NEOM IS A BOLD AND AUDACIOUS DREAM. IT'S A VISION OF WHAT A NEW FUTURE MIGHT LOOK LIKE (IN FACT, NEOM MEANS, "NEW FUTURE"). IT'S AN ATTEMPT TO DO SOMETHING THAT'S NEVER BEEN DONE BEFORE AND IT'S COMING AT A TIME WHEN THE WORLD NEEDS FRESH THINKING AND NEW SOLUTIONS.
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 SITE WITH BREATHTAKINGLY DIVERSE TERRAIN AND A HOSPITABLE CLIMATE – COASTAL, MOUNTAIN AND DESERT
LEADING BUSINESS LIGHTS WILL BRING THEIR WILDEST IMAGINATIONS TO THE TABLE. INNOVATORS, INVESTORS AND THE BUSINESSES THEY CREATE WILL FORGE AN UNPRECEDENTED BLUEPRINT.
Four of the world’s greatest pioneers met in Paris and shared a vision — to create a place on earth where nothing would be impossible. If they saw our plans for NEOM today, they’d be astounded.

NEOM is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory — a place where entrepreneurship will chart the course for this New Future. A hub for innovation, entrepreneurs, business leaders and companies will come to NEOM to research, incubate and commercialize new technologies and enterprises in groundbreaking ways.

Long beaches, valleys and deserts cradled by mountains all located in northwest Saudi Arabia with breathtakingly diverse terrain, this unique geographical location enjoys a temperate climate. Cool winds from the Red Sea create the most desirable temperatures for future residents — on average around 10°C cooler than surrounding areas and the rest of the GCC.
There’s nowhere like this vast site. Spectacular, diverse terrain, sheltered by mountains and cooled by Red Sea breezes. A temperate Mediterranean climate. More than 450 km of coastline with beaches and coral reefs, as well as mountains up to 2,500m high.

A strategic location on one of the world’s most prominent economic arteries will make NEOM a global hub for trade, innovation and knowledge. 40 percent of the world’s population will be able to reach NEOM in less than four hours.

$100 BILLION BY 2030
PROJECTED TOTAL GDP (P.A.)

UP TO 10% OF WORLD TRADE
FLOWS THROUGH THE RED SEA

26,000 KM² OF LAND IN SAUDI ARABIA

AT THE CROSSROADS OF THE WORLD
NEOM is being conceived on a blank slate that will introduce a new model for urbanization and sustainability. It is being designed, constructed and independently administered in a way that is unencumbered by the outdated and inefficient economic and environmental infrastructure that constrains other countries.

In doing so, NEOM will build an economy that is oriented to the future, not the present, serving as a model for the Kingdom and the world.
NEOM is built on five fundamental and interconnected principles

NEOM stands for what is truly exceptional and different, but is always intelligent, considered and conceived with true purpose.

NEOM will be a place of high standards and the five principles ensure anything created within NEOM lives up to the ideal.

SUSTAINABILITY

SUSTAINABILITY IS NOT AN OPTIONAL EXTRA OR AN ITEM ON A CHECKLIST. IT’S NOT EVEN A DUTY. IT WILL BE THE WAY OF LIFE IN NEOM. WE DON’T JUST TREAD LIGHTLY. WE GIVE BACK MORE THAN WE TAKE BECAUSE WE WILL LEAVE THIS WORLD IN A BETTER CONDITION THAN WE FOUND IT.

SO EVERY STEP FORWARD MEANS A BETTER FUTURE FOR US ALL.
COMMUNITY

NEOM MUST HAVE A DISTINCTIVE SENSE OF PLACE AND PURPOSE. SETTING THE STAGE FOR NEOMIANS TO CREATE AN EVER-STRENGTHENING CULTURE OF DIFFERENCE, DIVERSITY AND OPEN-MINDEDNESS.

ADAPTABLE, INCLUSIVE AND PROGRESSIVE — WE ENCOURAGE MUTUAL RESPECT AND A LIVELY EXCHANGE OF IDEAS. SO THE BRIGHTEST MINDS OF OUR GENERATION CAN FOCUS ON WHAT REALLY MATTERS — LIVING WELL TOGETHER.

TECHNOLOGY

INNOVATION WILL HAPPEN FASTER THAN ANYWHERE ELSE. GIVING PEOPLE THE PERFECT ENVIRONMENT TO CONCEIVE AND DEVELOP TECHNOLOGY THAT WORKS SEAMLESSLY WITH SOCIETY.

