prince Mohammad Bin Abdulaziz Airport 2 Prince Abdulmohsin Bin Abdulaziz Airport
- Sea Ports** - 1 Yanbu Commercial port 2 King Fahad Industrial port - Yanbu
- Industrial cities / clusters** - 1 Yanbu Industrial City 2 Al Madinah Al Munawwara Industrial City
- Economic city** - Knowledge Economic city
- Mining sites** - 1 Bulghah Mine 2 Mahd Al Dahab 3 Copper-Lead-zinc Mine Jabal Syed

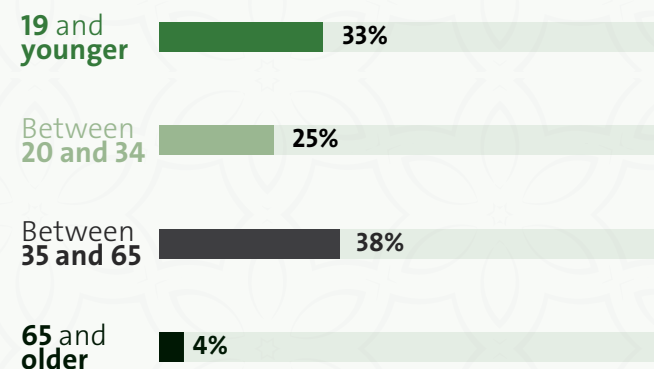


Population

Al-Madinah has a population of 2,291,092 (2020) with over 58 % of individuals under the age of 35 (2019).



Population age groups (2019)



Education

Al-Madinah's education system provides key sectors in the region with a skilled and highly educated young population. The region's talent pool is further supported by vocational schools and STEM-related programs (science, technology, engineering, and mathematics).

Number of technical and vocational training units (2019):



Number of schools (2021):



International 45
Royal Commission 20



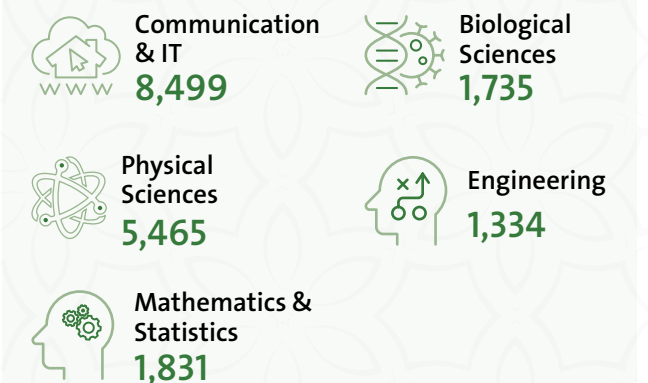
Ratio of students per the number of teachers and schools (2021):



Number of university students by (largest programs category) (2019) :



Number of university students in STEM-related programs (2019):



Education (cont.)

The region's higher education system relies on two renowned universities.

Taibah University and the Islamic University – as well as several private universities and colleges in the region, namely Prince Muqrin University, the Arab Open University, Al Rayyan National Colleges, in addition to the colleges and institutes of the Royal Commission for Jubail and Yanbu.



The total number of enrolled students



Previous year graduates



Key areas of focus



Taibah University

30,913
(2019)

11,907
(2019)

Virtual Reality, Medical Rehabilitation Sciences, Computer Science and Engineering, Law, Education, Business Administration, etc.

Founded in 2003, Taibah University is the largest higher education institution in the region, with 98 academic programs, 23 faculties and one institute, in addition to 20 research centers and 15 libraries. The university has 7 branches across the whole region.



Islamic University of Madinah

15,461
(2019)

3,239
(2019)

Engineering, Science, Computer, Regulations, Arabic Language, Shariah, Hadith and Islamic studies, etc.

Established in 1961, the university comprises 9 faculties for programs in Islamic and Arabic studies, as well as engineering, computing, and sciences. The university has an important international student population, welcoming students from over 170 countries, Saudi students represent 24% of the total students.



Innovation

Innovation is fostered across the region by organization such as the Al-Madinah Region Development Authority and Taibah Valley. According to IMD, Madinah ranks the second in smart cities among the Kingdom regions and the fourth in the Arabic world.

Al-Madinah Region Development Authority is responsible for organizing the Smart Madinah Forum, an annual event that first took place in early 2022 and gathers Saudi and international tech experts to identify innovative solutions to accelerate the region's economic development via technologies such as 5G and smart city platforms. Taibah Valley is a company established by Taibah University to support the development of local capabilities in fourth industrial revolution technologies such as blockchain, artificial intelligence, Internet of Things (IoT), as well as virtual and augmented reality.



Madinah is home to several research centers and institutes focusing on environment, health, sciences, education, renewable energy, and many other sectors. These centers and institutes are funded and supervised by local universities and governmental entities. These include:

- 1 Taibah University Research and Consulting Institute
- 2 Al-Madinah Al Munawwarah Research & Studies Center
- 3 Applied Sciences Center



Healthcare

The development of Madinah's healthcare sector is fostered by major national programs such as the Health Sector Transformation Program (HSTP), one of the Saudi Vision 2030 programs. HSTP aims to improve the healthcare infrastructure in the Kingdom through increasing access to health and e-health services and ensuring transparency and financial sustainability.

The program focuses on implementing international health standard and consolidating the collaboration among different healthcare sector entities in the Kingdom. In Al-Madinah, healthcare is supported through ongoing developments that includes different projects from the public and private sectors. In 2021, the World Health Organization listed Al-Madinah among the world healthiest cities for meeting international health standards set by the WHO program, becoming the first city with a population over 2 million to be on that list.

Recent additions to the region's health infrastructure include a hospital which is Part of the Knowledge Economic City (KEC) project, which was completed in 2021 with an investment size of USD 120 million. It has an area of 56,000 meters, offering 200 beds along with 60 clinics. In 2020, a number of new health projects worth USD 167 million were also announced in the region, which strives to ensure the quality of healthcare for citizens.

156
Number of healthcare centers (2019)

Hospitals and beds per 100,000 population (2019)

11
Number of private sector hospitals (2020)

Hospitals 1.56/100,000

18
Number of public sector hospitals – Ministry of Health (2020)

Beds 228.09/100,000



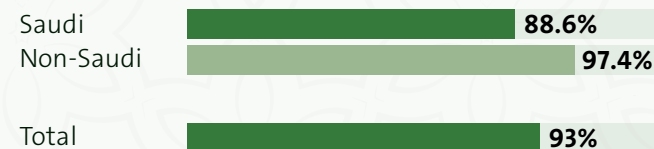
Al Dar hospital at Quabaa Street in Medina

Employment

According to the Saudi Labor Law, legal working age in the Kingdom is 15 years.

