

منتدى مستقبل العقار Real Estate Future Forum

2026

Expanding Horizons:
Real Estate Thriving



5th
Edition

الرياض —
Riyadh
26 - 28 Jan 2026
#RFF2026
www.therff.com



برنامج الإسكان



وزارة البلديات والإسكان
Ministry of Municipalities and Housing



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



“

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



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

- 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 United States President



Sir Tony Blair
Former Prime Minister, UK



Mr. Boris Johnson
Former Prime Minister, UK



Mr. Tucker Carlson
Global Media Influencer, USA



Mr. Piers Morgan
Global Media Influencer, UK



Mr. Chris Gardner
Businessman & Motivational Speaker

Previous Editions

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

Distinguished Speakers at RFF2026



Next Edition
2026

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



Tucker Carlson
International Media Personality



Sir 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⁺

Online Reach

1K⁺

Speakers

120⁺

Countries

\$50B⁺

Agreements



Global Reach



Source: LinkedIn & Brand watch

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

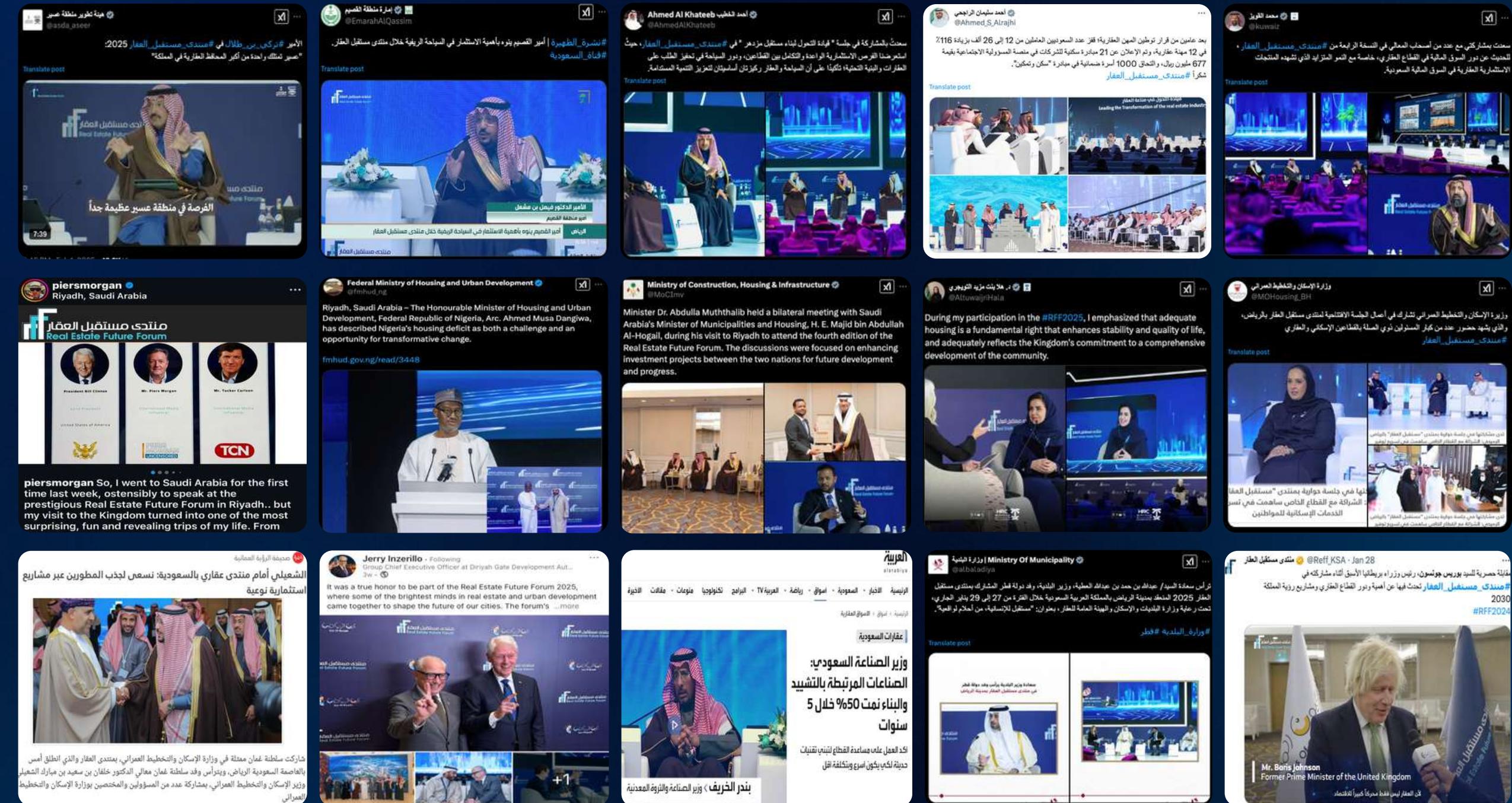


- Launched the first Real Estate Metaverse Experience Africa & MENA Region
- Hosted the Global Leadership Summit for the 1st time in Africa & MENA Region
- Launched NHC Innovation
- Established International Real Estate Federation; FIABCI Saudi Arabia Chapter
- Launched the first Global Media Center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

