

enso^o
CREATING TRANSFORMATIVE EXPERIENCES

**CREATING
TRANSFORMATIVE
*EXPERIENCES***



INDEX

01
ABOUT
US

02
WHO
WE ARE

03
VISION, MISSION
& VALUES

04
THE ECOSYSTEM
WE BELONG TO

05
ENSO
IN NUMBERS

06
WHY
ENSO ?

07
WHAT WE
PROVIDE?

08
HOW WE
WORK?

09
OUR DESIGN
PROCESS

10
FEATURED
PROJECTS

11
OUR STRATEGIC
PARTNERS

12
FEATURED
PROJECTS

13
OUR
TEAM

14
OUR
CLIENTS

01 ABOUT US

Introducing

enso^o

With a legacy spanning over **30 years**,

enso is an action-packed powerhouse.

We pride ourselves in crafting mega-experiences that surpass the competition, leaving attendees awe-inspired. When you choose **enso**, you're choosing a team of masterminds who excel at this game.



02 WHO WE ARE

Aligned with the vision and values of
Saudi Arabia's ambitious

VISION **2030,**

We firmly believe in creating and preserving legacies, with the Kingdom's transformation and social reform at the core. Collaborating with innovative and esteemed partners, we strive to be at the forefront of this journey, embodying excellence and setting a global model for success.

Trust **enso** to elevate your experiences and make a lasting impact.

Together, we'll shape a future that reflects the Kingdom's pioneering spirit.

03

VISION / MISSION / VALUES

CURATE ERA-
DEFINING
EXPERIENCES



EXCEED
EXPECTATIONS
WITH
EXCELLENCE



LEAD WITH
VISIONARY
EXPERTISE

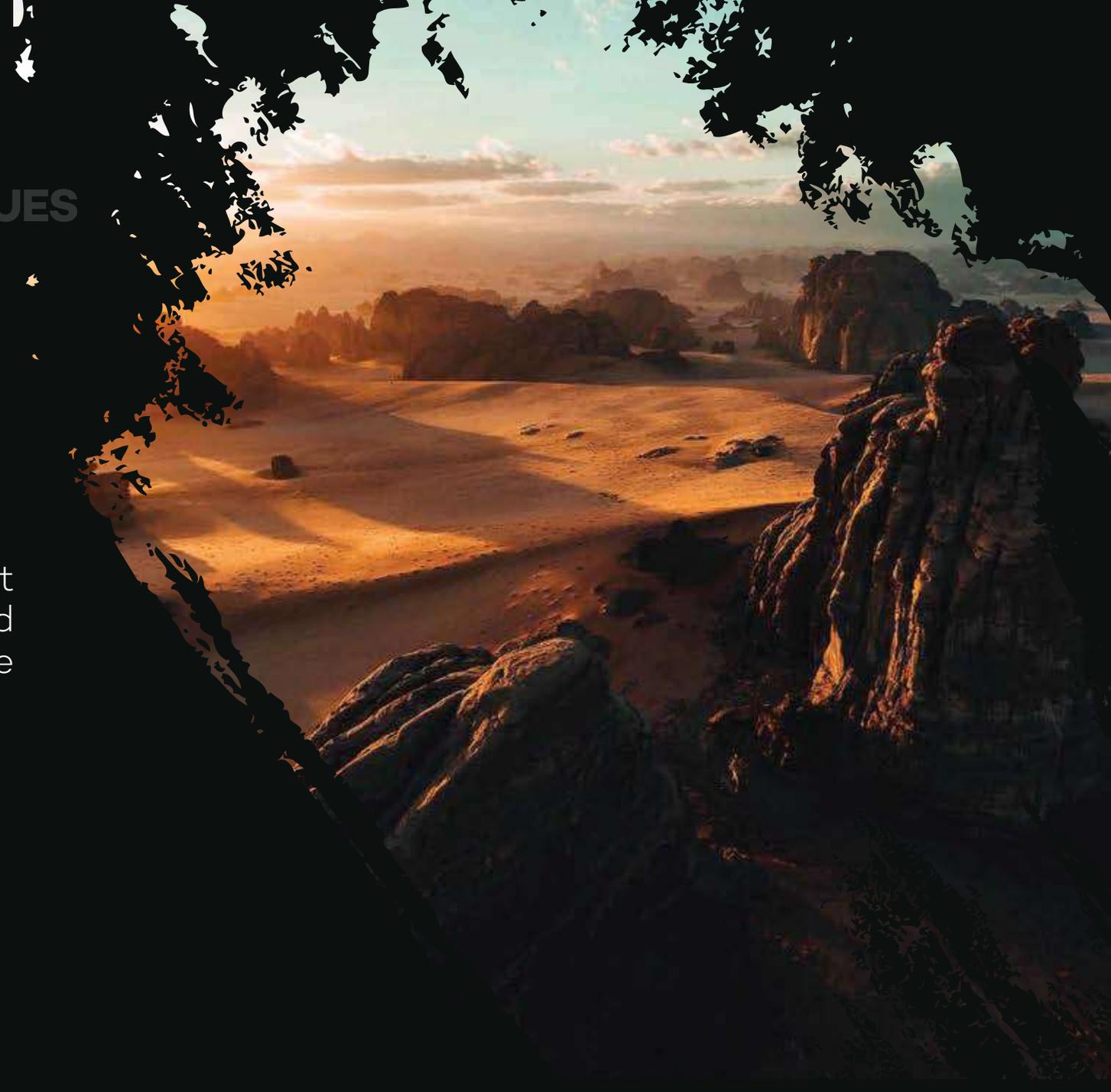


DOMINATE THE
KINGDOM WITH
UNRIVALED
AUTHORITY

03

VISION / MISSION / VALUES

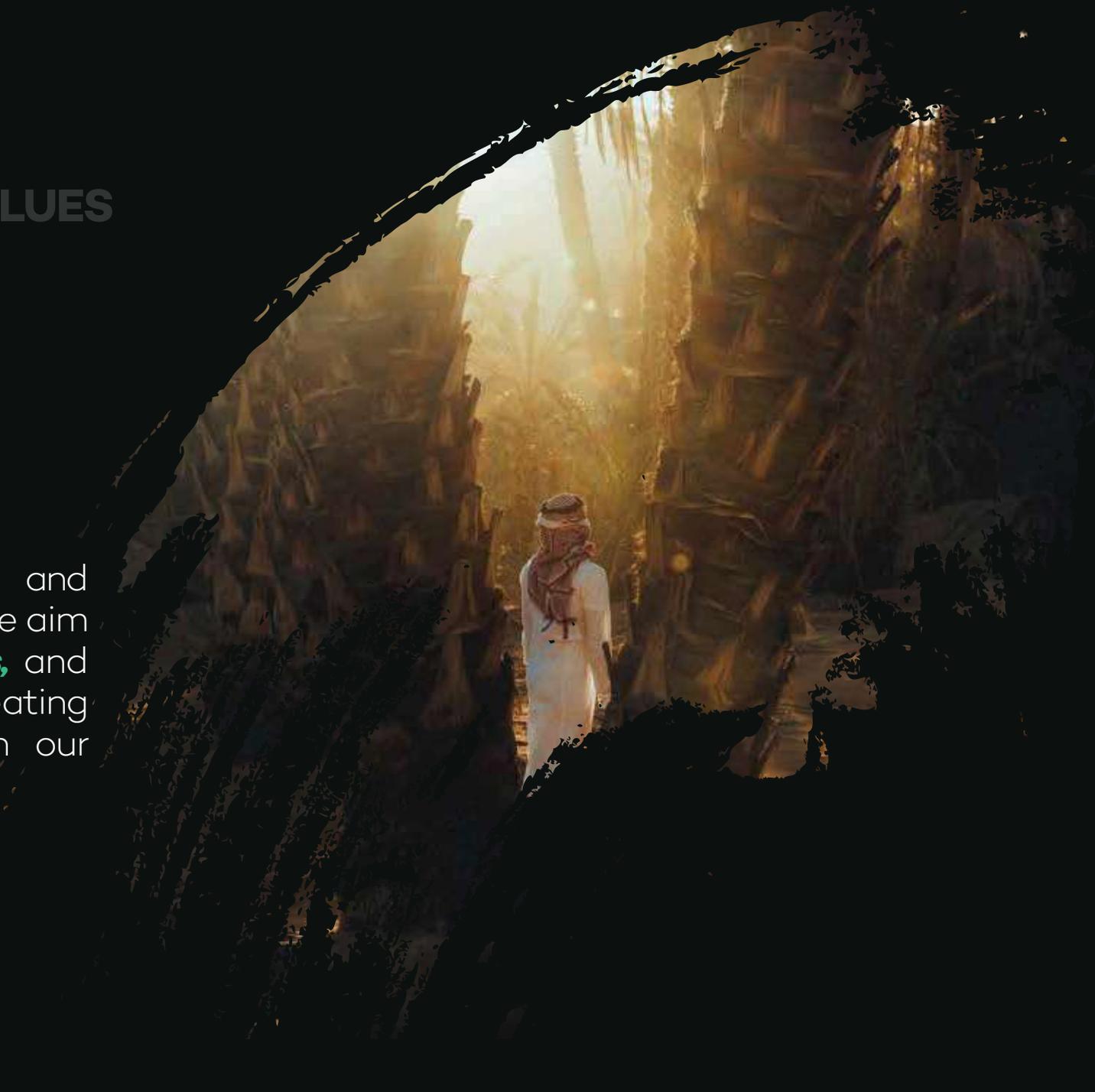
We curate transformative experiences that will push the boundaries of possibility and disrupt the conferences industry in the **Kingdom of Saudi Arabia** and beyond.



03

VISION / **MISSION** / VALUES

With a relentless pursuit of excellence and **a strong legacy in the Kingdom** and beyond, we aim to set new standards, **redefine expectations**, and **shape the future** of mega-experiences, creating unforgettable moments that resonate with our clients and guests worldwide.





VISION / MISSION /

VALUES

INNOVATION:

We embrace creativity to deliver unique and unforgettable experiences.

EXCELLENCE:

We strive for exceptional quality and execution in every aspect of planning and delivery.

COLLABORATION:

We foster strong partnerships to achieve collective success, working closely with clients and stakeholders.

INIMITABILITY:

We are committed to being exceptional, incomparable, and unparalleled in everything we do.

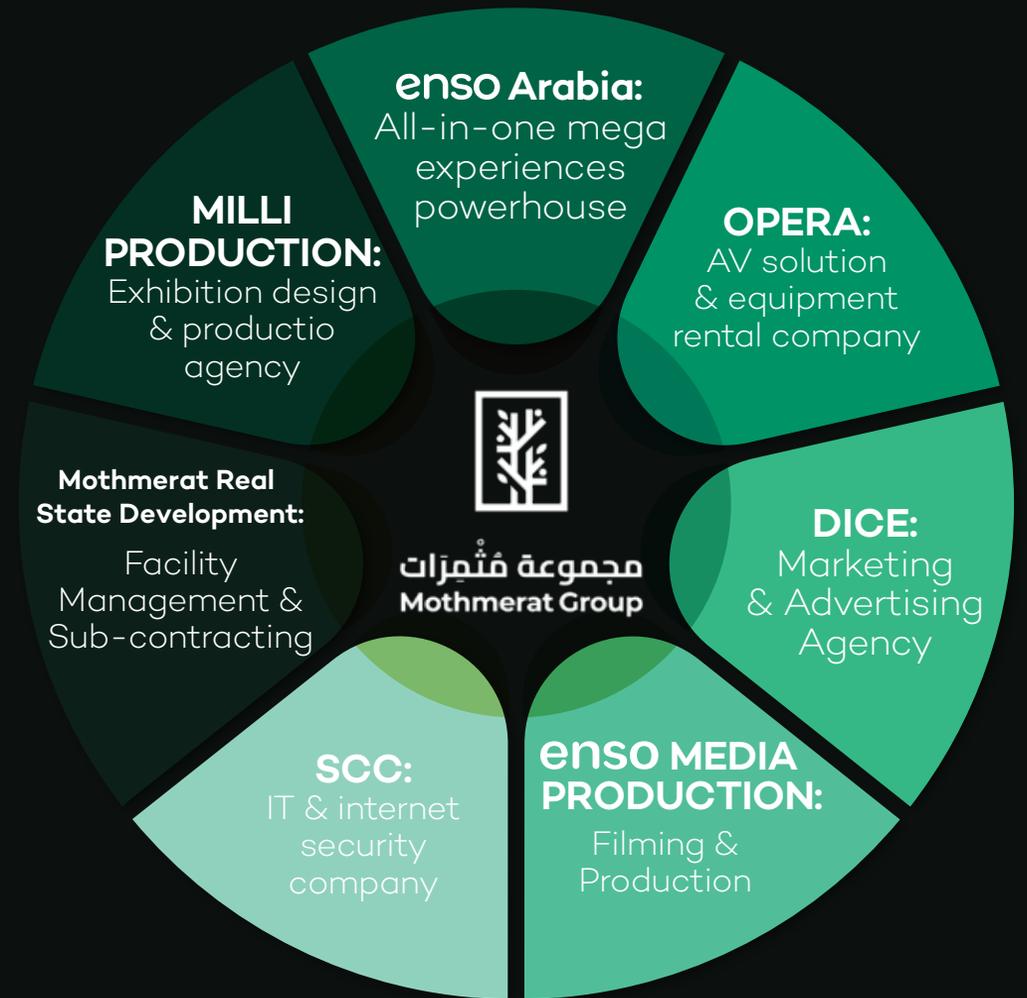
INCLUSION:

We create environments that celebrate diversity and promote equal opportunities for all.

04 THE ECOSYSTEM WE BELONG TO

As a part of the **Mothmerat group**, we specialize in multiple facets of the event industry, leveraging our thought **leadership** to craft exceptional and **valuable experiences** that truly justify one's investment.

The group proudly recognizes us as their **premier agency**, leading the event and production market with a track record of delivering extraordinary, high-impact events that unite and inspire thousands.



