

## Creative Industries trade mission to the Kingdom of Saudi Arabia

### Draft programme

JEDDAH	
Sunday, 10 March	
TIME	EVENT
08:00	Informal Briefing Meeting over Breakfast at the hotel on the Saudi market: structure, leading players, challenges and opportunities. The briefing will be provided by DIT, a leading local British businessman in the field and a professional services firm who can provide information on rules and regulations.
10:00-15:00	<p><b>Meetings with leading developers – Shamayel, Jeddah Economic City, Jeddah Downtown</b></p> <p><b>Shamayel:</b> A large mixed used development. The company have ambitious plans to develop a retail offering in lines with City Walk in Dubai and are also looking at other cultural and sports facilities</p> <p><b>Jeddah Economic City:</b> The development will include the world’s largest building which will be flanked by the world’s largest mall.</p> <p><b>Jeddah Downtown:</b> Aimed to be the new downtown for the city, the development will include a marina and will largely be a retail destination.</p>
20:00-22:00	<p><b>Networking Reception</b></p> <p>An evening reception will be held at the Consulate where companies will have their own tables and space to present their firm and work. DIT will also be approaching the Jeddah Chamber to be a partner for the event and invite the wider community so that we can get a wider exposure.</p>
Monday 11 March	
09:00 – 15:00	<p><b>Meeting with mall developers and FEC’s – Serafi, Fakieh, Red Sea Mall</b></p> <p><b>Serafi:</b> Serafi are a leading mall developer in the country and are currently in the finishing stages of the largest mall in the city</p> <p><b>Fakieh:</b> Fakieh are one of the leading FEC’s in the country</p> <p><b>Red Sea Mall:</b> Currently the largest mall in the country and has gone two expansions in the past few years, is always looking at innovative solutions to enhance user experience.</p>
19:00 - 21:00	<b>Flight to Riyadh</b>

	We would recommend that delegates book a flight at 7pm or later, there are flights every half an hour from Jeddah-Riyadh. The flight options are Saudia, Flynas or Flyadeal.
<b>RIYADH</b>	
<b>Tuesday 12 March</b>	
<b>TIME</b>	<b>EVENT</b>
09:00 – 15:00	<p><b>Meetings with SEVEN, Arabian Centers, MAF</b></p> <p><b>Seven:</b> SEVEN is the newly formed entertainment entity of PIF. The company will be responsible for the development of FEC's and EC's in the country.</p> <p><b>Arabian Center:</b> The largest mall developer in the country with 19 operational and another 7 being built.</p> <p><b>MAF:</b> MAF recently moved into the market and aim to increase their footprint very quickly. Currently building the country's largest mall.</p>
19:00 – 21:00	<p><b>Networking Reception</b></p> <p>An evening reception will be held at the Embassy where companies will have their own tables and space to present their firm and work.</p>
<b>Wednesday 13 March</b>	
09:00 – 15:00	<p><b>Meetings with KAFD, Red Sea Development, Qiddiya</b></p> <p><b>KAFD:</b> KAFD will be the venue for the G20 in 2020.</p> <p><b>Red Sea Resorts:</b> The first phase of the project, scheduled for completion in 2022, includes 14 luxury and hyper-luxury hotels providing 3,000 rooms across five islands and two inland resorts. Phase One will also include yacht marinas, leisure and lifestyle amenities and an airport to serve the destination, as well as the necessary supporting logistics and utilities infrastructure.</p> <p><b>Qiddiya:</b> Qiddiya, the entertainment, sports and cultural destination will be the first of its kind in the Kingdom. Spanning an area of 334 square kilometers, the new destination is just 40 kilometers west of the Saudi capital, Riyadh.</p>
17:00	<p><b>Flight to Eastern Province</b></p> <p>We would recommend that delegates book a flight at 6pm or later. The flight options are Saudia, Flynas or Flyadeal.</p>
20:00 – 22:00	<p><b>Networking Reception</b></p> <p>An evening reception will be held at the Trade Office where companies will have their own tables and space to present their firm and work.</p>
<b>Eastern Province</b>	

Thursday 14 March	
TIME	EVENT
09:00 – 15:00	<p><b>Meetings with Al Hokair, Nesma, Ithraa</b></p> <p><b>Al Hokair:</b> Al Hokair are the largest FEC developer in the country with over 25 destinations and are also one of the biggest hotel developers in the country.</p> <p><b>Nesma:</b> Nesma are one of the largest construction companies in the country.</p> <p><b>Ithraa:</b> Ithra is a recently opened cultural center with the aim of using science, innovation, arts and culture to inspire creativity and a love of learning, helping to transform Saudi Arabia into a knowledge economy.</p>

***Please note:** This is a draft programme and may be subject to change.*

