منتدى مستقبل العقار Real Estate Future Forum

Sponsored by





REGA الهيئة العامة للعقار

Regulatory Partner

2026

Expanding Horizons: Real Estate Thriving



5th Edition 26 - 28 Jan 2026

#RFF2026
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Organized by







The provision of suitable housing and a decent life for citizens are among our priorities and receiving my personal attention.

Custodian of the Two Holy Mosques King Salman Bin Abdulaziz AlSaud



5th Edition | Four Seasons Hotel 26 - 28 Jan 2026 | Riyadh Kingdom Centre







The future of the Kingdom is promising God willing, and our dear country deserves more than it has achieved.

Crown Prince Prime Minister

H.R.H. Prince Mohammed Bin Salman Bin Abdulaziz







The real estate sector is one of the most important pillars of the economy in the kingdom. It's related to the development of multiple sectors, supporting many national industries, contributing significantly to raising GDP, and is a tributary of the comprehensive development.

Minister of Municipalities and Housing H.E. Mr. Majed Bin Abdullah Al-Hogail





At the Real Estate Future Forum, we gather to exchange experiences, contribute to building the future of real estate, and begin a thriving journey by exchanging knowledge, adding value, and establishing partnerships.

CEO of the Real Estate General Authority Eng. Abdullah Alhammad







Real estate has an active and vital role in countries' economies. Together, we aim to create an attractive competitive environment that attracts investments and enables companies to develop and innovate more diverse projects that enhance the position of the Kingdom of Saudi Arabia globally.

CEO of the Real Estate Future Forum Mr. Abdullah Alharbi

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About the Forum

Where Visionaries Shape the Future of Real Estate



5th Edition | Four Seasons Hotel 26 - 28 Jan 2026 | Riyadh Kingdom Centre The Real Estate Future Forum (RFF) stands as a global nexus for collaboration and innovation, uniting pioneering minds from around the world to elevate standards within the real estate industry.



The Story Behind the Brand...

From Concept to Impact

What will define the future of real estate?

In a world where markets shift overnight and innovation disrupts entire industries, the need for a space where visionaries and industry leaders can connect, collaborate, and create solutions has never been greater. That's why we built this Forum—not just as an event, but as a catalyst for change.

Here, transformative dialogue meets actionable insight. Thought leaders from across the globe gather to tackle pressing challenges, uncover emerging trends, and redefine business models that will shape the industry's next chapter. But our mission goes beyond conversation; it's about driving real economic impact—attracting investment, fueling GDP growth, and positioning our region as a global hub for real estate excellence.

This is where national talent and international expertise converge. Where ideas spark movements. Where the next era of real estate is imagined, built, and realized.

Together, we are not just witnessing the future—we are creating it.













































A Success Story

4 Years of Excellence: Consistent Impact, Unmatched Results

Local Introductions: Rules & Regulations

***** 2022

Emerging Technologies: Framework for Future Cities

***** 2023

Power of Resilience: Building Sustainable Future

***** 2024

Future for Humanity:
Shaping Dreams into Reality

***** 2025











A Thriving Ecosystem of Empowerment, Opportunities & Investment

Vision

To create a platform where real estate leaders drive a sustainable industry that enhances urban life and fuels economic growth



Mission

To empower real estate professionals through knowledge-sharing and innovation, fostering a thriving industry for the Kingdom and beyond





Values That Shape Our Journey..

Leadership



We align our vision with actionable strategies, fostering collaboration to achieve impactful outcomes.

Partnership



We cultivate meaningful relationships and design unforgettable experiences that leave a lasting impression.

Initiative



We encourage inventive thinking and teamwork to develop powerful and purpose-driven experiences.

Professionalism



We ignite imagination, innovation, and ingenuity to create transformative experiences.



Pioneering the Future: Visionary Goals for Growth & Innovation

- Establish global thought leadership in real estate by driving innovative, research-backed discussions on best practices.
- Strengthen competitiveness and resilience, with a focus on empowering small and medium-sized enterprises.
- Everage industry insights to identify growth opportunities, fostering job creation for young talent.
- Showcase national achievements and integrate global expertise to drive sustainable growth in the evolving real estate sector.





