

منتدى مستقبل العقار Real Estate Future Forum



برنامج الإسكان



وزارة البلديات والإسكان
Ministry of Municipalities and Housing



2027

Invest & Empower:
Building Lives Together



6th
Edition

Riyadh — الرياض
25 - 27 Jan 2027

#RFF2027
www.therff.com

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





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

6th Edition | Four Seasons Hotel
25 - 27 Jan 2027 | Riyadh Kingdom Centre





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



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 Vision to Global Impact

What will define the future of real estate?

As markets evolve and innovation reshapes industries, the real estate sector requires a platform where global leaders can exchange insights and shape the direction of the built environment.

The Real Estate Future Forum was created to serve that purpose. More than an event, it has become a strategic platform where policymakers, investors, developers, and innovators examine the forces transforming cities and economies.

At RFF, global perspectives meet regional ambition. Leaders explore emerging trends, address critical challenges, and advance ideas shaping the next chapter of real estate development.

This is where national expertise and international leadership converge, and where the future of real estate continues to take shape.



The Evolution of a Global Forum

5 Years of Leadership in Real Estate
Dialogue

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



Expanding Horizons:
Real Estate Thriving

* 2026



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 discussion, innovation, and ingenuity to create transformative experiences.

Pioneering the Future: Visionary Goals for Growth & Innovation

- 1 Establish global thought leadership in real estate by driving innovative, research-backed discussions on best practices.
- 2 Strengthen competitiveness and resilience, with a focus on empowering small and medium-sized enterprises.
- 3 Leverage industry insights to identify growth opportunities, fostering job creation for young talent.
- 4 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 U.S. President



Sir Tony Blair
Former Prime Minister of U.K.



President George W. Bush
43rd U.S. President



Mr. Boris Johnson
Former Prime Minister of U.K.



Mrs. Theresa May
Former Prime Minister of U.K.



Secretary Hillary Rodham Clinton
67th U.S. Secretary of State



Sir Richard Branson
Founder of Virgin Group



Mr. Tucker Carlson
Global Media Influencer, USA



Mr. Piers Morgan
Global Media Influencer, UK



Mr. Chris Gardner
Businessman & Motivational Speaker

Previous Editions

6th Edition | Four Seasons Hotel
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#RFF in Numbers

A Journey Through Achievements
and Transformative Outcomes

10K⁺

Attendees

200K⁺

Live streaming

50⁺

Sessions & Workshops

480M⁺

Online Reach

1K⁺

Speakers

140⁺

Countries

\$81B⁺

Agreements



Global Reach

Source: LinkedIn & Brand watch

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Unveiling Progress: Key Announcements

Driving Transformation
from 2022 to 2026

- Launched **Mawad Platform** from NHC
- Hosted the **FIABCI World Prix d'Excellence** Awards
- Launched the **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**
- **Non-Saudi Real Estate Ownership Law** in Force Across Residential, Commercial, and Investment Assets
- **Saudi Real Estate Market** Declared Balanced and Investment-Ready
- White Land and Vacant Property Fee Enforcement: **60,000+ Compliance Invoices** Issued
- Riyadh Development Pipeline: **100+ Million m2** of Infrastructure-Ready Land Delivering **300,000+ Homes**
- Regulatory Clarity and Market Oversight Strengthened Under **REGA**
- Launch of **Khuzam Digital Valley**: 200,000 sqm Real Estate Digital & AI Innovation Hub

RFF's Global Footprint: Connecting with World Leaders and Influencers



Beyond the Sessions: Lasting Impact, Real-World Change



Beyond the Sessions: Lasting Impact, Real-World Change



اقتصادي / منتدى مستقبل العقار يختتم أعماله في الرياض بتوصيات تؤكد دور المملكة في تعزيز الحوار العقاري العالمي

Jan 28, 2026

وكالة الأنباء السعودية
SAUDI PRESS AGENCY



Riyadh emerging as real estate hub with 300,000 housing units planned, minister says

Jan 29, 2026

Saudi Gazette



اقتصادي / وزير السياحة خلال مشاركته في منتدى مستقبل العقار.. حودة الحياة تمثل رؤية ومسؤولية ورسالة للمملكة

