# منتدى مستقبل العقار Real Estate Future Forum



**5th Edition** 26 - 28 Jan 2026

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## 2026 Built for Life: Grow and Thrive

Organized by





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The provision of suitable housing and a decent life for citizens are among our priorities and receiving my personal attention.

Custodian of the Two Holy Mosques King Salman Bin Abdulaziz AlSaud

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The future of the Kingdom is promising God willing, and our dear country deserves more than it has achieved.

Crown Prince Prime Minister H.R.H. Prince Mohammed Bin Salman Bin Abdulaziz

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The real estate sector is one of the most important pillars of the economy in the kingdom. It's related to the development of multiple sectors, supporting many national industries, contributing significantly to raising GDP, and is a tributary of the comprehensive development.

Minister of Municipalities and Housing H.E. Mr. Majed Bin Abdullah Al-Hogail

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At the Real Estate Future Forum, we gather to exchange experiences, contribute to building the future of real estate, and begin a thriving journey by exchanging knowledge, adding value, and establishing partnerships.

CEO of the Real Estate General Authority Eng. Abdullah Alhammad

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Real estate has an active and vital role in countries' economies. Together, we aim to create an attractive competitive environment that attracts investments and enables companies to develop and innovate more diverse projects that enhance the position of the Kingdom of Saudi Arabia globally.

CEO of the Real Estate Future Forum Mr. Abdullah Alharbi

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## About the Forum



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### Where Visionaries Shape the Future of Real Estate

The Real Estate Future Forum (RFF) stands as a global nexus for collaboration and innovation, uniting pioneering minds from around the world to elevate standards within the real estate industry.



## The Story Behind the Brand...

### From Concept to Impact

What will define the future of real estate?

In a world where markets shift overnight and innovation disrupts entire industries, the need for a space where visionaries and industry leaders can connect, collaborate, and create solutions has never been greater. That's why we built this Forum—not just as an event, but as a catalyst for change.

Here, transformative dialogue meets actionable insight. Thought leaders from across the globe gather to tackle pressing challenges, uncover emerging trends, and redefine business models that will shape the industry's next chapter. But our mission goes beyond conversation; it's about driving real economic impact—attracting investment, fueling GDP growth, and positioning our region as a global hub for real estate excellence.

This is where national talent and international expertise converge. Where ideas spark movements. Where the next era of real estate is imagined, built, and realized.

Together, we are not just witnessing the future—we are creating it.

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## A Success Story

Local Introductions: Rules & Regulations

**★** 2022

Emerging Technologies: Framework for Future Cities

**★** 2023

Power of Resilience: Building Sustainable Future ★ 2024







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### 4 Years of Excellence: Consistent Impact, Unmatched Results

Future for Humanity: Shaping Dreams into Reality **★** 2025



### A Thriving Ecosystem of Empowerment, Opportunities & Investment

## Vision

To create a platform where real estate leaders drive a sustainable industry that enhances urban life and fuels economic growth



## Mission

To empower real estate professionals through knowledge-sharing and innovation, fostering a thriving industry for the Kingdom and beyond



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## Values That Shape Our Journey ...



We align our vision with actionable strategies, fostering collaboration to achieve impactful outcomes.

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### Partnership



We cultivate meaningful relationships and design unforgettable experiences that leave a lasting impression.

### Initiative



We encourage inventive thinking and teamwork to develop powerful and purpose-driven experiences.

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### Professionalism



We ignite imagination, innovation, and ingenuity to create transformative experiences.



### Pioneering the Future: Visionary Goals for Growth & Innovation

- Establish global thought leadership in real estate by driving innovative, research-backed discussions on best practices.
- 2 Strengthen competitiveness and resilience, with a focus on empowering small and medium-sized enterprises.
- 3 Leverage industry insights to identify growth opportunities, fostering job creation for young talent.



Showcase national achievements and integrate global expertise to drive sustainable growth in the evolving real estate sector.