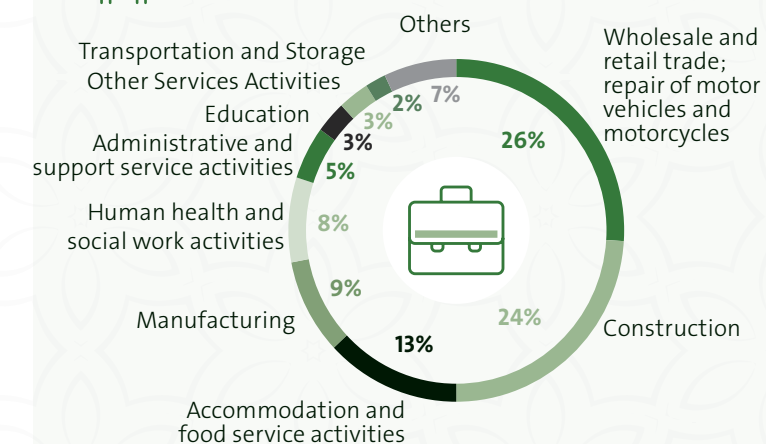
Top sectors of employment in Al-Madinah include: wholesale and retail trade, construction, accommodation and food service activities, manufacturing, and human health and social work, and manufacturing.

Employment rate (2022/Q2)



Average monthly wage (salary) of Al Madinah (2019):
USD 3,901.07

Employment by sector (2022/Q2):



Infrastructure

Al-Madinah has a robust infrastructure comprising an advanced network of roads, seaports and airports that support the region's diversified economy.

The region features the largest port in loading of crude oil, refined products, and petrochemicals on the red seacoast (King Fahad Industrial Port Yanbu), is located at the center of the American-European trade line through the Suez Canal, and with Far East trade line through Bab-el-Mandeb strait.

Significant infrastructure projects have taken place in Al Madinah in the past decade, including the privatization of the Prince Mohammad bin Abdulaziz International Airport, which has mobilized USD 1.4 billion in private investment exceeded its objective and reached its target of serving 8 million passengers by 2021 two years in advance.

Major ports



King Fahad Industrial Port Yanbu

Terminals	10
Capacity	210 million tons
Area	6.8 square kilometers
Berths	34



Yanbu port



Yanbu Commercial Port

Terminals	2
Capacity	13.5 million tons
Area	4.2 square kilometers
Berths	12



The Saudi ship "Bahri Yanbu"

Infrastructure (cont.)

Major airport capacity statistics



Prince Muhammad bin Abdulaziz Airport – Al-Madinah

Total flights pre-pandemic (2019)	International flights (2019)	Passengers (2019)
60,604	36,544	8,383,973

Prince Muhammad bin Abdulaziz International Airport – in Madinah is the first public-private partnership airport concession in Saudi Arabia. The airport has won several awards at the international and regional levels as it achieved the award for the best regional airport in the Middle East for the years 2022-2021. It offers non-stop passenger flights to 25 destinations in 10 countries, including the United Arab Emirates (Dubai - Abu Dhabi), Malaysia (Kuala Lumpur), India (Mumbai), Turkey (Istanbul), Egypt (Cairo), and Morocco (Casablanca) and others.



Prince Abdulmohsin Bin Abdulaziz International Airport – Yanbu

Total flights pre-pandemic (2019)	International flights (2019)	Passengers (2019)
6,884	2,112	696,662

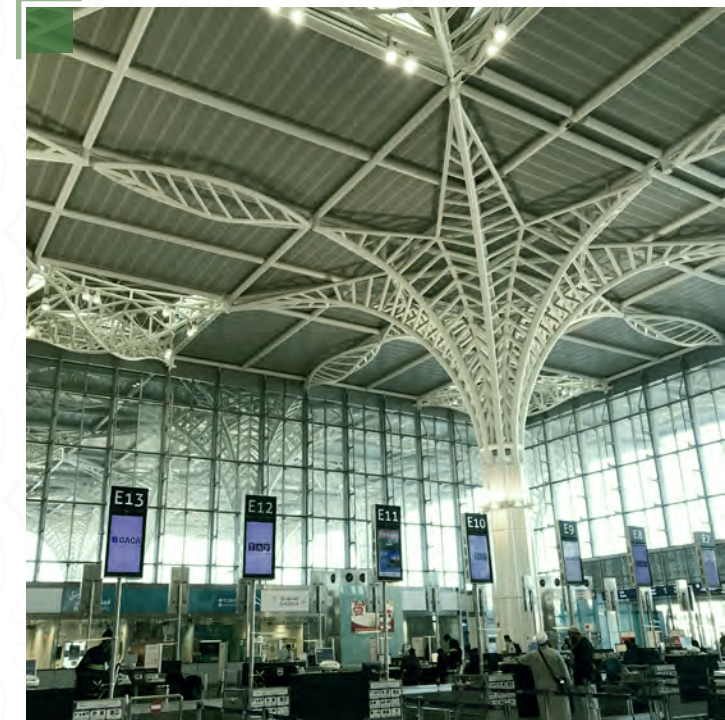
Prince Abdulmohsin Bin Abdulaziz Airport – Yanbu is an international airport offering non-stop passenger flights to 5 international destinations in 2 countries including Egypt (Cairo) and UAE (Dubai), as well as 3 domestic destinations including Jeddah, Riyadh, and Dammam.



Prince Abdulmajeed Bin Abdulaziz International Airport – Al Ula

Total flights pre-pandemic (2019)	International flights (2019)	Passengers (2019)
1,638	120	61,138

The Al Ula Airport is an international airport offering non-stop passenger flights to Egypt (Cairo), UAE (Dubai), as well as other domestic destinations, including Riyadh, Jeddah and Dammam.



Infrastructure (cont.)

Industrial and economic cities



Number of industrial cities administered by the Royal Commission of Jubail and Yanbu (RCJY):

1

Further details on some of the key industrial cities include:



Annual rental rates for industrial land

USD 1.2 / square meter



Leasing prices for Ready- built factories

-



Utilities

-



Targeted industries

Petrochemicals that become raw materials for downstream manufacturing enterprises
Minerals including iron ore, phosphate, gypsum and copper



Number of industrial cities administered by Saudi Authority for Industrial Cities and Technology Zones (MODON):

2



Annual rental rates for industrial land

USD 1.06/square kilometer



Leasing prices for Ready- built factories

USD 40,000 for 1500 square meters



Utilities

Electricity: (MVA) 1000

Drinking Water Capacity: 5000 cubic meters



Targeted industries

Food products, service contracts, beverages, chemicals and chemical products, rubber and plastic products, other non-metallic mineral products, fabricated metal products (except machinery and equipment), chemicals and chemical products, electrical equipment, and many others.



Real estate average prices (latest available as of 2022)



Agricultural land
USD 68 / square meters



Commercial land
USD 317 / square meters

Number of real estate deals (2020)



Agricultural
233



Commercial
1,164

Further information on real estate prices in Al Madinah and across the Kingdom can be found via the [Real Estate Indicators database \(https://en.rei.sa/\)](https://en.rei.sa/).



Economic Performance

Al-Madinah has a strong diversified economy with growth further supported by targeted government initiatives such as the Quality of Life Program, the National Transformation Program and the National Industrial Development and Logistics Program, and Pilgrim Experience Program.