05 ENSO IN NUMBERS

30+

Years of experience

250+

Speakers

1K+

Experiences Organized

13+

Regions in KSA

1M+

Attendees

10+

Global Destinations

15K+

High Level Executives

06 WHY enso?

MASTER YOUR PLAN

We will create a road map of the client's journey and make sure their feedback is incorporated along the way.

PRODUCE EPIC EXPERIENCES

We work with the best vendors to ensure the best quality and access to exclusive premier production

enso^o

BUILD AUDIENCES

We transform gatherings into thriving communities, amplifying the impact of each event and ensuring unforgettable experiences.

LEAD THE CHANGE

We create platforms that foster connections and opportunities and centered around the latest and most relevant subjects.

We tell **your story** just how you want the world to see it!

07

WHAT WE PROVIDE?

Our expertise lies in being Professional Conference Organizers (PCO) for high-level audiences. With our solid capabilities, advanced equipment, and harnessing our extensive network in the Kingdom, we orchestrate exceptional gatherings that transcend **borders**, bridging **cultures**, fostering **connections**, and igniting **impactful dialogues** on a global scale.

LARGE SCALE CONFERENCES AND FORUMS

FULL FLEDGE EXHIBITION ORGANIZERS

GLOBAL ENGAGEMENT MASTERY

SPACE DESIGN AND CREATION

ENTERTAINMENT EXPERIENCES

07 WHAT WE PROVIDE?

We are importing and crafting **enso** owned initiatives in the MICE industry. From planning and design to execution and management, our engagement begins by owning the concept, building the program, promoting the participants, management, and execution.



07

WHAT WE PROVIDE?

Through our strategic global collaborations, we adeptly address the complexities of international participations and top-it-up with ROI focused initiatives. Our team orchestrate your representation in diverse corners of the world, building on our **MICE** industry connections across continents such as **Asia, Europe**, the **USA**, and **beyond**.



07 WHAT WE PROVIDE?

Our dedicated team specializes in curating captivating showcases that engage audiences, **locally** and **globally**. With a keen focus on precision, we conceive and build cutting-edge pavilions and activation spaces, all while maintaining our dedication to crafting immersive **experiences** with an unwavering **attention to detail**.



07 WHAT WE PROVIDE?

Our flagship activation under this scope is organizing a widespread public celebration across **8 cities**. This initiative encompassed key components such as developing main show content, production and construction, managing operations, coordinating program development, and implementing effective crowd and traffic management strategies. This scope is strategically designed to offer enriching **entertainment experiences** tailored to diverse **communities**.



08 HOW WE WORK?

Our event planning process starts with **you**. Understanding your **goals** and **ideas** is our first priority. By establishing these grounds, you can be confident that they will be the central focus in each step of the planning process.

At our company, we pride ourselves on our unique approach to work, delivering exceptional experiences that leave a **lasting impact** on our clients and attendees.

1 SOMETHING FOR EVERYONE

Our roster of services caters to not only clients partnering for single exhibitions but also **worldwide campaigns** with events lined up in multiple **locations** and **cities**.

2 PROCESS & IMPLEMENTATION

Our team creates a road map of the client's journey and makes sure that their feedback is incorporated along the way. Our philosophy is to tell our clients' stories just how they want the **world** to see them!

3 CURATING & CUSTOMIZING EXPERIENCES

We work with the best vendors to ensure **quality** is maintained throughout the partnership. One of the perks of working with us is getting access to exclusive and premier production. Never settle for mediocre when you can work with **ENSO!**

09

OUR DESIGN PROCESS

DESIGN THINKING APPROACH

The methodology involves studying the context of the identity to deeply understand its character. The insights gained contribute to developing conceptual sketches and a design mood board, establishing the design foundation. Spatial planning is carried out to create a detailed layout, followed by the development of a 3D model that integrates analysis, design ideas, and planning to deliver a comprehensive solution tailored to the site.

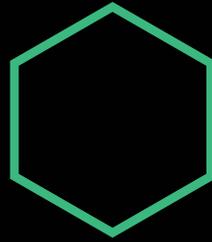
- 1** ELEMENTS STUDY
- 2** VISITOR JOURNEY EXPERIENCE
- 3** SKETCHES & MOODBOARDS
- 4** FLOOR PLAN AND ZONING
- 5** TECHNOLOGY INTEGRATION

09

OUR DESIGN PROCESS

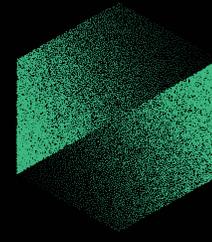
ELEMENTS STUDY

Studying the elements in design is a fundamental step in understanding the components that shape the visual and functional identity of any project. Design elements include lines, shapes, colors, materials, and patterns, which are used to create a cohesive visual and aesthetic experience.



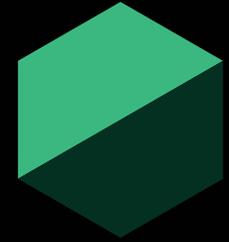
Lines

Lines define the overall rhythm of the design, whether straight or curved, and play a vital role in guiding the eye and delineating spaces.



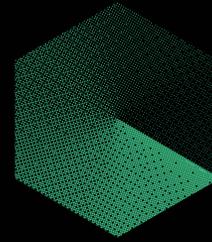
Shapes

Geometric or organic shapes contribute to define the overall structure of the design and reflect the cultural or functional identity of the project.



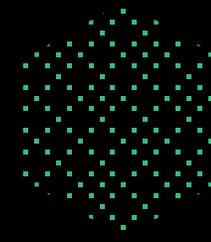
Colors

Colors convey emotions & messages, helping to create a harmonious or contrasting atmosphere depending on the design objective.



Materials

Choosing the right materials reflects the environmental and cultural identity, while also impacting durability and sustainability.



Patterns

Geometric or decorative patterns add an aesthetic touch and enhance the visual identity of the design.

09 OUR DESIGN PROCESS

VISITOR JOURNEY

The visitor journey path is a fundamental element in designing interactive experiences, aiming to guide visitors through sequential stages to ensure a rich and impactful experience.

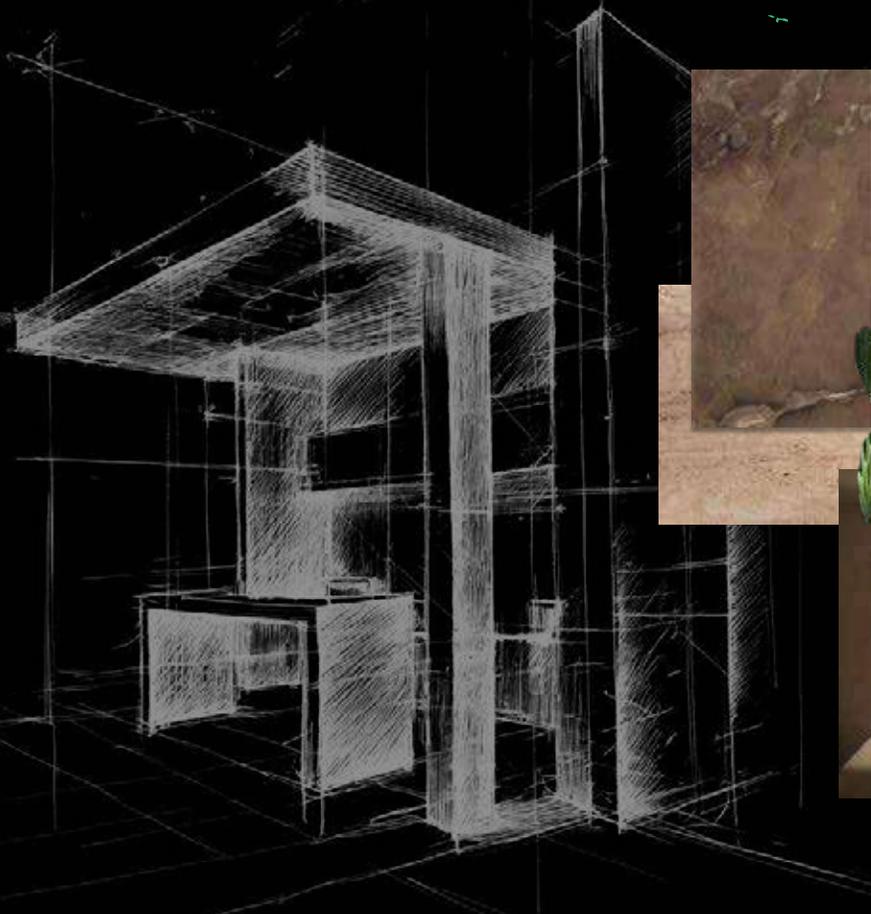
Importance:

- Enhancing engagement with the content.
- Achieving educational or promotional goals.
- Building positive memories that support the brand.
- A well-planned visitor journey path transforms a visit into an unforgettable experience.



09

OUR DESIGN PROCESS



SKETCHES & MOODBOARDS

Sketching and moodboards are crucial in event design because they help visualize ideas, clarify the theme, and guide decision-making. They foster creativity, align the team's vision, and ensure every element—from colors to layout—works harmoniously to create a cohesive experience.

MOOD BOARDS

Geometric Shapes

Geometric shapes are both an aesthetic and functional element in event design, contributing to the creation of a distinctive visual identity and guiding the audience's attention. Shapes such as squares, circles, and triangles are used to organize and logically divide spaces, enhancing the visitor experience.

For example, circles add a touch of fluidity and warmth, while squares provide a sense of stability and order. Complex geometric patterns, such as Islamic designs or fractals, can also be used to add a cultural or artistic flair to the event.

In addition to their aesthetic role, geometric shapes help direct visitor flow and highlight key areas of interest, such as main stages or interactive zones. By choosing the right shapes, an event can be transformed into an inspiring and functional visual experience.



MOOD BOARDS LIGHTS

Lighting is a vital element in event design, playing a key role in creating the right atmosphere and enhancing the visual experience for attendees. Lighting helps define spaces, highlight key elements, and add a dramatic or intimate touch depending on the nature of the event.

Importance of Lighting:

Creating Atmosphere: It helps set the tone of the event, whether celebratory, professional, or intimate.

Directing Attention: It spotlights key elements and guides the movement of attendees.

Enhancing Visual Identity: It contributes to reinforcing the brand identity or the main theme of the event.



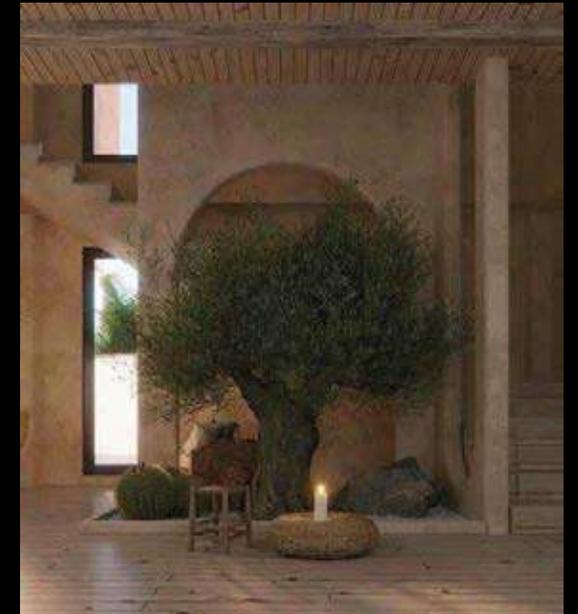
By using appropriate lighting techniques, an event can be transformed into a rich and inspiring visual experience that leaves a positive impression on attendees' memories.

MOOD BOARDS

NATURE

Incorporating nature into urban event design is an innovative trend that adds a unique touch and enhances the attendee experience. By using natural elements such as plants, trees, or even water features, a refreshing and serene atmosphere can be created within city-based events.

This integration not only adds natural beauty but also helps reduce stress and improve the visitor experience. Additionally, it reflects the event's commitment to sustainability and environmental care, enhancing its positive image and making it more appealing to the audience.



MOOD BOARDS

ELEMENTS

Decorative elements are a fundamental part of event design, contributing to creating a unique atmosphere and enhancing the visual identity of the event. These elements include wall decor, hanging fabrics, art pieces, and ornaments that add an artistic or cultural touch to the event.

Decorative elements are used to define spaces, add aesthetic touches, and highlight the event's theme or brand. For example, heritage-inspired decor can emphasize cultural identity, while modern designs can add a contemporary and innovative feel.

In addition to their aesthetic role, decorative elements help direct attendees' attention to specific areas, such as main stages or interactive zones. By choosing the right elements, an event can be transformed into a rich and inspiring visual experience that leaves a positive impression on visitors' memories.