TECHNOLOGY THAT’S SIMPLE, INTUITIVE AND ENRICHES THE HUMAN EXPERIENCE.

WORKING IN HARMONY WITH NATURE TO ENHANCE AND EMPOWER PEOPLE AND SERVE HUMANKIND AS A WHOLE.
NONE OF US ARE ABOVE NATURE. OUR PLANET IS OUR MOST PRECIOUS TREASURE. IT’S PRICELESS AND WE WILL RESPECT AND PROTECT IT. NEOM LEADS THE SHIFT IN ATTITUDE OUR WORLD SORELY NEEDS.

NATURE MUST BE ENTWINED WITH ALL ASPECTS OF OUR LIVES. RESPECTING THE NATURAL BALANCE AND DIVERSITY OF THE UNIQUE LIFE WITHIN NEOM.

ALWAYS ENHANCING IT FOR THE NEXT GENERATION.

THE ENVIRONMENT WE CREATE, ENRICHED WITH SMART TECHNOLOGY AND THE BENEFITS THAT COME FROM SUSTAINABILITY, WILL WORK TO ENHANCE ALL ASPECTS OF LIFE — PHYSICAL, MENTAL AND SOCIAL.

NEOM MUST OFFER AN UNRIVALLED QUALITY OF LIFE. SETTING THE BENCHMARK FOR THE PERFECT LIVING ENVIRONMENT.
NEOM’s unmatched livability and economic prospects will be powered by a profitable economy that will pioneer the future of key economic sectors.
NEOM’s climate provides unrivalled complementary solar and wind potential through competitively priced renewable energy. We will build new industries and drive the next wave of the energy transition by producing green hydrogen (H₂).

Leveraging low cost clean energy and a carbon-free energy ecosystem from scratch, NEOM plans on developing energy intensive industries with the potential to lead on a global scale.

WHAT NEOM WILL DO

NEOM will build a 100% renewable energy system and deliver world-class customer experience. It will develop a smart transmission and distribution network with the latest and most advanced technologies. We will strive to become the world’s leader in commercializing clean energy intensive industries, such as green hydrogen.

In addition, NEOM aspires to be the breeding ground for start-ups and establish an innovative ecosystem, by integrating R&D, education and investments.
Located on the Red Sea with more than 450 km of coastline, NEOM has a vast supply of seawater. With extensive access to low-cost, renewable energy and the Kingdom’s vast domestic desalination expertise, NEOM has a unique competitive advantage.

It aims to be a global powerhouse in water production and storage, and a center of excellence for global water technology, fully integrated along the value chain and anchored on water desalination. This will attract water-related research companies and start-ups, drive innovation and champion all elements of the water industry.

**WHAT NEOM WILL DO**

Using water in a sustainable manner is a key component of NEOM’s livability goals. NEOM’s water will be 100% desalinated using renewable energy to ensure zero CO₂ emissions, and zero brine effluent discharge to preserve the natural environment. Full seawater processing will produce minerals and chemicals from the brine.

All wastewater in NEOM will be fully processed to generate energy, fertilizer and reusable fresh water for irrigation. This will achieve zero waste and a full circular economy for water and wastewater.

NEOM’s water distribution network will be completely connected through advanced IoW (Internet of Water) infrastructure to ensure minimal water loss. It will be a reference to share with the world, putting NEOM at the forefront of water technology by building interoperable, modular systems.
NEOM will drive the future of mobility to provide international, regional and urban connection via sea, air and land. Planning is underway to build a port that will catalyze world trade with NEOM, open an intermodal gateway with NEOM’s surrounding region and facilitate cruise tourism to NEOM. NEOM Port will be the world’s most advanced, sustainable and efficient port and logistics zone.

The best possible air connectivity between NEOM and the rest of the world will set a global technological benchmark for an integrated, customer-centric travel experience. It will operate on zero carbon emissions by offset. The architecturally iconic airport will feature biometric processing to eliminate bottlenecks through a seamless curb-to-gate experience. NEOM will stand as a world reference for safety, security and environmental compliance in manned and unmanned air traffic management.