Average household monthly income (2018): USD 2,572

Number of commercial registers (2021):

179,780

Number of active foreign investment licenses (2015-2021):

201

Volume of point of sales transaction in Madinah city (2021):

USD 4.7 billion

Inflation rate (Q3 / 2022):

2.04%



Business Enablers

The region's economy is supported by a strong network of enabling services, that are currently being expanded including the establishment of a new ICT infrastructure. The region is further developed by promotion of key competitive and emerging sectors. through national support programs. The region is also characterized by the presence of a several business incubators to support entrepreneurship, such as Nama Al-Munawwarah - the first regional authority to support entrepreneurship in the Kingdom - and the Support Center at the Small and Medium Enterprises General Authority (Monsha'at), Taiba Valley at Taibah University, Bab Al-Madinah at the Islamic University, and the Industrial Development Support Center at the Royal Commission for Yanbu. These enablers have resulted in accelerating the growth for start-ups and the entrepreneurial ecosystem.



Information and Communications Technology (ICT)

The region offers robust ICT infrastructures, which were further improved throughout a project of the Communications and Information Technology Commission to expand the network for pilgrims in Hajj season. As part of this initiative, total network capacity was expanded by 10% using more than 13,000 cell towers, with 37 sites supporting 5G technologies in the Two Holy Mosques and in The Holy sites.

The main players in the ICT space in the Kingdom are Mobily, Zain, STC, all three have presence in Al-Madinah. The 5G network has increased its coverage and speed through the kingdom covering a total of 84 governorates by 4Q2021 with an average download speed of 368.69 Mbps.

- Percentage of household ICT access indicators (2021):

Cell phone access
95.05%

Internet access
94.19%

- Internet penetration (%) (2019): 86%



The National Development Fund

Established in 2017, the fund's mandate is to advance the performance of development funds and banks to fulfill the Kingdom's aspirations for economic diversification and realizing Saudi Vision 2030 objectives.



National Development Fund will inject more than **USD 152 billion into Saudi Arabia's real GDP growth by 2030**. NDF also aims to expand non-oil GDP by more than thrice to reach **USD 161 billion by 2030**, as well as create a large number of job opportunities in the Kingdom.



HSR Madinah station in Medina

Key funds related to Al-Madinah's key sectors (not limited to):



Saudi Industrial Development Fund

Focused on the financing of industrial investment opportunities, the fund aims to supporting the industrial sector through project financing, the allocation of land and factories, and support to small and medium-sized businesses (e.g., "Kafalah" funding scheme). Since its inception, the fund offered a total of almost **USD 5.7 billion through 230 loans** to projects in Al-Madinah.



The Tourism Development Fund

With **USD 4 billion** in capital, TDF aims to facilitate local and international investors' access to high-potential tourism investments across key destinations in the Kingdom. TDF offers financial assistance such as short-term loans, mid-term loans, long-term loans, common and strategic equity, private equity, etc.



The Cultural Development Fund

The fund will support the **16 cultural sectors identified** in the National Culture Strategy through development programs and various financing mechanisms aimed at empowering the cultural sector. This includes supports such as content industry and development, education and training, infrastructure support, etc.

KEY COMPETITIVE SECTORS

Tourism

Mining

Petrochemicals

Tourism

With seven historical mosques, Al-Madinah is a popular destination for Muslims from all over the world.

As a result of the presence of the Al-Ula complex, the region has a thriving cultural scene, with numerous exhibitions, events, and museums attracting an increasing number of visitors interested in culture and heritage. It is also home of the mountains and archaeological inscriptions in Al-Hanakiyah governorate as well as historical sites in Khaybar Governorate such as Umm Jirsan cave – the longest cave in the middle east – and Khaybar Fort.

Thanks to these unique features, Al-Madinah was **ranked 3rd most popular destination in the world.**

In total, there were more than **7 million tourist trips to Al-Madinah in 2019**, producing over **USD 1.6 billion** in expenditures and second highest hotel occupancy rate in the Kingdom (**73%**).

Initiatives such as the Tourism Development Fund, the Cultural Development Fund and the Kingdom's new visa program help enable continued growth and facilitate investment into Al-Madinah's tourism sector. Furthermore, this sector is supported by the Pilgrim Experience Program of Saudi Vision 2030 focusing on improving the experience of visitors at key pilgrimage sites and at major cultural and tourist attractions.

The Tourism Development Fund provides funding for organizations working in the tourism field, including organizations that provide **technological innovations** across different tourism attractions.

The Cultural Development Fund offers funding and financing to private institutions and establishments that support **cultural activities.**

Madinah Airport is one of the six approved ports for issuing a tourist visa to enter the Kingdom. Tourists can now obtain a multiple-entry visa valid for a year that will allow them to visit the Kingdom for **up to 90 days.**

Despite the COVID-19 pandemic, the global travel and tourism market is estimated to surpass USD 8.9 trillion by 2026. Al-Madinah has the right ingredients to tap into anticipated global momentum, with growing demand for experiences in the region's holy sites and culture and heritage attractions.



More than 7 million tourist trips to Al-Madinah in 2019



Home to 451 hospitality facilities representing over 50,000 active keys



With religious and heritage attractions, Al-Madinah is the world's 3rd most popular destination, which includes 1,500 cultural and heritage sites

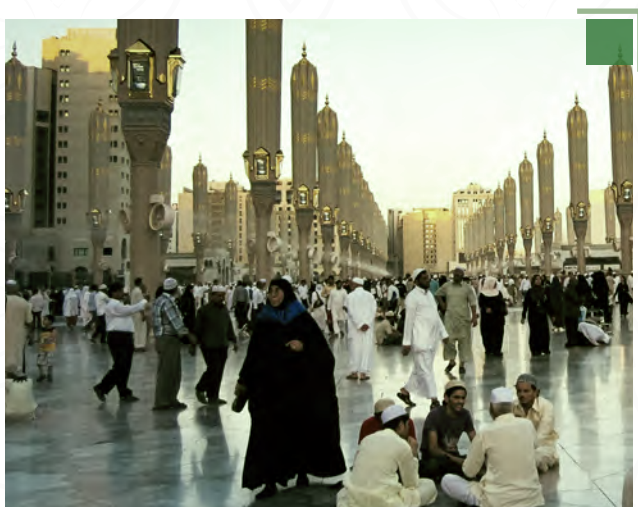
Investment in infrastructure, accommodation, food and beverage, entertainment and leisure and retail sector has been proposed at an investment value of USD 228.26 million to further boost tourism in Al Madinah. Specifically in Yanbu. The region aims to develop supporting touristic assets while preserving the city's authenticity and integrity of historical remains.

Serving Pilgrims and Al Masjid Al Nabawi Visitors

As one of the holiest cities for Islam, Al-Madinah attracts **90%** of international Hajj and Umrah pilgrims visiting the region. It is home to several mosques including Al Masjid Al Nabawi, Masjid Quba, Masjid Al Qiblatayn, Masjid Sayyid Al-Shuhada, the Seven Mosques, Masjid Al Ghamamah, and many other historical mosques. These historical and cultural assets are one of the main strengths of the tourism sector in Al-Madinah, and it has furthermore driven an influx of investments in real estate for the development of accommodation and tourist facilities, especially in properties in proximity to holy sites.

In the Kingdom, the number of trips for religious purposes amounted to over **20 million in 2019** (both domestic and inbound). Hajj and Umrah pilgrimage were reported to bring more than **USD 25 billion** in GDP contribution to the Kingdom in 2019, with a target to increase this number to more than **USD 84 billion** by 2030. The sector will be further supported nationally with infrastructure projects such as the Haramain high-speed railway linking Makkah and Al-Madinah, which aims to improve and develop public transportation services, as well as to facilitate movements that will prepare the region to receive and host millions of visitors each year.

