



*Under the auspices of the  
Saudi Arabian  
General Housing Authority*



# Green Building Design & Interiors

ARABIA

*The Saudi Arabian International  
Green Building Design, Energy Efficient  
& Intelligent Building Technologies  
and Interiors Exhibition*

2011 الرياض

*Riyadh International Convention  
& Exhibition Center - RICEC*



[www.gbdi-arabia.com](http://www.gbdi-arabia.com)

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Under the auspices of the  
**SAUDI ARABIAN  
GENERAL HOUSING AUTHORITY**



## **GREEN BUILDING DESIGN & INTERIORS ARABIA 2011**

*– the green approach to Saudi  
Arabia's dynamic building and  
interiors sectors*

Saudi Arabia is the Middle East's biggest market for building design and interior products, services and technology. Fuelled by public and private sector US\$ multibillion spending, the market offers unprecedented opportunities for the international export community.

### ***Green revolution...***

Furthermore, Saudi Arabia is looking to lead the way with the introduction of green building technology and is heading for a green revolution which will be backed by mandatory regulations before the end of 2010. This opens the door to huge market potential for international companies capable of providing green building design concepts, including energy and water efficient technologies and intelligent buildings design and management systems, all contributing to the reduction of power consumption and carbon emissions.



### **Building boom...**

Saudi Arabia's building sector is booming in line with the Kingdom's expanding population and its expectations of high quality and technically advanced energy efficient housing, hospitals, schools/universities and working environments.

The Kingdom's rapidly expanding commercial sector is creating a demand for more office buildings, as well as shopping malls, and hotels ranging from boutique hotels to five star international hotels to accommodate the surge in business tourism.

### **US\$ multi-billion building projects...**

Central to this are huge projects such as the US\$110 billion plan for six new 'smart' economic cities to be created by 2020 in different areas of the Kingdom. These cities will eventually provide 1.3 million jobs and generate the need for homes and support facilities for 4.5 million people.

Another large scale project and which is currently under way is the US\$13 billion green campus Princess Noora University close to Riyadh's King Khaled International Airport. This will have capacity for 26,000 students and will include administration buildings, 13 faculties, a 700 bed student hospital, laboratories, research centres and residential accommodation for both students and staff.

These and other major projects will provide a unique opportunity for those involved in cutting edge design and construction, building finishes and interiors, as they look to promote their products and services in an environment which will lead the world in quality and style incorporating the latest smart technologies and green initiatives.

### **Renovation and refurbishment...**

While new building projects offer a unique opportunity for suppliers of appropriate expertise, there is a huge programme of renovation and refurbishment of buildings throughout the Kingdom offering an extension of this ever-increasing market, as well as the opportunity to upgrade buildings with the introduction of sustainable building products and smart technology.

The renovation and refurbishment programme also provides big opportunities for providers of interior design expertise and interiors products.

### **Iconic buildings...**

In Riyadh alone a US\$47 billion programme of investment has already been launched where iconic buildings such as The King Abdullah Financial Centre, The Kingdom Tower, and the commercial and residential Al-Olaya Centre have been built with integrated smart technology.



## US\$400 billion capital investment...

Saudi Arabia boasts its economic growth forecast to average 3.4% a year in 2010/11. The Government plans \$US400bn of public investment between 2009 and 2013. 48% of the Kingdom's 2010 budget is allocated for capital investment projects, underscoring the government's determination to improve critical infrastructure and diversify the economy.

**Green Building Design & Interiors Arabia will provide a modern approach and green solutions to the Kingdom's booming building design and interiors market.**

## THE EXHIBITS

Exhibits at Building Design & Interiors Arabia will include:

### Green building design – energy efficient and sustainable building products and services:

- ▶ architectural ironmongery ▶ ceilings, floors & partitions ▶ cladding ▶ doors and windows ▶ environmental protection
- ▶ electrical equipment & accessories
- ▶ heating, ventilation and air-conditioning
- ▶ instrumentation and controls ▶ marble,

granite & stone ▶ mechanical & electrical services ▶ renewable energy solutions ▶ sanitaryware ▶ security, fire protection and safety equipment ▶ solar technology products ▶ surface coatings & finishes.