MOOD BOARDS

MATERIALS BOARD



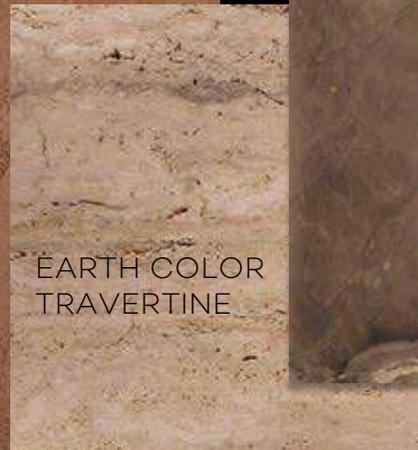
DARK WOOD



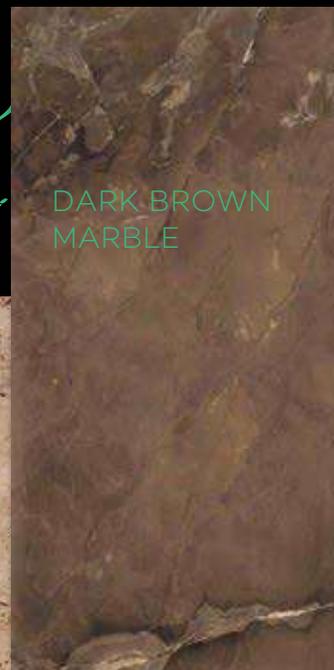
EARTH COLOR
TRAVERTINE



CLAY PLASTER



EARTH COLOR
TRAVERTINE



DARK BROWN
MARBLE



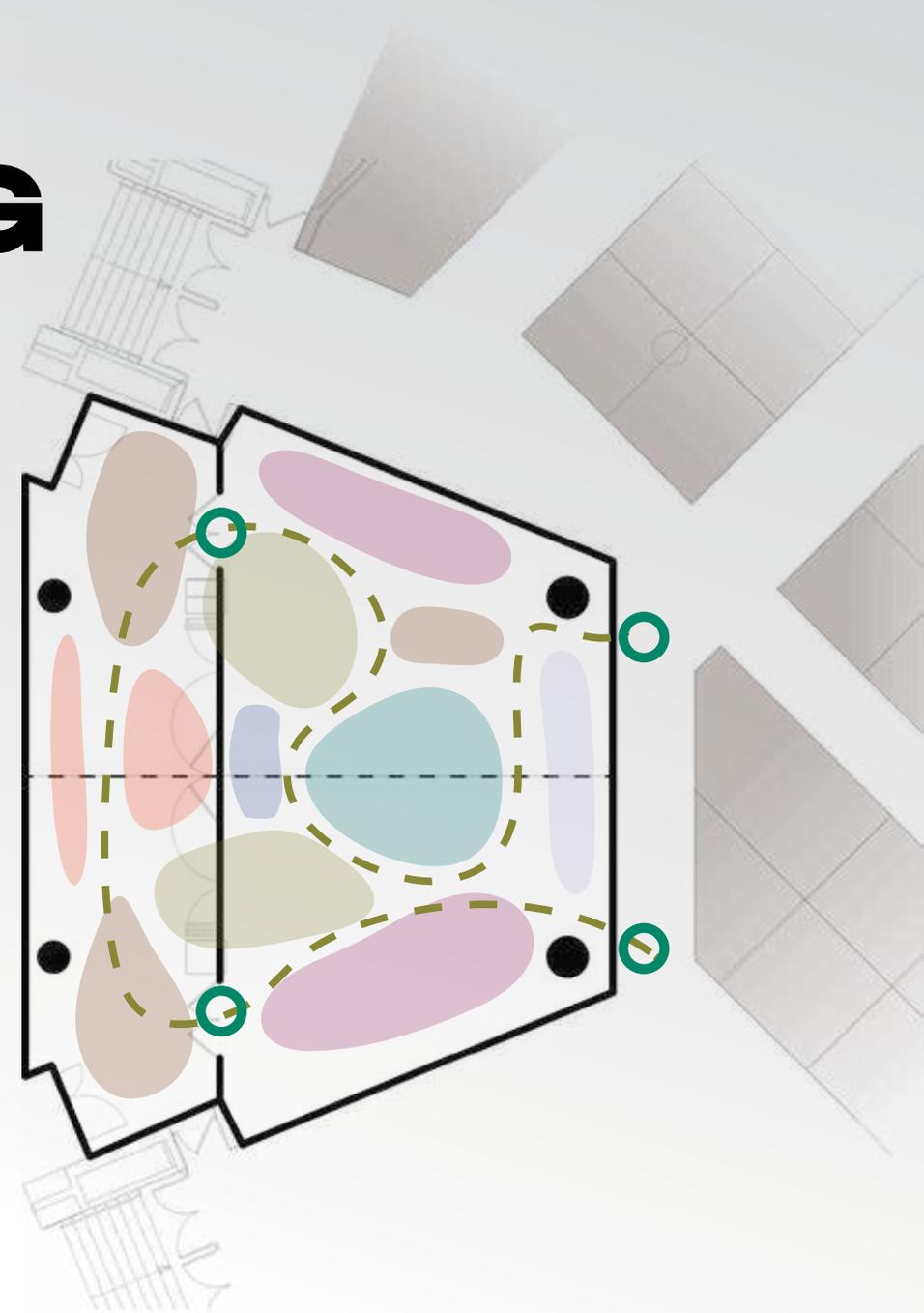
GOLDEN
MESH

FLOOR PLAN & ZONING

Zone division in events is a fundamental element for organizing spaces and ensuring a smooth and comfortable experience for attendees. The event is divided into specialized zones, each with a specific function, such as the reception area, main exhibition area, interaction zone, and relaxation area.

This division helps logically guide the flow of visitors, prevent overcrowding, and enhance the attendee experience by providing diverse spaces that meet their needs. For example, the reception area creates a positive first impression, while the relaxation area offers a space for rest and recharging.

Using techniques such as dividers, lighting, or decor, each zone can be clearly defined while maintaining the visual harmony of the event as a whole. Effective zone division contributes to the success of the event and leaves a lasting impression on attendees.

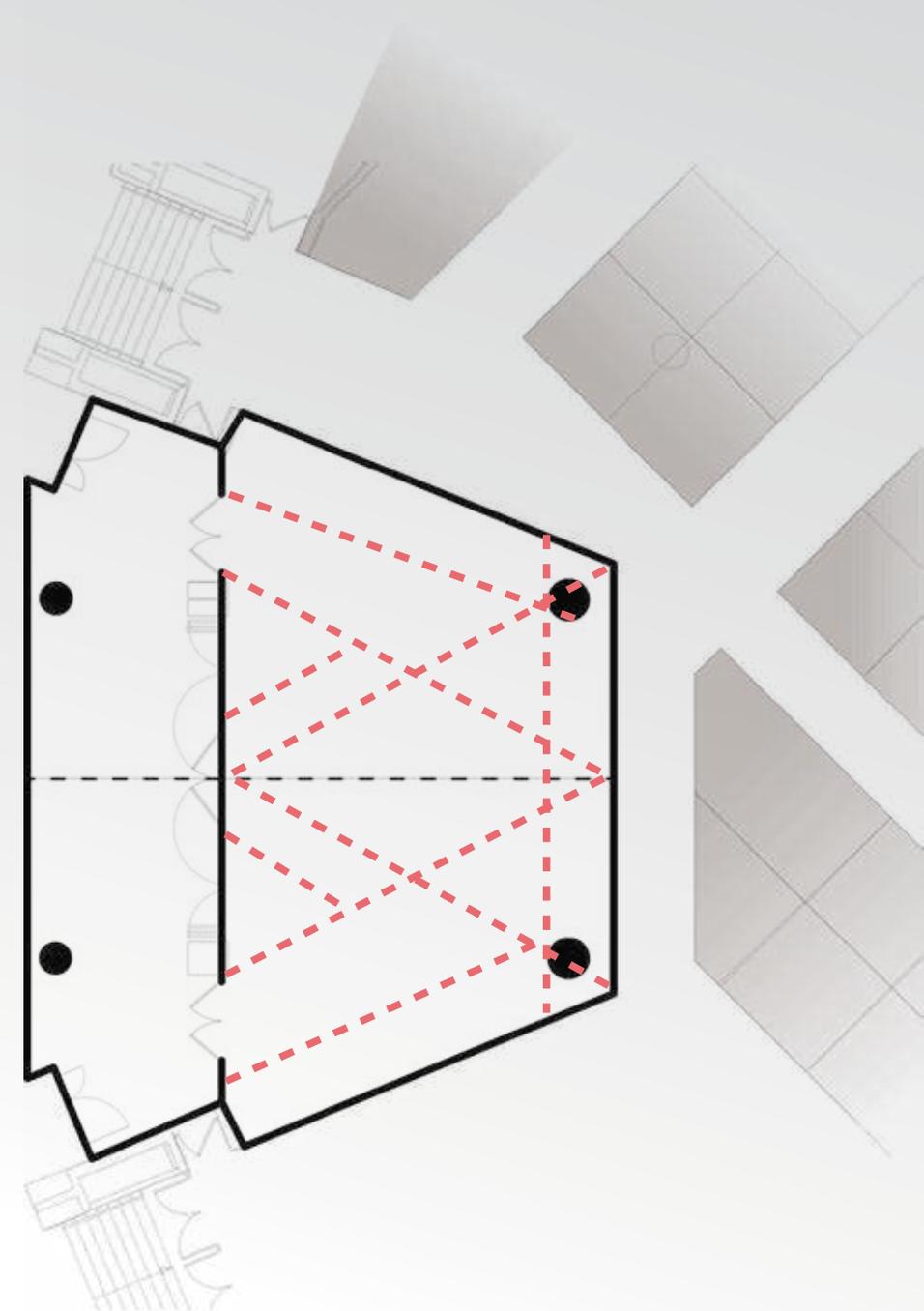
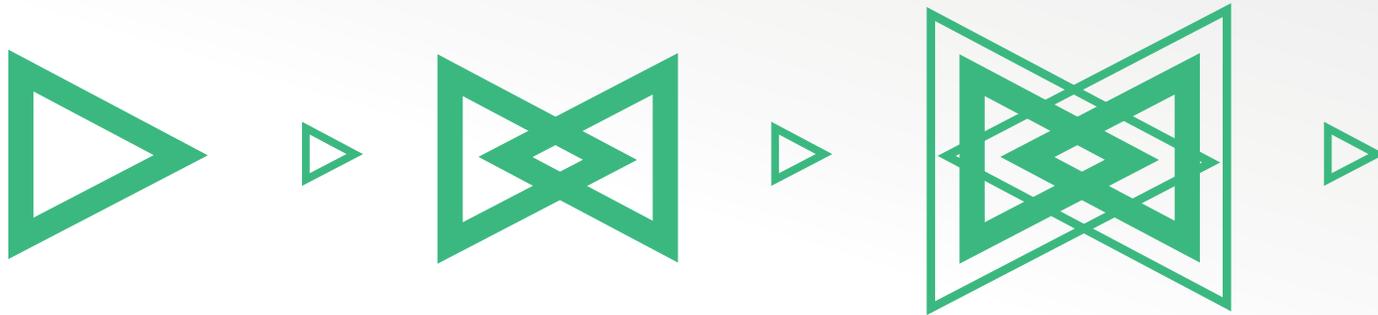


GRID CONCEPT

We use visual identity to add a creative touch to zone division.

for example:

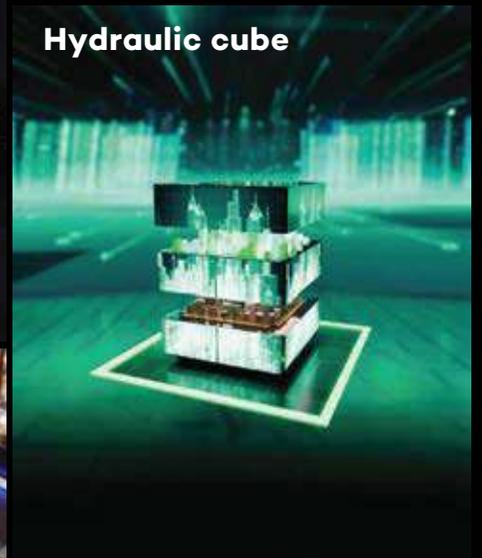
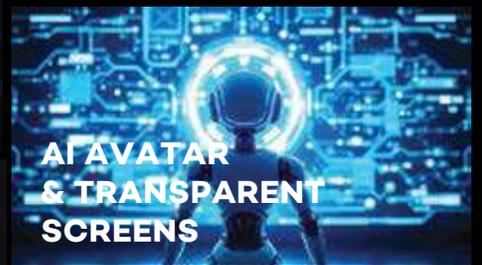
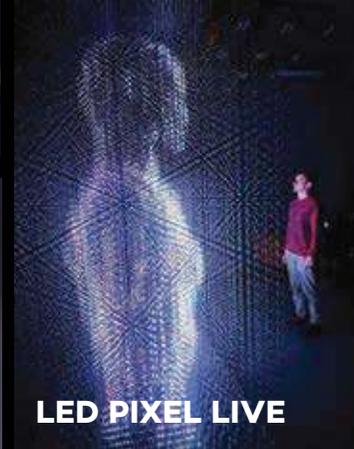
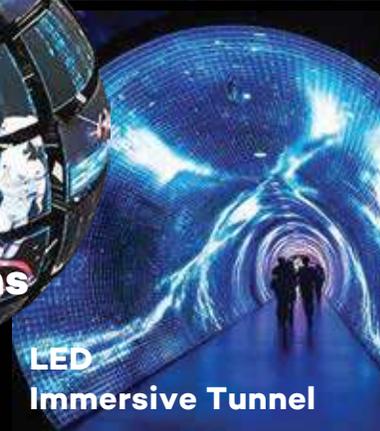
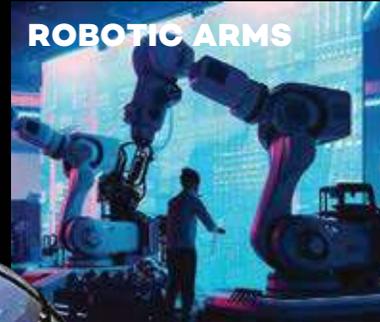
The grid has been developed based on the triangle, which is a fundamental geometric element. By repeating, mirroring, and doubling the lines, an integrated and harmonious layout has been designed, reflecting both visual and functional balance.

