

منتدى مستقبل العقار Real Estate Future Forum



برنامج الإسكان



وزارة البلديات والإسكان
Ministry of Municipalities and Housing



2027

Global Changes:
Economic Waves


FOUR SEASONS
HOTEL
RIYADH AT KINGDOM CENTRE

6th
Edition

Riyadh — الرياض
25 - 27 Jan 2027

#RFF2027
www.therff.com

Organized by


عين الرياض
Eye Of Riyadh



The Council of Ministers praised the proceedings of the fifth edition of the Future of Real Estate Forum, which included wide international participation from countries around the world, and the signing of 80 agreements and memoranda of understanding, which will, God willing, strengthen the sector's developmental role and contribute to achieving national objectives.





Saudi Arabia has adopted a clear path toward real estate balance — strengthening market stability, efficiency, and fairness through precise regulatory tools while opening new opportunities for investment.

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

6th Edition | Four Seasons Hotel
25 - 27 Jan 2027 | Riyadh Kingdom Centre





The Real Estate Future Forum has evolved from a platform for dialogue into a hub for execution – enabling partnerships exceeding USD 50 billion and positioning Saudi Arabia as a global center for real estate dialogue and investment.

CEO of the Real Estate General Authority
Eng. Abdullah Alhammad

6th Edition | Four Seasons Hotel
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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

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 Vision to Global Impact

What will define the future of real estate?

As markets evolve and innovation reshapes industries, the real estate sector requires a platform where global leaders can exchange insights and shape the direction of the built environment.

The Real Estate Future Forum was created to serve that purpose. More than an event, it has become a strategic platform where policymakers, investors, developers, and innovators examine the forces transforming cities and economies.

At RFF, global perspectives meet regional ambition. Leaders explore emerging trends, address critical challenges, and advance ideas shaping the next chapter of real estate development.

This is where national expertise and international leadership converge, and where the future of real estate continues to take shape.



The Evolution of a Global Forum

5 Years of Leadership in Real Estate Dialogue

Local Introductions:
Rules & Regulations

* 2022



Emerging Technologies:
Framework for Future Cities

* 2023



Power of Resilience:
Building Sustainable Future

* 2024



Future for Humanity:
Shaping Dreams into Reality

* 2025



Expanding Horizons:
Real Estate Thriving

* 2026



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



Values That Shape Our Journey

Leadership



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

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.

Professionalism



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

Pioneering the Future: Visionary Goals for Growth & Innovation

- 1 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.
- 4 Showcase national achievements and integrate global expertise to drive sustainable growth in the evolving real estate sector.



A Look Back at Our Distinguished Speakers



President Bill Clinton
42nd U.S. President



Sir Tony Blair
Former Prime Minister of U.K.



President George W. Bush
43rd U.S. President



Mr. Boris Johnson
Former Prime Minister of U.K.



Mrs. Theresa May
Former Prime Minister of U.K.



Secretary Hillary Rodham Clinton
67th U.S. Secretary of State



Sir Richard Branson
Founder of Virgin Group



Mr. Tucker Carlson
Global Media Influencer, USA



Mr. Piers Morgan
Global Media Influencer, UK



Mr. Chris Gardner
Businessman & Motivational Speaker

Previous Editions

6th Edition | Four Seasons Hotel
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#RFF in Numbers

A Journey Through Achievements
and Transformative Outcomes

10K⁺

Attendees

200K⁺

Live streaming

50⁺

Sessions & Workshops

480M⁺

Online Reach

1K⁺

Speakers

140⁺

Countries

\$81B⁺

Agreements



Global Reach

Source: LinkedIn & Brand watch

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Unveiling Progress: Key Announcements

Driving Transformation
from 2022 to 2026

- Launched **Mawad Platform** from NHC
- Hosted the **FIABCI World Prix d'Excellence** Awards
- Launched the **Rakaez Program** by NHC
- 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
- Launched **NHC Innovation**
- Established International Real Estate Federation; **FIABCI Saudi Arabia Chapter**
- Launched the first **Global Media Center – Seen**
- **Non-Saudi Real Estate Ownership Law** in Force Across Residential, Commercial, and Investment Assets
- **Saudi Real Estate Market** Declared Balanced and Investment-Ready
- White Land and Vacant Property Fee Enforcement: **60,000+ Compliance Invoices** Issued
- Riyadh Development Pipeline: **100+ Million m²** of Infrastructure-Ready Land Delivering **300,000+ Homes**
- Regulatory Clarity and Market Oversight Strengthened Under **REGA**
- Launch of **Khuzam Digital Valley**: 200,000 sqm Real Estate Digital & AI Innovation Hub

