

NEOM

NEW WAY. NEW ERA

UNRIVALLED IN CONCEPT

UNMATCHED IN INTELLIGENCE

UNCONSTRAINED BY HISTORY

AND BUILT ON HUMANITY'S GREATEST RESOURCE: IMAGINATION

NEOM IS A NEW KIND OF TOMORROW IN THE MAKING

A PLACE ON EARTH LIKE NOTHING ON EARTH

A NEW BLUEPRINT FOR SUSTAINABLE LIFE

ON A SCALE NEVER SEEN BEFORE

WHERE INVENTIVENESS SHAPES A NEW,

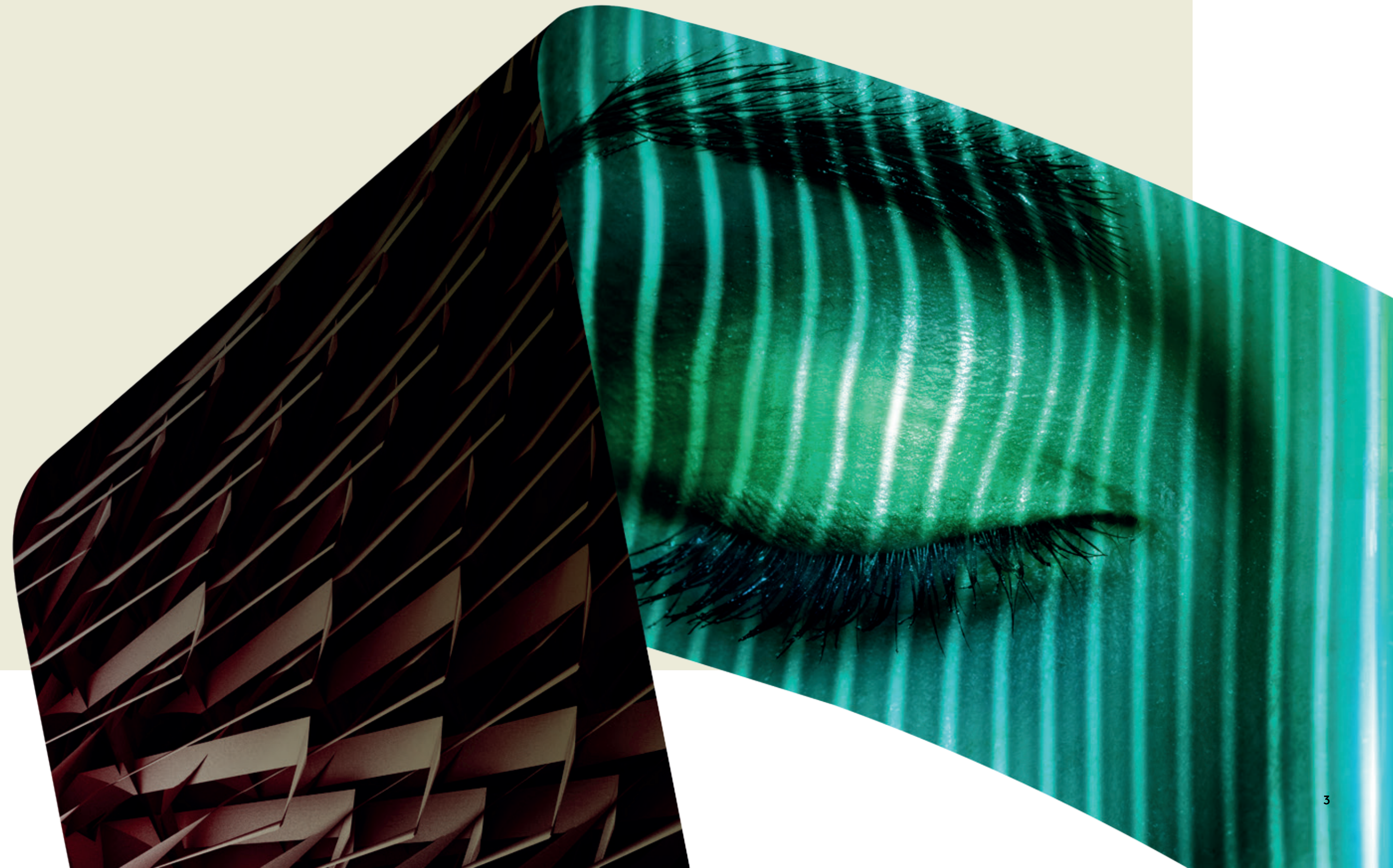
INSPIRING ERA FOR HUMAN CIVILIZATION

WHERE WE LIVE THE FUTURE,

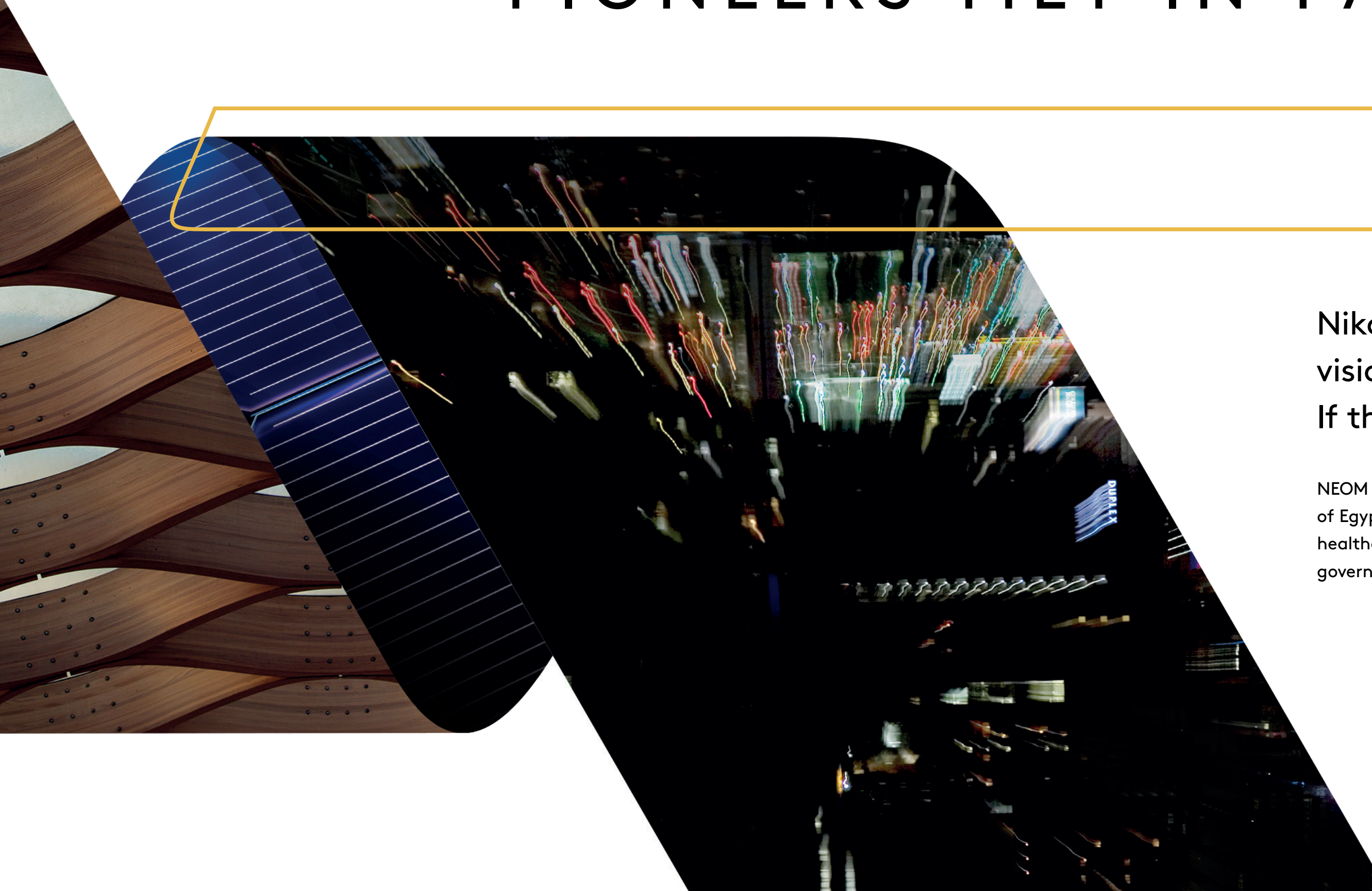
AS WE CREATE THE FUTURE

# INNOVATORS+ INVESTORS+ IMAGINATION

LEADING BUSINESS LIGHTS WILL BRING THEIR WILDEST IMAGINATIONS TO THE TABLE. INNOVATORS, INVESTORS AND THE BUSINESSES THEY CREATE WILL FORGE AN UNPRECEDENTED BLUEPRINT.