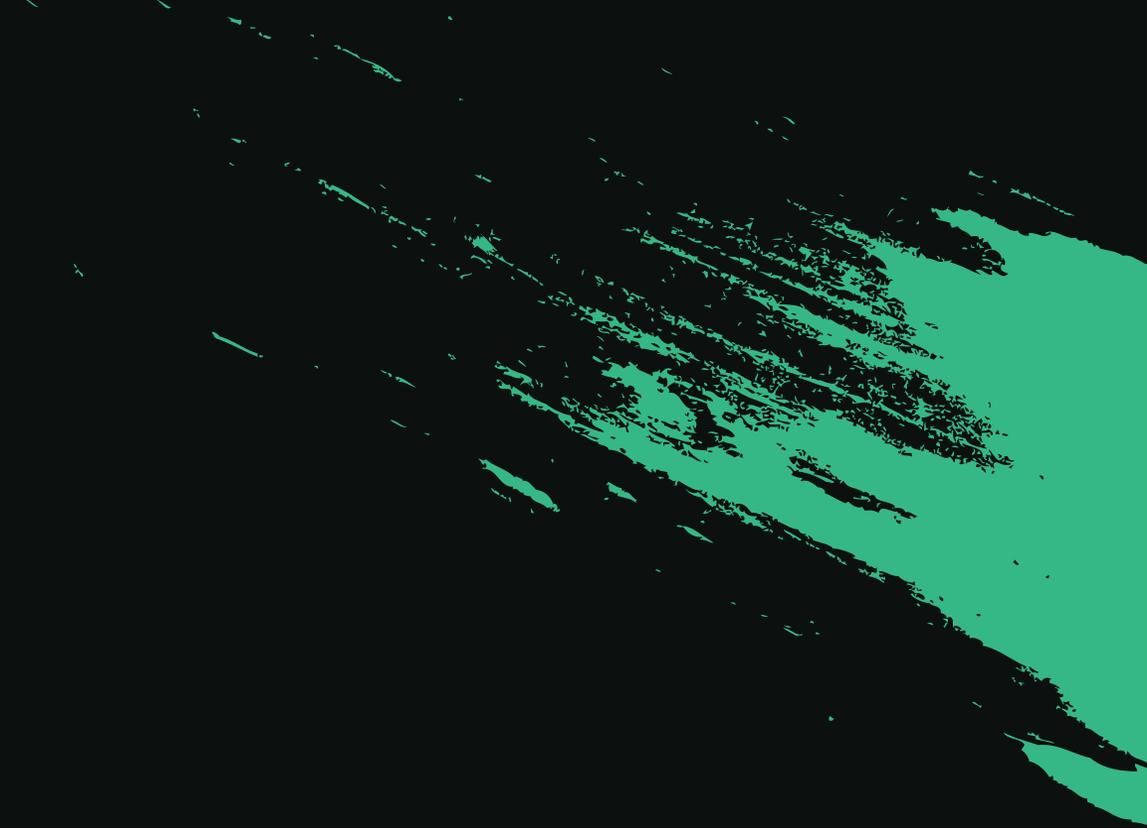


09 OUR DESIGN PROCESS

TECHNOLOGY INTEGRATION

We are enthusiastic about leveraging technology to enhance our event experiences, empowering the overall concept while improving the visitor journey and satisfaction. By integrating innovative solutions, we aim to create more engaging and memorable events that deliver exceptional value to attendees at every stage of their experience.





10
**PREVIOUS
PROJECTS**

NG
T
G
RE:
Y,
/

اعتزاز
بماضيها
واستشراف
لمستقبلها:
أصالة
وتضامن
وازدهاز



2024
ANNUAL
MEETINGS

اعتزاز
بماضيها
واستشراف
لمستقبلها:
أصالة
وتضامن
وازدهاز

CHERISHING
OUR PAST
CHARTING
OUR FUTURE
ORIGINALITY
SOLIDARITY
AND
PROSPERITY



2024 ANNUAL MEETINGS



**ISDB ANNUAL MEETINGS 2024
RIYADH - INTERCONTINENTAL**

Local Project

Conference



2024 ANNUAL MEETINGS



ISDB ANNUAL MEETINGS 2024 RIYADH - INTERCONTINENTAL

Local Project

Conference

10:15-11:30 AM
Welcoming Remarks



H.E. Dr. Muhammad Al Jasser
Chairman, IsDB Group

Opening Session: Energy Security: The Future of Energy and Sustainable Development



HRH. Prince Abdulaziz Al-Saud
Minister of Energy, KSA



HE. Dr. Sri Mulyani Indrawati
Minister of Finance, Indonesia



H.E. Dr. Muhammad Al Jasser
IsDB President

Moderator



Mr. Naser El Tibi
Al Arabiya News Channel



**ISDB ANNUAL MEETINGS 2024
RIYADH - INTERCONTINENTAL**

Local Project

Conference



ISDB ANNUAL MEETINGS 2024 RIYADH - INTERCONTINENTAL

Local Project

Conference



SAUDI - NIGERIA ROUNDTABLE MEETING RIYADH - SAUDI ARABIA

Local Project

Round Table



**SAUDI - NIGERIA ROUNDTABLE MEETING
RIYADH - SAUDI ARABIA**

Local Project

Round Table



SAUDI - CARICOM ROUNDTABLE MEETING RIYADH - SAUDI ARABIA

Local Project

Round Table



SAUDI BRAZILIAN ROUNDTABLE MEETING RIYADH - SAUDI ARABIA

Local Project

Round Table

اجتماع الطاولة المستديرة السعودي - الصومالي
SAUDI-SOMALIA ROUNDTABLE MEETING
2023

**SAUDI - SOMALIA ROUNDTABLE MEETING
RIYADH - SAUDI ARABIA**

Local Project

Round Table



SAUDI - TURKISH BUSINESS FORUM JEDDAH - SAUDI ARABIA

Local Project

Forum



**PORTUGUESE - SAUDI INVESTMENT FORUM
LISBON - PORTUGAL**

International Project Forum



**BADEA - 50TH ANNIVERSARY CELEBRATION
RIYADH - SAUDI ARABIA**

جلسة حوارية تتمية مستدامة



جمال المعقبل

مداور الجاسة



معالي / عبد الرحمن الفطلي

وزير البيئة والمياه والزراعة



معالي / ماجد الحقييل

وزير الشؤون البلدية والقروية والإسكان



معالي / صالح الجاسر

وزير النقل والخدمات اللوجستية



**SAUDI BUDGET 2024 RELEASE
RIYADH - SAUDI ARABIA**



الجلسة الحوارية الأولى
السياسة المالية لتعزيز النمو الاقتصادي المستدام

ميزانية
2025
الميزانية العامة للدولة
Saudi Arabia Budget



وزارة المالية
Ministry of Finance

**2025 BUDGET RELEASE FORUM
RIYADH, SAUDI ARABIA**



**NEW MURABBA - VENDOR DAYS EVENT
RIYADH - SAUDI ARABIA**



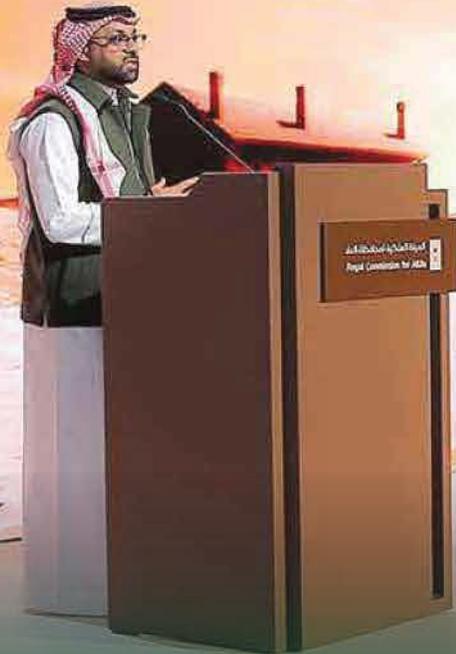
**NEW MURABBA - VENDOR DAYS EVENT
RIYADH - SAUDI ARABIA**



**NEW MURABBA - VENDOR DAYS EVENT
RIYADH - SAUDI ARABIA**



ملتقى سلاسل الإمداد
SUPPLY CHAIN FORUM



**RCU SUPPLY CHAIN FORUM
RIYADH - SAUDI ARABIA**



WE ESTABLISHED
ROSHN TO SET THE
STANDARD OF THE
REAL ESTATE SECTOR



Mohammed bin Salman bin Abdulaziz Al Saud
Crown Prince of Saudi Arabia



**ROSHN SUPPLY CHAIN FORUM
RIYADH - SAUDI ARABIA**



**ROSHN - 4TH ANNIVERSARY TOWNHALL 2024
RIYADH - SAUDI ARABIA**



DIRIYAH - CITYSCAPE GLOBAL
RIYADH - SAUDI ARABIA
SPACE 1248 SQM



**DIRIYAH CITYSCAPE GLOBAL
RIYADH SAUDI ARABIA**

أنت الآن في

Hall 5

& Mega
age
منصة الملاعب والفقر

age
ال

مدينة محمد بن سلمان
Mohammed Bin Salman City
Nonprofit غير الربحية

END OF THE JOURNEY



اكتشف مدينة مسك

MISK CITY - CITYSCAPE GLOBAL
RIYADH - SAUDI ARABIA
SPACE 699 SQM

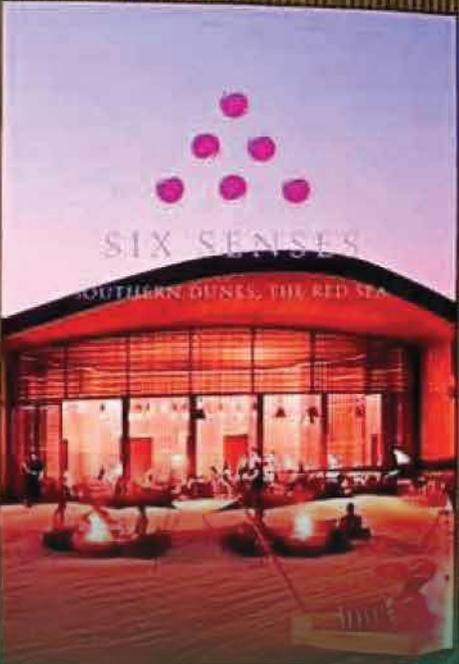


مدينة محمد بن سلمان
Mohammed Bin Salman City
Nonprofit
غير الربحية

**MISK CITY - CITYSCAPE GLOBAL
RIYADH - SAUDI ARABIA**



البحر الأحمر العالمية
Red Sea Global



**RED SEA GLOBAL BOOTH IN CITYSCAPE 2023
RIYADH - SAUDI ARABIA**



صندوق
Development
Fund
التنمية
السياحي

صندوق
Development
Fund
التنمية
السياحي

**TOURISM DEVELOPMENT FUND - BIBAN 24
RIYADH - KSA**



NEW MURABBA

NEW MURABBA

**A GATEWAY TO
ANOTHER WORLD**

where energy is opportunity™

**NEW MURABBA - SMART CITY EXPO
BARCELONA - SPAIN**

International Project



**BSF - CITYSCAPE GLOBAL 2024
RIYADH - SAUDI ARABIA**



TOURISM DEVELOPMENT FUND - IHIF BERLIN - GERMANY

International Project



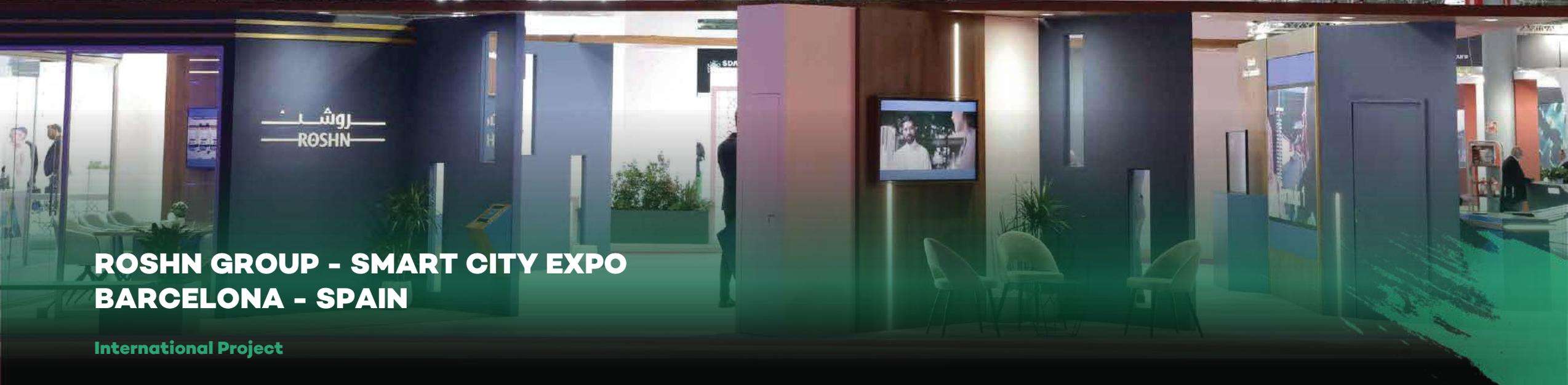
MAPIC 2024 - DIRIYAH COMPANY
CANNES - FRANCE

SPACE 220 SQM
International Project



**MAPIC 2024 - DIRIYAH COMPANY
CANNES - FRANCE**

International Project



ROSHN GROUP - SMART CITY EXPO BARCELONA - SPAIN

International Project

مجموعة روشن
ROSHN GROUP



مجموعة روشن
ROSHN GROUP

مجموعة روشن
ROSHN GROUP

**ROSHN GROUP - RESTATEX 2025
RIYADH - SAUDI ARABIA**

وصلت خير
ريستاتيكس
RESTATEX
Riyadh 2025
وصول خير

ريستاتيكس
RESTATEX
Riyadh 2025
وصول خير

ريستاتيكس
RESTATEX
Riyadh 2025
وصول خير

ريستاتيكس
RESTATEX
Riyadh 2025
وصول خير



الدورة
الحادية
عشر



منتدى الرياض الاقتصادي
RIYADH ECONOMIC FORUM

الرياض
الاقتصاد
والإدارة

**RIYADH ECONOMIC FORUM THE 11TH
RIYADH, SAUDI ARABIA**



**INTERNATIONAL CONFERENCE ON CONJOINED TWINS 2024
RIYADH, SAUDI ARABIA**



MINISTRY OF EDUCATION PARTICIPATION AT BETT LONDON, UK

International Project



INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 MUNICH, GERMANY

SPACE 395 SQM
International Project



INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 - NEW MURABBA MUNICH, GERMANY

International Project

استثمر في السعودية
**INVEST
SAUDI**



استثمر في السعودية
**INVEST
SAUDI**

DIRIYAH
The City of Earth



DIRIYAH — THE CITY OF EARTH
DIRIYAH — THE CITY OF EARTH

**expo
real**

DIRIYAH
THE CITY OF EARTH

INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 - DIRIYAH STAND MUNICH, GERMANY