RFF's Global Footprint: Connecting with World Leaders and Influencers



Beyond the Sessions: Lasting Impact, Real-World Change



Beyond the Sessions: Lasting Impact, Real-World Change



Real Estate Future Forum: 10K participants, 140 countries, 80 agreements

Jan 28, 2026



Riyadh emerging as real estate hub with 300,000 housing units planned, minister says

Jan 29, 2026



Economy / Tourism Minister at the Real Estate Future Forum: Quality of life reflects the Kingdom's vision and mission.

Jan 27, 2026



Economy / Real Estate Future Forum concludes in Riyadh, reinforcing the Kingdom's role in global real estate dialogue.

Jan 28, 2026



Explore Our Knowledge Hub

Elevate Your Business & Workforce
with Expert Insights Online

	<p>Emerging Technologies in Real Estate: Shaping the Future of the Industry.</p> <p>Read More.</p>		<p>Saudi Arabia on the Global Stage: Leading the Transformation</p> <p>Read More.</p>		<p>Building Communities: Redefining Quality of Life Beyond Housing</p> <p>Read More.</p>
<p>Transforming the Supply Chain in Real Estate: A Path to Innovation and Resilience.</p> <p>Read More.</p>		<p>Future for Humanity: Shaping Dreams into Reality</p> <p>Read More.</p>		<p>The Future of Workspaces: Adapting Real Estate to Changing Trends</p> <p>Read More.</p>	

Empowering Growth

Strategies for a Resilient and Innovative Real Estate Industry



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.



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

The Leadership Praise

The Cabinet praised the ambitious visions witnessed by the Real Estate Future Forum, which witnessed the broad gathering from all over the world and the signing of several agreements that reflect a prosperous future for the sector.



Voices of Global Leadership on RFF



Yesterday we celebrated the 300th anniversary of the founding of the Kingdom, and today we are laying plans for the next 300 years under the leadership of our beloved country.

His Royal Highness Prince Saud bin Talal, Governor of Asir Region



"It is great to be here at the Future of Real Estate Forum. I think Saudi Arabia is one of the few countries I can remember where there are amazing and very rapid developments."

Mr. Boris Johnson, former Prime Minister of the United Kingdom



I was pleased to be invited to attend the Future of Real Estate Forum. The Kingdom of Saudi Arabia has chosen to preserve its distinctive culture and values, which makes it stand out from others.

Mr. Tucker Carlson, an influential American media personality



I am truly delighted to be back in Riyadh, to be at this forum, to have this opportunity to discuss issues together...I think that what you're doing here can send a message to other countries... And perhaps some of the lessons learned here can be exported.

Secretary Hillary Clinton, 67th Secretary of State of USA



"I thank all attendees for meeting you this blessed morning. Today we emphasize the integration between the regions of the Kingdom."

His Royal Highness Prince Dr. Faisal bin Mishaal, Governor of Al-Qassim Region



Thank you for hosting me at the Future of Real Estate Forum. I have always felt drawn to this country, and my relationship with the King of Saudi Arabia has been excellent.

President Bill Clinton, the forty-second president of the United States



I went to Saudi Arabia for the first time to speak at the prestigious Future of Real Estate Forum, but my visit turned out to be one of the most amazing and fun trips I have ever had.

Mr. Piers Morgan, influential British media personality



Every decade that I come to Saudi Arabia, the country is moving forward and in a very positive, exciting way. I mean, keeping its traditions, but also opening up to new ideas. And so there's great, fantastic opportunities here.

