WHAT IS NEOM
AN ACCELERATOR OF HUMAN PROGRESS

1. **AN ECONOMIC ENGINE FOR THE REGION AND THE WORLD**

2. **A POWERFUL APPROACH TO ENVIRONMENTAL CONSERVATION**

3. **A LIVING LABORATORY WHERE ENTREPRENEURSHIP WILL CHART THE COURSE FOR A NEW FUTURE**

4. **A HOME FOR AN INTERNATIONAL COMMUNITY OF DREAMERS AND DOERS**

5. **A PLACE WITH EXCEPTIONAL LIVABILITY AND BREATHTAKINGLY DIVERSE TERRAIN**
**IMAGINE NEOM IN 2030**

<table>
<thead>
<tr>
<th>Exceptional Livability</th>
<th>Thriving Businesses</th>
<th>Reinventing Conservation</th>
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<tbody>
<tr>
<td>Safe and vibrant cities</td>
<td>One of the world’s most attractive tourist destinations</td>
<td>One of the first climate positive societies</td>
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<td>An international community</td>
<td>Laws conducive to a vibrant economy and society</td>
<td>Eliminates driving as a priority mode of transport</td>
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<td>Walkable cities free of congestion</td>
<td>Diverse workforce</td>
<td>Wise use of natural resources</td>
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<td>Mass transit powered by clean energy</td>
<td>Home to the greatest minds</td>
<td>Unrivalled commitment to protect and enhance local ecosystems</td>
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<td>Access to diverse landscapes: mountains, deserts and beaches</td>
<td>Innovation hub</td>
<td>Incorporates nature into urban spaces</td>
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<td>Sustainable agriculture and locally produced food</td>
<td>Rapidly advancing technology</td>
<td>Powered by abundant low-cost, renewable energy</td>
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<td>Proximity to natural open spaces within 2 km</td>
<td>R&amp;D solving the world’s biggest problems</td>
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STRATEGY

HOW WILL NEOM COME TO LIFE?
1 PRIME LOCATION
In northwest Saudi Arabia, ideally located at the crossroads of the world

- 40% of the globe lives less than a 4-hour flight away
- Approximately 10% of world trade flows through the Red Sea
- Over 35x larger than Singapore
- Over 450 km of spectacular coastline
- 10° cooler than the rest of the GCC
- 20 MJ/m² perennial solar resources
- 10.3 m/s available wind speed

2 BUILT FROM THE GROUND UP
Focused on the future, freed from legacy infrastructure

- Unrestricted
  NEOM is being designed, constructed and independently administered in a way that is free from the constraints of outdated and inefficient infrastructure.

- Fresh solutions
  NEOM’s approach is the first of its kind — and comes at a time when the world needs fresh thinking and new solutions.

- Future-oriented
  This will enable NEOM to build an economy and a society that are oriented to the future, not the present, serving as a model for the Kingdom and the world.

3 LAWS AND REGULATIONS
Ease of doing business

- Progressive legal system
  NEOM’s development be supported by a progressive law compatible with international norms and conducive to economic growth across NEOM’s sector strategies.

- Efficient regulation
  NEOM’s legal system has been developed to provide “red carpet, not red tape” by opening doors and supporting residents, businesses, entrepreneurs and investors.

- Sustainable practices
  The principles of environmental responsibility will be enshrined in NEOM’s laws and regulations.

- Empower society
  NEOM’s legal system embody the values of respect, cooperation and tolerance, and be a foundation for the flourishing of society.
Diversified Economy

Powered by an economy that will pioneer the future of its sectors and industries.
AN INTERNATIONAL PROJECT
WITH SAUDI ARABIA’S SUPPORT

A cornerstone of the Vision 2030, NEOM will help create new jobs, attract international investments, increase net imports to the Kingdom, and drive in-Kingdom consumer spending, which will strengthen and diversify the Saudi economy and benefit the world.

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