POST SHOW REPORT
The venue of the summit - “Jeddah” was strategically selected, as it’s the second biggest city and a commercial capital of the Saudi Arabia, is a gateway to Mecca and Medinah - Islam’s holy cities and houses the biggest port along the Red Sea; making sure we attract the fine set of minds from diverse verticals together!

The Day 1 of the event geared up with the impactful opening note by “Honorable Marwan Al Sulaimani, Director General, Ministry of Hajj and Umrah”, who graced the summit as Guest of Honor and Keynote speaker. As the world knows Kingdom of Saudi Arabia (KSA) is the heart of the Arab and Islamic world since its home to the holiest city for Muslims - “The Mecca” where annually millions of pilgrims travel from every nook and corner of earth to perform “HAJJ”. Mr. Marwan presentation - “Smart Mecca”- A seamless pilgrimage experience brought under spotlight the ministry immaculate initiative in integrating smart technology to pave way towards ‘Holistic Hajj’. The project also bought under limelight some pressing challenges as Hajj is very complex because it’s served by the traffic department, civil defense, hospitals and the immigration department. It was magnificent to heed that the government of Kingdom are leaving no page unturned to offer sustainable, flawless and safe experience to its citizens and tourist alike. Most importantly, The Ministry of Hajj and Umrah also hopes to increase the number of pilgrims to 15 million by 2022 and 30 million by 2030 in line with the Kingdom’s Vision 2030.
The level of the day was amped up by some intriguing presentation by experts from National Digital Transformation Unit (NDU), Quality of Life Program Center (QoL), Electricity & Cogeneration Regulatory Authority (ECRA) (Just to name a few) who gave an insight into technology advancement in digital economy, utilities, urban planning and role of geospatial data and ways to craft inclusive, connected and livable cities.

No far were the panel discussions which analyzed major game-changer strategies and prime indicators to map the success of smart city and the approach to construct Kingdom's smart cities as economy powerhouse, which is one amongst the multiple objectives of smart city vision formulated under Kingdom vision 2030.

The 19th February agenda revolved around 2 major sessions namely- “INTELLIGENT, GREEN AND CONNECTED MOBILITY” and “A STEP TOWARDS SMART, SUSTAINABLE AND GREEN FUTURE”. The morning observed some high level dignitaries such as Managing Director, Middle East and India, Virgin Hyperloop One, PPP and Investment Advisor, Ministry of Municipal and Rural Affairs (MOMRA), Head of Innovation department, Ministry of Housing Saudi Arabia. The audience heard the strategies of turning Hyperloop concept from Vision to reality to the advent of Smart parking solution which can curb the apprehension of traffic congestion and decreasing carbon emissions to the note by the Saudi Arabia Housing Ministry on their flagship walk towards buildings the future infrastructure using 3D printing technology and giving a run to any nation worldwide; adding a feather in the cap of the program and kingdom.

The final seasoning in the success of this edition was done by the case studies from the UK and GCC presented by an expert from Saudi British Joint Business Council (SBIBC) who talked about how UK government is heavily investing in smart systems and smart platforms, both at a national level and a city wide level and emphasized on the approaches being taken by the different cities whether it's London, Glasgow, Bristol, or Newcastle. He further added that- “KINGDOM SMART CITY VISION is an ambitious program but we're already seeing early results. Looking at the whole GCC, the Kingdom is in a strong position. The Kingdom has gone from being a follower to a regional leader”

Lastly but most importantly, the exhibition arena featured some of the premium offerings in technology, services, products and solutions driven by our honorable sponsors and exhibitors, giving an opportunity to our delegates to visualize and experience the assorted array of world class innovations under one roof.

The varied sessions hence fostered all new world of learning and business possibilities by bringing spotlight on some bottleneck approaches and best practices which can be channelized as potential solutions to the deep-rooted and systemic problems, it also skewed the pointer on how data, digital and design strategy can bridge the gap between physical and digital worlds and how a new era of job market will be powered by smart cities.

The participants unanimously agreed that the summit provided a unique meeting place for smart city advocates to build meaningful business relationships with key stakeholders including government officials, representatives of institutions and private companies, speakers, academicians, city leaders etc. The delegates discussed current and future trends to develop the Kingdom cities.