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Global Thought Leaders: A Look Back at Our Distinguished Speakers



President Bill Clinton 42nd United States President



Sir Tony Blair Former Prime Minister, UK





Mr. Piers Morgan Global Media Influencer, UK

**Previous Editions** 

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Mr. Tucker Carlson Global Media Influencer, USA



Mr. Boris Johnson Former Prime Minister, UK



Mr. Chris Gardner Businessman & Motivational Speaker



## **#RFF in Numbers**

Online Reach



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### A Journey Through Achievements and Transformative Outcomes from 2022 to 2025











## Global Reach

Source: LinkedIn & Brand watch

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## Unveiling Progress: Key Announcements

### وزير العدل يعلن عن المنصة الموحدة لقسمة التركة



Saudi Arabia set to allow foreign investments in real estate of companies in Makkah and Madinah



- Launched Mawad Platform from NHC
- Hosted the FIABCI World Prix D'excellence Awards
- Launched Rakaez Program by NHC



التنفيذي لشركة الدرعية:

ت الأكبر لدينا في 2024 هو الكشف عن "يوليفارد الملك سلمان"، وسيكون على غرار الشانزليزيه، ليضم مركز أجديداً للمزتمر ات ومتحف الغن المعاصر ودار أوبر ا



نطلاق "برنامج أكسفورد لمستقبل العقار "، وهو من أبرز مخرجات #منتدى 2024، كما سيكون ضمن أجندة المنتدى في نسخته الرابعة لعام 2025. يستهدف البرنامج تمكين وتعزيز صناعة #العقل بصورة شاملة ضمن شراكة استراتيجية بين EveOfRivadh وFIABCI وجامعة UniofOxford



- Launched NHC Innovation
- Launched the first Global Media Center (Seen)

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### **Driving Transformation** from 2022 to 2025

• Organized Specialized real estate events in PropTech, Supply Chain, and Financing • Launched the World Leading Program for Real Estate Professionals with Oxford University

• Launched the first Real Estate Metaverse Experience Africa & MENA Region Hosted the Global Leadership Summit for the 1st time in Africa & MENA Region

• Established International Real Estate Federation; FIABCI Saudi Arabia Chapter



## Beyond the Sessions: Lasting Impact, Real-World Change



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Beyond the Sessions: Lasting Impact, Real-World Change





piersmorgan So, I went to Saudi Arabia for the first time last week, ostensibly to speak at the prestigious Real Estate Future Forum in Riyadh.. but my visit to the Kingdom turned into one of the most surprising, fun and revealing trips of my life. From



لبشرة] الطَّهيرة | أمير القصيم يتو ديأهمية الاستثمار في السياحة الريابية خلال منتدى مستقبل العقار. الفناة السعودية

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1 nister of Housing and Urban

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بالمشاركة في جلسة " قيادة التحول لبناء مستقبل مزدهر " في #

ستعرضنا الغرس الإستثمارية الراعدة والتكامل بين القطاعين، ودور السيامة في تحفيز الطلب على

طارات والبنية التحتية؛ تأكيدًا على أن السياحة والعفار وكيزتان أساسيتان لتعزيز التنمية ا



للطنة غمان ممثلة فى وزارة الإسكان والتخطيط العمرانى، بمنتدى العقار والذى ان ناصمة السعودية الرياض، ويُترأس وقد سلطنة غمان معالى الدكَّتور خلفان بن سعيد بَّن مبارك الدّ بر الإسكان والتخطيط العمراني. بمشاركة عدد من المسؤولين والمختصين بوزارة الإسكان والتخم





بندر الخريف > وزير الصناعة والثروة المعدنيا

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#### 💽 🔇 محدد اللويز 🔘

موق المائية في القطاع العقاري، خاصة مع النمو الملز ايد الذي تشهده المنتجات ستثمارية العقارية في السرة ، المالية السعريية.