With a global population of Muslims estimated at over 2 billion, the tourism sector will be a source of growing opportunities for Al-Madinah as it lies at the core of Islam's history.



Key Projects and Initiatives

01 Madinah Wellness resort will be the first project of its kind in the Kingdom of Saudi Arabia. Due to the spiritual nature of the city, the resort is an environmentally friendly health resort in line with the city's position and targets many residents of the Kingdom and abroad. It is a destination for retirement or treatment and meets the demand, especially with the expected increase in the number of Umrah and Hajj visitors. One of the most important features of the site is its proximity to the Prophet's Mosque, and an indirect view of the Wadi Al-Aqiq is located within a distinctive mountain range, the project area is 237,441 square meters.

02 Expansion, restoration, and development of historical and religious Islamic sites – including the expansion of Qiba'a mosque

03 Development of facilities to showcase Islamic culture

04 Development infrastructure for receiving visitors for Hajj and Umrah pilgrimage

05 Expansion of the Prophet's Mosque to increase its capacity to more than one million pilgrims

06 Establishing a logistics hub in Yanbu Governorate and linking it to Jeddah Governorate (development of road and railway infrastructure, two container terminals, a mining port)

Cultural and Heritage Tourism

Unique cultural and heritage sites also attract many tourists to the region. Al-Madinah has more than 1,500 sites of historical and archeological interest including the first UNESCO World Heritage Site recognized in Saudi Arabia (Mada'in Saleh, in Al Ula). Al-Madinah also boasts a lively culture and performance arts community, where it plans to host **more than 50 exhibitions annually by 2030**. With more than **30 sites** to host exhibitions, the area can hold more than **100,000 visitors** at once. As well as Plans to host, more than **20 live events** and **11 museums**. The cultural projects in the region also include the recently inaugurated Al-Madinah Art Center.

The culture and heritage tourism sector presents important opportunities in the Kingdom. There were 21 million trips in for leisure purposes (excluding religious purposes) nationwide in 2019, of which 1.1 million were from abroad.

Growth in domestic tourism is expected with the increasing influx of foreign workers and their families interested in visiting tourist attractions across the Kingdom. Added to this, foreign visitors can now benefit from a streamlined e-visa process. Globally, improvements in the tourism sector are predicted for 2022 with projections suggesting that pre-pandemic levels will be reached by 2024.



Key Projects and Initiatives

Al Ula

Al Ula archaeological, cultural, and touristic complex is one of the Kingdom's tourism mega-projects. The project of 22,561 square kilometers includes Saudi Arabia's first UNESCO World Heritage Site, luxury resorts, and the future home of the Kingdoms Institute archeological hub.

In the context of developing a sustainable, responsible and community-inclusive project, the Royal Commission for Al-Ula (RCU) built a robust and sustainable framework in alignment with Saudi Vision 2030 goals to achieve economic diversification, create new job and investment opportunities.

In 2021, Al Ula received 150,000 visitors and contributed over USD 500 million to the economy in 2020. So far, the RCU has invested over USD 2 billion in projects to boost the development of Al-Ula, such as the development of Al-Ula international airport which increased its capacity to 400,000 passengers a year, water and power plant infrastructure, etc.

Project targets for 2035 include 2 million annual visits and 9,400 hospitality room keys, USD 32 billion in cumulative contribution to GDP (driven by construction and visitor spending), creating 38,000 jobs and USD 15 billion development value for the core historical area.

- Investment opportunities in this sector include the development of hotels and restaurants, retail, residential and film industry, infrastructure projects, culture & arts and adventure experiences.

Mining

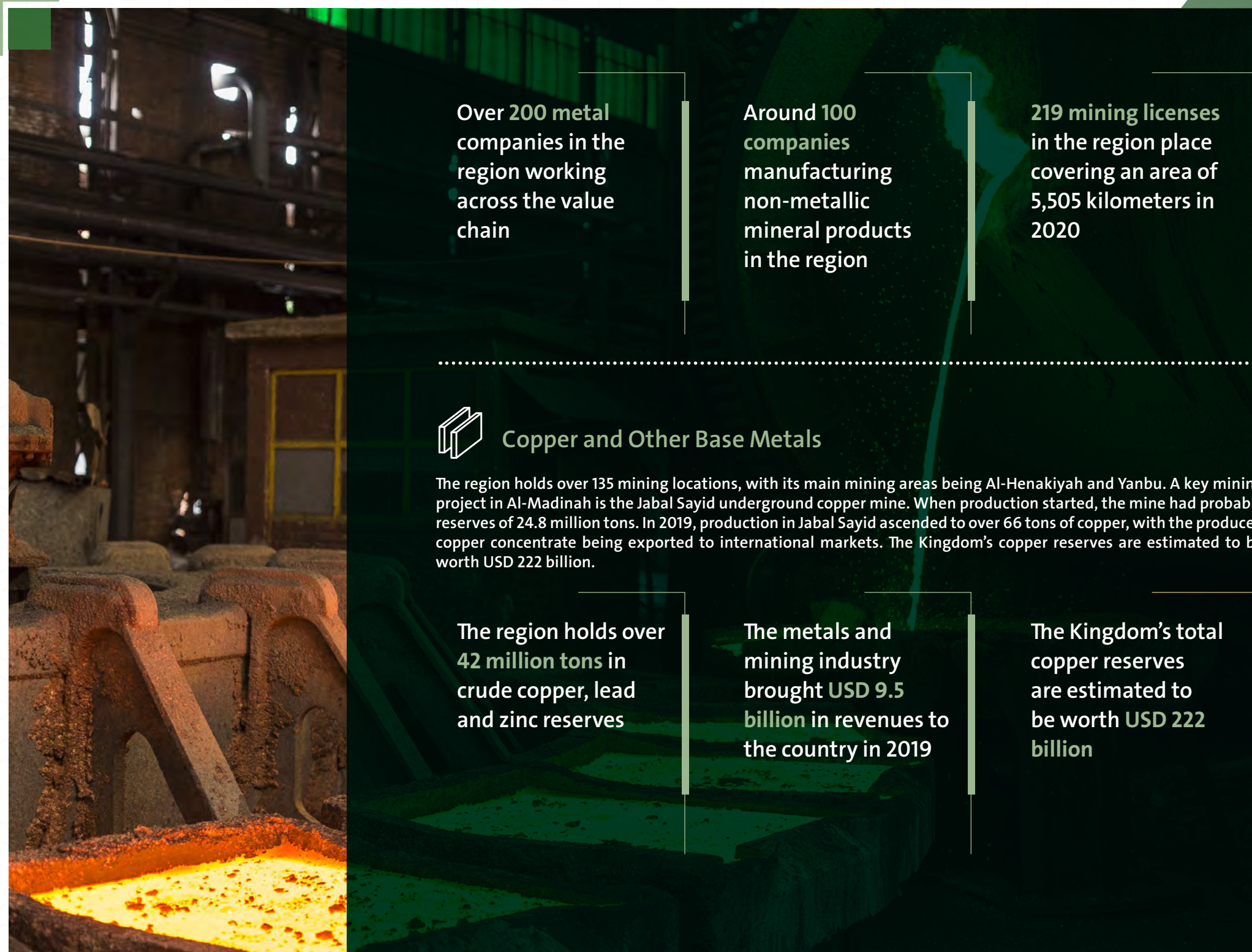
The mining sector is one of the largest contributors to economic activity in the region. Al-Madinah is rich in many natural mineral resources and precious metals such as gold, silver, copper, and titanium. These also constitute raw materials for the industrial manufacturing sector in the region. Furthermore, Saudi Arabia holds an estimated USD 1.3 trillion in untapped mineral deposits.