Conclusively, we at Explore Exhibitions and Conferences and Dhaharan Heights Agency thoroughly enjoyed putting up such a platform for the kingdom and are at the same time both honoured and delighted to see the zeal of the people and wish to receive the same support for all our future endeavours.

On this note, we are thrilled to extend heartiest thanks to all our speakers, sponsors and attendees for this stupendous glory!
EVENT AT A GLANCE

SECTORS PARTICIPATION

- Smart city projects: 4%
- Telecommunication and utilities: 7%
- Construction: 7%
- Architectural and Engineering: 7%
- Technology: 8%
- Law and Trade Firm: 10%
- Government: 25%
- Manufacturing: 15%
- Academic and Research: 14%

JOB TITLES BREAKDOWN

- Governors
- Chief Executive Officers
- Director General
- Managing directors
- Chairman
- Consultants
- Advisors
- Chief, VP’s, Directors, Heads, Manager:
  - Smart City
  - Urban and Master Planning
  - Infrastructure
  - VRO
  - Marketing, Business development and sales
  - GIS
  - Survey
  - Operation
  - Government Affairs
  - Data Management
  - Engagement
- Land administration
- Smart Grid
- Development & Change
- Technology
- Innovation
- Security
- Technical Affairs
- Traffic Safety
- Strategy & Planning
- Engineer
- Power Projects
Eminent Speakers

Marwan Al Sulaimani
Director General
Ministry of Hajj and Umrah

Eng. Thabet M. Al-Sawyeed
Governor
Saudi Contractors Authority (SCA)

Fawaz Alharbi
Director of Urban and Master Planning
Public Investment Fund Projects (PIF)

Ali El Ali
Head of Planning and Program Management,
Executive Management Office
King Abdullah Economic City (KAEC)

Andrew Lippett
General Manager
Maxwell Stamp KSA

Ibrahim Abdullah Almohaimede
Director - Emerging Industries
SAP KSA

Jason Roos
CIO
King Abdullah University of Science and Technology (KAUST)

Nasser Alrayes
Consultant - Digital transformation expert
National Digital Transformation Unit (NDU)

Dr. Mansour A. Aldajani
Advisor to the Governor
(Planning, Enterprise Excellence, and Technology),
Electricity & Cogeneration Regulatory Authority (ECRA)

Dr. Ibraheem Sheerah
CEO Advisor
Quality of Life Program Center (QoL)

E. Stephen Goldie
City Planning Advisor
Department of Urban Planning & Municipalities,
Al Ain Municipality

Sultan Aljohni
VRO Deputy Director
King Abdulaziz City for Science and Technology (KACST)

Ahmad Saleh Alwasaidi
General Manager of GIC
General Commission for Survey (GCS)

Dr. Eng. Humaid Alshamsi
Head of Artificial Intelligence
Application Development and Research,
AbuDhabi police

Mohammed Shah
IT and Smart City Director
Knowledge Economic City (KEC)
Eminent Speakers

Hashem Al-Fawaz
PPP and Investment Advisor
Ministry of Municipal and Rural Affairs (MOMRA)

Jean-Philippe TISSOT
MEA ADM - Business Development Director
Alstom

Harj Dhaliwal
Managing Director, Middle East and India
Virgin Hyperloop One

Dr. Mohammed S. Al Surf
Regional Manager - Market Development - Saudi Arabia
Green Business Certification Institute (GBCI)

Tolga Candan
Head of Strategic Business Development
Al Futtaim Engineering & Technologym

Arc. Hussam ALGhamdi
Head of Innovation Department
Ministry of Housing, Saudi Arabia

Bjorn Bjornsvik
Cyber Security Advisor
Royal Commission for AlUla

Mohammed M Alshammary
Chief Consultant
Maxwell Stamp KSA

Akin Adamson
Member - The Saudi British Joint Business Council (SBJBC)

Ayad (Ed) Sleiman
Chief Information Security Officer (CISO)
King Abdullah University of Science and Technology (KAUST)
Testimonials - Powered by our clients

“The conference was great so far I had good time meeting different people from different organizations.”
- Head of Artificial Intelligence Application Development and Research, Abu Dhabi police