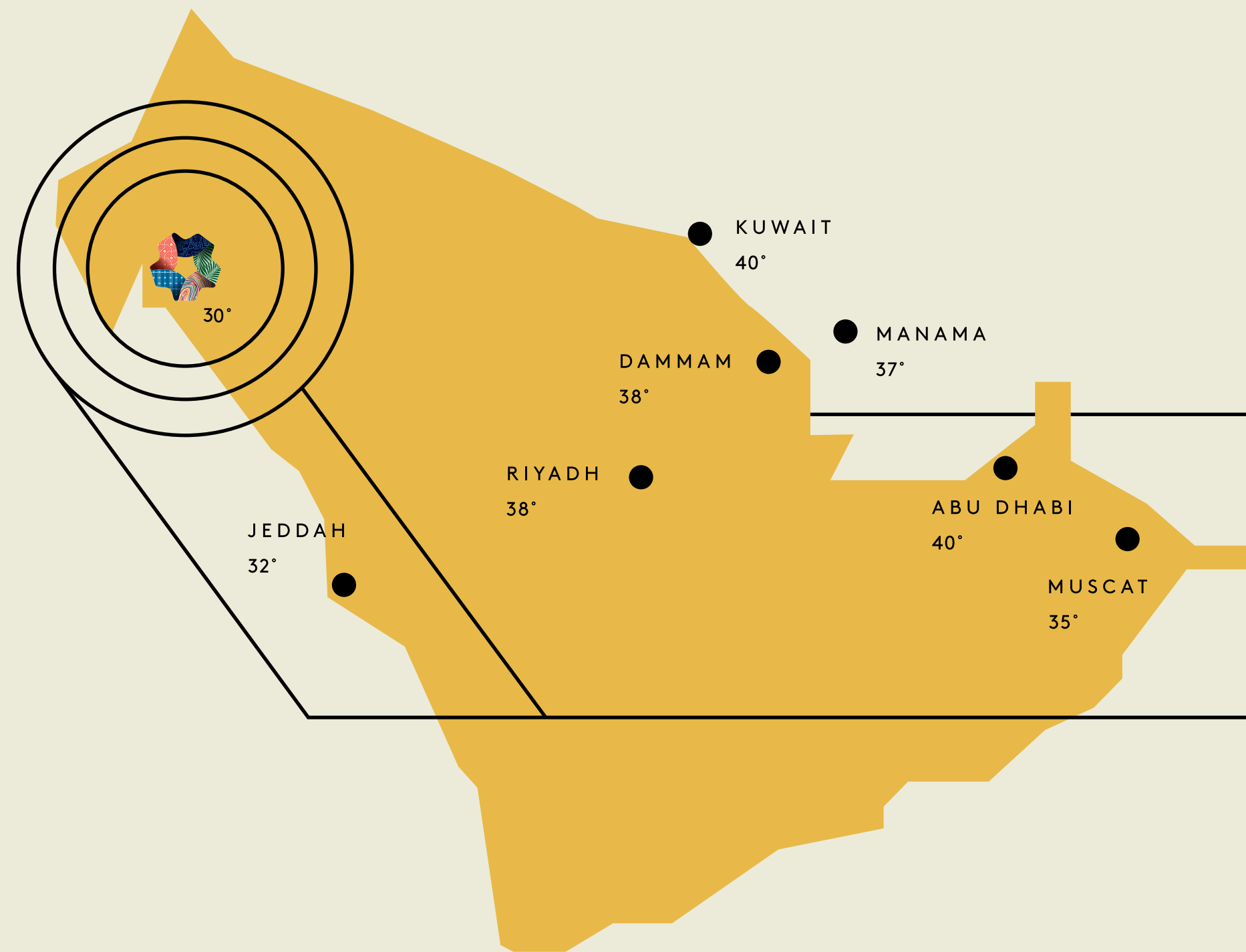


# IN 1889, FOUR OF THE WORLD'S GREATEST PIONEERS MET IN PARIS.



Nikola Tesla, Jules Verne, Thomas Edison and Gustave Eiffel 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 will be an independent, vibrant, diverse new society of millions in the North-West corner of Saudi Arabia at the intersection of Egypt and Jordan. It will be the most exciting, fulfilling place to live and work on the planet. It will offer world-class education, healthcare and culture. Underpinned by advanced, automated, zero-carbon infrastructure and forward-thinking, business-friendly governance. A tribute to humanity's timeless ambition, the herald of a new era and a new standard for centuries to come.



# GOOD CLIMATE

10° COOLER THAN THE REST OF THE GCC

Long beaches, valleys and deserts cradled by mountains all located in north-western 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.

