

KSA Giga-Project Heads to Cannes

November 22, 2024



Diriyah Company, the driving force behind the transformation of historic Diriyah into a global destination, is set to participate in MAPIC 2024, in Cannes - . The company will showcase the latest developments of its flagship project, Diriyah Square, a dynamic center for shopping, dining, culture, and lifestyle.

MAPIC is the international retail property market event for key property players and cities to build the ultimate lifestyle and shopping destinations.

Located on the outskirts of Riyadh, Saudi Arabia, Diriyah is poised to become a cornerstone of the Kingdom's Vision 2030. Backed by the Public Investment Fund, Diriyah aims to attract 50 million annual visitors by 2030, contributing to the diversification of the Saudi economy.

During MAPIC 2024, Diriyah Company will engage in a series of high-level discussions and presentations. Alfie Gibbs, Chief Development Officer, will participate in the Retail and Urban Regeneration Summit, sharing insights on the company's approach to mixed-use and retail urban regeneration projects. Nawaf Rajeh, Development & Innovation Marketing Senior Director, will discuss the importance of community engagement in shaping successful projects. Additionally, Diriyah Company will host an exclusive briefing for potential investors and partners, providing a detailed overview of the various retail opportunities within the Diriyah Square development.

Diriyah Company's participation in MAPIC 2024 underscores its commitment to international collaboration and its vision to create a world-class destination that blends heritage and modernity.