The mining investment regulation aims to make mining investments the 3rd pillar for the industrial sector in the kingdom. It also aims to reach sustainability and increase environmental commitment, transparency and investor confidence. In addition to that, it encourages investments in mining value chains and offers sustainable funding that will attract and enable both foreign and local investments.

Supporting the growth of the sector, the region offers competitively priced rent for metal manufacturing companies, where the Royal Commission for Jubail and Yanbu (RCJY) industrial cities, such as the Yanbu Industrial City, offers nominal lease rates of **USD 1.2 / square meter per annum (vs. USD 12 / square meter)** charged to investors with no industrial licenses in light industrial areas).

There is strong governmental support for the sector as part of Saudi Vision 2030 and a seamless process for obtaining mining licenses is in place with an increasing number of requests submitted over the years.

The region offers a competitive positioning for mining operations due to the availability not only of raw materials, but also advanced infrastructure, transport links, as well as access to vast energy resources. Its geographical position favors integration with **large supply chains in growth markets in the Middle East and Asia**. The Kingdom's experience in extractive industries offers complementarity with mining (e.g., infrastructure, commerce, energy).



Over 200 metal companies in the region working across the value chain

Around 100 companies manufacturing non-metallic mineral products in the region

219 mining licenses in the region place covering an area of 5,505 kilometers in 2020

Copper and Other Base Metals

The region holds over 135 mining locations, with its main mining areas being Al-Henakiyah and Yanbu. A key mining project in Al-Madinah is the Jabal Sayid underground copper mine. When production started, the mine had probable reserves of 24.8 million tons. In 2019, production in Jabal Sayid ascended to over 66 tons of copper, with the produced copper concentrate being exported to international markets. The Kingdom's copper reserves are estimated to be worth USD 222 billion.

The region holds over 42 million tons in crude copper, lead and zinc reserves

The metals and mining industry brought USD 9.5 billion in revenues to the country in 2019

The Kingdom's total copper reserves are estimated to be worth USD 222 billion

Copper and Other Base Metals

Domestic demand for copper and other base metals are set to grow with significant infrastructure developments in the Kingdom and mega-projects, including economic cities and industrial zones. National copper production increased at a rate of over **7.8% from 2014-2019, to reach over 63,000 tons.**

Globally, due to its use in electronics, global copper demand is set to grow due to technology developments, such as electric vehicles. Worldwide refined copper consumption is expected to reach **25.1 million metric tons in 2022, from 23.6 million metric tons in 2019 (growth of 1.6%).**

There are opportunities in the region across the copper value chain, from copper extraction to processing and fabrication. Segments with ongoing projects and opportunities include manufacturing of copper and brass products, copper cathode manufacturing, secondary copper smelting, copper rod manufacturing,



Copper

Raw Materials	Conversion Process	Processing or Semi Fabrication	Machining or Fabrication	Recycling
<ul style="list-style-type: none"> Mining of copper ore on site Extraction is done of large rocks and then broken into smaller pieces called copper concentrates Copper scrap 	<ul style="list-style-type: none"> Convert concentrates into pure copper by smelting and refining processes Smelting increases copper content Then copper is refined into anodes and then into cathodes 	<ul style="list-style-type: none"> Refined copper is converted into copper semi products such as wire, cables, tubes, rods, sheets, bars, plates, strips and castings. 	<ul style="list-style-type: none"> Create end products for several industries including electric, telecom, construction, transportation, manufacturing, etc. 	<ul style="list-style-type: none"> Recollection of copper scraps Smelting and refining scraps into pure copper Recycle products

Gold and Silver

Al-Madinah holds extensive reserves of precious mineral resources including **1.2 million tons of ores.** Mahd-Al Dahab Mine is one of the largest, oldest, and most important ore mines in the Kingdom. Its launch in 1988 marked the beginning of modern mining in Saudi Arabia. Mahd-Al Dahab produced approximately **21,000 oz of gold in 2019.** Bulghah, established in 2003, is another gold and silver mine in Al-Madinah.

The largest company in this subsector is Ma'aden Gold and Base Metals Company (MGBM) which operates six mines in the region. With the majority of its revenue from gold and to a lesser extent copper, silver, and zinc, **it generated USD 0.55 billion in 2018.** Currently, it is exploring new deposits in Mahd-Al Dahab and redesigning the Bulghah pit to double its production to **1 million ounces per year by 2025.**

Al-Madinah holds 1.2 million tons of ores reserves

The Kingdom's gold resources are estimated to be worth USD 229 billion

The Kingdom's gold production increased at a rate of 23% annually from 2014-2019

National gold production increased at a compound annual growth rate (CAGR) of over **23%** from 2014-2019, to reach **over 13.5 tons.**

Key opportunities exist in mineral exploration and extraction due to existing operations and mining reserves. Other opportunities exist in refining and production nationwide.

Gold

Raw Materials	Processing	Refining and production	Product Assembly	Recycling
<ul style="list-style-type: none"> Mining of ore with gold-bearing minerals Large rocks are separated into ore with gold and others Recycled gold 	<ul style="list-style-type: none"> Crushing and grinding processes to turn ore into powder Flotation process separates gold-bearing minerals Leaching process to chemically treat gold concentrates 	<ul style="list-style-type: none"> Gold concentrates are refined by electrolysis. Gold bars are created by melting in furnaces. 	<ul style="list-style-type: none"> Gold bars are transported to banks, wholesalers, jewelry fabricating and industrial/ technological manufactures Gold is transformed into final products for sale to final customer 	<ul style="list-style-type: none"> Recollection of gold scrap Smelting and refining scraps into gold concentrate Recycle products



Petrochemicals

Given its proximity and ease of access to oil and gas supply from east-west pipelines, Al-Madinah's petrochemical industry is among the Kingdom's key strategic sectors.

Located in the Yanbu industrial city, King Fahd Industrial Port is the largest oil shipping complex on the Red Sea and has been operational since 1982. Over 80% of the city's products are sold for export, a large proportion of which are liquid fuels or petrochemicals.

Yanbu is home to some of the Kingdom's largest petrochemical and oil refining facilities, with capacity of processing **1.2 million barrels of oil per day and producing 2.25 million tons of ethylene per year.**

Expansion of refining capacity in the Kingdom is part of a strategy to develop capabilities in downstream industries and to conquer higher stages of the petrochemicals value chain. Diversification into specialty chemicals, for example, is expected to increase returns per ton from **USD 500 to USD 2,000 by 2040 in the Kingdom.**

The development of Al-Madinah's petrochemical sector is supported by organizations such as the Royal Commission for Jubail and Yanbu the Royal Commission for Jubail and Yanbu (RCJY), which administers **Yanbu Industrial City and promotes investment opportunities in the City.** RCJY offers various incentive programs to expanding companies including world class infrastructure, availability of raw material, competitive rate of 1.2 USD per square meter annually for an industrial land, rent-free for one year for the designing stage, and long-term contracts up to 30 years.