Jan 27, 2026

وكالة الأنباء السعودية
SAUDI PRESS AGENCY



آلاف مشارك من 10 منتدى مستقبل العقار: اتفاقية 80 دولة و140

Jan 28, 2026

الرياض

Explore Our Knowledge Hub

Elevate Your Business & Workforce
with Expert Insights Online

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|---|--|---|---|--|--|
| | <p>Emerging Technologies in Real Estate: Shaping the Future of the Industry.</p> <p>Read More.</p> | | <p>Saudi Arabia on the Global Stage: Leading the Transformation</p> <p>Read More.</p> | | <p>Building Communities: Redefining Quality of Life Beyond Housing</p> <p>Read More.</p> |
| <p>Transforming the Supply Chain in Real Estate: A Path to Innovation and Resilience.</p> <p>Read More.</p> | | <p>Future for Humanity: Shaping Dreams into Reality</p> <p>Read More.</p> | | <p>The Future of Workspaces: Adapting Real Estate to Changing Trends</p> <p>Read More.</p> | |

Empowering Growth

Strategies for a Resilient and Innovative Real Estate Industry



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



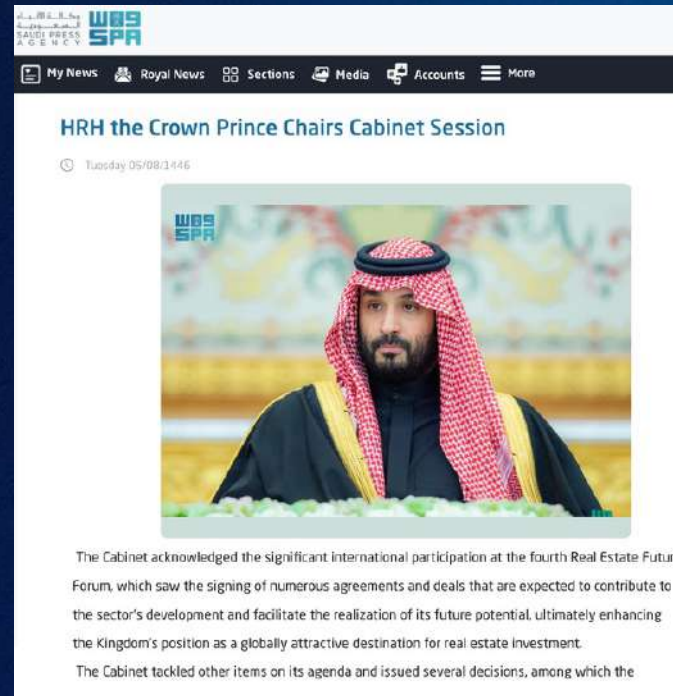
Staying ahead of key economic indicators and analyzing supply and demand to drive sustainable growth—ensuring alignment between developers' strategies and consumer aspirations.



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

The Leadership Praise

The Cabinet praised the ambitious visions witnessed by the Real Estate Future Forum, which witnessed the broad gathering from all over the world and the signing of several agreements that reflect a prosperous future for the sector.



Voices of Global Leadership on RFF



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



I am truly delighted to be back in Riyadh, to be at this forum, to have this opportunity to discuss issues together...I think that what you're doing here can send a message to other countries... And perhaps some of the lessons learned here can be exported.

Secretary Hillary Clinton, 67th Secretary of State of USA



"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























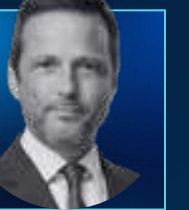





































Every decade that I come to Saudi Arabia, the country is moving forward and in a very positive, exciting way. I mean, keeping its traditions, but also opening up to new ideas. And so there's great, fantastic opportunities here.