# AT THE CROSSROADS OF THE WORLD

## IDEAL GEOGRAPHY

There's nowhere like this vast site. Untouched, diverse terrain, sheltered by mountains and cooled by Red Sea breezes. A temperate Mediterranean climate. 468 km of coastline with beaches and coral reefs, as well as mountains up to 2,500 m high.

26,500KM<sup>2</sup>

OF LAND IN SAUDI ARABIA,  
EGYPT AND JORDAN

100%

GREENFIELD SITE

## AT THE CENTRE OF WORLD TRADE

A strategic location on one of the world's most prominent economic arteries will make NEOM a global hub for trade, innovation and knowledge.

UP TO 10% OF WORLD TRADE

FLOWS THROUGH THE RED SEA

70% OF THE GLOBE

LIVE <8 HOURS' FLIGHT AWAY

## IN THE WORLD'S FIRST INDEPENDENT ECONOMIC ZONE

NEOM will operate as an independent economic zone – with its own laws, taxes and regulations specially created to boost healthy growth and wealth for the region, investors and residents.

\$100 BILLION BY 2030

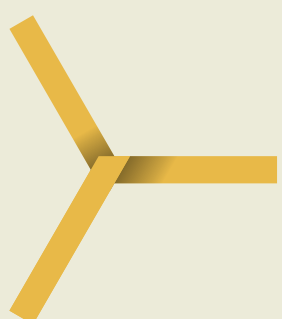



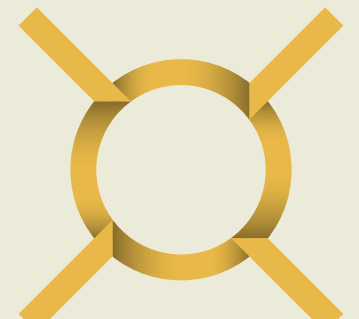
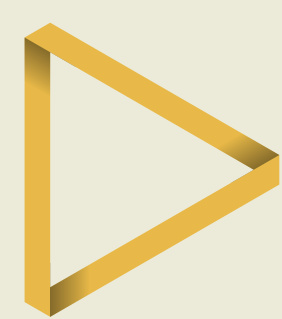