### Intelligent buildings design & management systems:

*To control, monitor and optimise building services, including:* ▶ lighting ▶ heating ▶ security, CCTV & alarm systems ▶ access control ▶ audio-visual & entertainment systems ▶ ventilation, filtration & climate control.

### Green building design concepts & features:

▶ green building design concepts and features ▶ architectural models.

### Interiors:

- ▶ artworks ▶ carpets and floorcoverings
- ▶ ceramics ▶ contract furniture ▶ furniture & furnishings ▶ interior finishes ▶ interior design services ▶ kitchens & bathrooms
- ▶ leisure facilities & equipment ▶ lifestyle accessories ▶ lighting modular furniture systems ▶ stained & decorative glass
- ▶ textiles & fabrics.

## MAJOR PROJECTS on the drawing board or under way in Saudi Arabia include:

- ▶ Six economic cities to provide 1.3 million jobs and facilities for 34.5 million people – US\$110 billion.
- ▶ Princess Noora University with a capacity for 26,000 students – US\$13 billion.
- ▶ 1,000m high skyscraper as part of Jeddah's Kingdom City – US\$10 billion.
- ▶ 2,881 housing units at Ras Al Zour – US\$500 million.
- ▶ Expansion of Riyadh's Faisaliah Tower complex to include retail space and 'six star' hotel – US\$450 million.
- ▶ Railway system linking Jeddah with Makkah and Medina – US\$4.2 billion.
- ▶ Al Rajhi Tower project in Riyadh to provide offices, retail outlets and 'seven star' hotel – US\$500 million.
- ▶ Jabal Omar, Makkah, residential and office towers, commercial centre and six 'five star' hotels – US\$33 billion.
- ▶ One million sqm resort at Half Moon Bay, Eastern Province, to include villas, apartment and hotel – US\$667 million.
- ▶ World's biggest residential and hotel complex to accommodate 65,000 people in Makkah, Abraj Al-Bent Towers – US\$2 billion.



## THE VISITORS

Visitors will be drawn from the Kingdom's building design & interiors sector through a comprehensive visitor promotion campaign to include targeted direct marketing, advertising and PR activity, poster displays and a personal visit programme to prime visitor sources.

Visitors will include:

- ▶ architects & specifiers
- ▶ contract furnishers
- ▶ contractors & sub-contractors
- ▶ consultants
- ▶ engineers
- ▶ facilities managers
- ▶ interior designers & decorators
- ▶ importers & trading agents
- ▶ municipal planners
- ▶ property & real estate developers
- ▶ retail & wholesale buyers
- ▶ surveyors.

## WHY RIYADH?

- ▶ Riyadh is the capital of Saudi Arabia and central to all decision making.
- ▶ Riyadh is the seat of government and home to all ministries and major public and private sector organisations and all foreign embassies.
- ▶ Riyadh is one of 10 cities with the world's fastest growing economy.
- ▶ Saudi Arabia's population is growing at 2.5% a year (32 million by 2020). Riyadh is Saudi Arabia's largest populated city, with a population approaching 5 million.

## WHY SAUDI ARABIA?

- ▶ Saudi Arabia is one of the top 10 fastest growing countries in the world and the largest and most influential economy in the Middle East, accounting for 27% of the region's GDP.
- ▶ The exhibition schedule is set against a background of spending plans of US\$150 billion in 2010 and a US\$400 billion five year (2010/2014) investment programme (the Kingdom's ninth five-year plan).
- ▶ Since the 1970s, Saudi has invested over US\$1trillion in the expansion and upgrading of the Kingdom's infrastructure. Government sources estimate that the Kingdom's future development will call for further investments of US\$1.4 trillion through to 2020.
- ▶ Saudi Arabia has 26% of the world's share of present oil production.
- ▶ Saudi Arabia is launching six "economic cities" which are planned to be completed by 2020. These new industrialized cities are intended to diversify the Kingdom's economy, and are projected to contribute US\$150 billion to the GDP.



## RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER – RICEC



- ▶ The Middle East's newest and state of the art international exhibition centre providing 20,000 square metres of exhibit space.
- ▶ Centrally located, the centre offers all the facilities expected of an international exhibition complex including conference facilities, management offices, catering and ample car parking.

Further information from:

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