On land, NEOM will develop innovative high-speed transit and on-demand shared mobility, enabled by autonomous solutions and ubiquitous digital infrastructure. The livability of our urban environments will prioritize walking, cycling and personal electric mobility devices. These will be on an urban scale, enhanced by access to high-speed public transit services connecting all neighborhoods.

We are developing the world’s first intelligent and autonomous supply chain to enable the seamless management of goods for NEOM’s residents and industries. NEOM will orchestrate everything using AI and will be a preeminent global hub for the world’s trade flows.

NEOM will sustainably lead innovation across all modes and be a global living laboratory for the future of mobility.

SEAMLESS CONNECTIVITY AND SUSTAINABLE TRANSPORT
FUTURE OF BIOTECH
MAKING REVOLUTIONARY BIOTECH A REALITY

Tomorrow’s healthcare will start life here. Through the creation of a global biotech innovation hub and ecosystem for rapid integration of the technologies into health practices, NEOM will be home to both aspirational and established biotech companies. The world will look to NEOM for a step-change in the understanding of human health and disease, and the development of next-generation diagnosis, therapies and prevention.

NEOM will stand at the forefront of a revolution in the health space, with focus areas like genetics, biodigital interfaces and artificial intelligence, all aiming to better predict, prevent or treat conditions.

Biotech research means a quest for the world’s future well-being and fulfilment. By attracting leading and emerging talent to research, collaborate, develop and apply new technologies, NEOM will be a global nexus for the future of biotech.
NEOM recognizes that the global food system is one of the most environmentally damaging sectors of human activity. There needs to be change and NEOM will be at the forefront of this movement by providing the opportunity to improve the sustainability of the food system — in the challenging environment of the desert; as well as beyond.

NEOM will embrace innovation, deploying the latest technologies to transform traditional food systems and reduce the environmental footprint of food for NEOM, the Kingdom of Saudi Arabia and the world.
FUTURE OF MANUFACTURING
There has never been a more exciting time for manufacturing. New materials and methods are opening up entirely new possibilities for factories of the future and for the way we apply Industry 4.0. Underpinned by clean and green credentials, NEOM is ideally placed to leverage such opportunities.

NEOM’s approach to innovation spans not only nanotechnology but also 3D printing, sensors, IoT devices, electrical vehicles, robotics, renewables and much more. Since NEOM starts from a clean slate, we will advance the processes underpinning these innovations by embracing advanced manufacturing systems with integrated and tech-enabled logistics and supply chain networks. This is all supported by an unrivalled R&D ecosystem. Like no other location, NEOM will have the chance to test and refine these boundaries as they develop, in real time.
FUTURE OF MEDIA
NEOM will attract the best of emerging and established talent from the region and beyond, with an unprecedented commitment to industry education, innovation and production activity, all in a uniquely collaborative environment. With a lifestyle and livability that is the envy of the world, NEOM will be the true epicenter of the region’s media industries and content creation.

Providing advanced tools, state-of-the-art infrastructure, technology and a supportive media regulatory and funding framework, NEOM will enable creatives to excite and engage audiences with all forms of world-class content.

THE REGION’S CENTER FOR THE THRIVING MEDIA INDUSTRIES
FUTURE OF ENTERTAINMENT,

CULTURE AND FASHION
In NEOM, people will be able to immerse themselves in high-tech experiences, from checking out a book in the library of the future and shopping in the next generation of experience retail to being “IN” the movie or in the game and, for the first time, walking with fantastic creatures.

All these educational, cultural and fashionable experiences supported by future technologies will add up to a rich entertainment delivered in ways never experienced before.
FUTURE OF TOURISM
Futurism, sustainability and authenticity will be the key principles of NEOM’s approach to tourism, coupled with a multi-purpose offering where visitors and tourists can experience the tourism of tomorrow. By integrating innovation and developing cutting-edge principles for sustainability, NEOM will offer a futuristic experience that blends the past with the future.

As a region, NEOM is endowed with a rich cultural history, a cool climate, spectacular deserts, splendid reefs and beautiful mountains. This unrivalled natural beauty will be combined with a futuristic tourism model to draw visitors from all corners of the globe, and NEOM will be today a vision reflecting the tourism of tomorrow.
Sport is a tool for positive social change like none other. It has the ability to break down social barriers greater than governments and inspire a completely inclusive society. NEOM will be a global hub for sport, uniting its communities, shaping its healthy lifestyle and contributing to its innovative economy.