Beyond the Sessions: Lasting Impact, Real-World Change

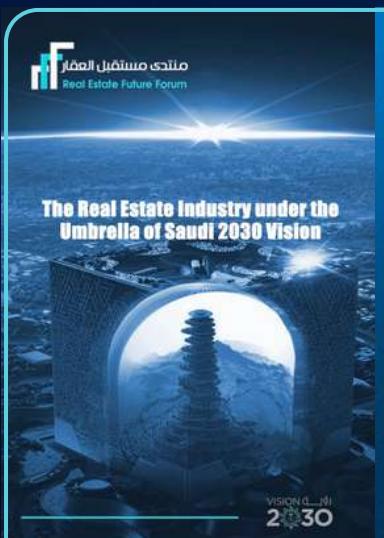


Beyond the Sessions: Lasting Impact, Real-World Change



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.](#)



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

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.

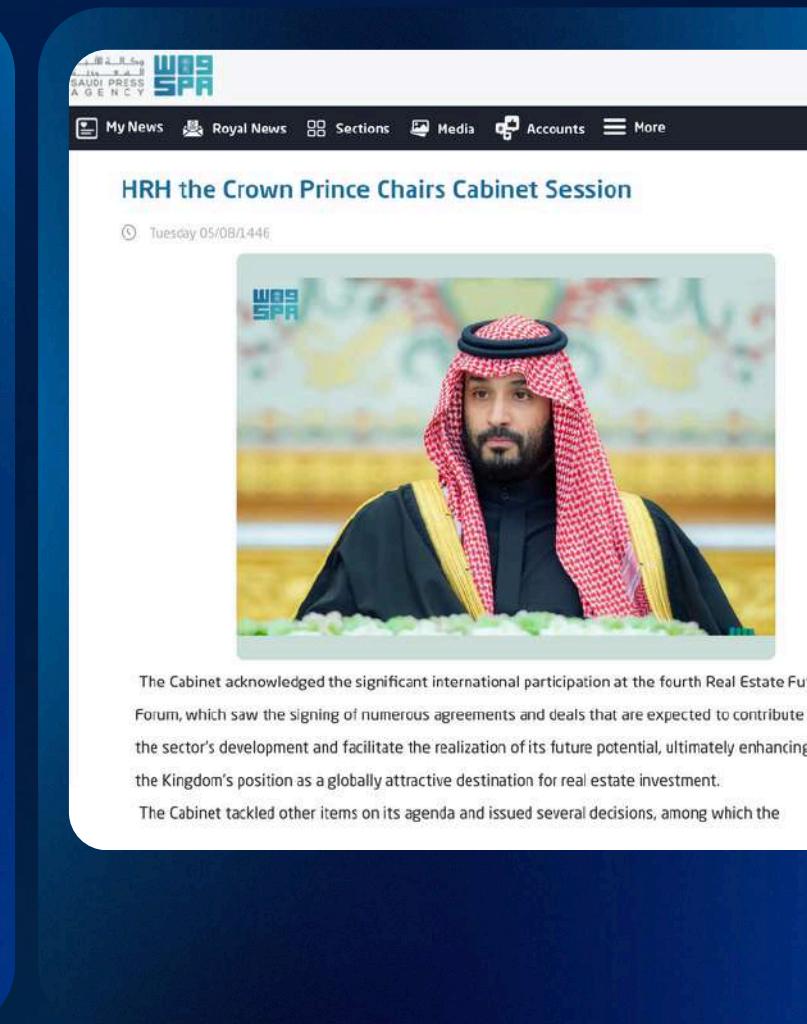
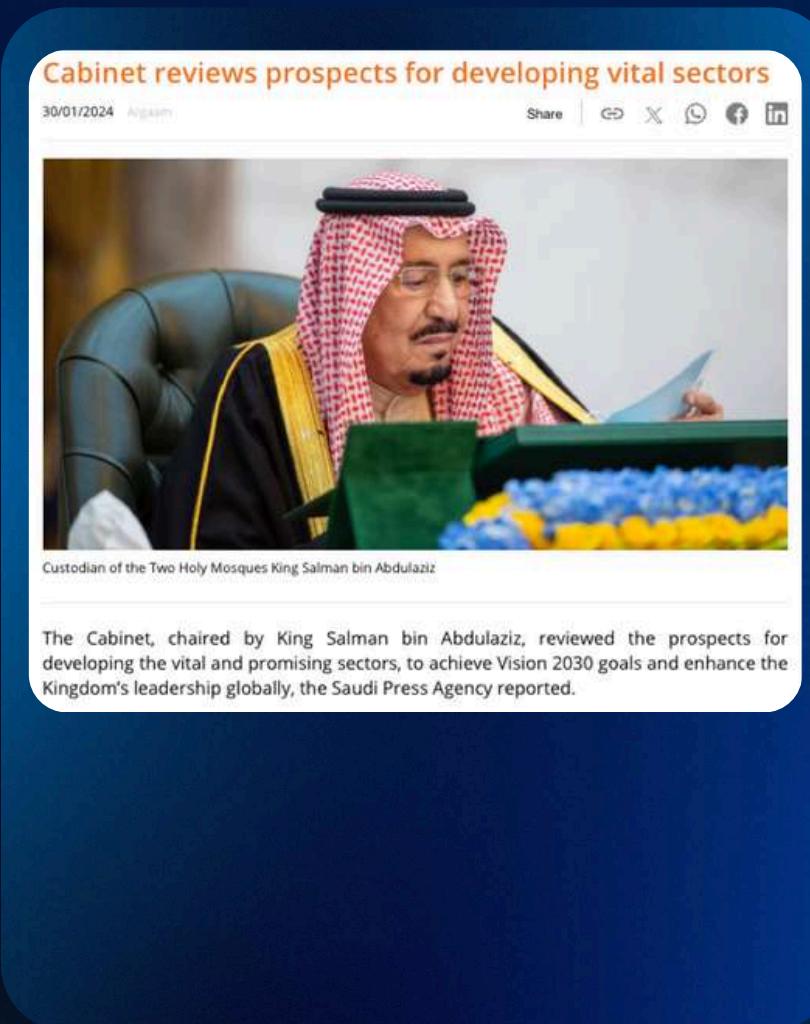