Sir Richard Branson, Founder of Virgin Group

Featured Speakers

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|  <p>HRH Prince Dr. Faisal Bin Mishaal Governor of Qassim Region</p> |  <p>HRH Prince Turki Bin Talal Governor of Asir Region</p> |  <p>HRH Prince Saud Bin Talal Al-Ahsa Governor</p> |  <p>HE Dr. Walid Al-Samaani Minister of Justice</p> |  <p>HE Mr. Majed Al Hogail Minister of Municipalities and Housing</p> |  <p>HE Mr. Ahmed Al Khateeb Minister of Tourism</p> |  <p>HE Eng. Ahmad AlRajhi Minister of Human Resources and Social Development</p> |  <p>HE Mr. Bandar Alkhorayef Minister of Industry and Mineral Resources</p> |  <p>HE Mr. Mohammed Elkuwaiz Chairman of the Capital Market Authority</p> |  <p>HE Eng. Khalid Al-Salem President of Royal Commission for Jubail and Yanbu</p> |  <p>HE Dr. Hala Al-Tuwajri President of the Human Rights Commission</p> |  <p>HE Dr. Saad Alkasabi Governor, Saudi Standards Metrology & Quality Organization</p> |  <p>HE Mr. Musad Aldaood Mayor Holy Makkah</p> |  <p>HE Eng. Abdullah Al-Jali Mayor Asir Region</p> |
|  <p>HH Prince Dr. Faisal Bin Ayyaf Mayor of the Riyadh Region</p> |  <p>HE Mr. Mansour Al Mushaiti Vice Minister of Environment, Water and Agriculture</p> |  <p>HE Mr. Bader Alkadi Vice Minster Ministry of Sport</p> |  <p>HRH Princess Lamia Bint Majid Secretary-General Alwaleed Philanthropies</p> |  <p>President Bill Clinton 42nd United States President</p> |  <p>Sir Tony Blair UK Former Prime Minister</p> |  <p>Mr. Boris Johnson UK Former Prime Minister</p> |  <p>President George W. Bush 43rd United States President</p> |  <p>Secretary Hillary Clinton 67th United States Secretary of State</p> |  <p>Baroness Theresa May Former Prime Minister of the United Kingdom</p> |  <p>HE Eng. Abdullah Al-Attiya Minister of Municipality - Qatar</p> |  <p>HE Dr. Khalfan Al-Shueili Minister of Housing and Urban Planning - Oman</p> |  <p>HE Mrs. Amna Al-Rumaihi Minister of Housing and Urban Planning - Bahrain</p> |  <p>HE Eng. Sherif El-Sherbiny Minister of Housing, Utilities and Urban Communities - Egypt</p> |
|  <p>HE Mr. Revaz Sokhadze Minister of Infrastructure - Georgia</p> |  <p>HE Dr. Abdulla Muththalib Minister of Construction, Housing & Infrastructure, Maldives</p> |  <p>HE Arc. Ahmed Dangwa Minister for Housing and Urban Development, Nigeria</p> |  <p>HE Mr. Sherzod Hidoyatov Minister of Construction and Housing and Utilities - Uzbekistan</p> |  <p>H.E. Hon. Judith Nabakooba Minister of Lands, Housing and Urban Development - Uganda</p> |  <p>HE Mr. Say Sam AI Minister of Land Management - Cambodia</p> |  <p>HE Eng. Khaled Abbas Chairman and MD of New Administrative Capital, Egypt</p> |  <p>Eng. Abdullah Alhammad CEO of Real Estate General Authority</p> |  <p>Dr. Fahad Al-Dossari President of General Authority for Statistics</p> |  <p>Dr. Sumayah Al-Solaiman CEO of Architecture and Design Commission</p> |  <p>Eng. Loaye Al-Nahedh CEO of Real Estate Development Fund</p> |  <p>Mr. Qusa iAl-Fakhri CEO of Tourism Development Fund</p> |  <p>Dr. Fahad Bin Mushayt CEO of ASFAR, Saudi Tourism Investment Company</p> |  <p>Mr. Majeed Abduljabbar CEO of The Saudi Real Estate Refinance Company</p> |

