

30th October 2023

French-Saudi Strategic Partnership in designing the new city of tomorrow

3rd Edition

Our strategic partners :



With the support :



With the collaboration :



الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



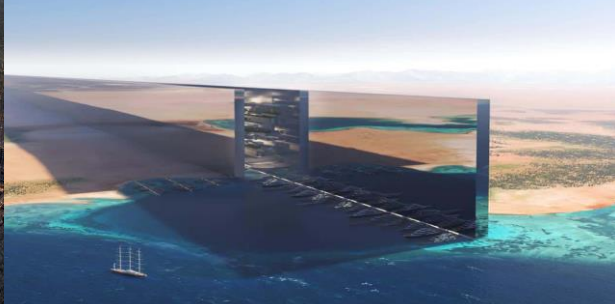
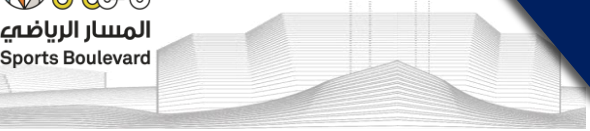
مؤسسة
حدائق الملك سلمان
King Salman Park Foundation



السودة للتطوير
Soudah Development



المسار الرياضي
Sports Boulevard



09.00
16.00

Monday 30th of October 2023 – Crown Plaza RDC Riyadh & Convention – Room Ibn Batouta 4

French Architects Days – Saudi Arabia

09:00 - 09:30 Opening ceremony by :

- **H.E Ludovic Pouille** - Ambassador of France to Saudi Arabia
- **H.E Majed Al Hoqail** - Minister of Municipal and Rural Affairs and Housing – (MOMRA)

09:30 – 10:00 : Embark with the French expertise : How AFEX can meet the objectives of the Vision 2030 ?

- **Ms Madeleine Houbart**, Secretary General of AFEX
- **Mr. Reda Amalou**, President of AFEX

10:00 – 10:30 : How Saudi players can collaborate with French players

- INDEXA – **Mr.Yazeed Althunayan** – Cofounder of INDEXA
- Omrania – **Mr. Mahmoud.Abughazal** – Director, Head of Architecture and Interior Design Departments
- Shurfah Holding – **Mr.Antoine Moussa** – CEO - Hoffman Green Mix
- Nesma & Partners – **Mr. Bilal Ansari** – Program Director

10:30 – 11:00 : How Riyadh is becoming the spearhead of architecture in Saudi Arabia ?

- The Royal Commission for Riyadh City (RCRC), the key player in Riyadh's development
H.E Eng. Ibrahim Al-Sultan – CEO – RCRC
- Expo 2030 : how Riyadh is set to become the new showcase for world architecture
Mr. Abdulaziz A. Alghannam - Director General of the Riyadh - Expo 2030
- Green Riyadh, the key player in sustainability
Mr. Donal Sharp – Design Director – Green Riyadh Program

11:00 – 11:30 : How the Riyadh region is becoming the new hub of architecture ?

- King Salman Park, the Kingdom's new green project
Mr. George Tanasijevich - CEO - King Salman Park Foundation
- Diriyah, the flagship of Saudi heritage
Mr. Talal Kensara – Chief of Strategic Management Office - Diriyah Gate Development Authority (DGDA)
- Sports Boulevard, the new driving force for change in sport
Mrs. Jayne McGivern – CEO - Sport Boulevard Foundation
- Boutique Group, a modern rediscovery of Saudi heritage
Mr. Mark DeCocinis – CEO – Boutique Group

11:30 – 12:00 : How the Vision 2030 implement iconic megaprojects

- Alula, the ancient city at the heart of the tourist revival
Mr. Amr AlMadani - CEO - The Royal Commission for AlUla (RCU)
- Red Sea Global, the new eco-tourism place in the Kingdom
Mr. Stephen Hafer - Executive Director - Architecture- Red Sea Global
- Neom, the flagship project of the Vision 2030
Mr. Tarek Qaddumi – Executive Director – Neom

12:00 – 12:10 : How the Hijaz become a key region in the architecture

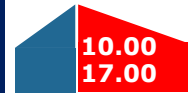
- Soudha Development Company the key player in the south region
Mr. Husameddin Al-Madani – CEO – Soudah Development

12:30 – 13:30 Networking lunch

13:30 – 15:30 B2B session

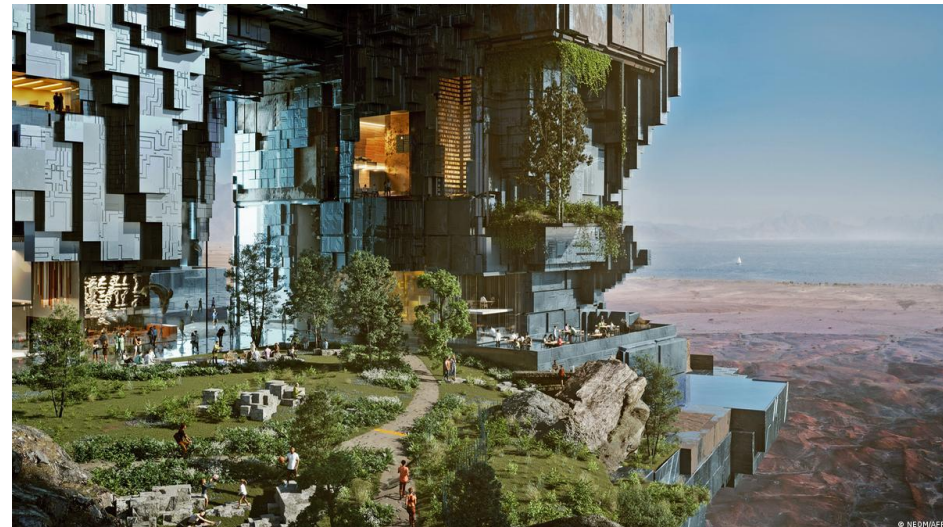


French Architects Tour – Saudi Arabia - 3rd Edition



Tuesday 31st October

- **Workshop with Expo 2030 – RCRC**
How French architectural expertise can be part of the Expo 2030 ?
Location : Riyadh
- **Workshop with Neom**
Neom, the iconic project of the Vision 2030
Location : Riyadh
- **Dinner with Shurfah Holding Company**



French Architects Tour – Saudi Arabia - 3rd edition

10.00
16.00

Wednesday 1st November

- **Workshop with Diriyah Gate Development Company (DGDA)**
DGDA, the new showcase of Saudi heritage
Location : DGDA - Head Quarter
- **Workshop with Red Sea Global**
How Red Sea Global is becoming a key a player in eco-tourism ?
Location : Residence of France – Diplomatic Quarter
- **Business dinner with the Al Bawani**



French Architects Tour – Saudi Arabia - 3rd edition

10.00
16.00 Thursday 2nd November

- **Workshop with King Salman Park Foundation**
How King Salman Park implement the green city in Riyadh ?
Location: Riyadh
- **Workshop with the Ministry of Culture (MOC)**
How Afex and the Ministry of Culture (MOC) can become a strong example of collaboration in the architecture sector ?
Location : Ministry of Culture – Head Quarter