International Project

استثمر في السعودية
**INVEST
SAUDI**



REGA
البنك السعودي للتجارة والتمويل



REGA
البنك السعودي للتجارة والتمويل



**INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 - REGA STAND
MUNICH, GERMANY**

International Project



INVEST SAUDI PARTICIPATION AT EXPO REAL 2024 - ROSHN STAND MUNICH, GERMANY

International Project



**BSF PARTICIPATION AT FINTECH 2024
RIYADH, SAUDI ARABIA**

 **BSF**



حاولنا المصرفية المصممة
لك تطلق العنان لتحقيق
طموحك وأهدافك

 BSF

**BSF PARTICIPATION AT FINTECH 2024
RIYADH, SAUDI ARABIA**



استثمر في السعودية
INVEST SAUDI

EXPLORE
THE KINGDOM OF
OPPORTUNITIES

استثمر في السعودية
INVEST SAUDI

SAUDI ARABIA
WHERE OPPORTUNITY
MEETS VISION

Diriyah Company delivering
Saudi Arabia's foremost culture
and festive destination

DIRIYAH
THE CITY OF HISTORY
NEOM



MIPIM 2025 - INVEST SAUDI CANNES - FRANCE

SPACE 2400 SQM
International Project



MIPIM 2025 - INVEST SAUDI CANNES - FRANCE

International Project



**MIPIM 2025 - DIRIYAH
CANNES - FRANCE**

International Project



**MIPIM 2025 - NEW MURABBA
CANNES - FRANCE**

International Project



THE LINE

ROJENA

LAKE

THE LINE

على منصات الواقع الافتراضي
VR OF THE LINE

**MIPIM 2025 - NEOM
CANNES - FRANCE**

International Project



INVEST SAUDI - INVESTORS DINNER AT MIPIM 2025 CANNES - FRANCE

International Project



استثمر في السعودية
INVEST SAUDI



حديقة الملك سلمان
King Salman Park



**MIPIM 2024 - INVEST SAUDI PAVILIONS
CANNES - FRANCE**

SPACE 1430 SQM
International Project



**MIPIM 2024 - NEW MURABBA , PAVILION C20
CANNES - FRANCE**

International Project



**MIPIM 2024 - INVEST SAUDI PAVILIONS
CANNES - FRANCE**

International Project



ROSHN is committed to:

- Applying sustainable standards and environmental practices
- Contributing to Saudi Vision 2030 objectives by reducing its carbon footprint and increasing Green areas
- Roshn is committed to achieving **SUSTAINABLE**

ALFULWA

ROSHN's sustainable community with landmark Premium Properties in the Kingdom's Eastern Province

SA. 1.64M SQM
Total Area

25-30
Number of Floors

3.10.20M SQM
Residential Area

+12.0M RESIDENTS
Annual Population

+20K RESIDENTS
Daily Demand

0.64M SQM
Amenities



WE ESTABLISHED ROSHN TO SET THE STANDARD OF THE REAL ESTATE SECTOR

MARAFY

ROSHN's first residential project with a groundbreaking architectural concept and a fully integrated infrastructure

4.8
Floors

<50K
Total Area

47.000 SQM
Residential

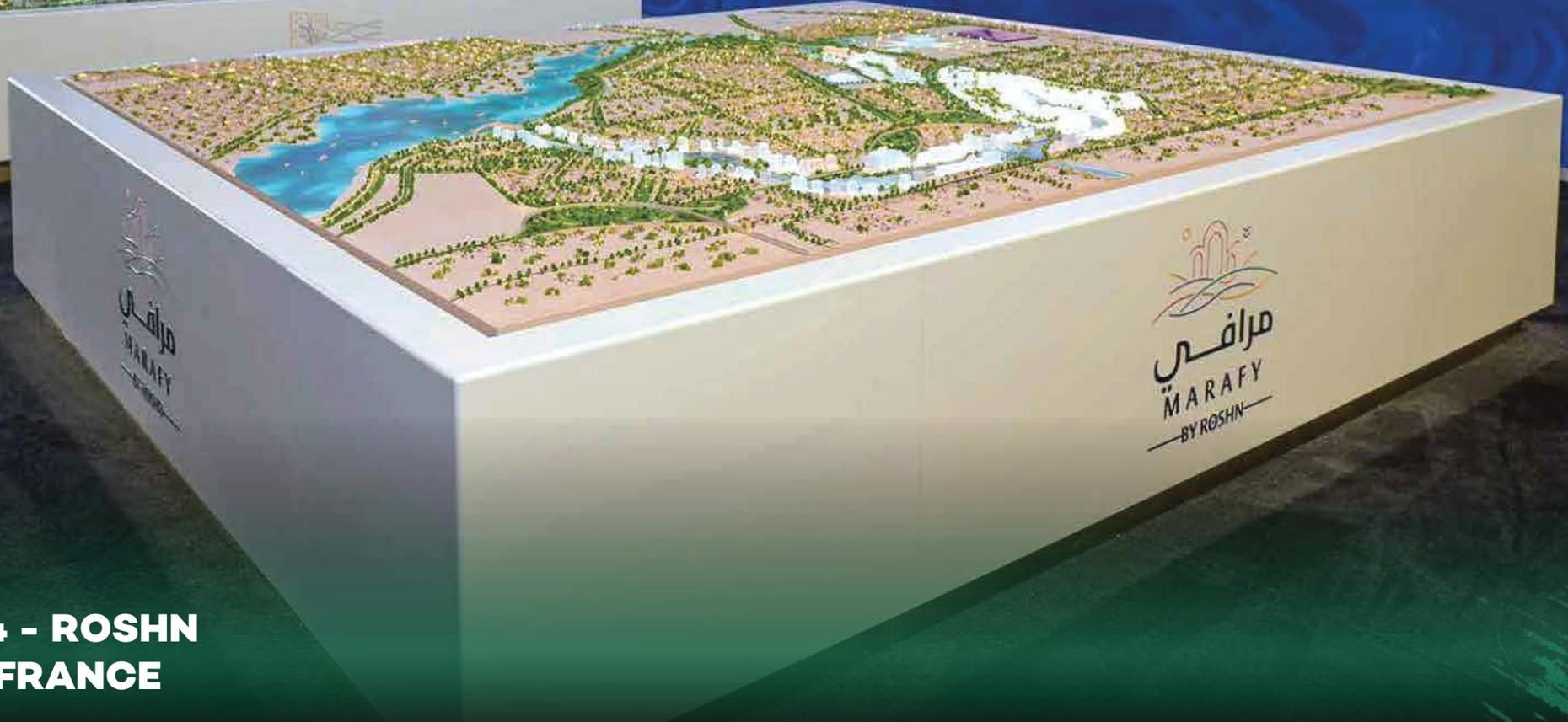
+10M RESIDENTS

Daily Population

300K SQM

Total Area

Residential



**MIPIM 2024 - ROSHN
CANNES - FRANCE**

International Project

ENCE

THE LINE



THE LINE



**MIPIM 2024 - NEOM
CANNES - FRANCE**

International Project



DIRIYAH
THE CITY OF EARTH

DIRIYAH
THE CITY OF EARTH

MIPIM 2024 - DIRIYAH
CANNES - FRANCE

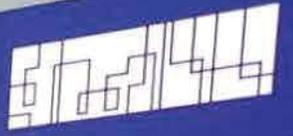
International Project



**MIPIM 2024 - KING SALMAN PARK
CANNES - FRANCE**

International Project

هيئة فنون العمارة والتصميم
Architecture and Design Commission



ميثاق
الملك
سلمان
البحرين

King Salman Charter for Architecture and Urbanism

We aim for urban planning that serves our country and preserves its authenticity in both the short and long term.



The Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al-Saud

The Charter and Salmani Architecture

Consolidating the Salmani design philosophy as a foundation for future architectural and planning strategies, extending its influence beyond the borders of the Najd region



Project Stages That Can Apply The Charter

- Commission
- Research, Engagement
- Observation
- Collaboration
- Proposal
- Development
- Implementation, Registration and Celebration



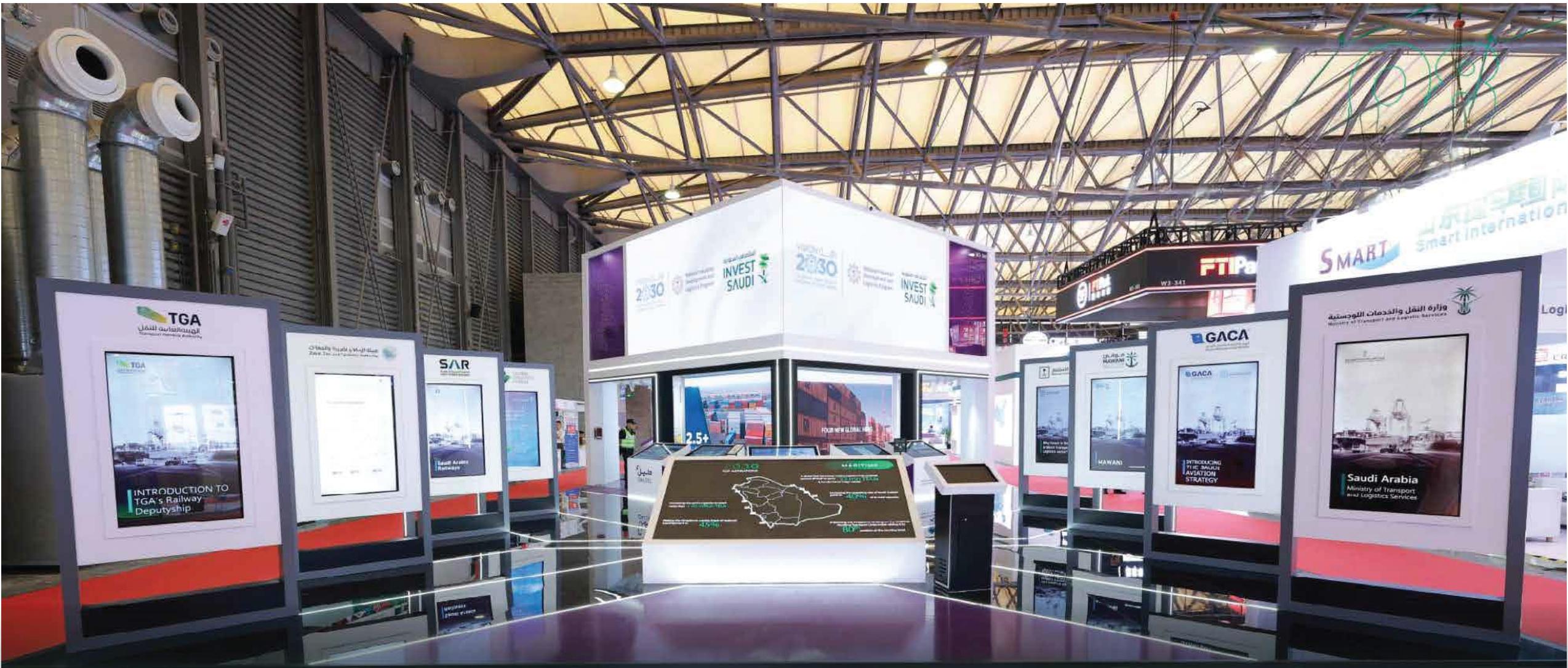
**MIPIM 2024 - ARCHITECTURE AND DESIGN COMMISSION
CANNES - FRANCE**

International Project



NIDL - INVEST SAUDI PARTICIPATION TRANSPORT LOGISTIC 2023 MUNICH, GERMANY

International Project



NIDL - TRANSPORT LOGISTIC EXPO 2024 Shanghai - China

International Project



**NIDL - INVEST SAUDI PARTICIPATION TRANSPORT LOGISTIC 2023
MUNICH, GERMANY**

International Project



**COMMUNICATIONS, SPACE & TECHNOLOGY 2023
COMMISSION ANNUAL EVENT**



أنتم صناعها You are the Champions

**GENERAL AUTHORITY FOR MILITARY 2023
INDUSTRIES ANNUAL EVENT**



**ROSHN'S BOOTH AND ACTIVATION
IN RIYADH MARATHON**



الهيئة العامة للصناعات العسكرية
General Authority for Military Industries



Prosperity
through Security

أمن مستقر لوطن مزدهر



GAMI - FARNBOROUGH INTERNATIONAL AIRSHOW FARNBOROUGH - UK

International Project



الهيئة العامة للصناعة العسكرية
General Authority for Military Industries

الهيئة العامة للصناعة العسكرية
General Authority for Military Industries
SAMI



GACA

الهيئة العامة للطيران المدني
General Authority of Civil Aviation

WELCOME ABOARD..
TAKE A STEP INTO THE FUTURE!