With world-leading, hyper-flexible facilities, NEOM will attract the world’s best athletes whilst inspiring inhabitants to be the healthiest in the world. NEOM will provide a launchpad for the latest adventure sports and become a capital for e-sports.

**WHAT NEOM WILL DO**

NEOM will celebrate sport’s positive contribution to society and enhance the quality of the region’s livability. NEOM will, through innovation and technology, create a sustainable culture of sport that benefits all.

NEOM will provide state-of-the-art training facilities for residents, high performance athletes and visitors. A network of top-tier community sports zones in urban, beach and mountain locations will be open to everyone.

**CREATING THE WORLD’S HEALTHIEST, MOST ACTIVE POPULATION**
FUTURE OF CONSTRUCTION
As one of the largest developers in the world, NEOM aspires to transform the way we conceptualize, design, plan, execute, use and re-use capital projects. This will be done by enabling an ecosystem that delivers unprecedented outcomes on performance and efficiency across speed of execution, environmental sustainability, talent attraction and retention.

NEOM will benefit from the latest technology developed by a new generation of innovative design and construction companies that will sustainably participate in this ecosystem.
NEOM will provide universal access to financial services within one of the world’s most socially responsible services ecosystems leveraging pioneering technologies to support economic growth.

In doing so, NEOM will build an economy that is oriented to the future, not the present, serving not just as a model for the Kingdom of Saudi Arabia, but also the whole world.
FUTURE OF HEALTH AND WELL-BEING
NEOM is creating a whole new integrated health and well-being ecosystem in an end-to-end system, never been done before.

NEOM will lead the world in health and well-being by creating an environment that optimizes healthy lifestyles, focusing on proactive personalized prevention and world-class treatment of diseases. NEOM’s integrated person-centered health ecosystem will incorporate the latest technological advancements in healthcare and biotechnology.

Dedicated digital infrastructure and artificial intelligence (AI) combined with genetic and smart technologies will offer real-time assessments and ‘digital twins’ for each resident.

WHAT NEOM WILL DO

A network of global experts and distinctive centers of excellence will rapidly adopt best practices, providing high-end medical treatment, complemented by the comprehensive wellness services offered at medical resorts. By harnessing the latest industry thinking and medical innovation, our unique design will ensure high quality of life for residents and visitors, while also attracting medical tourists seeking first-class medical treatment.

LEADING WHOLISTIC CARE AND DIGITAL HEALTH TECHNOLOGIES
At NEOM, education is an enabler for economic and social progress and an incubator for innovative ideas and inventions. Beyond critical skills development, NEOM will attract the best local and international minds to join a community that embraces life-long learning where collaboration is key. Learning will be accessible to all residents at the world’s best schools, colleges and universities, research hubs and vocational training centers.

NEOM’s culture values learning, promotes creativity and leverages current technologies to create a new benchmark in critical thinking skills necessary to build community and transform the world. NEOM will drive the global future of education based on six key principles: education should be personalized, immersive, embedded, technically connected, evolutionary and diverse. NEOM strives to do more than use technology; NEOM strives to create the next technology; solve global problems; and conduct research to create a more sustainable, livable future.
FUTURE OF TECHNOLOGY AND DIGITAL
NEOM will provide a ubiquitous cognitive environment where humans and machines will live in harmony, as peers, to continually reinvent themselves through the application of advanced and future technologies. Our future will be shaped by exciting technologies that will blur the gap between man and machine: artificially intelligent software, internet of things that can sense human needs, seamless transfer between physical and virtual worlds and everyday robots that create more time to live.

NEOM will create the best, most conducive environment for innovation in technology and digital. Investors, inventors and leading tech organizations will enjoy a world-first opportunity — to use NEOM as a region wide living lab for innovation and create future-proof technologies with valuable and scalable intellectual property.
Livability will be fundamental to the prosperity and future success of NEOM. We aim to create the most advanced and livable urban environment in the world for the next generation of creators and innovators. Livability is key to improving quality of life, developing inclusive communities, enhancing urban sustainability and ensuring the best use of digital technologies to deliver world-class citizen services.

The social, economic and environmental vision of NEOM will ensure the creation of the most advanced quality of life to attract the next generation of great minds and talent. In addition, NEOM will track its success by adopting a set of livability standards indicators to gauge progress and advancement.
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