وزيرة الإسكان والتخطيط الممرانى تشارك في أعمال الجلسة الإفتناحية لمنتدى مستغل المغار بالريلمر لذي يشهد مصور عدد من كبار المسلولين ذوي المسلة بالقطاعين الإسكاني والعقاري





#### 

ريس جونسون، رئيس وزراء بريطانيا الأسبق أشاء مشاركته في <mark>سنغمل\_العشار</mark> تحتث فيها عن أهمية ودور القطاع العقاري ومشاريع رؤية المملكة





#### العد سليمان الراجعي 🔞 🔞 Ahmed S Alraihi

بحد علمين من قرار ترطين المهن المقارية، فقر عدد السعوديين الحاملين من 12 إلى 26 ألف بزيادة 116٪ في 12 مهنة عقارية، وتم الإعلان عن 21 مبادرة سكنية للشركات في منصمة المسرولية الاجتماعية بقيمة 677 مليون ريال، والتحاق 1000 أسرة صمانية في مبادرة "سكن وتمكين". ي أ #م



#### 🖬 🤹 د. هلا ينت مزيد التويجر ي

poment of the community

Minister Dr. Abdulla Muththalib held a bilateral meeting with Saudi ities and Housing, H. E. Majid bin Abdul this visit to Rivadh to attend the fourth edition of the and adequately reflects the Kingdom's commitment to a comprehensiv Real Estate Future Forum. The discussions were focused on enhancing

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#### بقارات السعدية

وزير الصناعة السعودي: الصناعات المرتبطة بالتشييا البناء نمت 50% خلال 5 لنوات

ند العمل على مساعدة القطاع لتبني تق ديثة لكب يكون اسرع وبتكلفة اقل



During my participation in the #RFF2025, I emphasized that adeq

housing is a fundamental right that enhances stability and quality of life,

### Ministry Of Municipality 🖏

ادة السيد/ عبدالله بن جمد بن عبدالله المطية، وزير البلدية، وقد تولة قطر المثبار ا مقار 2025 المتحقد بمدينة الرياض بالمملكة العربية السعودية خلال الفترة من 27 إلى 29 يناير الجاري

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## Explore Our Knowledge Hub



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### Elevate Your Business & Workforce with Expert Insights Online

Building Communities: Redefining Quality of Life **Beyond Housing** 

Read More.

Workspaces: Adapting **Real Estate to Changing** 





## **Empowering Growth**



A forward-thinking approach to navigating global trends and innovations that are reshaping the real estate sector.



Staying ahead of key economic indicators and analyzing supply and demand to drive sustainable growth—ensuring alignment between developers' strategies and consumer aspirations.

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### Strategies for a Resilient and Innovative Real Estate Industry



Fostering a thriving real estate industry by creating high-value investment opportunities through diversification, performance evaluation, and strategic cross-sector partnerships.



## The Leadership Praise





Custodian of the Two Holy Mosques King Salman bin Abdulaziz

The Cabinet, chaired by King Salman bin Abdulaziz, reviewed the prospects for developing the vital and promising sectors, to achieve Vision 2030 goals and enhance the Kingdom's leadership globally, the Saudi Press Agency reported.

**HRH the Crown Prince Chairs Cabinet Session** 

🖭 My News 🚇 Royal News 🔠 Sections 🚇 Media 🚅 Accounts 🗮 More

① Tuesday 05/08/1446



The Cabinet acknowledged the significant international participation at the fourth Real Estate Future Forum, which saw the signing of numerous agreements and deals that are expected to contribute to the sector's development and facilitate the realization of its future potential, ultimately enhancing the Kingdom's position as a globally attractive destination for real estate investment. The Cabinet tackled other items on its agenda and issued several decisions, among which the



كل الشكر لـ #محلس الوزراء على إشائته بـ #منتدى مستقبل العقار بنسخته الرابعة ودعمه

هذه الإشادة تعكس أهمية المنتدى كمنصبة تجمع الشر اكات وتعزز الفرص الاستثمارية، لترسم #السبعودية

#### ranslate post

📰 💀 • Spagov الأخبار الملكية 🖓 واس الأخبار الملكية #مجلس\_الوزراء ينوّد بما استملت عليه النسخة (الرابعة) لمنتدى مستقبل العقار ؛ من مشاركة دولية رفيعة المستوى، وتوقيع عدد من الاتفاقيات والصفقات التي ستسهم - بمشيئة الله - في تنمية القطاع وتطوير ، والاستفادة من فرصه وأفاقه المستقبلية؛ بما يعزز مكانة المملكة إقليميًا و عالميًا بوصفها





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مبدالله بن سعود الحماد Abdullah Alhammad 🧇 📧 @a\_salhammad

يمثل اهتمام #مجلس\_الوزراء بما تضمنه #منتدى\_مستقبل\_العقار من مشاركة دولية رفيعة المستوى وتوقيع اتفاقيات نوعية، الأثر المتنامي للقطاع العقاري في دعم الاقتصاد الوطني وجذب الاستثمارات.