Sir Richard Branson, Founder of Virgin Group

Featured Speakers

 <p>HRH Prince Dr. Faisal Bin Mishaal Governor of Qassim Region</p>	 <p>HRH Prince Turki Bin Talal Governor of Asir Region</p>	 <p>HRH Prince Saud Bin Talal Al-Ahsa Governor</p>	 <p>HE Dr. Walid Al-Samaani Minister of Justice</p>	 <p>HE Mr. Majed Al Hogail Minister of Municipalities and Housing</p>	 <p>HE Mr. Ahmed Al Khateeb Minister of Tourism</p>	 <p>HE Eng. Ahmad AlRajhi Minister of Human Resources and Social Development</p>	 <p>HE Mr. Bandar Alkhorayef Minister of Industry and Mineral Resources</p>	 <p>HE Mr. Mohammed Elkuwaiz Chairman of the Capital Market Authority</p>	 <p>HE Eng. Khalid Al-Salem President of Royal Commission for Jubail and Yanbu</p>	 <p>HE Dr. Hala Al-Tuwajiri President of the Human Rights Commission</p>	 <p>HE Dr. Saad Alkasabi Governor, Saudi Standards Metrology & Quality Organization</p>	 <p>HE Mr. Musad Aldaood Mayor Holy Makkah</p>	 <p>HE Eng. Abdullah Al-Jali Mayor Asir Region</p>
 <p>HH Prince Dr. Faisal Bin Ayyaf Mayor of the Riyadh Region</p>	 <p>HE Mr. Mansour Al Mushaiti Vice Minister of Environment, Water and Agriculture</p>	 <p>HE Mr. Bader Alkadi Vice Minster Ministry of Sport</p>	 <p>HRH Princess Lamia Bint Majid Secretary-General Alwaleed Philanthropies</p>	 <p>President Bill Clinton 42nd United States President</p>	 <p>Sir Tony Blair UK Former Prime Minister</p>	 <p>Mr. Boris Johnson UK Former Prime Minister</p>	 <p>President George W. Bush 43rd United States President</p>	 <p>Secretary Hillary Clinton 67th United States Secretary of State</p>	 <p>Baroness Theresa May Former Prime Minister of the United Kingdom</p>	 <p>HE Eng. Abdullah Al-Attiya Minister of Municipality - Qatar</p>	 <p>HE Dr. Khalfan Al-Shueili Minister of Housing and Urban Planning - Oman</p>	 <p>HE Mrs. Amna Al-Rumaihi Minister of Housing and Urban Planning - Bahrain</p>	 <p>HE Eng. Sherif El-Sherbiny Minister of Housing, Utilities and Urban Communities - Egypt</p>
 <p>HE Mr. Revaz Sokhadze Minister of Infrastructure - Georgia</p>	 <p>HE Dr. Abdulla Muththalib Minister of Construction, Housing & Infrastructure, Maldives</p>	 <p>HE Arc. Ahmed Dangwa Minister for Housing and Urban Development, Nigeria</p>	 <p>HE Mr. Sherzod Hidoyatov Minister of Construction and Housing and Utilities - Uzbekistan</p>	 <p>H.E. Hon. Judith Nabakooba Minister of Lands, Housing and Urban Development - Uganda</p>	 <p>HE Mr. Say Sam Al Minister of Land Management - Cambodia</p>	 <p>HE Eng. Khaled Abbas Chairman and MD of New Administrative Capital, Egypt</p>	 <p>Eng. Abdullah Alhammad CEO of Real Estate General Authority</p>	 <p>Dr. Fahad Al-Dossari President of General Authority for Statistics</p>	 <p>Dr. Sumayah Al-Solaiman CEO of Architecture and Design Commission</p>	 <p>Eng. Loaye Al-Nahedh CEO of Real Estate Development Fund</p>	 <p>Mr. Qusa iAl-Fakhri CEO of Tourism Development Fund</p>	 <p>Dr. Fahad Bin Mushayt CEO of ASFAR, Saudi Tourism Investment Company</p>	 <p>Mr. Majeed Abduljabbar CEO of The Saudi Real Estate Refinance Company</p>

Featured Speakers



Mr. Mohammad Albuty
CEO NHC



Dr. Mohammad Alsuliman
CEO of Real Estate Registry



Eng. Hashim Al Dabbagh
CEO of The Asaer Development Authority



Mr. Hossam Radwan
CEO of Saudi Mortgage Guarantees Company



Eng. Saad Saleh Shuaib
Secretary-General Of The Saudi Building Code National Committee.