A Look Back at Our Distinguished Speakers



President Bill Clinton
42nd United States President



Sir Tony Blair Former Prime Minister, UK



Mr. Boris Johnson Former Prime Minister, UK



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Mr. Tucker Carlson Global Media Influencer, USA



Mr. Piers Morgan Global Media Influencer, UK



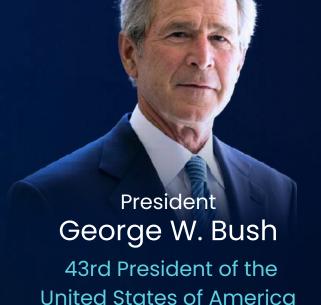
Mr. Chris Gardner
Businessman & Motivational Speaker



Distinguished Speakers at RFF2026



of the United Kingdom





Hillary Clinton
67th United States
Secretary of State



Next Edition 2026

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Tucker Carlson
International Media
Personality



Richard Branson

Co-founder of

Virgin Group



Piers Morgan
International Media
Personality



#RFF in Numbers

A Journey Through Achievements and Transformative Outcomes from 2022 to 2025

450M⁺

1K^T

120

\$50B*

Online Reach

Speakers

Countries

Agreements



















Unveiling Progress: Key Announcements

Driving Transformation from 2022 to 2025





- Launched Mawad Platform from NHC
- Hosted the FIABCI World Prix D'excellence Awards
- Launched Rakaez Program by NHC
- Organized Specialized real estate events in PropTech, Supply Chain, and Financing
- Launched the World Leading Program for Real Estate Professionals with Oxford University





- Launched the first Real Estate Metaverse Experience Africa & MENA Region
- Hosted the Global Leadership Summit for the 1st time in Africa & MENA Region
- Launched NHC Innovation
- Established International Real Estate Federation; FIABCI Saudi Arabia Chapter
- Launched the first Global Media Center (Seen)



Beyond the Sessions: Lasting Impact, Real-World Change



























Beyond the Sessions: Lasting Impact, Real-World Change



















housing is a fundamental right that enhances stability and quality of life,

and adequately reflects the Kingdom's commitment to a comprehensive



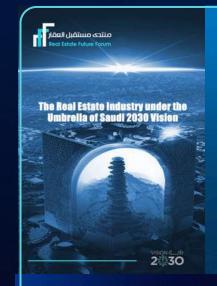






Explore Our Knowledge Hub

Elevate Your Business & Workforce with Expert Insights Online



Emerging Technologies in Real Estate: Shaping the Future of the Industry.

Read More.

العقائل Sustainability **REIMAGINED:** منتدى مستقبل العقار

Saudi Arabia on the Global Stage: Leading the Transformation

Read More.



Building Communities: Redefining Quality of Life **Beyond Housing**

Read More.

Transforming the Supply Chain in Real Estate: A Path to Innovation and Resilience.

Read More.



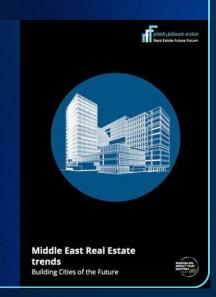
Future for Humanity: **Shaping Dreams into** Reality

Read More.



The Future of Workspaces: Adapting Real Estate to Changing Trends

Read More.





Empowering Growth



A forward-thinking approach to navigating global trends and innovations that are reshaping the real estate sector.



Staying ahead of key economic indicators and analyzing supply and demand to drive sustainable growth—ensuring alignment between developers' strategies and consumer aspirations.

Strategies for a Resilient and Innovative Real Estate Industry



Fostering a thriving real estate industry by creating high-value investment opportunities through diversification, performance evaluation, and strategic cross-sector partnerships.



The Leadership Praise











Success stories Praising the efforts of the forum



Yesterday we celebrated the 300th anniversary of the founding of the Kingdom, and today we are laying plans for the next 300 years under the leadership of our beloved country.

His Royal Highness Prince Saud bin Talal, Governor of Asir Region



"It is great to be here at the Future of Real Estate Forum. I think Saudi Arabia is one of the few countries I can remember where there are amazing and very rapid developments."

Mr. Boris Johnson, former Prime Minister of the United Kingdom



I was pleased to be invited to attend the Future of Real Estate Forum. The Kingdom of Saudi Arabia has chosen to preserve its distinctive culture and values, which makes it stand out from others.

Mr. Tucker Carlson, an influential American media personality



"An important event, especially since the real estate sector is the most important sector in everyone's life. The Kingdom's participation with its experience and positive results is an effort that benefits everyone. The real estate market dialogue was good and fruitful."

His Excellency Mr. Mohamed Alabbar, Founder of Emaar Properties





"I thank all attendees for meeting you this blessed morning. Today we emphasize the integration between the regions of the Kingdom."

His Royal Highness Prince Dr. Faisal bin Mishaal, Governor of Al-Qassim Region



Thank you for hosting me at the Future of Real Estate Forum. I have always felt drawn to this country, and my relationship with the King of Saudi Arabia has been excellent.

President Bill Clinton, the forty-second president of the United States



I went to Saudi Arabia for the first time to speak at the prestigious Future of Real Estate Forum, but my visit turned out to be one of the most amazing and fun trips I have ever had.