GAMI PARTICIPATION INTERNATIONAL PARIS AIRSHOW PARIS - FRANCE

International Project



صندوق التنمية السياحية
Tourism Development Fund

صندوق التنمية السياحية
Tourism Development Fund

خطوات المستثمر في مشروع سدرا التامة

الخطوة الرابعة

الخطوة الثالثة

الخطوة الثانية

الخطوة الأولى

**TOURISM DEVELOPMENT FUND BOOTH AT FURAS EXHIBITION 2023
RIYADH - SAUDI ARABIA**



MONSHAAT AND INVEST SAUDI VIVA TECH EXPO PARIS - FRANCE

International Project



**NATIONAL CYBERSECURITY WEEK
RIYADH - SAUDI ARABIA**



Qiddiya
ASA



وزارة الدفاع
MINISTRY OF DEFENSE



وزارة الدفاع
MINISTRY OF DEFENSE

**MINISTRY OF DEFENCE - ASTEPAHEAD
RIYADH - SAUDI ARABIA**



الهيئة العامة
للصناعات العسكرية
General Authority
for Military Industries

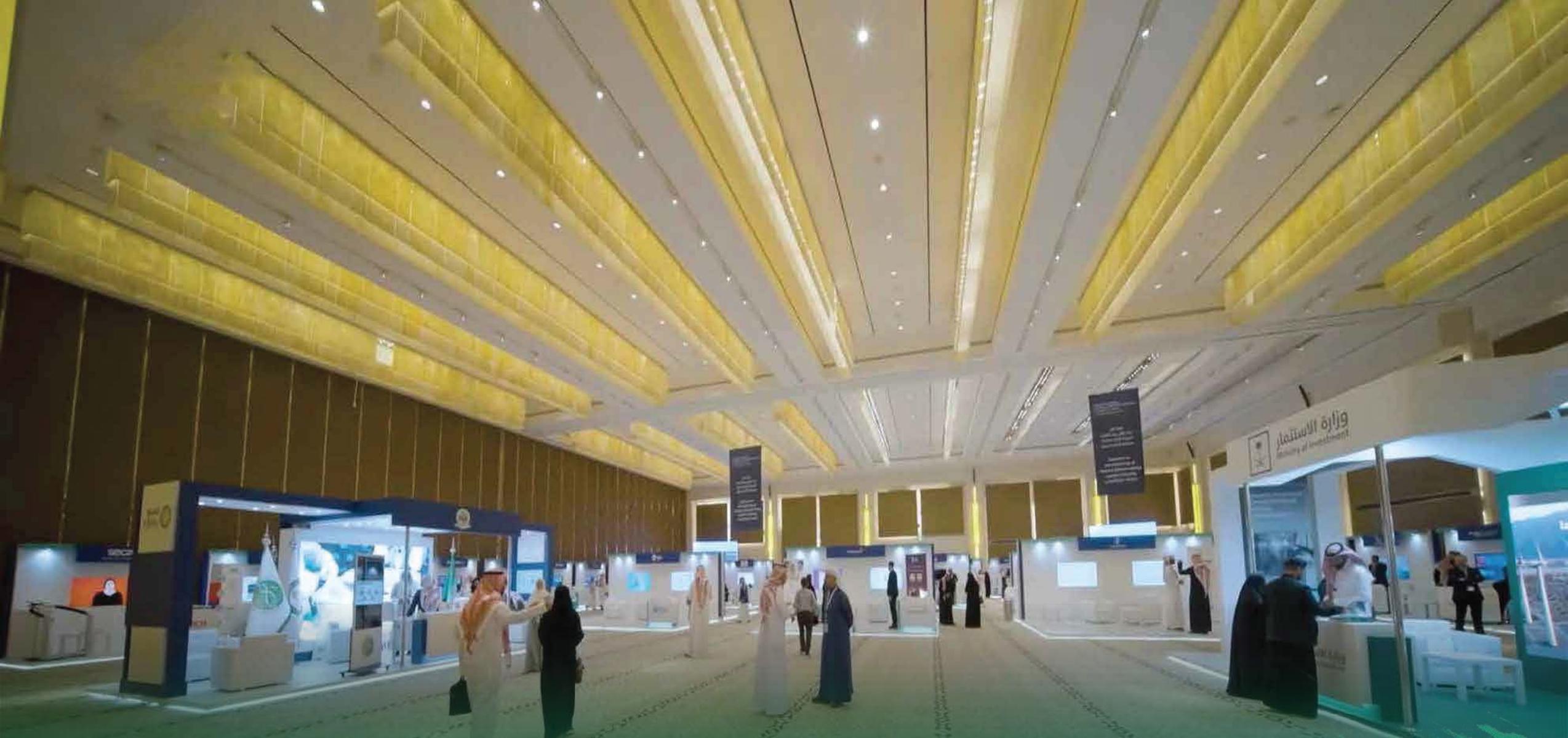


التعاونية
Tawuniya



الهيئة العامة للصناعات العسكرية
General Authority for Military Industries

**GAMI - ASTEPAHEAD
RIYADH - SAUDI ARABIA**



RIYADH GLOBAL MEDICAL BIOTECHNOLOGY SUMMIT EXHIBITION 2023
RIYADH - SAUDI ARABIA



**SAUDI ITALIAN INVESTMENT FORUM
RIYADH - SAUDI ARABIA**



**NATIONAL DAY 92 VIDEO MAPPING & PUBLIC EVENT
RIYADH - SAUDI ARABIA**



TAIF SEASON
TAIF - SAUDI ARABIA



2022 한-사우디 투자 포럼
KOREAN-SAUDI INVESTMENT FORUM 2022
November 17(Thu.), 2022 | KCCI Grand Hall (B2)

Opening Remarks

H.E. Khalid AlFalih
Minister of Investment of the Kingdom of Saudi Arabia
Co-Chair Saudi-Korean Vision 2030 Committee

2022 한-사우디 투자 포럼
KOREAN-SAUDI INVESTMENT FORUM 2022
November 17(Thu.), 2022 | KCCI Grand Hall (B2)

**SAUDI KOREAN INVESTMENT FORUM
SEOUL - SOUTH KOREA**

International Project



**NEOM CYBERSECURITY WEEK
NEOM - SAUDI ARABIA**

SAR

الهيئة العامة للنقل
TRANSPORT GENERAL AUTHORITY



Exceeding Expectations



SAR'S PARTICIPATION INNOTRANS 2022 BERLIN, GERMANY

International Project



SAUDI ARAMCO WA'ED PROGRAM



Samruk-Kazyna and portfolio companies



















**SAUDI KAZAKHSTAN INVESTMENT FORUM
JEDDAH - SAUDI ARABIA**



REGIONAL HUB RIYADH

Kingdom of Saudi Arabia

#ICCAWorld
#TransformingTogether

events.iccaworld.org/congress2020



REGIONAL HUB RIYADH

Kingdom of Saudi Arabia
#ICCAWorld

**ICCA CONGRESS
GLOBAL ASSEMBLY OF
EXHIBITIONS AND CONFERENCES**





**CLOSING CEREMONY OF
KING ABDULAZIZ CAMEL FESTIVAL KACF**



**OPENING CEREMONY OF
SOUK OKAZ MINISTRY OF TOURISM (TAIF)**



**ROSHN F1 SAUDI ARABIA GRAND PRIX PADDOCK CLUB
JEDDAH - SAUDI ARABIA**



**ROSHN Q3 TOWNHALL
RIYADH - SAUDI ARABIA**



**ROSHN FAN ZONE - FORMULA 1 STC SAUDI ARABIAN GRAND PRIX 2023
JEDDAH - SAUDI ARABIA**

GDC
MIDDLE EAST
Public Investment Fund
مستقبل الاستثمارات العامة

GDC
MIDDLE EAST
Public Investment Fund
مستقبل الاستثمارات العامة

تواصل جهودنا

AIMD Capability
Reduced reliance on OEMs to reduce costs to programmes



**GULF DEVELOPMENT COMPANY
MIDDLE EAST BOOTH - WORLD DEFENSE SHOW 2022
RIYADH - SAUDI ARABIA**



GULF DEVELOPMENT COMPANY - MIDDLE EAST BOOTH - DUBAI AIR SHOW 2021
DUBAI - U.A.E.
International Project



**GULF DEVELOPMENT COMPANY - MIDDLE EAST CHALET - DUBAI AIR SHOW 2021
DUBAI - U.A.E.**

ARABIAN LEOPARD CELEBRATION TRAIL ALULA



CATWALK & TRAILS
ARABIAN
LEOPARD
CELEBRATION TRAIL
ALULA

ALULA

CAT
MOS
PHE
RE

**ARABIAN LEOPARD CELEBRATION TRAIL
AL ULA - SAUDI ARABIA**

Tourism Development Fund
صندوق التنمية السياحي



أ. عبدالله الدحمان
مدير أول في إدارة الاستثمارات البديلة -
صندوق التنمية السياحي

أ. فراس السبيري
مدير عام تغطية المنشآت
المتوسطة والصغيرة - صندوق
التنمية السياحي

أ. سليمان الجاسر
مدير للشركات الاستراتيجية
وتطوير الأعمال - البنك
العربي الوطني

أ. رفيع فرعون
مستشار محفل تطوير أعمال - كفاءة



DISCOVER BEYOND TAIF
TAIF, SAUDI ARABIA

Discover
الطائف

قصص النجاح



لولة الحادي
كشنة حساوية



عيسى الأقب
قهوة وكف



علي بو خمسين
عطعم دار بسة



مُحاور الجلسة
محمد الموسى

صندوق التنمية السياحي
Tourism Development Fund

صندوق التنمية السياحي
Tourism Development Fund



**TDF - DISCOVER BEYOND AL AHSA
AL AHSA - SAUDI ARABIA**



**DISCOVER BEYOND ASEER
ABHA - SAUDI ARABIA**



برامج الدعم المقدمة للمنشآت الصغيرة والمتوسطة

صندوق التنمية السياحية
Tourism Development Fund



صيف الحاسنة
أ. عبدالعزیز الشوان
مساعد الرئيس التنفيذي لمطار الإحساء
بيت المسكن الصحية والتنمية



صيف الحاسنة
أ. عبدالله التيجان
مستشار التران في بومبو حاسنة



صيف الحاسنة
سلطان الشبوي
مدير عام إدارة الحاسنة
حسنة الحاسنة حاسنة



صيف الحاسنة
أ. عبدالله العجمان
مستشار مدير عام منطقة الحاسنة
حسنة الحاسنة حاسنة



صيف الحاسنة
محمد الموسى



DISCOVER BEYOND ASEER
ABHA - SAUDI ARABIA



صندوق التنمية
Tourism Development Fund



صندوق التنمية
Tourism Development Fund



صندوق التنمية
Tourism Development Fund



صندوق التنمية
Tourism Development Fund

SAR
الخطوط الحديدية السعودية
SAUDI ARABIA RAILWAYS

سكك
مستدامة
SUSTAINABLE
RAILWAYS

//

اليوم ندشن الحقبة الخضراء الجديدة للمنطقة نقودها
ونقطف ثمارها سوياً، إيماناً منا بأن أثر التغير المناخي لا
تقتصر على البيئة الطبيعية فقط بل تشمل الاقتصاد والأمن.

حسب الدعوة الموجهة من قبل
الوزير محمد بن سلمان
الملك سلمان بن عبدالعزيز آل سعود



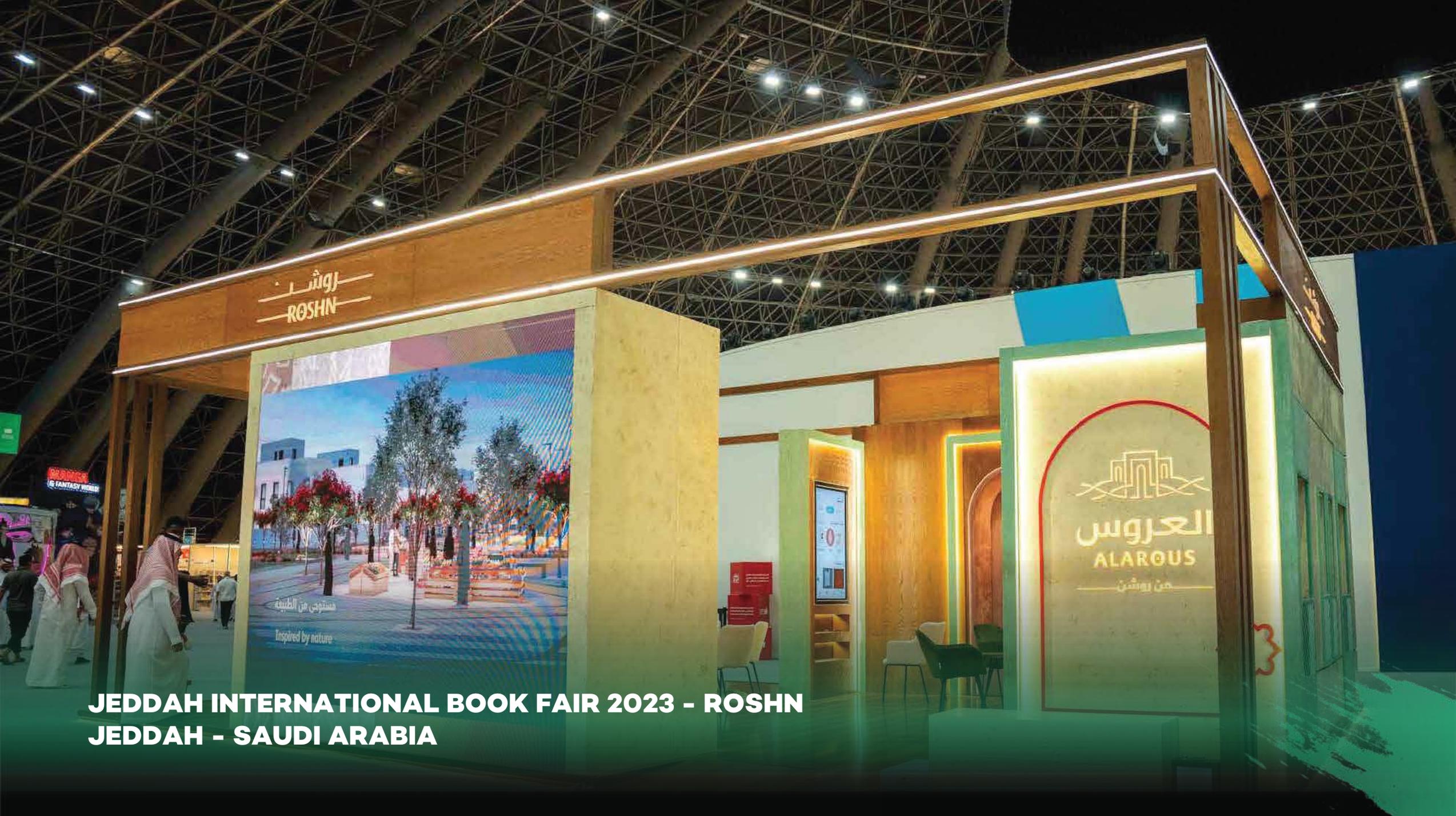
**SAR HYDROGEN TRAIN SIMULATION
RIYADH - SAUDI ARABIA**



INVEST SAUDI PARTICIPATION IN THE INTERNATIONAL GPCA 17 EXHIBITION DOHA - QATAR
International Project



