

## KSA invests in Smart and Sustainable Cities

In order to build smart and sustainable cities, many different processes and functions need to harmonize with each other. Still, each building block is complex enough in itself.

After a decade of trial and error, municipal leaders are realizing that smart-city strategies start with people, not technology. "Smartness" is not just about installing digital interfaces in traditional infrastructure or streamlining city operations. It is also about using technology and data purposefully to make better decisions and deliver a better quality of life.

Smart city technologies enable cities, municipalities and other ecosystems of diverse groups and interests to operate in a way that is efficient and collectively benefits participants.

By 2030, 60 percent of the world's population is expected to live in mega-cities. Unrivalled in concept, unmatched in intelligence, unconstrained by history and built on humanity's greatest resource, NEOM is a new kind of tomorrow in the making, a place on earth like nothing on earth. A new blueprint for sustainable life on a scale never seen before where inventiveness shapes a new inspiring era for the human civilization.

The KSA as a strategic location on one of the world's most prominent economic arteries, will make NEOM a global hub for trade, innovation and knowledge. NEOM will operate as an independent economic zone, with its own taxes, laws and regulations specially created to boost healthy growth and wealth for the region, investors and residents.

As the sun rises over NEOM, it will glint against the vast fields of solar panels paired with wind turbines and light up enormous stretches of energy grids storing power for generations. Located on the Red Sea with more than 450km of coastline, NEOM has access to a vast supply of sea water. With its extensive access to low cost, renewable energy and the kingdom's vast domestic desalination expertise, NEOM has unique competitive advantage.

Within its boundaries, it will harness progressive, automated, 100% green transport systems that will glide smoothly and safely in three dimensions along both superbly efficient and scenic routes.

Tomorrow's healthcare will start life here. The world will look to NEOM for next generation gene therapy, genomics and stem cell research, nano-biology and bioengineering.

Another aspect that will spike the economic growth for Saudi is its tourism. The world's insatiable appetite for a breath-taking experience will soon realize NEOM's unique culture and exceed all expectations. The regions rich and welcoming cultural history combined with a cooler climate, spectacular desert and beautiful mountain ranges will draw tourists from all corners of the world.

In light of these rapid developments, World Future Cities Summit 2019 offers a premier platform to engage in knowledge sharing and discuss goals, visions, trends and challenges in making cities smarter, more sustainable and liveable in the era of world cities transformation. Leading regional and international industry experts will deliver insightful presentations on pertinent topics through keynote presentations and interactive panel discussions.

Come watch the best minds in the Smart Cities Sector from across the pan-Saudi region, as well as the rest of the world, convene on a single platform on the 1st and 2nd of April, 2019 at Riyadh, KSA.

Registrations are open – Ensure your participation for the ultimate knowledge-sharing conference at the earliest.

Register Your Interest (<http://www.worldfuturecities.com/>)

Feel free to reach out to the below contact for further discussion concerning your attendance at the conference.

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