



نيوم NEOM

FACT SHEET



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NEOM PROJECT

- NEOM is the world's first independent international zone, stretching over three countries. It will be the world's new disruptor destination. A leading global hub exemplifying the future of human civilization by offering its inhabitants an idyllic lifestyle combined with exceptional economic prospects. NEOM seeks to attract top talent from around the world to push the boundaries of innovation and drive the innovation for the world.

OPPORTUNITY-RICH DEVELOPMENTAL AREA

- NEOM is set in North-Western Saudi Arabia and includes territory from Egypt and Jordan comprising a total area of 26,500 km². NEOM will provide a plethora of unique development opportunities, as its strategic coastal Red Sea location is notable for its:

PROXIMITY TO INTERNATIONAL MARKETS AND TRADE ROUTES:

- Approximately 10% of the world's trade flows through the Red Sea. Connecting Asia, Europe, Africa and America, the zone will enable 70% of the world's population to reach it in under eight hours.

TEMPERATE CLIMATE AND DIVERSE TERRAIN

- The unique geographical location of NEOM ensures a temperate climate, roughly about 10°C cooler – on average – than the rest of the GCC. Cradled in a mountainous region that is home to breathtakingly diverse terrain in North of Saudi Arabia, the area also enjoys cooler winds coming in from the Red Sea for the best possible climate.
- Incredible terrain that offers:
 1. Untouched beaches with more than 450 km of pristine coastline and spectacular islands.
 2. Scenic snowcapped mountains reaching up to 2,500m, with views across the Gulf of Aqaba and the Red Sea.
 3. Idyllic and peaceful desert expanses that astound visitors.

DEVELOPMENT FROM THE GROUND UP

- The blank slate upon which NEOM is to be developed provides unique opportunities. The fundamental distinction from traditional urban planning projects is the new technology that will be built into the blueprints of the infrastructural framework.

RICHNESS IN NATURAL RESOURCES

- Situated in an area rich in wind and solar energy resources, NEOM provides an ideal environment in which to develop renewable energy projects.
- Perennial solar resources (20 MJ/m²).
- Ideal wind speed (an average of 10.3 m/s).

ADVANTAGES OF THE PROJECT

- } NEOM offers unique opportunities and advantages to leading investors and business owners worldwide:
 - Direct access to both Saudi and global markets, given its unique geographic location linking three continents.
 - Comprehensive supply and innovation systems.
 - Funding and financial incentives.
 - Favorable industry specific regulatory environment paired with international trade laws.
 - An infrastructural environment which puts the human first and technology in its hands to experience the future first.
 - Redirecting Saudi spend abroad into NEOM. Saudis spend \$15 billion per year on tourism, \$12.5 billion on healthcare, \$5 billion on education and another \$5 billion on general investment abroad.

IT ALSO OFFERS INHABITANTS

- An idyllic living environment and rich quality of life.
- Technology-based services in health, education, transport, entertainment and other fields.
- Advanced urban planning.
- Many opportunities for employment and personal growth.
- World-standard social norms in culture, arts and education.

HUGE EARNINGS FOR SAUDI ARABIA

- } The NEOM project is set to transform the Kingdom into a leading global innovation and trade hub through the introduction of value chains of traditional and future industries and technologies to stimulate local industry, private sector job creation and GDP growth in the Kingdom.

CONTRIBUTING TO THE REALIZATION OF VISION 2030

- } Born from the ambition of Saudi Arabia's Vision 2030 to see the country develop into a pioneering and thriving model of excellence, the NEOM project targets the achievement of the three following pillars of Vision 2030:

A VIBRANT SOCIETY

- A destination at the top of the world's most livable cities index.
- The promise of becoming an aspirational society that demonstrates the future of human civilization, sought-after as a place to live and work by local, regional and international talent.

A THRIVING ECONOMY

- Favorable business environment and regulations.
- Incentives for attracting foreign companies and investments.
- Sixteen sectors aimed at diversifying the economy away from oil.

AN AMBITIOUS NATION

- A vibrant destination that adopts technology in service of humanity.
- The full utilization of digital technologies to increase government efficiency.
- Leveraging the latest advancements in sustainability, connectivity and mobility.