**RIYADH INTERNATIONAL BOOK FAIR 2023 - ROSHN
RIYADH - SAUDI ARABIA**



روشن
ROSHN



**JEDDAH INTERNATIONAL BOOK FAIR 2023 - ROSHN
JEDDAH - SAUDI ARABIA**



**NCA - INTRODUCTORY MEETING ON THE 2023 NATIONAL PLAN FOR
CYBERSECURITY
RIYADH - SAUDI ARABIA**



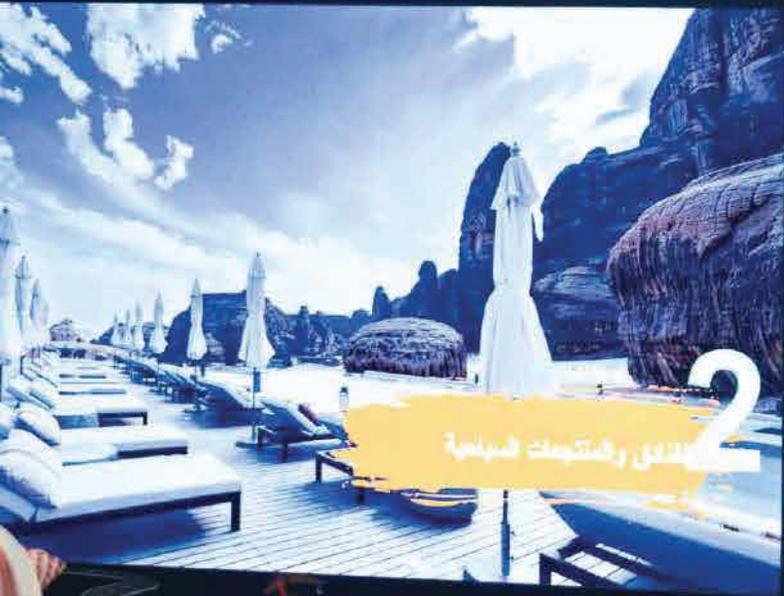
الهدف
السنوي
2023
Annual Ceremony 2023

NIDLP - ANNUAL CEREMONY 2023
RIYADH - SAUDI ARABIA



**TDF - DISCOVER BEYOND AL AHSA
AL AHSA - SAUDI ARABIA**

صندوق التنمية السياحي
Tourism Development Fund



حي الفبرص
جتاك في ختاك

TDF - DISCOVER BEYOND AL AHSA
AL AHSA - SAUDI ARABIA

صندوق التنمية السياحي
Tourism Development Fund

Devel

مبات

يوم التأسيس
Saudi Founding Day
— 1727 / 1139 هـ —



اللقاء السنوي
Annual Gathering



أنتهم
صناعها
2024

**GAMI ANNUAL MEETING / FOUNDING DAY
RIYADH - SAUDI ARABIA**

كلمه الرئيس التنفيذي

د. بشار خالد المالك
الرئيس التنفيذي للخطوط
الحديدية السعودية



**SAR - ANNUAL MEETING
RIYADH - SAUDI ARABIA**



لنبدا بالتغيير!



**BSF NEW IDENTITY REVEAL
BIENNALE, DIRIYAH, SAUDI ARABIA**



PANEL DISCUSSION

UPDATE ON THE KEY DEVELOPMENT PLANS OF SAUDI GIGA PROJECTS, THE THEN, HERE, AND NOW!

Moderator

-  **Ed James**
Head of Content & Research MEA
MEED / GlobalData
-  **Dr Fahad Bin Mushtayt**
CEO
ASPAR
-  **Mohamed Saad**
President
Dhiyah Development Company
-  **Giles Pendleton**
Chief Operating Officer
THE LINE
-  **Oussama Kabballi**
Group Chief
Development Officer
ROSHN
-  **Salman Alhubeis**
Executive Director
of Delivery
New Alrabba



**SAUDI GIGA PROJECTS AND MENA CONSTRUCTION SUMMIT 2024 - MEED
RIYADH - SAUDI ARABIA**





**MEPC' S BOOTH - WORLD DEFENSE SHOW 2024
RIYADH - SAUDI ARABIA**

روشن
ROSHN

نحيي الحماس لمجتمعٍ صحي
Igniting Excitement for a Healthy Community

نحيي الحماس لمجتمعٍ صحي
Igniting Excitement for a Healthy Community

ROSHN EXHIBITION

ROSHN EXHIBITION

ROSHN - RIYADH MARATHON 2024
RIYADH - SAUDI ARABIA





حوار المدن العربية الأوروبية
ARAB EUROPEAN CITIES DIALOGUE
Riyadh 2025

**RIYADH REGION MANIPULACY – ARAB EUROPEAN CITIES DIALOGUE 2025
RIYADH**



**RIYADH REGION MANIPULACY – ARAB EUROPEAN CITIES DIALOGUE 2025
RIYADH**



حوار المدن العربية الأوروبية
ARAB EUROPEAN CITIES DIALOGUE
Riyadh 2025

مدن العربية الأوروبية
ARAB EUROPEAN CITIES D
Riyadh 2025

حوار المدن العربية الأ
EUROPEAN CITIES DIALOGUE
Riyadh 2025

**RIYADH REGION MANIPULACY – ARAB EUROPEAN CITIES DIALOGUE 2025
RIYADH**



**RIYADH REGION MANIPULACY – AECD CITIES LEADERS ROUNDTABLE 2025
RIYADH – SAUDI ARABIA**



**MEED - SAUDI GIGA PROJECTS 2025
RIYADH - SAUDI ARABIA**



MINISTRY OF FOREIGN AFFAIRS - MINISTERIAL MEETINGS OF THE GULF COOPERATION COUNCIL AND PARTICIPATING COUNTRIES 2025 - MAKKA - SAUDI ARABIA



NIDLP PARTICIPATION AT TRANSPORT LOGISTIC 2025 GERMANY MUNICH

International Project

استثمر في السعودية
INVEST SAUDI X

Discover the World's Fastest-Rising
Startup Ecosystem.
Saudi Arabia – Startup Ecosystem
Country of the Year, 2025.

Discover the World's Fastest-Rising
Startup Ecosystem.
Saudi Arabia – Startup Ecosystem
Country of the Year, 2025.

Discover the World's Fastest-Rising
Startup Ecosystem.
Saudi Arabia – Startup Ecosystem
Country of the Year, 2025.

A land of Code, Capital, and Courage

EJARI
إيجاري

penny
مكس

Way to Opportunity.
Only our innovators.



Home to Talent. Getaw
From Riyadh to the world
receiving globally.

Sakasa
سكاسا

BRKZ

A land of Code, Capital, and Courage

ntdp

برنامج
التعاون
لتنمية
تقنية
المعلومات
National Technology Entrepreneurship Program

code

مركز
ريادة
الأعمال
الرقمية
CENTER OF DIGITAL ENTREPRENEURSHIP

NTDP PARTICIPATION AT VIVATECH 2025 PARIS - FRANCE

International Project



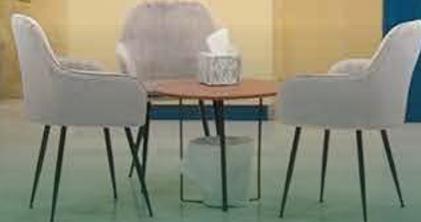
MONSHA'AT PARTICIPATION AT VIVATECH 2025 PARIS - FRANCE

International Project



الإقامة المميزة
Premium Residency

Live
Saudi



Premium Residency Participation at VIVATECH 2025 Paris - France

International Project



Premium Residency Participation at VIVATECH 2025 Paris - France

International Project



**NEW MURABBA FORUM 2025
SEOUL - SOUTH KOREA**

International Project



NEW MURABBA



**NEW MURABBA FORUM 2025
SEOUL - SOUTH KOREA**

International Project



**DIRIYAH RLC GALA DINNER
RIYADH - SAUDI ARABIA**



USTTI is partnering with GCF

to deliver a program to advance women's leadership in cybersecurity globally

USTTI

GLOBAL CYBERSECURITY FORUM

GLOBAL CYBERSECURITY FORUM

**Global Cyber forum 2025
New York**

International Project



Global Cyber forum 2023 Belgium , Brussels

International Project

COMeUP

GLOBAL STARTUP
FESTIVAL 2023

INVEST SAUDI
INVEST SAUDI

**ComeUP 2023- Monshaat
Seoul - Korea**

International Project



منشآت
monsha'at
الهيئة العامة لتنظيم قطاع الاتصالات
and Media, Enterprise General Authority



Monshaat Participation at Switch 2023 Singapore

International Project



د. شريفة الراجحي
مدير الجلسة



فهد الدوسري
رئيس الهيئة العامة للإحصاء



Steve MacFeely
كبير الإحصائيين بمنظمة التعاون
الاقتصادي والتنمية



Stefan Schweinfest
مدير شعبة الإحصاءات UNSD/DESA



Rafael Diez de Medina
كبير الإحصائيين في منظمة
العمل الدولية



حنان منصور أهلي
مدير المركز الاتحادي للتنافسة
الإحصاء في الإمارات العربية المتحدة



Saudi Statistics Forum 2025
Riyadh - Saudi Arabia



منتدى الرياض الدولي الإنساني الرابع
4th RIYADH INTERNATIONAL HUMANITARIAN FORUM
(RIHF)
24-25 Feb 2025



مركز الملك سلمان للإغاثة والأعمال الإنسانية
KING SALMAN HUMANITARIAN AID & RELIEF CENTRE