Petrochemical companies seeking to invest in the Kingdom can also benefit from a number of other financial incentives including exemptions on equipment and machinery, low corporate tax rate on foreign companies' profits (**lowest among the G20 countries at around 20%**), and other incentives programs such as the Shareek Program, Arab Trade Financing Program, Saudi Export Program, etc.

34 chemical manufacturing companies in Al-Madinah 2021

Chemicals sector accounts for 56 % of the current levels of investment in Al-Madinah

Largest oil shipping complex on the Red Sea

Petrochemical Products

Al-Madinah has witnessed the transition of the Kingdom into higher value stages of the petrochemicals value chain, a strategy with strong governmental support. Yanbu has increased oil refinery capacity and has expanded into downstream industries by establishing chemical facilities. New plants continue to be established in the region to leverage the existing oil and gas supply chain positioning the chemicals sector as the biggest driver of foreign investment in the kingdom

1.2 million barrels of oil processed per day and 2.25 million tons of ethylene produced per year in Yanbu

Exports of plastics and chemicals from the Kingdom amounted to over USD 30 billion in 2019

In 2020, the Kingdom exported USD 26.2 billion worth of refined petroleum products



Petrochemicals (cont.)

Saudi Arabia as a whole is the second largest market in the Middle East for basic chemicals and opportunities abound given strong international demand. Demand for petrochemicals worldwide is expected to grow with augmenting needs for plastics, fertilizers, and other products such as packaging, clothing, devices, tires, detergents, and others.

Petrochemicals is a highly mature industry in Al-Madinah. The region features an advanced ecosystem including industrial infrastructure, access to raw materials and large export capacity through ports in the Red Sea. Furthermore, the region offers ideal spaces to build synergies with the oil industry and to expand into downstream solutions, such as specialty chemicals, due to the availability of advanced industrial and transport infrastructure. The Yanbu Industrial City, for example, is

home to a large proportion of petrochemical companies. There is also the Al-Madinah Al-Munawwara Industrial City which houses over 240 companies in a wide range of industries such as rubber, plastics and food products.

Most recent business opportunities in this industry show that the basic chemicals stage of the value chain offers the higher degree of opportunity in the region; however, there is a growing focus on products in the mid- and downstream. The basic chemicals sector benefits from the proximity in the region to oil and gas as raw materials and competitive production due to developed industrial, transport and energy infrastructure. There are also opportunities in specialty chemicals and conversion, for example in plastics, with numerous companies operating in this space.

Chemicals

Feedstock	Basic Chemicals	Intermediate Chemicals	Specialty Chemicals	Conversion	Distribution and Sales
<ul style="list-style-type: none"> Primary resources used for the chemical production are crude oil, methane, ethane, LPG, naphtha, etc 	<ul style="list-style-type: none"> Production of basic chemicals such as olefins, aromatics, petrochemicals, olechemicals. 	<ul style="list-style-type: none"> Production of intermediate chemicals such as oils, pigments, dyes, glues, explosives. 	<ul style="list-style-type: none"> Production of specialty chemicals such as paints, fine chemicals, advanced polymers, personal care adhesive, etc. 	<ul style="list-style-type: none"> Processing of applications plastic, non metallics, elastomers and polyurethanes. 	<ul style="list-style-type: none"> Logistics of final products End markets include pharma, agriculture, automotive, construction, electronics textile, etc.



EMERGING SUB-SECTORS

Other High Potential Minerals

Aluminum

In addition to well-established key sectors, Al-Madinah is home to emerging areas displaying notable potential for future growth and opportunity.



Other High Potential Minerals

Al-Madinah features abundance of other high-potential minerals with applications in advanced industries such as aerospace and pharmaceuticals. For example, rare earth elements such as niobium and tantalum (430 million tons) are used in therapeutic and pharmaceutical industries. Magnesite and magnesium carbonate (MgCO₃) (12 million tons) are used in therapeutic and chemical industries.

430 million tons of reserves of niobium and tantalum in Al-Madinah

12 million tons of reserves of magnesite and magnesium carbonate

Uranium deposits have been identified



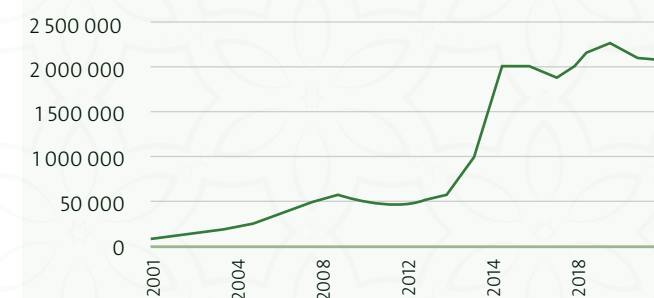
Aluminum

Thanks to Al-Madinah's top tier infrastructure and industrial cities, as well as its proximity to Al-Qassim's abundant bauxite reserves, the region shows significant potential for aluminium manufacturers. Al-Madinah's sizeable mineral processing and metal manufacturing sector already includes aluminum companies specialized in areas such as aluminum casting, and architectural aluminum products.

Aluminum demand is growing steadily driven by Asian economies and global industries such as automotive and aerospace. Seizing this opportunity, aluminum has experienced exponential growth in the Kingdom. Exports more than quadrupled in value over the last decade, growing from USD 500 Million to over USD 2 billion from 2010 to 2020.

Opportunities in the midstream of the Aluminum value chain exist in the region due to its proximity to raw materials (e.g. bauxite). Segments with ongoing projects and opportunities include aluminum billets and aluminum casting.

Aluminum and articles thereof-Value of Saudi Arabia's exports to the world (US\$ thousands)



Aluminum				
Raw Materials	Conversion Process	Processing or Semi Fabrication	Machining or Fabrication	Recycling
<ul style="list-style-type: none"> Mining of bauxite ore on site Aluminum scrap 	<ul style="list-style-type: none"> Convert bauxite ore into alumina powder Turn into primary aluminum by smelting Casting process to Ingots, Billets, T-Bars, Slabs Smelting scrap into secondary aluminum 	<ul style="list-style-type: none"> Ingots, Billets, T-Bars, Slabs are converted into semi products such as bars, rods, foil, plates, sheets, bars, tubes, pipes, powder and flakes. 	<ul style="list-style-type: none"> Create end products for several industries including transportation, construction, manufacturing, consumer etc. 	<ul style="list-style-type: none"> Recollecting of aluminum scrap Smelting and refining scraps into pure aluminum Recycle products

KEY PROJECTS



Pilgrim Experience Program



Yanbu Industrial City



Modon Oasis in Yanbu



Al-Madinah Al-Munawwara Industrial City



The Knowledge Economic City (KEC)



Rua Al Madinah Holding



Saudi Land Bridge



Pilgrim Experience Program

Pilgrim Experience Program is a Saudi Vision 2030 program focused on Hajj and Umrah performers, aiming to elevate the services to pilgrims and preparing the Two Holy Mosques in Makkah and Al Madinah.

