

GREAT FUTURES

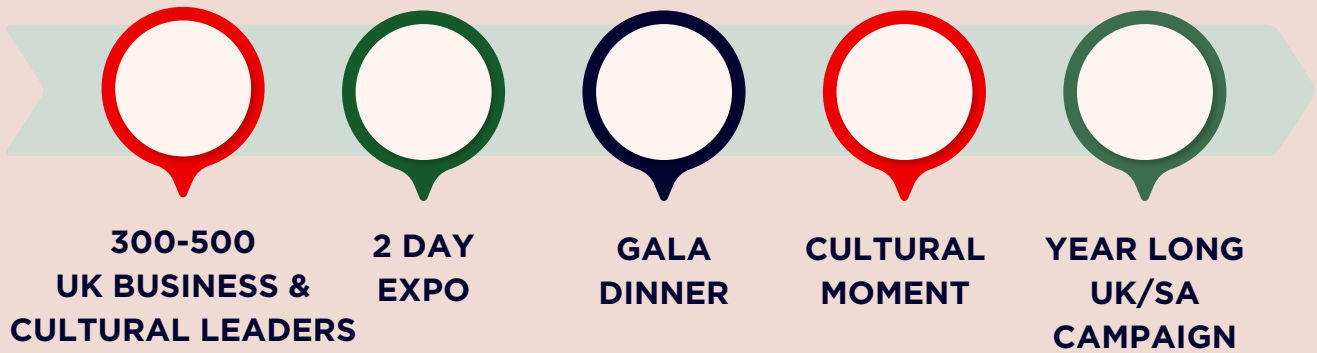
معاً لمستقبل عظيم

Riyadh, Saudi Arabia



The **GREAT FUTURES** launch event in Riyadh, on 14-15 May 2024, is the flagship moment that kickstarts a year-long programme bringing to life the sheer scale of opportunities for UK businesses in Saudi Arabia. The purpose is to forge partnerships across a number of sectors by gathering together some of the UK's most creative and innovative companies with their Saudi business and Government counterparts.

TUESDAY 14 & WEDNESDAY 15 MAY 2024



PROGRAMME

EXPOSITION

Thought-Leadership Programme
Giga Project Showcase
Live Demonstrations
Engaging Showcases
Entertainment
Roundtable Sessions
G2G | G2B | B2B Meetings
Networking

SIDE EVENTS

Curated Side Events - Demonstrating Saudi Arabia Priority Initiatives

GALA DINNER

Gala Dinner for Full Delegation

CULTURAL EVENT

Cultural Experience for UK Delegation

SECTOR FOCUS

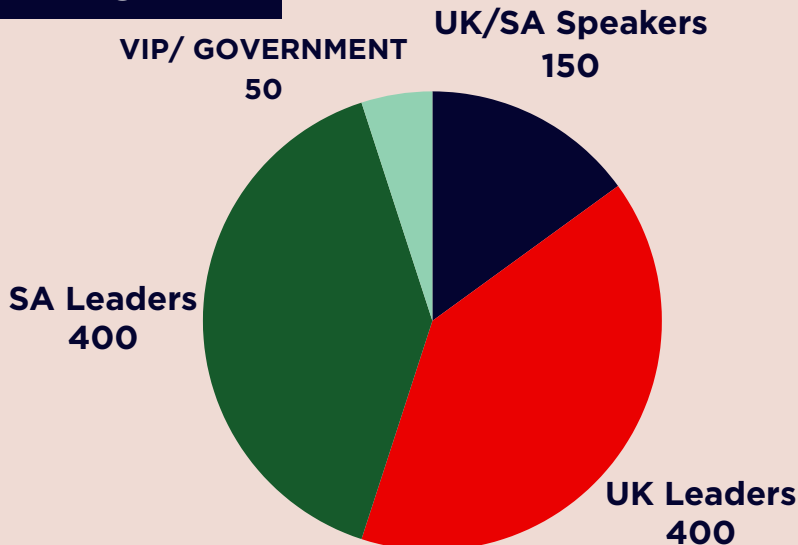
GREAT INNOVATION

Research Collaboration and University Partnership
Disruptive Technologies (incl. AI)
Emerging Cleantech
Sustainable Design & Construction
Financing Innovation & Growth
Professional Services
Insurance, Healthcare

GREAT QUALITY OF LIFE

Creative Industries
Architecture
Communities & the Built Environment (incl. Infrastructure)
Museums & Craft Industries
Luxury, Fashion & Lifestyle
Media (incl. Film, Gaming, ESPORTS)
Education & Talent (incl. Schools & Secondments)
Tourism, Sport

DELEGATE PROFILE



COMMUNICATIONS

FOCUSSED COMMUNICATIONS TO UK AUDIENCES PROMOTING

1. The opportunities within Saudi Arabia
2. Change UK perceptions of the Saudi Arabian market
3. Drive an uptake in bilateral trade, culture & tourism

UK COMMS & PR CHANNELS

Press, Paid Media, Email Marketing, Influencers (Partners, Speakers, Sponsors), Businesses Amplifiers & Aggregators, Social Media, Digital

SPONSORS & PARTNERS

The event is supported by a range of UK businesses including British Airways, Atkins Realis, Founders Forum, Saudi British Joint Business Council

More to follow from both the UK and Saudi Arabia