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The Riyadh Brief

A focused read on Saudi Arabia for international companies looking at the Kingdom between now and 2030.

SAUDI MARKET ENTRY · MADE OPERATIONAL

SCAN TO CONNECT

CHAPTER 01

Why Saudi Arabia, *why now.*

The Kingdom is in the middle of the largest deliberate economic transformation any country is running this decade. The headline numbers tell you the scale, and they are decisive for any company looking at market entry between now and 2030.

$900B+

PUBLIC INVESTMENT FUND AUM

The Public Investment Fund (PIF) is the largest sovereign capital pool in the region. It is deploying across six strategic ecosystems and pulling foreign companies into Saudi supply chains at scale.

700+

REGIONAL HEADQUARTERS

International companies have established Regional Headquarters in Riyadh, locking in a 30-year corporate tax exemption and exceeding the original Vision 2030 target ahead of schedule. The window for first-mover positioning is closing year by year.

$243B

NON-OIL GDP FROM PIF

PIF contributed this figure to Saudi non-oil GDP between 2021 and 2024, roughly 10% of the country's total non-oil economy. The diversification away from oil is real, measurable, and procurement-driven.

130 GW

RENEWABLE CAPACITY BY 2030

The Saudi Energy Minister's official target for renewable capacity by 2030. PIF is committed to developing 70% of Saudi's renewable buildout. Energy, infrastructure, and clean technology suppliers are being absorbed into the program now.

For an international operator, the question is no longer whether to look at Saudi Arabia. It is how to enter cleanly, in the right structure, with the right partners, before the corridor narrows.

CHAPTER 02

The PIF: Saudi's *$900B engine.*

If there is one institution every operator entering Saudi Arabia must understand, it is the **Public Investment Fund**. PIF is the sovereign wealth fund of the Kingdom and the primary instrument through which Vision 2030 is being financed and executed.

PIF holds more than **$900 billion in assets under management**, making it one of the largest sovereign wealth funds in the world. But unlike many sovereign funds that operate primarily as passive investors abroad, PIF is deeply embedded inside the Saudi economy. It owns, builds, and operates entire sectors. It is the anchor shareholder in many of the giga-projects shaping the Kingdom. And it is the channel through which most large-scale foreign procurement flows.

For an international company, this matters in three concrete ways:

Capital follows PIF. Where PIF commits, downstream investment, private capital, and project finance follow. Operators that align with PIF priorities find themselves on the inside of deal flow that is otherwise invisible.

Procurement runs through six ecosystems. PIF has organized its activity into six strategic ecosystems. Understanding which ecosystem your business fits into is the first step in identifying the right counterparties, the right portfolio companies, and the right entry path.

Decisions happen relationally. PIF moves capital through warm introductions, not cold inbound. The institutions, family offices, and operating companies inside its orbit do not respond to RFP volume. They respond to trust signals that take months or years to build, and which start with operational presence on the ground.

> *PIF is not just a wealth fund. It is the operating system of the new Saudi economy.*

The six ecosystems *anchored by PIF.*

PIF organizes its strategic deployment across six economic ecosystems. Each one is a magnet for foreign capital, technology, and operational expertise. The right entry path begins with knowing which one fits.

01
Tourism, Travel & Entertainment

Hospitality, attractions, events, F&B. Anchored by the Vision 2030 target of 150 million annual visitors and brand-tier developments across Diriyah, the Red Sea, AlUla, and Qiddiya.

02
Urban Development & Livability

Cities, real estate, public realm. Anchored by ROSHN, Diriyah Company, and the four giga-projects reshaping Riyadh, from Riyadh Metro to King Salman Park to Sports Boulevard.

03
Advanced Manufacturing & Innovation

Industrial production, automation, materials, supply chain. Anchored by the National Industrial Strategy and a target to localize critical manufacturing across automotive, semiconductors, pharma, and aerospace.

04
Industrials & Logistics

Ports, freight, supply chain technology, regional distribution. Anchored by the National Transport and Logistics Strategy and Saudi's ambition to become a tri-continental logistics hub.

05
Clean Energy, Water & Renewables

Solar, wind, hydrogen, water, grid infrastructure. Anchored by the 130 GW renewable target by 2030, with PIF committed to deliver 70% of the buildout through portfolio companies and joint ventures.

06
NEOM (giga-region)

The Line, Trojena, Sindalah, Oxagon. A new region purpose-built for advanced industries, tourism, and technology, with its own regulatory framework and direct PIF sponsorship at the apex.

CHAPTER 03

Saudi on *the world stage.*

Vision 2030 is not the only deadline in the Saudi calendar. Four world-scale events are pulling forward infrastructure, hospitality, and technology procurement. Each one sets a hard schedule. Each one creates a wave of opportunity for international suppliers, contractors, and operators.

2030

Vision 2030 horizon

The capstone year for the Kingdom's economic transformation program. Targets across non-oil GDP, foreign direct investment, female workforce participation, tourism, and homeownership all converge on this date. The fiscal and political will to hit these numbers is absolute.

2030

Expo 2030 Riyadh

Hosted October 2030 through March 2031. A six-month global event with an expected 40 million visits. A massive procurement window for hospitality, transport, hospitality tech, security, F&B, and event services. Construction and supplier onboarding is happening now.

2034

FIFA World Cup 2034

Saudi Arabia hosting. Stadium construction, transport infrastructure, accommodation capacity, broadcast infrastructure, and event operations all need to be in place years before. Tier-one and tier-two suppliers are being sourced through 2027.

2027

AFC Asian Cup 2027

Saudi Arabia hosting. The first major test of Saudi event-hosting capacity at the regional scale. Tournament infrastructure, fan engagement technology, hospitality, and security operations are being scoped now.