Staying ahead of key economic indicators and analyzing supply and demand to drive sustainable growth—ensuring alignment between developers' strategies and consumer aspirations.



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

The Leadership Praise



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



"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



"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



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 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 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



"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 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



HRH Prince Dr. Faisal
Bin Mishaal
Governor of Qassim Region



HRH Prince Turki
Bin Talal
Governor of Asir Region



HRH Prince Saud
Bin Talal
Al-Ahsa Governor



HE Dr. Walid
Al-Samaani
Minister of Justice



HE Mr. Majed
Al Hogail
Minister of Municipalities
and Housing



HE Mr. Ahmed
Al Khateeb
Minister of Tourism



HE Eng. Ahmad
AlRajhi
Minister of Human Resources
and Social Development



HE Mr. Bandar
AlKhorayef
Minister of Industry and
Mineral Resources



HE Mr. Mohammed
Elkuwaiz
Chairman of the Capital
Market Authority



HE Eng. Khalid
Al-Salem
President of Royal Commission
for Jubail and Yanbu



HE Dr. Hala
Al-Tuwaijri
President of the Human
Rights Commission



HE Dr. Saad
Alkasabi
Governor, Saudi Standards
Metrology & Quality
Organization



HE Mr. Musad
Aldaood
Mayor
Holy Makkah



HE Eng. Abdullah
Al-Jali
Mayor
Asir Region



HH Prince Dr. Faisal
Bin Ayyaf
Mayor of the Riyadh Region



HE Mr. Mansour
Al Mushaiti
Vice Minister of Environment,
Water and Agriculture



HE Mr. Bader Alkadi
Vice Minister
Ministry of Sport



HRH Princess Lamia
Bint Majid
Secretary-General
Alwaleed Philanthropies

Featured Local Speakers



Eng. Abdullah Alhammad
CEO of Real Estate General Authority



Dr. Fahad Al-Dossari
President of General Authority for Statistics



Dr. Mohammad Alsuliman
CEO of Real Estate Registry



Mr. Mansour Bin Madi
CEO of Real Estate Development Fund



Mr. Qusai Al-Fakhri
CEO of Tourism Development Fund



Dr. Fahad Bin Mushayt
CEO of ASFAR, Saudi Tourism Investment Company



Mr. Majeed Abduljabbar
CEO of The Saudi Real Estate Refinance Company



Dr. Sumayah Al-Solaiman
CEO of Architecture and Design Commission



Eng. Hashim Al Dabbagh
CEO of The Aseer Development Authority



Mr. Hossam Radwan
CEO of Saudi Mortgage Guarantees Company



Eng. Saad Saleh Shuail
Secretary-General Of The Saudi Building Code National Committee.