Mr. Piers Morgan, influential British media personality



I would like to thank everyone for the wonderful and more than wonderful organization. One of the most important things we were happy to see was the cooperation and harmony between the leadership in Saudi Arabia and all government departments.

His Excellency Sheikh Nasser bin Abdulrahman Al Thani, Chairman of the Board of Directors of Qetaifan Projects Company



Featured Local Speakers

















































Featured Local Speakers



















كغمانات





Integrated Dawiyat

INTEGRATED DAWNAT























Featured Local Speakers











































Featured Regional & Global Speakers















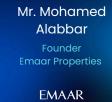


























Eng. Khaled Al Obaidli President of the Real Estate Regulatory Authority- Qatar





Our Partners















































































































































































Govenmental Partners































































































منتدى مستقبل العقار Real Estate Future Forum 2026

The biggest real estate event in the middle east is back in Riyadh for its 5th edition!



Unveiling the RFF26 Theme Expanding Horizons: Real Estate Thriving



The Real Estate Future Forum 2026 is primed to delve into the theme "Expanding Horizons: Real Estate Thriving," with a strategic focus on global trends, investment strategies, and non-Saudis ownership. This forum is designed to bring together top-tier thought leaders and industry professionals for profound discussions and comprehensive analysis of the latest trends, opportunities, and challenges in these pivotal sectors.

Attendees can anticipate gaining invaluable insights, advanced strategies, and actionable recommendations to enhance their investment prowess, optimize their business strategies, and expertly navigate the ever-evolving dynamics of the real estate landscape.

At RFF 2026, the non-Saudi ownership law will be a focal point of discussion, connecting global investors with local opportunities and paving the way for significant cross-border collaborations. This reform allows individuals and companies to have direct property rights in key sectors, including residential, commercial, and investment-grade assets.

The law not only expands access to one of the world's fastest-growing real estate markets but also strengthens transparency and regulatory clarity under the Real Estate General Authority. Moreover, the reform aligns with the goals of Vision 2030 by attracting foreign direct investment, diversifying the economy, and enhancing global competitiveness.



Strategic Horizons: Crafting Engaging Content & Thought-Provoking Sessions

- Designing Communities for Families

 Architectural and urban planning strategies that foster family interaction and well-being
- 2 Local Businesses as Community Builders
 The vital role of small businesses in strengthening social ties and driving economic growth
- Health, Wellness & Urban Design
 How smart city planning enhances public health and family well-being.
- Affordable Housing & Economic Growth
 Policies and programs that make housing accessible while supporting local economies
- Public Transportation & Community Well-Being
 How transit accessibility shapes family life and neighborhood
 connectivity

- Supply Chain & Real Estate Efficiency
 Enhancing local economies by integrating supply chain strategies
 into real estate development
- Media Influence on Housing Trends
 Exploring how media shapes public perceptions of real estate and family lifestyles
- Egal Frameworks for Sustainable Real Estate Growth
 Navigating land use laws, building codes, and regulations to drive
 efficient and compliant developments
- Real Estate Tech & Market Transformation
 How digital platforms are revolutionizing property transactions, investments, and market accessibility
- Developers & the Future of Smart Communities

 Strategies for building resilient, innovative, and high-value urban developments



Non-Saudi Ownership Law: A Game-Changer for Real Estate

Opening Saudi Markets to Global Investors

Saudi Arabia's landmark reform on foreign ownership marks a historic shift—unlocking direct property rights for non-Saudi individuals and companies in key sectors.

Impact on the Market



Expands access to one of the world's fastestgrowing real estate markets.



Drives inflows of global capital, partnerships, and expertise.



Elevates Saudi Arabia's position as a premier international hub for real estate investment.

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Key Provisions

- Enables non-Saudis to own real estate across residential, commercial, and investment-grade assets.
- Strengthens transparency, regulatory clarity, and investor protection under the Real Estate General Authority.
- Integrates with Vision 2030 goals to attract FDI, diversify the economy, and expand global competitiveness.

Why It Matters for RFF2026

At RFF 2026, the non-Saudi ownership law stands as a centerpiece of dialoguebridging global investors with local opportunities, and setting the stage for billions in cross-border collaborations.



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5th Edition

26 - 28 Jan 2026

#**RFF**2026 wwww.therff.com



Contact Us

Al Faisaliah Tower, Floor 28 Riyadh, Saudi Arabia

- +966 11 273 5522
- +966 56 273 5522

info@therff.com www.therff.com

ir

Communication & Partnership Leena@therff.com Agenda & Initiatives reem@therff.com Marketing sultan@eyeofriyadh.com Global Communications sarah@eyeofriyadh.com Media salman@eyeofriyadh.com Registration marwa@eyeofriyadh.com Sponsored by

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