The program's key objectives include increasing international Umrah performers to 30 million by 2030.

The program has four primary objectives to provide a transformative and spiritual experience for the pilgrims through the latest innovations and a sustainable system.

Facilitate hosting more Umrah visitors and provide easier access to the holy mosques

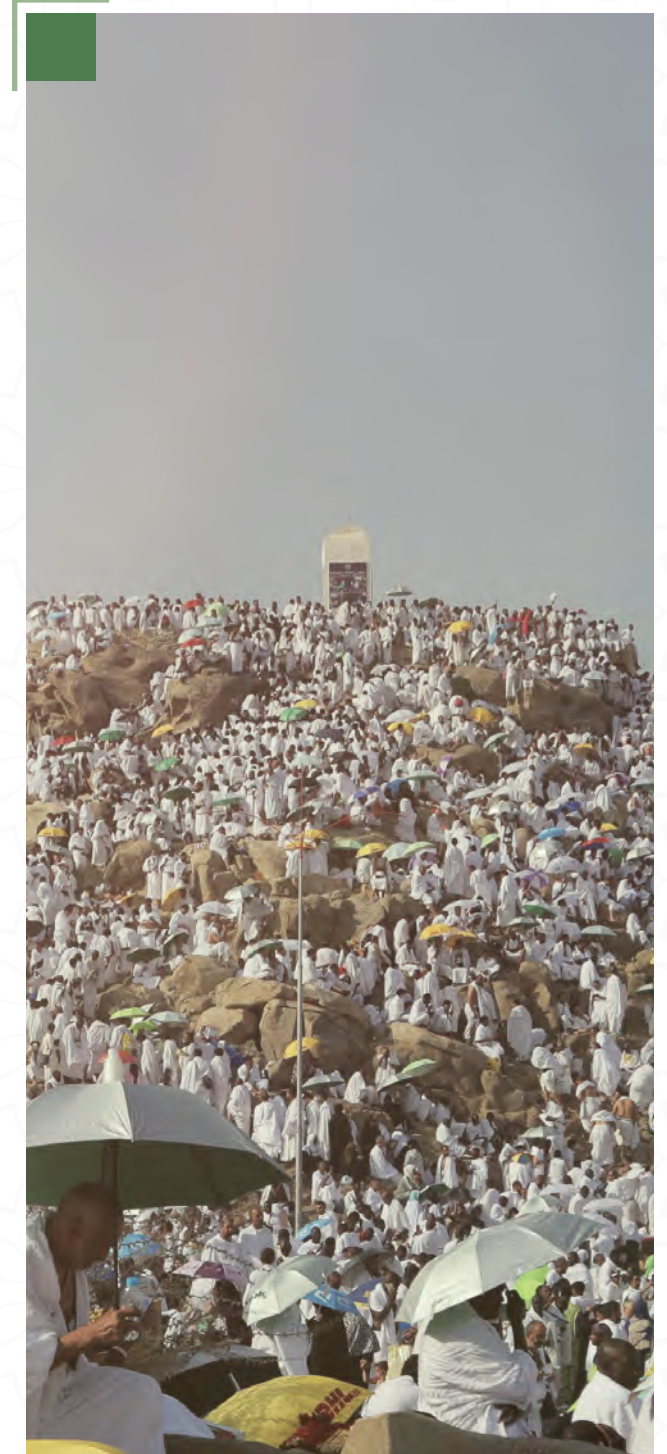
Improve quality of services provided to Hajj and Umrah visitors

Enrich the spiritual and cultural experience of Hajj and Umrah visitors

Achieve the sustainability of serving Pilgrims

Accordingly, several initiatives have been designed to elevate the Hajj and Umrah experience:

- Opening of two new centers within “Enaya” chains centers, that contains the latest technologies and best teams to offer the latest services and information directly from the Ministry of Haj and Umrah, and from all entities that are related to Haj and Umrah.
- Development of public transportation services in the Al Madinah city through the Bus Transportation Project.
- Development of al khandak historical site, and prepare and equip the site with all services according to international standards, which will contribute to enriching the experience.
- Rehabilitating and activating the cultural and historical sites by developing and equipping them with infrastructure to provide necessary services for Pilgrim Experience Program guests and enable them to visit these sites.
- Enable the holding of various events throughout the year in the central area of Madinah, and provide the necessary spaces and services for this, which contributes to raising awareness about the diversity of destination options for the visitors, and marketing various enriching and cultural events that enrich the experience.
- Raising quality standards, capacity, and options of public transportation in Al Madinah, in order to facilitate access to various destinations and facilitate the movement of pilgrims in Al Madinah.
- Improving and facilitating the vehicular and pedestrian navigation experience, and easing access to the central area with the development and enrichment of the experience.



Mount Arafat

The program has identified a **seven-steps journey** for pilgrims that starts at the pre-arrival and ends at their exploration of Saudi Arabia. The program aims to ease the process along all these steps.

1	2	3	4	5	6	7
Pre arrival	Arrival and departure	Transportation	Haramain and the Holy Site	Health and safety	Hospitality and accommodation	Exploring the kingdom
Investment opportunities						
Destination management offices	Airport utilities	Different means of transportation (to, from and between cities)	Crowd management	Medical Services	Different means of accommodation	Travel guides
Umrah Service Providers	Food and Beverage	Support services (car rentals, parkings)	Information for all holy sites in one place (i.e., information centers, guides)	Security and Safety at all stages	Food and Beverage	Marketing and promoting historical site
Airline Companies			Food and Beverage			



Yanbu Industrial City

Located on the Red Sea coast and covering an area of 606 million square meters, the Yanbu Industrial City is one of the Kingdom's main petrochemical and industrial hubs. The city features the King Fahd Industrial Port, the largest oil shipping complex on the Red Sea.



As of 2020, total private capital investment in the Yanbu Industrial City ascended to over USD 60 billion, will the aggregated production capacity of companies in primary and secondary industries operating in the City exceeding 400 million tons per year. The city gathers over 76,000 workers, which benefit from a vast range of housing, religious, educational, healthcare and entertainment amenities.

Significant projects under development in the City include (but are not limited to):

- A copper metal and sulfuric acid production plant with a capacity of 800 tons/year (completion expected by 2025)
- Various production plant for petrochemical and mineral processing related industrial activities (e.g., solvent, ethylene, and biodiesel processing)
- A wind power factory (completion expected by 2023)

- A production plant of mixed rubber with a production capacity of 42,000 tons/year (expected to be completed by 2025)
- A production plant of lithium, nickel, zinc, chromium, manganese and electric battery components, with a production capacity of 300,000 tons/year (expected to be completed by 2025)
- A production plant of ethylene, ethylene glycol, propylene, butene and silver with a production capacity of 1,371 kilotons/year (expected to be completed by 2026)
- A production plant of solar panels with a production capacity of 400 megawatts of panels annually (expected to be completed by 2023)
- A production plant of tires with a production capacity of 5 million tires annually (expected to be completed by 2025)



Modon Oasis in Yanbu

The Oasis is located east of Yanbu city and is being developed on an area of 500,000 square meters to create job opportunities with integrated infrastructure services.