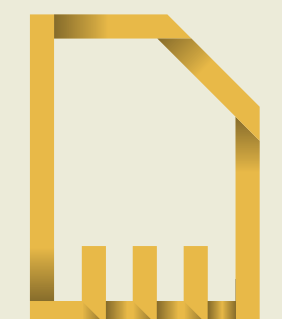
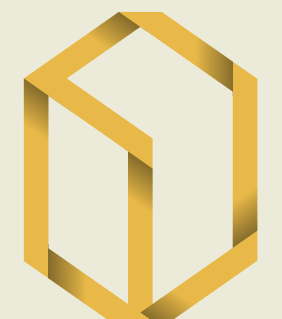
PROJECTED TOTAL GDP (P.A.)



OUR CENTRAL AMBITION IS BOLD, BUT SIMPLE:

# WORLD-BEATING QUALITY OF LIFE

NEOM'S UNMATCHED LIVABILITY AND ECONOMIC PROSPECTS WILL BE POWERED BY A PROFITABLE ECONOMY THAT WILL PIONEER THE FUTURE OF NINE SECTORS:

1	2	3	4	5	6	7	8	9
								
ENERGY AND WATER	MOBILITY	BIOTECH	FOOD	ADVANCED MANUFACTURING	MEDIA	ENTERTAINMENT	TECHNOLOGICAL AND DIGITAL SCIENCES	LIVING AS NEOM'S FOUNDATION

1.

# ENERGY AND WATER

As the sun rises over NEOM, it will glint against vast fields of solar panels paired with wind turbines and light up enormous stretches of energy grids storing power for generations.

All this being sufficient to supply all of NEOM and beyond with low-cost regenerative energy. The beams, bridges and archways of this grand destination will be immaculate, untainted by pollution. Buildings will remain pristine and the air fresh and clear. And NEOM scientists will pioneer the future of energy production, use and storage – for water, gas, oil, solar, wind, algae... and whole new kinds of energy the world has yet to hear of.





2.

# MOBILITY

Across land, air and sea, NEOM will become a global hub of connectivity.

Within its boundaries, it will harness progressive, automated, 100% green transport systems that will glide smoothly and safely in three dimensions along both superbly efficient and scenic routes.

Beyond its borders, it will create brand new connections; like an awe-inspiring new bridge that will link Asia with Africa and be as strong as its iconic design.



3.

# BIOTECH

Tomorrow's healthcare will start life here. The world will look to NEOM for next-generation gene therapy, genomics, stem cell research, nanobiology and bioengineering.

Biotech research means no less than a quest for the world's future wellbeing and fulfilment. Attracting the talent to research, develop and apply our new knowledge, NEOM will be a new nexus for this vital activity.



4.

# FOOD

How will humanity produce fresh food in a desert with no water? Or create fresh drinking water at sea?

World prosperity is locked behind these questions – NEOM will find the key. It will lead the way in state-of-the-art technologies like arid and seawater farming and solar-powered greenhouses. Its vertical urban farms will soar skywards – delivering crisp, fresh produce to its citizens with unprecedented speed and space efficiency.



5.

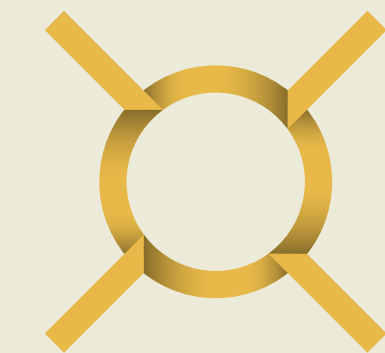
# ADVANCED MANUFACTURING

There's never been a more exciting time for manufacturing. New materials and methods are breaking open whole worlds of possibility for our future living. Nowhere is better placed to take advantage of these possibilities than NEOM.

