Sponsored by



In Partnership with



منتدى مستقبل العقار Real Estate Future Forum

Built for Life: Grow and Thrive



5th Edition 26 - 28 Jan 2026

#RFF2026 wwww.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



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







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

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





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

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





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.

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















































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









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

- 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.
- Everage industry insights to identify growth opportunities, fostering job creation for young talent.
- Showcase national achievements and integrate global expertise to drive sustainable growth in the evolving real estate sector.





Global Thought Leaders:

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



#RFF in Numbers

A Journey Through Achievements and Transformative Outcomes from 2022 to 2025

450M*

120

\$50B*

Online Reach

Speakers

Countries

Agreements



















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













housing is a fundamental right that enhances stability and quality of life,

and adequately reflects the Kingdom's commitment to a comprehensive



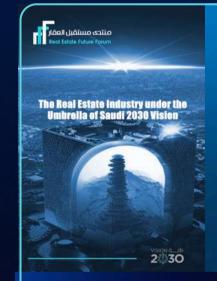






Explore Our Knowledge Hub

Elevate Your Business & Workforce with Expert Insights Online



Emerging Technologies in Real Estate: Shaping the Future of the Industry.

Read More.

منتدى مستقبل العقار to Net Zero

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



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.

Strategies for a Resilient and Innovative Real Estate Industry



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



The Leadership Praise











Featured Local Speakers























Alkasabi

Metrology & Quality

Organization























Featured Local Speakers



















Guarantees Company

ضمانات





Integrated Dawiyat

INTEGRATED DAWNAT















Deputy Minister, Digital

Transformation and Smart





Featured Local Speakers



































Featured Regional & Global Speakers





























United States TCN Tucker Carlson Network





















Our Partners















































































































































































Govenmental Partners

































































































The biggest real estate expo in the middle east is back in Riyadh for its 5th edition!



Unveiling the RFF26 Theme

Built for Life: Grow and Thrive

Our 2026 theme embodies a bold vision: seamlessly integrating business and living spaces to cultivate thriving families and vibrant communities. By designing environments that foster connection—such as family-friendly neighborhoods, communal gathering spaces, and local businesses that cater to residents—we create more than just places to live; we build ecosystems where people and businesses flourish together.

This approach strengthens family bonds, enhances everyday experiences, and fuels local economies, ensuring that as communities grow, businesses prosper alongside them. Together, we are shaping a future where family, community, and economic vitality are interconnected, creating a foundation for sustainable growth and lasting impact.

#RFF2026 | wwww.therff.com 2026



Strategic Horizons: Crafting Engaging Content & Thought-Provoking Sessions

- Designing Communities for Families

 Architectural and urban planning strategies that foster family interaction and well-being
- 2 Local Businesses as Community Builders
 The vital role of small businesses in strengthening social ties and driving economic growth
- Health, Wellness & Urban Design
 How smart city planning enhances public health and family well-being.
- Affordable Housing & Economic Growth
 Policies and programs that make housing accessible while supporting local economies
- Public Transportation & Community Well-Being
 How transit accessibility shapes family life and neighborhood
 connectivity

- Supply Chain & Real Estate Efficiency
 Enhancing local economies by integrating supply chain strategies
 into real estate development
- Media Influence on Housing Trends
 Exploring how media shapes public perceptions of real estate and family lifestyles
- Egal Frameworks for Sustainable Real Estate Growth
 Navigating land use laws, building codes, and regulations to drive
 efficient and compliant developments
- Real Estate Tech & Market Transformation
 How digital platforms are revolutionizing property transactions, investments, and market accessibility
- Developers & the Future of Smart Communities
 Strategies for building resilient, innovative, and high-value urban developments

منتدى مستقبل العقار Real Estate Future Forum



5th Edition

26 - 28 Jan 2026

#RFF2026

wwww.therff.com



Contact Us

Al Faisaliah Tower, Floor 28 Riyadh, Saudi Arabia

- +966 11 273 5522
- +966 56 273 5522

info@therff.com www.therff.com

X ir

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

Sponsored by

In Partnership with







Organized b