CHAPTER 04

Landmark projects *shaping Riyadh.*

Four projects, each one larger than most cities in Europe, are physically reshaping Riyadh. They are the visible part of the Saudi economic transformation, and they are the most concrete entry point for international companies in construction, mobility, technology, hospitality, design, and the services that orbit them.

Together they represent more than **$90 billion in announced investment**, deploying through PIF, the Royal Commission for Riyadh City, Qiddiya Investment Company, and a network of portfolio operators. They are not concepts. Phase one infrastructure is already in the ground.

The next four pages walk through each one in detail: what it is, what it costs, what is being built, and what kinds of international participation are flowing into the program right now.

> *If you want to see where Saudi capital is going, look at the cranes in Riyadh.*

LANDMARK PROJECT 01

Riyadh Metro

$22.5B	176 km	85
TOTAL INVESTMENT	TOTAL NETWORK LENGTH	STATIONS ACROSS 6 LINES

The world's longest driverless metro network, built from the ground up across six color-coded lines crossing Riyadh north-to-south and east-to-west. Operational since late 2024 and ramping toward full passenger capacity through 2026.

The project was delivered through three international consortia spanning **Bechtel, Siemens, Alstom, Strukton, FCC, Samsung, Ansaldo**, and dozens of tier-two suppliers. The next wave of opportunity is operational, not construction: maintenance, signaling upgrades, station retail, integrated mobility services, and the ecosystem of last-mile services that surrounds every station.

LANDMARK PROJECT 02

King Salman Park

$5.3B	**16.6 km²**	**2028**
TOTAL INVESTMENT	TOTAL AREA	PHASED COMPLETION

The largest urban park in the world. Built on the footprint of the former Riyadh Air Base, it will hold a Royal Arts Complex, the National Theatre, a museum, four luxury hotels, more than 12,000 residential units, and 5,000 trees planted across phased landscape.

The project is a flagship for the **Urban Development & Livability** ecosystem and is being built by King Salman Park Foundation under Royal Commission for Riyadh City sponsorship. International opportunity is concentrated in landscape architecture, cultural venue operations, hospitality, retail concepts, residential design, and the technology layer underpinning city-park integration.

LANDMARK PROJECT 03

Sports Boulevard

$23B	135 km	50+
TOTAL INVESTMENT	CORRIDOR LENGTH	SPORTS & RECREATION FACILITIES

A 135-kilometer linear park threading from west to east across Riyadh, lined with sports facilities, walking and cycling paths, equestrian routes, golf courses, and recreation zones. The corridor connects Wadi Hanifah in the west to Wadi Sulai in the east, weaving together green space, cultural venues, and residential districts.

Sponsored by **Sports Boulevard Foundation** under PIF, the project is the largest active mobility and wellness infrastructure project in the region. Opportunity is concentrated in landscape, recreation operations, sports facility design and operation, hospitality, F&B, and the technology stack supporting an outdoor-active urban population.

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LANDMARK PROJECT 04

Qiddiya

$40B	360 km²	25
TOTAL INVESTMENT	TOTAL AREA	DISTRICTS ACROSS THE CITY

The largest dedicated entertainment, sports, and culture city in the world. Built from scratch 45 minutes west of Riyadh, Qiddiya will hold a Six Flags theme park, a water park, a Formula 1-grade motorsports facility, eSports arenas, a film and gaming production hub, and capacity to host more than 48 million annual visits.

Sponsored by **Qiddiya Investment Company** under PIF, this is the most ambitious entertainment platform launch in the world today. International participation spans theme park operators, sports venue design, gaming and esports infrastructure, hospitality, F&B brands, talent training, and integrated visitor technology.

CHAPTER 05

Three mistakes *that delay market entry by months.*

Most foreign operators entering Saudi Arabia do not stall on opportunity. They stall on three predictable, expensive mistakes. Each one is solvable. Knowing them in advance is the difference between launching in months and launching in quarters.

01 The wrong entity at the start.

Choosing the wrong legal structure or licensing path sets back capital structure, ownership flexibility, and sector permits by quarters, not weeks. The decision is made in the first two weeks. The cost of getting it wrong is felt for the next two years.

BASIC / ADVANCED TIER

02 Registered without operations.

Companies sit with a paper license for months waiting for a General Manager visa, a bank account, and payroll to go live. Compliance, Saudization, government relations, and the day-to-day administrative layer is mandatory, and most international teams do not have the local expertise to run it themselves.

PREMIUM TIER

03 No local relationships.

Cold outreach into Public Investment Fund offices, ministries, family offices, and Saudi venture capital does not convert. Capital and partners move through warm introductions and operational presence. Deals stall without them.

GROWTH TIER

How we *take care of you.*

Whether you are starting from zero or already operating in the Kingdom, audixintel meets you at your stage. Four paths, one objective: a real operational presence in Saudi Arabia.

TIER 01 · BASIC

Basic

Your business legally registered in Saudi Arabia.

Eligible to bid on government and corporate tenders.

Investment registration. Sector clearance. Trading license. Chamber of Commerce.

TIER 02 · ADVANCED

Advanced

Registered, taxed, and ready for the General Manager to enter.

Government portals live. Work visa ready.

Includes Basic, plus: tax and social insurance, business address, General Manager work visa.

MOST POPULAR

TIER 03 · PREMIUM

Premium

Operational from day one. Bank account active, ready to invoice.

Hire, invoice, and sign contracts from day one.

Includes Advanced, plus: General Manager residency, Saudi bank account, government portals, payroll.

FOR ALREADY OPERATING

Growth

Doors opened to Saudi capital, partners, and government funding pathways.

Warm introductions to investors, ministries, and decision-makers.

Ready when you are.

SCAN OR TAP TO CONNECT

Saudi market entry, made operational.

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