نعمل في #هيئة\_العقار على تعزيز البيئة التنظيمية، ورفع مستوى الشفافية والكفاءة، وتمكين القطاع العقاري من الاستفادة من الفرص الواعدة، بما يسهم في ترسيخ مكانة المملكة كوجهة رائدة للاستثمار العقاري إقليميًا وعالميًا.

#### ranslate nost

#### 🗱 واس الأخبار الملكية 🗱 👹 واس الأخبار الملكية

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المستمر لنمو القطاع العقاري. ملامح جديدة لمستقبل عقارى مزدهر



### Featured Local Speakers



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#### Ms. Jayne McGivern

Sports Boulevard

والات المسار الرياضي



#### Mr. Marco Mejia

Acting CEO King Salman Airport

a set its

#### Dr. Ayed Al Qahtani

Sumou Real Estate Company

<u>س م و</u> Sumou



#### Eng. Oussama Kabbani

Officer - ROSHN Group

جنبائی مجموعة روشن ROSHN GROUP



#### Mr. Nader Alamri

Estate Development





#### Mr. Majed Alharbi

Cadaa Platform

Cadaa



### Featured Regional & Global Speakers



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## **Our Partners**



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## **Govenmental Partners**



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هيت الجفليط والتطوير العبر

# منتدى مستقبل العقار Real Estate Future Forum 2026

The biggest real estate expo in the middle east is back in Riyadh for its 5th edition!



## Unveiling the RFF26 Theme

## Built for Life: Grow and Thrive

Our 2026 theme embodies a bold vision: seamlessly integrating business and living spaces to cultivate thriving families and vibrant communities. By designing environments that foster connection—such as family-friendly neighborhoods, communal gathering spaces, and local businesses that cater to residents—we create more than just places to live; we build ecosystems where people and businesses flourish together.

This approach strengthens family bonds, enhances everyday experiences, and fuels local economies, ensuring that as communities grow, businesses prosper alongside them. Together, we are shaping a future where family, community, and economic vitality are interconnected, creating a foundation for sustainable growth and lasting impact.

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### Strategic Horizons: Crafting Engaging Content & Thought-Provoking Sessions

| 1 | Designing Communities for Families<br>Architectural and urban planning strategies that foster family<br>interaction and well-being       | 6  | Supply C<br>Enhancii<br>into real   |
|---|--|----|-------------------------------------|
| 2 | Local Businesses as Community Builders<br>The vital role of small businesses in strengthening social ties and<br>driving economic growth | 7  | Media In<br>Exploring<br>family lif |
| 3 | Health, Wellness & Urban Design<br>How smart city planning enhances public health and family well-<br>being.                             | 8  | Legal Fro<br>Navigati<br>efficient  |
| 4 | Affordable Housing & Economic Growth<br>Policies and programs that make housing accessible while<br>supporting local economies           | 9  | Real Esta<br>How dig<br>investma    |
| 5 | Public Transportation & Community Well-Being<br>How transit accessibility shapes family life and neighborhood<br>connectivity            | 10 | Develop<br>Strategie<br>develop     |

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Chain & Real Estate Efficiency ng local economies by integrating supply chain strategies estate development

ofluence on Housing Trends g how media shapes public perceptions of real estate and festyles

ameworks for Sustainable Real Estate Growth ing land use laws, building codes, and regulations to drive and compliant developments

ate Tech & Market Transformation gital platforms are revolutionizing property transactions, ents, and market accessibility

ers & the Future of Smart Communities es for building resilient, innovative, and high-value urban oments





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### Contact Us

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