NEOM won't just innovate in nanotechnology, 3D printing, sensors, IoT devices, electrical vehicles, robotics and renewables. Starting from scratch means a chance to innovate the very systems underpinning those innovations of R&D, supply, transport, infrastructure. And a chance to test out inventions like personalized, fully automated, point-to-point transfers, passenger drones, self-learning traffic systems in a live destination setting and refine them to perfection.

## FACTS

- Robotics is a \$3.6 trillion sector with a projected growth rate of 16% until 2030
- Smart traffic technology could reduce traffic in NEOM by 25% and congestion by 40%
- Global renewables market = \$650 billion
- R&D could reduce battery cost by 35%

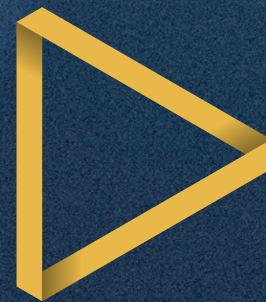


6.

# MEDIA

The world's most distinguished directors will look to NEOM's creatives for inspiration.

Talent – both established and new – will flood in, wanting to be part of the action. They'll be welcomed with all the support and infrastructure they need, from production houses to studios so they can produce, deliver and distribute film, TV, music, video games and social media. NEOM will seize the world's attention, becoming a media hub not just for the Middle East but the world.



7.

# ENTERTAINMENT

NEOM will be the place to be. Packed full of sports, performance and visual arts venues. World-renowned restaurants by glittering marina watersides. Elite shopping experiences that outpace the world's capitals.

And NEOM will redefine what urban entertainment means, by turning up the dial and raising the scale. With futuristic, record-breaking theme parks. Endless natural parkland. The world's largest garden in the heart of the metropolis. A waterpark with a wave machine where Olympians will perfect their technique. It will attract tourists from thousands of miles around. And for residents, bring epic to the everyday.





8.

## TECHNOLOGICAL AND DIGITAL SCIENCES

Think of the future and a few key things spring to mind. Artificial intelligence. Virtual reality. Smart, connected devices that make life effortless. The Internet of Things.

NEOM will innovate on an open source platform, inviting the world's top data scientists to analyse data and innovate. Inventors will enjoy a world-first opportunity – to use the destination itself as a test ground for urban innovations.



9.

# LIVING AS NEOM'S FOUNDATION

What will life be like in NEOM?

NEOM is positioned to become an aspirational society that heralds the future of human civilization by offering its inhabitants an idyllic lifestyle set against a backdrop of a community founded on modern architecture, lush green spaces, quality of life, safety and technology in service of humanity paired with excellent economic opportunities.





NEOM WILL BE BACKED BY  
 MORE THAN \$500 BILLION  
 OVER THE COMING YEARS  
 BY THE KINGDOM OF SAUDI  
 ARABIA, THE SAUDI ARABIAN  
 PUBLIC INVESTMENT FUND,  
 AS WELL AS LOCAL AND  
 INTERNATIONAL INVESTORS

In March 2015, the Council of Ministers issued a decree to transfer oversight of the Public Investment Fund to the Council of Economic and Development Affairs (CEDA). As part of this process, a new Board was appointed, chaired by His Royal Highness the Crown Prince Mohammad bin Salman Al-Saud.

To help achieve Saudi Arabia's vision of a sustainable, diversified economy, the Board of Directors has taken several steps to clearly define the Public Investment Fund's vision, objectives and strategy in line with Vision 2030.

The Public Investment Fund is developing a portfolio of high quality domestic and international investments, diversified across sectors, geographies and asset classes. Working alongside global strategic partners and renowned investment managers, PIF acts as the Kingdom's main investment arm to deliver a strategy focused on achieving attractive financial returns and long-term value for the Kingdom of Saudi Arabia.

The Public Investment Fund aims to be a global investment powerhouse and the world's most impactful investor, enabling the creation of new sectors and opportunities that will shape the future global economy, while driving the economic transformation of Saudi Arabia.





BE PART OF TOMORROW

[DISCOVERNEOM.COM](https://discoverneom.com)