Mr. Wael AlGhamdi
CEO Integrated Dawiyat



Dr. Ahmad Al-Moghames
CEO, Saudi Organization for Chartered and Professional Accountants



Mr. Abdulrahman Altawil
Deputy Minister for Real Estate Development



Dr. Hamed Merah
CEO of the Saudi Center for Commercial Arbitration



Eng. Iyad Al-Garawi
Assistant Minister for Private Education and Investment



Eng. Musaed Alotaibi
Deputy Minister, Digital Transformation and Smart Cities



Mr. Fahad Al Badah
CEO of Riyadh Infrastructure Projects Center



Mr. Jerry Inzerillo
Group CEO Diriyah Company



Mr. John Pagano
Group CEO Red Sea Global



Sir Richard Branson



Mr. David Henry



Mr. Michael Dyke



Mr. George Tanasijevich
Chief Executive Officer King Salman Park Foundation



Ms. Jayne McGivern
Chief Executive Officer Sports Boulevard



Mr. Marco Mejia
Acting CEO King Salman Airport



Dr. Ayed Al Qahtani
Chairman Sumou Real Estate Company



Eng. Abdulwahab Al Rajhi
Chairman Alrajhi Saudi Group



Eng. Rayan Alaql
CEO of NHC Innovation



Sheikh Nasser Al-Thani
Chairman & MD of Qatayan Projects, Qatar



Barbara Corcoran
Shark Tank Investor Queen of Real Estate



Mr. Mohamed Alabbar
Founder Emaar Properties



Mr. Tucker Carlson
Global Media Influencer United States



Prof. Philip Kotler
Global Influencer in Marketing



Mr. Chris Gardner



Sir Peter Cook



Eng. Khaled Al Obaidli
President of the Real Estate Regulatory Authority- Qatar



Mr. Piers Morgan



Mr. Abdullah Alhabib
CEO of Mohammad Al Habib Real Estate Co



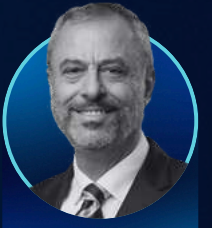
Dr. Hassan Al-Hazmi
Chief Executive Officer Ladun Investment Company



Mr. Abdulrahman Al Dhyem
CEO of Uwan Real Estate Development Company



Mr. Ibrahim Alalwan
MD & Partner Watheq Financial Services



Eng. Oussama Kabbani
Group Chief Development Officer - ROSHN Group



Mr. Nader Alamri
CEO of First Avenue for Real Estate Development



Mr. Majed Alharbi
Chief Executive Officer Cadoo Platform



Mr. Abdulrahman Al-Qahtani
Chairman of Adeer Real Estate Co



Mr. Bader Bin Seadan
Chairman of Al Saedan Real Estate Company



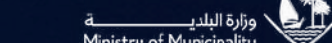
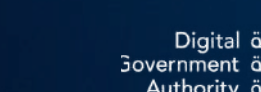
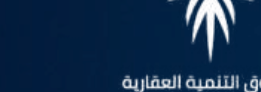
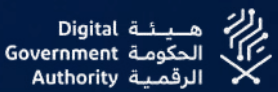
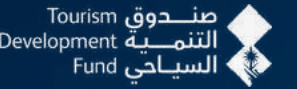
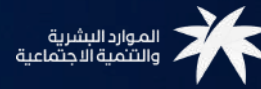
Mr. Abdulaziz Alnowaiser
CEO of King Abdullah Economic City



Our Partners



Governmental Partners





منتدى مستقبل العقار
Real Estate Future Forum
2027

The premier real estate event in the Middle East
returns to Riyadh for its Sixth edition!

Unveiling the RFF2027 Theme

Global Changes: Economic Waves

As economic waves move across regions, their impact is increasingly interconnected. Investment decisions, development priorities, and market behavior are no longer defined in isolation, but influenced by global signals, supply chain shifts, and changing patterns of demand.

RFF2027 convenes global leaders, investors, and policymakers to examine how these forces are reshaping the real estate landscape. The Forum provides a platform for aligning perspectives across markets, advancing cross-border dialogue, and translating global change into actionable strategies for the real sector while maintaining a high-level, non-political view of regional dynamics.

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