The project includes ready-built factory units targeting small-medium enterprises in order to provide diverse and appropriate solutions for investment in industrial cities and 20 units with an area of 700 square meters each. The oasis targets industries such as jewelry and accessories, fashion and textiles, cosmetics, and handicrafts.



Al-Madinah Al-Munawwara Industrial City

With a developed area of 17 million square meters and an expansion that exceeds 7.8 million square meters, the industrial city gathers over 240 factories in a vast array of industries, including food products, rubber and plastics, as well as mineral processing and metal manufacturing, **Medical industries, chemical industries, electronics industry, equipment, manufacturing industries, paper industry, textiles and furnishes.**



Located 50 kilometers from Prince Mohammed Bin Abdul Aziz International Airport and 200km away from King Fahd Industrial Port in Yanbu, the industrial city is strategically located between two of the region's largest infrastructure assets.

New industrial projects underway in Al-Madinah Al-Munawwara Industrial City include:

- The construction of 16 purpose-built factories, each with an area of 700 square meters **(43% completion as of 2020)**
- The development of roads and infrastructure services for purpose-built factories zone **(83%)**
- The design, execution and operation of industrial waste and wastewater treatment plant **(94%)**
- The construction of 28 purpose-built factories, each with an area of 700 square meters **(53%)**



The Knowledge Economic City (KEC)

The city was launched in 2006 as one of the six economic cities planned for the Kingdom. The project includes a complex of villas, a high-speed railway station, the Al-Madinah Institute for Leadership & Entrepreneurship, and the Dar Al-Madinah Museum.

Associated projects and investments include:

- The USD 209 million Knowledge Economic Hub project, which includes a restaurants, a commercial complex, residential areas and a 5-star Hilton hotel with 350 rooms and 109 apartments.
- The USD 152 million Madina Gate Fund Development project, a redevelopment of land adjacent to the Haramain high-speed railway station in Al-Madinah, including hospitality, commercial, transport and entertainment facilities.
- USD 20 million of Elite International Schools to accommodate around 1,700 students.
- Al-Muwasat Hospital, with an investment value of USD 120 million, and a capacity of 200 beds and 60 specialized clinics.
- Al Alya Residential project with an investment value of USD 533 million.
- Dar Al-Jewar residential units project, with an investment value of USD 22 million, and 77 units housing units covering 1,653 square meters, in addition to gardens and corridors that are compatible with the designs of smart cities and the humanization of cities.



Rua Al Madinah Holding

Owned by PIF, Rua Al Madinah aims to build largest hotel hospitality project in the world as well as enriching the pilgrims' religious journey and cultural experience by developing cultural centers and museums.

- Located in the east of the Prophet's Mosque, the project covers an area of 1.5 million square meters with 154 towers and a capacity of 50,000 hotel rooms to serve the visitors of Madinah.



Saudi Land Bridge

The Saudi land bridge connects the Kingdom's ports on the Arabian Gulf coast with ports on the Red Sea coast. The project involves developing and improving the connectivity to connect seven modern logistic and economic activity centers, industrial cities, and mining activities.

- The project intends to support the Kingdom's ambition to become a vital transportation hub connecting Asia, Europe and Africa. The project is in line with the objectives of the National Strategy for Transport and Logistics, which aims to improve the country's assessment in the Logistics Performance Index to reach the 10th position in the world, and to reach the 35th position in the world for the Cross-Border Trade Index. The project further entails the integration with numerous modes of transportation, increased efficiency, improved connectivity and sustainability.



Smart Cities Project

In recognition of the improved sustainable development indicators and quality of life, Madinah city received the ISO37120 certificate making it one of the fastest progressing smart cities in the world.


Placing Al-Madinah in the top 10 adopters of the ISO smart city indicator according to the world smart city data council, as well as the first Arab and Asian in this field. Such efforts contribute to the development of infrastructure, facilities growth, innovation service, promotes development planning programs across the region, and supports the overall trend in building an innovation digital economy ready to deal with future challenges.

Some of the Al Madinah Smart City cases consists of the Doctors Digital Assistant “Tabib” (DDA) program that aims to connect doctors from various fields with a specific variety of patients. This program allows the doctor to access patient information and diagnoses through the “Tabib” platform.

Another initiative that had a positive impact on the development of Al-Madina is the Mobile Deployable Clinics & Kiosks which uses medical vehicles equipped with examination rooms, laboratories and other services that can be delivered to the patients in need.

Moreover, the City B2B Tourism Marketplace had its own contribution to making Al-Madinah one of the top smart cities in the world. This program aims to connect the different businesses in the region to create competitive, compelling, and impactful collaboration among them.

The last project that played a huge role is the Smart Warehouse Management Solutions initiative. This initiative encourages the adoption of smart inventory in warehouse management solutions which optimizes the business cost and allows businesses to compete more effectively with each other.



The Bus Rapid Transit Project (BRT)

The Bus Rapid Transit Project is first BRT network in Saudi Arabia covering three corridors and a feeder bus network in Al Madinah.

- The first corridor will start from Ohud to Quba Mosque with a length of 16.2 kilometers of priority bus guideway, 2 park-and-ride facilities and 12 stations.
- The second corridor is 38 kilometer in length with 3 park and ride facilities and 24 stations. It starts from the Prince Mohammed Bin Abdulaziz International Airport passing by the Prophet’s Mosque and reaching the Niqat Mosque.
- The third and last corridor is 10.4 kilometers in length with 1 park and ride facility and 10 stations starting from East Terminus of Al-Qassim road to Prince Abdul Majeed Mosque.

INTERESTED IN INVESTING IN AL-MADINAH?

The Kingdom's Ministry of Investment (MISA) is your gateway to tapping into unique and fruitful investment opportunities in Al-Madinah.

MISA aims to facilitate and support new and current investors in their journey of venturing into a land of countless opportunities. MISA is eager to provide you with the necessary components to successfully invest within the Kingdom. This includes sharing relevant market and economic information, site research, and real-estate values to help familiarize investors with the Saudi Arabian ecosystem. Investors also have access to MISA's well-established infrastructure and connectivity.

Not only does MISA's connectivity range from trade associations, all sector companies, relevant universities, and much more, but the Ministry is responsible for issuing and regulating investment licenses.



The range of MISA's support is uncanny; whether it is providing and advising on available incentives or ongoing support for operational issues, MISA will serve as your guide to opportunities in Al Madinah.



More detail can be found in investsaudi.sa and [Investor Journey](#).

Invest in Saudi



Scan here

Investor Journey



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For more information about investment opportunities, please [click here](#) or scan the QR code



Scan here

Existing opportunities in Al-Madinah region include:

- Petrochemicals
 - Aluminum Hydroxide – Flame Retardant Grade
- Tourism
 - Religious Reflection Resorts & Spiritual Centres
- Mining
 - Rare Earth Elements (Ree)

Uhud Mountain Range, Madinah



وزارة الاستثمار
Ministry of Investment

استثمر في السعودية
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Reach out to the Ministry of Investment to learn more and begin your investment journey in Al-Madinah today

For questions and to learn more about opportunities in
Al-Madinah, please contact: regions@misa.gov.sa

For questions about the tourism, mining, and
petrochemicals sectors, please contact Invest Saudi:
InvestorCare@misa.gov.sa

Misa.gov.sa
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