10
عاشور من الصلوة
Years of Giving

**4th Riyadh international humanitarian Forum
Riyadh - Saudi Arabia**



**4th Riyadh international humanitarian Forum
Riyadh - Saudi Arabia**



Diriyah Sales Center Pop-Up 2025
Diriyah - Saudi Arabia



**NCA Awareness Pop Up 2024
Riyadh - Saudi Arabia**



**SILZ - Logistics Private Sector Engagement Council Project
Riyadh - Saudi Arabia**



**MEPC Participation at World Defense Show 2023
Riyadh - Saudi Arabia**



SAR
سكك حديد المملكة العربية السعودية
SAUDI ARABIA RAILWAYS

عيد مبارك
Eid Mubarak

السكك الحديدية 109

القطار

**EID AL-FITR EVENT FOR SAUDI RAILWAYS 2024
RIYADH - SAUDI ARABIA**



مغادرون 1 Departure 1

SAR
الخطوط الحبيبية السعودية
SAUDI ARABIA RAILWAYS

عيد الأضحية
EID ADHA MUBARAK

**EID AL-ADHA EVENT FOR SAUDI RAILWAYS 2024
RIYADH - SAUDI ARABIA**



**FOUNDING DAY EVENT FOR SAUDI RAILWAYS
2024
RIYADH - SAUDI ARABIA**



**EID AL-ADHA EVENT – GENERAL AUTHORITY FOR MILITARY INDUSTRIES
2024
RIYADH - SAUDI ARABIA**



**BREAST CANCER CAMPAIGN – SAUDI RAILWAYS (SAR) 2024
RIYADH - SAUDI ARABIA**



**SAR PARTICIPATION AT SAUDI RAIL 2024
RIYADH - SAUDI ARABIA**



**ANNUAL DAY EVENT - SAR
RIYADH - SAUDI ARABIA**



**INVEST SAUDI - EXPO REAL 2025
MUNICH - GERMANY**



**INVEST SAUDI - EXPO REAL 2025
MUNICH - GERMANY**



البحر الأحمر العالمية
Red Sea Global



Red Sea Global



**OCEAN RACE - RED SEA GLOBAL
GENOVA ITALY**

Bridging Distances, Building Tomorrow

SAR
Saudi Arabian Railways

SAR
القطار السعودي
Saudi Arabian Railways

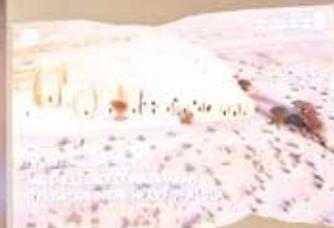
SAR

SAR

Bridging Distances
Building Tomorrow

SAUDI RAIL EXHIBITION 2025 - SAR
RIYADH, SAUDI ARABIA

الهيئة للهيئة للحفاظ على العلا
ROYAL COMMISSION FOR ALULA



أهلا بكم في
رحلة عبر الزمن

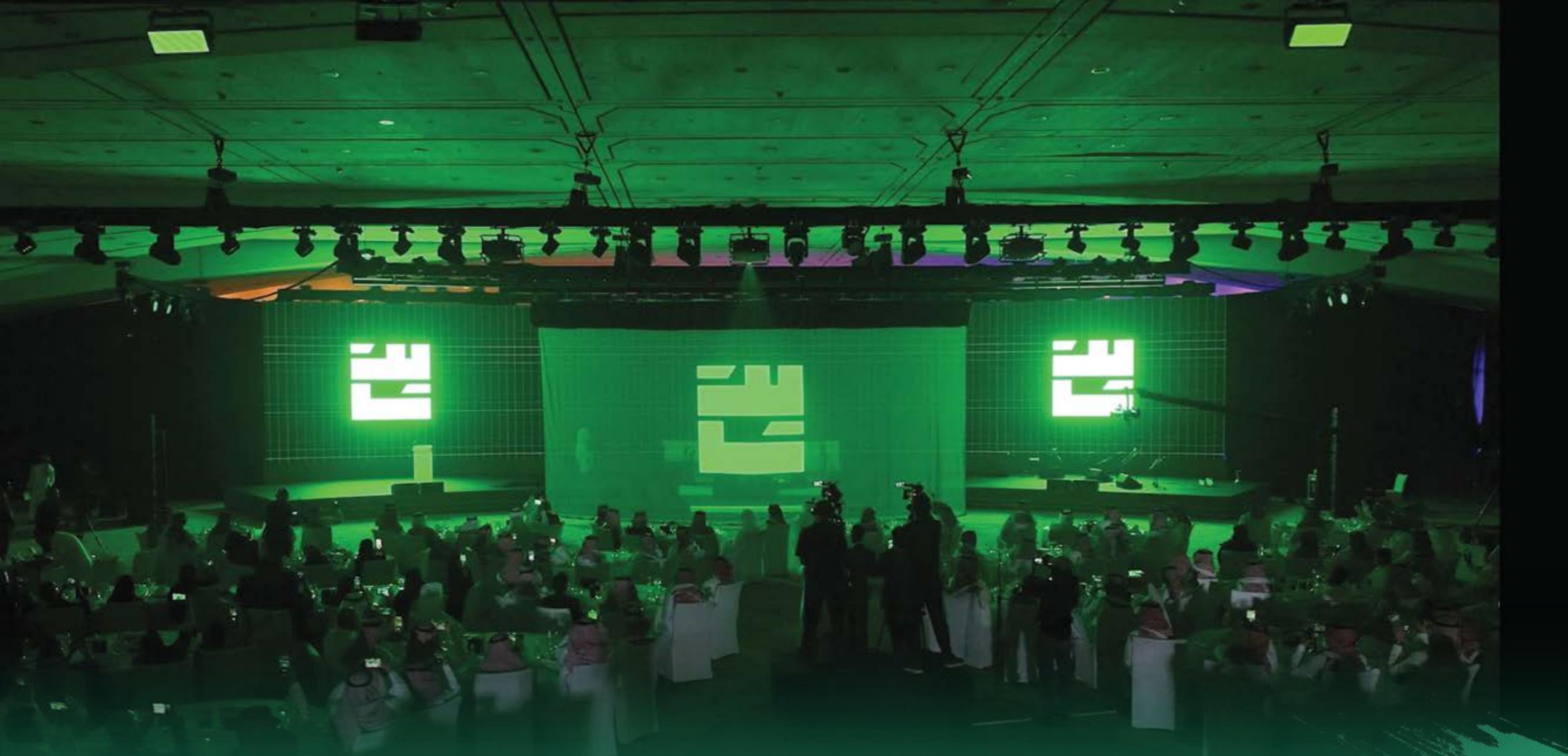
Welcome to a
Journey Through Time

الهيئة للهيئة للحفاظ على العلا
ROYAL COMMISSION FOR ALULA

SAUDI RAIL EXHIBITION 2025 - THE ROYAL COMMISSION FOR ALULA
RIYADH, SAUDI ARABIA



**NEW IDENTITY LAUNCHING- SITE
RIYADH, SAUDI ARABIA**



**NEW IDENTITY LAUNCHING- SITE
RIYADH, SAUDI ARABIA**



Site

**NEW IDENTITY LAUNCHING- SITE
RIYADH, SAUDI ARABIA**



**BSF - FANZONE
JEDDAH, SAUDI ARABIA**



**BSF - FANZONE
JEDDAH, SAUDI ARABIA**



**ROSHN-WORLD CUP ANNOUNCEMENT
JEDDAH, SAUDI ARABIA**



**INVEST SAUDI - MIPIM GALA DINNER
CANNE, FRANCE**



H.E. Dr. Akinwumi A. Adesina
President, African Development Bank Group

**BADEA - 50TH ANNIVERSARY
RIYADH, SAUDI ARABIA**



**RLC - GALA DINNER
DIRIYAH, SAUDI ARABIA**



**GHAYA - WORLD WITH PURPOSE DIRIYAH
DIRIYAH, SAUDI ARABIA**



ميزانية 2026
وزارة المالية
Ministry of Finance

التنمية المستدامة في ميزانية 2026



عبدالله السعيدان
مدير التحرير



محمد الدععان
مفوض للتحرير



فهد البراهيم
مفوض للتحرير والتحرير

2026 SAUDI BUDGET RELEASE FORM
RIYADH, SAUDI ARABIA



**NEW MURABBA - CITYSCAPE QATAR 2025
DOHA, QATAR**



المربع الجديد



Shaping
Riyadh's Future
Downtown

**NEW MURABBA - CITYSCAPE GLOBAL 2025
RIYADH, SAUDI ARABIA**



KAFD
مركز الملك عبدالعزيز
للدراسات والبحوث
المدنية

COVER
AL MADINAH
PIF COMPANY

Lounge
020

↑

مركز الملك عبدالعزيز
للدراسات والبحوث
المدنية

رؤية
مدن حياة

Commercial

Ilage
Abin

KAFD
مركز الملك عبدالعزيز
للدراسات والبحوث
المدنية

KAFD
مركز الملك عبدالعزيز
للدراسات والبحوث
المدنية

**KAFD - CITYSCAPE GLOBAL 2025
RIYADH, SAUDI ARABIA**



**REDSEA GLOABL - CITYSCAPE GLOBAL 2025
RIYADH, SAUDI ARABIA**



SAR Annual 2026
RIYADH, SAUDI ARABIA



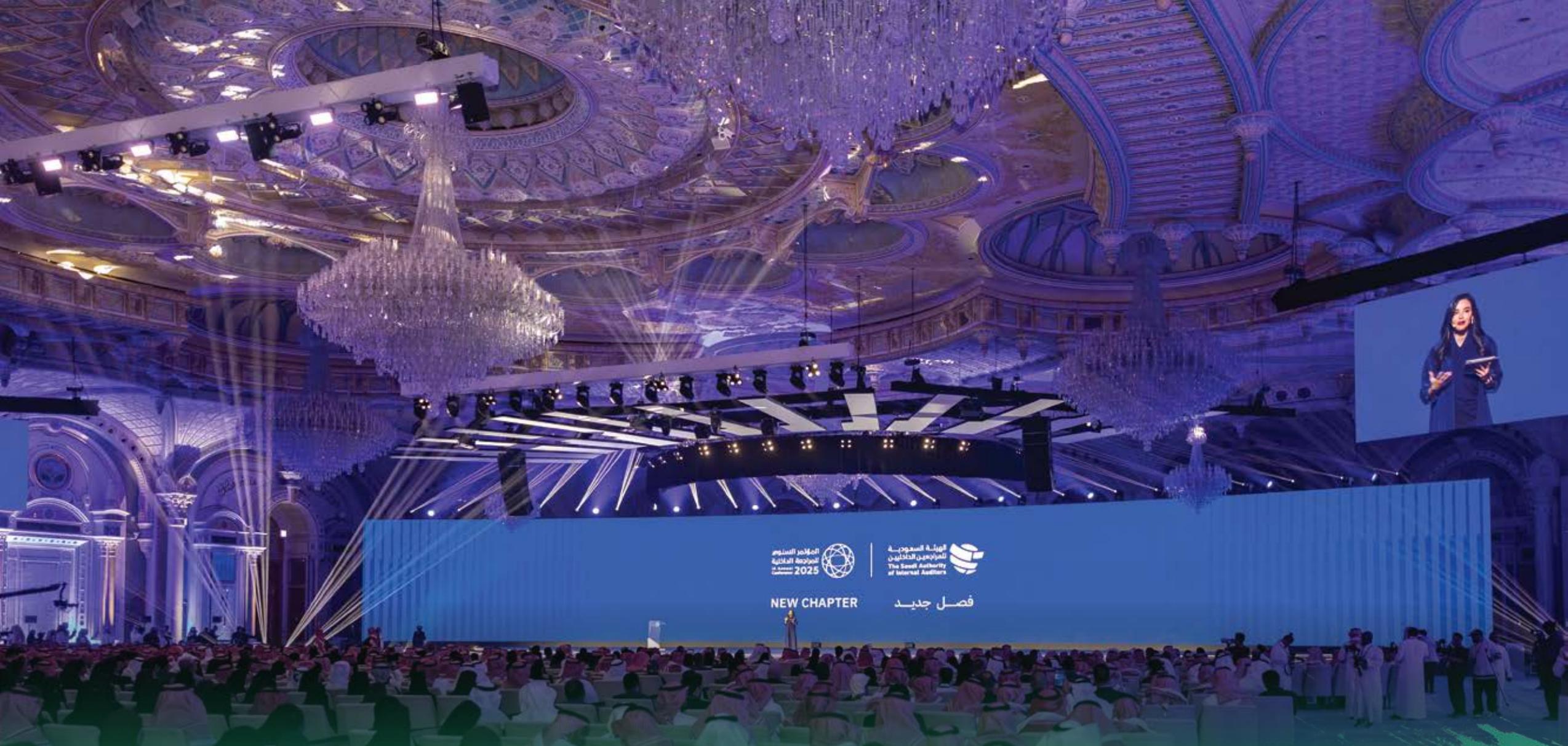
SAR ANNUAL 2026
RIYADH, SAUDI ARABIA



**NIDL - FMF 2026
RIYADH, SAUDI ARABIA**

An aerial night view of an outdoor event space. In the foreground, there are two rectangular swimming pools with blue water, illuminated from below. Between the pools is a lounge area with a red patterned rug, a white chair, and a lantern. The middle ground features several lounge areas with white sofas and cushions, where people are sitting. A large white tent is set up on the right side, with people gathered around it. The background shows a large green field with palm trees and a building with lights. The sky is dark, and the overall atmosphere is festive and well-lit.

ESNAD @ FMF 2026
RIYADH, SAUDI ARABIA



المؤتمر السنوي
المرحلة الثالثة
2025



الهيئة السعودية
للمراجعة الداخلية
The Saudi Authority
of Internal Auditors



NEW CHAPTER

فصل جديد

**THE SAUDI AUTHORITY OF INTERNAL AUDITORS - SAIA - INTERNAL AUDITORS ANNUAL CONFERENCE
RIYADH, SAUDI ARABIA**



**SBF - PHASE 2 OPENING & ACTIVATION
RIYADH, SAUDI ARABIA**



VISION 2030
برنامج جودة الحياة
QUALITY OF LIFE PROGRAM

المصقار
Falconry

نسيج السدو
Sadu Weaving

Wid

Quality of Life Program - World Defense Show
RIYADH, SAUDI ARABIA



Ministry of Defense - World Defense Show
Riyadh - Saudi Arabia

11

OUR STRATEGIC PARTNERS

enso believes in well-grounded partnerships fused with synergy and creative buzz. If you are launching your brand or planning your next event, there's only one place to go and that's **enso**.



11

OUR STRATEGIC PARTNERS

The international trade fair industry finds its vibrant hub in the bustling **Stuttgart region**. This prominent location sets the stage for over 60 trade fairs, complemented by a diverse range of more than 100 congresses and events held annually. A worldwide presence is maintained through a comprehensive **network** of foreign representatives spanning 51 countries.



Messe Stuttgart

68

Trade Fairs
Organized

51

Countries
Covered

147

Million attendees

11

OUR STRATEGIC PARTNERS

Operating for an impressive **66 years**, MEED stands as a renowned senior management media brand encompassing a subscription website, magazine, executive conferences, summits, awards programs, **MEED Projects**, and **MEED Insight**. Serving as the world's leading source of Middle East business intelligence, **MEED** has been delivering valuable information, news, and analysis on the region's economies and activities since its establishment in **1957**.

MEED

Middle east business intelligence since 1957

23

Offices
Worldwide

18

Sectors Covered
across all
business units

3500

Scientists, analysts,
journalists, editors
and researchers

12 TESTIMONIALS



Thank you for all your commitment and support during the Japanese Roundtable and Turkish Business Forum. You were a partner in the success of both events!

**MINISTRY OF INVESTMENT
SAUDI ARABIA**



Thank you immensely for your unwavering dedication, tireless efforts, and remarkable perseverance. Your diligent work surpassed all expectations, contributing significantly to the resounding success of the 92nd National Day.

**MINISTRY OF CULTURE,
MUSEUMS AUTHORITY**



Thank you for your incredible team! Their phenomenal efforts made it possible to create a truly wonderful experience for our guests. Their passion, enthusiasm, and hard work were instrumental in making the event successful and smooth.

**RITZ CARLTON, NATIONAL
CYBER SECURITY
AUTHORITY CONFERENCE.**



A sincere expression of gratitude for your exceptional and innovative efforts, as well as your ability to surpass the obstacles and challenges we faced. Your contribution played a pivotal role in the flawless execution of the task, and you are a significant factor in our success.

**TOURISM DEVELOPMENT
FUND**

13 OUR TEAM

The masterminds and leaders at Enso have been running successful shows for three booming decades. **Experience or expertise?** You don't have to choose. We have them both.



Saad Riad

Managing Director, PCO



ELIE DACCACHE

Business Development Director



Ebtessam Alfayez

Executive Director, PCO



ISLAM ABUIDRIS

Studio director



MAHMOUD RABAIA

Project Director



ALI ALBAKRI

Government Relations Director



FAISAL ALFURAYDI

Operations Director

13 OUR TEAM

The masterminds and leaders at Enso have been running successful shows for three booming decades. **Experience or expertise?** You don't have to choose. We have them both.



NOURA ALMOFAWEZ
Project Management Manager

With over 12+ years of experience in both the governmental and private sectors. She has executed and overseen prominent projects locally and internationally, including MIPIM for MISA, HKTDC, Riyadh Chamber, TDF, MOF, GASTAT, KSP.



ABDULLAH AL GHAMDI
Senior Project Manager

With a Bachelor's in Business Administration and 10+ years in project management across retail and telecom, he now focuses on risk strategy and process improvement.



ABDULRAHMAN AL ANAZI
Operations Specialist

With diplomas in Event Management and Power System Dispatching, excels in leadership, precision, and safety (IOSH). He brings hands-on expertise and commitment to every project.



MUBARAK BASAEED
Audio Visual Producer

Producer and director with 18+ years of experience and a Bachelor's in directing from Cairo's Higher Institute of Cinema. Member of Egypt's Cinema Professions Syndicate, trainer in Jeddah, and founder of production companies.

14 OUR CLIENTS

Industry leaders in the Kingdom have trusted us with their stories. NEOM, Land Messe Stuttgart, and the Ministry of Finance are just three names off a long list of pleased partners and clients





CONTACT US

INFO@ENSOMENA.COM

+966 (11) 472 9996

+966 (59) 424 3145

KING ABDULLAH RD, AL NUZHAH RIYADH, **KINGDOM OF SAUDI ARABIA**

enso.sa