Mr. Wael AlGhamdi
CEO Integrated Dawiyat



Dr. Ahmad Al-Moghames
CEO, Saudi Organization for Chartered and Professional Accountants



Mr. Abdulrahman Altawil
Deputy Minister for Real Estate Development



Dr. Hamed Merah
CEO of the Saudi Center for Commercial Arbitration



Eng. Iyad Al-Garawi
Assistant Minister for Private Education and Investment



Eng. Musaed Alotaibi
Deputy Minister, Digital Transformation and Smart Cities



Mr. Fahad Al Badah
CEO of Riyadh Infrastructure Projects Center



Featured Local Speakers



Mr. Jerry Inzerillo

Group CEO
Diriyah Company



Mr. Mohammad
Albury

CEO
NHC



Mr. John Pagano

Group CEO
Red Sea Global



Mr. David Henry

CEO
Misk City



Mr. Michael Dyke

CEO of New Murabba
Development Company



Mr. George
Tanasijevich

Chief Executive Officer
King Salman Park
Foundation



Ms. Jayne McGivern

Chief Executive Officer
Sports Boulevard



Mr. Marco Mejia

Acting CEO
King Salman Airport



Dr. Ayed Al Qahtani

Chairman
Sumou Real Estate Company



Eng. Abdulwahab Al
Rajhi

Chairman
Alrajhi Saudi Group



Eng. Rayan Alaql

CEO of NHC Innovation



Mr. Abdullah Alhabib

CEO of Mohammad
Al Habib Real Estate Co



Dr. Hassan Al-Hazmi

Chief Executive Officer
Ladun Investment Company



Mr. Abdulrahman
Al Dhyem

CEO of Liwan Real Estate
Development Company



Mr. Ibrahim Alalwan

MD & Partner
Watheeq Financial Services



Eng. Oussama
Kabbani

Group Chief Development
Officer - ROSHN Group



Mr. Nader Alamri

CEO of First Avenue for Real
Estate Development



Mr. Majed Alharbi

Chief Executive Officer
Cadaa Platform



Featured Regional & Global Speakers



President Bill Clinton
42nd United States President



Sir Tony Blair
UK Former Prime Minister



Mr. Boris Johnson
UK Former Prime Minister



HE Eng. Abdullah Al-Attiya
Minister of Municipality - Qatar



HE Dr. Khalfan Al-Shueili
Minister of Housing and Urban Planning - Oman



HE Mrs. Amna Al-Rumaihi
Minister of Housing and Urban Planning - Bahrain



HE Arc. Ahmed Dangiba
Minister for Housing and Urban Development, Nigeria



HE Dr. Abdulla Muththalib
Minister of Construction, Housing & Infrastructure, Maldives



HE Eng. Khaled Abbas
Chairman and MD of New Administrative Capital, Egypt



Sheikh Nasser Al-Thani
Chairman & MD of Qetaifan Projects, Qatar



Barbara Corcoran
Shark Tank Investor
Queen of Real Estate



Mr. Mohamed Alabbar
Founder
Emaar Properties



Mr. Tucker Carlson
Global Media Influencer
United States



Prof. Philip Kotler
Global Influencer in Marketing



Mr. Chris Gardner
Businessman & Motivational Speaker, United States



Sir Peter Cook
Global Influencer in Architecture



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



Mr. Piers Morgan
Global Media Influencer
United Kingdom



Our Partners



Governmental Partners





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

<p>1 Designing Communities for Families Architectural and urban planning strategies that foster family interaction and well-being</p> <hr/>	<p>6 Supply Chain & Real Estate Efficiency Enhancing local economies by integrating supply chain strategies into real estate development</p> <hr/>
<p>2 Local Businesses as Community Builders The vital role of small businesses in strengthening social ties and driving economic growth</p> <hr/>	<p>7 Media Influence on Housing Trends Exploring how media shapes public perceptions of real estate and family lifestyles</p> <hr/>
<p>3 Health, Wellness & Urban Design How smart city planning enhances public health and family well-being.</p> <hr/>	<p>8 Legal Frameworks for Sustainable Real Estate Growth Navigating land use laws, building codes, and regulations to drive efficient and compliant developments</p> <hr/>
<p>4 Affordable Housing & Economic Growth Policies and programs that make housing accessible while supporting local economies</p> <hr/>	<p>9 Real Estate Tech & Market Transformation How digital platforms are revolutionizing property transactions, investments, and market accessibility</p> <hr/>
<p>5 Public Transportation & Community Well-Being How transit accessibility shapes family life and neighborhood connectivity</p>	<p>10 Developers & the Future of Smart Communities Strategies for building resilient, innovative, and high-value urban developments</p>

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 fastest-growing 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.

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 dialogue—bridging global investors with local opportunities, and setting the stage for billions in cross-border collaborations.



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