“The conference gave me and my colleagues the opportunity to get up to speed on the latest in the field of Smart Cities, particularly topics such as city planning, quality of life, and digital customer experience. It was well organized and the agenda well thought of. Looking forward for the next one.”
- Head Of Planning & Program Management, Executive Management Office, King Abdullah Economic City (KAEC)

“It was a well attended event and the quality representation from the Public and Private stakeholders contributed to the value of the event and networking”
- General Manager, Maxwell Stamp KSA
## Company's Who Participated

<table>
<thead>
<tr>
<th>Company/Authority</th>
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<tbody>
<tr>
<td>SEDCO Development</td>
<td>Saudi Business Machines</td>
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<td>Civil &amp; Electrical Projects Contracting Company (CEPCO)</td>
<td>IHCC</td>
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<td>King Abdullah University of Science and Technology</td>
<td>ABB</td>
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<td>King Abdulaziz University</td>
<td>Saudi Arabia Ministry of Communications &amp; Information Technology</td>
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<td>International For Modern Industries Co. Ltd.</td>
<td>MODON</td>
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<td>Royal Commission for Jubail</td>
<td>China Petroleum Technology and Development Corporation</td>
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<td>Jeddah Municipality</td>
<td>Jazan City for Primary and Downstream Industries</td>
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<td>Arabian Tile Company</td>
<td>Giza Arabia Systems</td>
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<td>Duba Municipality</td>
<td>Saudi Contractors Authority</td>
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<td>Innovators Consulting</td>
<td>Pitney Bowes Software &amp; Data</td>
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<td>Dar AlHekma University</td>
<td>King Saud University</td>
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<td>King Abdulaziz University</td>
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<td>Abdul Latif Jameel Motors</td>
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<td>ST Engineering</td>
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<td>THE RED SEA DEVELOPMENT COMPANY</td>
<td>Abdul Latif Jameel Equipment Company Ltd</td>
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<td>Jeddah Economic Company</td>
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<td>National Digital Transformation Unit</td>
<td>Al Ain Municipality</td>
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<td>Al Gihaz Holding Company</td>
<td>Electricity &amp; Cogeneration Regulatory Authority</td>
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<td>Bryan Cave Leighton Paisner</td>
<td>Virgin, Hyperloop One</td>
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<td>Makkah Municipality</td>
<td>Quality of Life Program Center</td>
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<td>AMAALA Company</td>
<td>Abu Dhabi police</td>
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<td>NEOM</td>
<td>Knowledge Economic City Co.</td>
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<td>British Consulate General Jeddah</td>
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<td>The General Authority of Civil Aviation</td>
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<td>Arch Alaa AlAlawi Engineering Company</td>
<td>Saudi Arabia Ministry of Housing</td>
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<td>DAR Al Hekma</td>
<td>Saudi Contractors Authority</td>
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<td>Solaiman A El Khereiji Engineering Consultant</td>
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المدن الذكية السعودية

SAUDI
SMART CITIES SUMMIT AND EXPO

18th - 19th FEBRUARY 2020
JEDDAH HILTON HOTEL, JEDDAH, SAUDI ARABIA

Organising Committee

Saeed AlGhamdi
CEO
Phone: +966 503 896 695
Email: saeed@horizon-circle.com

Satish Anand
Event Director
Phone: +966 554 776 775 (local)
+91 90358 44101 (international)
Email: satish@exploreexhibitions.com

Kanchan K
Conference Producer
Phone: +91 78374 30587
Email: kanchan@exploreexhibitions.com

Event Organised by
Dhaharan Heights

International Event Partner
explore exhibitions & conferences

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7octillion
Rapid Smart Nation Solutions

Middle East
Riyadh - 3862 Wadi Mereea st.
Al Worood District
Kingdom of Saudi Arabia
Email: saeed@horizon-circle.com
Phone: +966 503 896 695
+966 554 776 775

APAC and Americas
174, 2nd Floor, Rakshitha Complex,
Indiranagar 1st Stage,
Bengaluru, Karnataka, India
Email: info@exploreexhibitions.com
Phone: +91 903 5844 101

Europe
Prague, Czech Republic
Phone: +420 601 182 899

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