Featured
Speakers

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|--|---|--|--|--|---|---|--|---|--|--|--|---|--|
|  <p>Mr. Mohammad Albuty CEO of NHC</p>  |  <p>Dr. Mohammad Alsuliman CEO of Real Estate Registry</p>  |  <p>Eng. Hashim Al Dabbagh CEO of The Aser Development Authority</p>  |  <p>Mr. Hossam Radwan CEO of Saudi Mortgage Guarantees Company</p>  |  <p>Eng. Saad Saleh Shuaib Secretary-General Of The Saudi Building Code National Committee.</p>  |  <p>Mr. Wael AlGhamdi CEO Integrated Dawiyat</p>  |  <p>Dr. Ahmad Al-Moghames CEO, Saudi Organization for Chartered and Professional Accountants</p>  |  <p>Mr. Abdulrahman Altawil Deputy Minister for Real Estate Development</p>  |  <p>Dr. Hamed Merah CEO of the Saudi Center for Commercial Arbitration</p>  |  <p>Eng. Iyad Al-Garawi Assistant Minister for Private Education and Investment</p>  |  <p>Eng. Musaed Alotaibi Deputy Minister, Digital Transformation and Smart Cities</p>  |  <p>Mr. Fahad Al Badah CEO of Riyadh Infrastructure Projects Center</p>  |  <p>Mr. Jerry Inzerillo Group CEO Diriyah Company</p>  |  <p>Mr. John Pagano Group CEO Red Sea Global</p>  |
|  <p>Sir Richard Branson Co-Founder of Virgin Group</p>  |  <p>Mr. David Henry CEO Misk City</p>  |  <p>Mr. Michael Dyke CEO of New Murabba Development Company</p>  |  <p>Mr. George Tanasijevich Chief Executive Officer King Salman Park Foundation</p>  |  <p>Ms. Jayne McGivern Chief Executive Officer Sports Boulevard</p>  |  <p>Mr. Marco Mejia Acting CEO King Salman Airport</p>  |  <p>Dr. Ayed Al Qahtani Chairman Sumou Real Estate Company</p>  |  <p>Eng. Abdulwahab Al Rajhi Chairman Alrajhi Saudi Group</p>  |  <p>Eng. Rayan Alaql CEO of NHC Innovation</p>  |  <p>Sheikh Nasser Al-Thani Chairman & MD of Qetaifan Projects, Qatar</p>  |  <p>Barbara Corcoran Shark Tank Investor Queen of Real Estate</p>  |  <p>Mr. Mohamed Alabbar Founder Emaar Properties</p>  |  <p>Mr. Tucker Carlson Global Media Influencer United States</p>  |  <p>Prof. Philip Kotler Global Influencer in Marketing</p>  |
|  <p>Mr. Chris Gardner Businessman & Motivational Speaker, United States</p>  |  <p>Sir Peter Cook Global Influencer in Architecture</p>  |  <p>Eng. Khaled Al Obaidli President of the Real Estate Regulatory Authority- Qatar</p>  |  <p>Mr. Piers Morgan Global Media Influencer United Kingdom</p>  |  <p>Mr. Abdullah Alhabib CEO of Mohammad Al Habib Real Estate Co</p>  |  <p>Dr. Hassan Al-Hazmi Chief Executive Officer Ladun Investment Company</p>  |  <p>Mr. Abdulrahman Al Dhyem CEO of Liwan Real Estate Development Company</p>  |  <p>Mr. Ibrahim Alalwan MD & Partner Watheq Financial Services</p>  |  <p>Eng. Oussama Kabbani Group Chief Development Officer - ROSHN Group</p>  |  <p>Mr. Nader Alamri CEO of First Avenue for Real Estate Development</p>  |  <p>Mr. Majed Alharbi Chief Executive Officer Cadaa Platform</p>  |  <p>Mr. Abdulrahman Al-Qahtani Chairman of Adeer Real Estate Co</p>  |  <p>Mr. Bader Bin Seadan Chairman of Al Saedan Real Estate Company</p>  |  <p>Mr. Abdulaziz Alnowaiser CEO of King Abdullah Economic City</p>  |

Our Partners



Governmental Partners





منتدى مستقبل العقار
Real Estate Future Forum
2027

The premier real estate event in the Middle East
returns to Riyadh for its Sixth edition!

Unveiling the RFF2027 Theme Invest & Empower: Building Lives Together

Across the world, the success of cities is increasingly defined not only by economic growth, but by the quality of life they create. Housing, mobility, public spaces, sustainability, and access to opportunity have become central to urban competitiveness. In this evolving landscape, real estate plays a pivotal role, shaping how cities function, how economies perform, and how people experience daily life.

Invest & Empower reflects this shift. This edition explores how strategic investment in the built environment can enable thriving communities, resilient cities, and better living outcomes. As Saudi Arabia advances one of the world's most ambitious urban transformations under Vision 2030, RFF 2027 will examine how real estate investment, policy, and innovation come together to empower cities and elevate quality of life.

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Contact Us

Al Faisaliah Tower, Floor 28
Riyadh, Saudi Arabia

+966 11 273 5522
+966 56 273 5522

info@therff.com
www.therff.com



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

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