ECONOMIC SECTORS

— The NEOM project aims to develop sixteen key economic sectors for the future, in addition to the establishment of industries that curb economic leakage in the Kingdom and the region in general. This will be achieved through the establishment of development funds, that will support these sectors, identified as:

- THE FUTURE OF ENERGY: Includes being fully powered by renewable energy, forward looking energy storage and transport solutions as well as R&D and manufacturing.
- THE FUTURE OF WATER: Includes utilizing green technology in building water capabilities and maximizing usage efficiency.
- THE FUTURE OF MOBILITY: Includes seaports, airports, autonomous transport solutions such as autonomous vehicles/drones, and others.
- THE FUTURE OF BIOTECH: Includes biotechnology, human biotechnology and pharmaceuticals manufacturing.
- THE FUTURE OF FOOD: Includes an international innovation center for food technologies, including seawater and desert farming, aeroponics and hydroponics.
- THE FUTURE OF MANUFACTURING: Includes new materials in composites and metals, 3D printing, robotics and vehicle manufacturing and much more.
- THE FUTURE OF MEDIA: Includes the development of the television and film industry, the video gaming industry and digital content.
- THE FUTURE OF ENTERTAINMENT, CULTURE AND FASHION: Includes being a place packed with excitement, performance and visual arts venues, world-renowned restaurants by glittering marina watersides and elite shopping experiences that outpace the world's capitals.
- THE FUTURE OF TECHNOLOGY AND DIGITAL: Includes artificial intelligence, virtual reality and augmented reality technologies, data centers, the Internet of Things and e-commerce.
- THE FUTURE OF TOURISM: Includes natural destination featuring cooler climate, high mountains and spacious desert, as well as facilities, events, activities and more.
- THE FUTURE OF SPORT: Includes smart sporting facilities, international competitions, sporting experiences, lifestyle programs and more.
- THE FUTURE OF DESIGN AND CONSTRUCTION: Includes benefiting from the latest technology developed by a new generation of innovative design and construction companies.
- THE FUTURE OF SERVICES: Includes offering NEOM's residents and visitors the best possible services, be it in the fields of business, banking, or public and governmental institutions.
- THE FUTURE OF HEALTH AND WELL-BEING: Includes being at the forefront of adopting latest technological advancements in healthcare, bio-technology and preventive healthcare.
- THE FUTURE OF EDUCATION: Includes offering the latest innovations in learning pedagogy and technology that will deliver personalized learning journeys for students across kindergarten to universities and beyond.
- THE FUTURE OF LIVABILITY: Includes being a community that continuously strives to offer new ways to make the life of its citizens smarter, more efficient and more informed.

WORLD-CLASS QUALITY OF LIFE

- NEOM is positioned to become an aspirational society that promotes the future of human civilization by offering its inhabitants a lifestyle that surpasses that of any other, through the development of a unique societal experience that encompasses:
 - IDYLLIC LIVING ENVIRONMENT: Offering a comfortable and enjoyable community with the highest quality of life that includes a combination of beautiful beaches and mountains and untouched land, along with best-in-class education, arts and culture facilities.
 - FAVORABLE BUSINESS ENVIRONMENT: Offering systems conducive to investment.
 - CONTINENTAL DEMOGRAPHICS: Offering a multicultural environment that nurtures a proactive and diverse community.
 - WORLD-CLASS EDUCATION: Offering high quality education that caters to everyone at all stages of development.
 - TRANSPORT: Offering fast and efficient mobility across NEOM.
 - COMFORTABLE HOUSING: Offering ample housing and facilities for everyone.
 - STABILITY: Offering a safe, secure and stable society.
 - HEALTHCARE: Offering world-class healthcare facilities, using advanced capabilities to provide an all-round service.

ECONOMIC EARNINGS

- One of the project's advantages is the redirection of the Kingdom's economic leakage back into the country:
 - NET IMPORTS TO THE KINGDOM: The sixteen sectors outlined for development will return about \$70 billion in revenue back into the Kingdom, by way of commodities currently imported from abroad, through the potential of local production of vehicles, machinery and communication equipment.
 - INVESTMENTS ABROAD: The project will provide new opportunities in previously non-existent sectors for Saudi investors, within an environment that adopts favorable business laws and a system conducive to growth.
 - SAUDI CONSUMERS OVERSEAS SPENDING: NEOM will offer a new local tourist destination for Saudi citizens to visit, while ensuring that their capital is injected back into the local economy.

NEOM will be backed by more than \$500 billion over the coming years by the Public Investment Fund of Saudi Arabia, as well as local and international investors. NEOM's contribution to the Kingdom's GDP is projected to reach at least \$100 billion by 2030, in addition to its per capita GDP is projected to be one of the highest in the world.

For further information and to follow the development of NEOM, please visit [NEOM.com](https://www.neom.com)





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