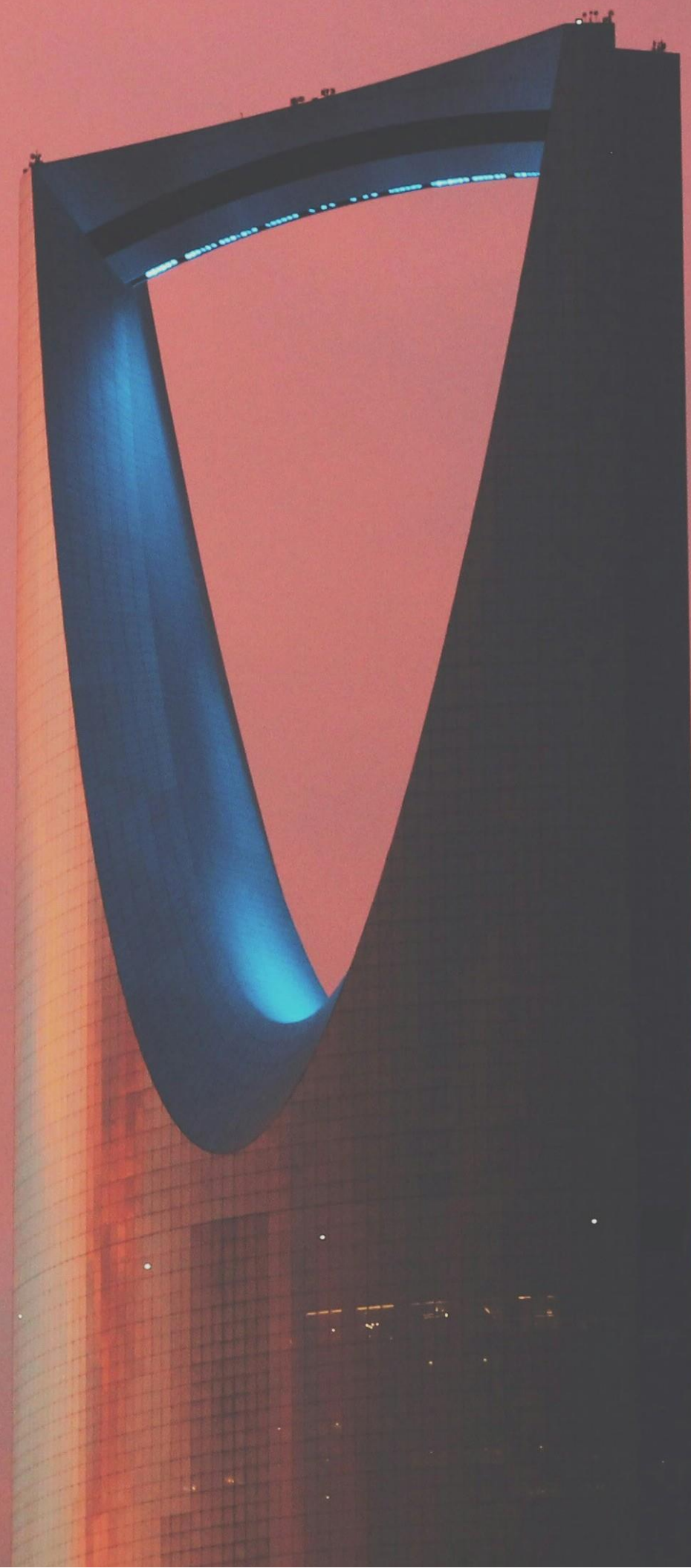


Cityscape Global RIBA Delegation

17–20 November 2025
Riyadh, Kingdom of Saudi
Arabia



Overview

The Royal Institute of British Architects (RIBA) is expanding its presence in the Kingdom of Saudi Arabia (KSA) as part of a broader effort to strengthen its influence in the Gulf region. This initiative aligns with RIBA's mission to promote architectural excellence and support professionals worldwide.



We have formed strategic partnerships, including a collaboration with KSA's Architecture and Design Commission. This partnership emphasises knowledge sharing, professional development, and the promotion of best practices in architecture within KSA. Additionally, RIBA participated in events like Cityscape Global 2024, where we led a delegation of architects and other RIBA affiliated companies to facilitate networking and expertise exchange.

The organisation sees the Gulf region as a significant opportunity for growth, given the rapid development and transformation in architecture across the area.

By promoting itself in KSA, RIBA aims to support local architects, introduce international standards, and contribute to the evolving built environment.



Aligning with RIBA can offer several advantages when engaging architects and designers



- ✓ **Increased brand awareness:**
RIBA events, channels and networks allow firms to engage directly with architects and specifiers, ensuring their brand is recognised at key decision-making stages.
- ✓ **Enhanced credibility:**
Being affiliated with RIBA signals quality and professionalism, making your solutions more appealing to architects who prioritise trusted suppliers.
- ✓ **Early engagement in projects:**
Architects often consider products early in the design process, and manufacturers

who collaborate with them can influence specifications before final decisions

- ✓ are made.
- ✓ **Access to targeted audiences:**
RIBA's events and network enables organisations to educate architects about their solutions in a structured, non-sales-driven manner, fostering long-term relationships.
- ✓ **Competitive differentiation:**
Standing out in a crowded market is crucial, and RIBA affiliation helps companies position themselves as industry leaders.

What is Cityscape Global?

The largest and most influential real estate show in the world



The conference takes place over four days attracting over

160,000

visitors



Attendees cover the entire construction eco system, including developers, architects, designers, manufacturers, government figures and an estimated

11,000

investors and financiers



Cityscape features over

300+
exhibitors and
nearly **400+**

speakers



Get insider insights and fresh perspectives from real estate powerhouses, government leaders, design innovators and technology pioneers

Cityscape Global 2025

Why?

- ✓ To place RIBA and its members at the heart of the world's largest development market
- ✓ To help RIBA Chartered Practices and other RIBA affiliated organisations to navigate this huge area of growth
- ✓ To champion architecture and support the transfer of knowledge and skills worldwide
- ✓ To work in partnership with the UK Department for Business and Trade to support the export of UK businesses and their products and services

Our plan

- ✓ There will be a RIBA exhibition stand at the heart of the show
- ✓ There will be a delegation of RIBA Chartered Practices, RIBA CPD Providers Network members and other affiliated organisations
- ✓ There will be invite-only RIBA events attracting our network of investors, developers, members of KSA Ministries, clients and architects



RIBA 2024 Delegation

Last year RIBA took a delegation of over 30 individuals to Cityscape Global to meet potential clients under the RIBA banner.



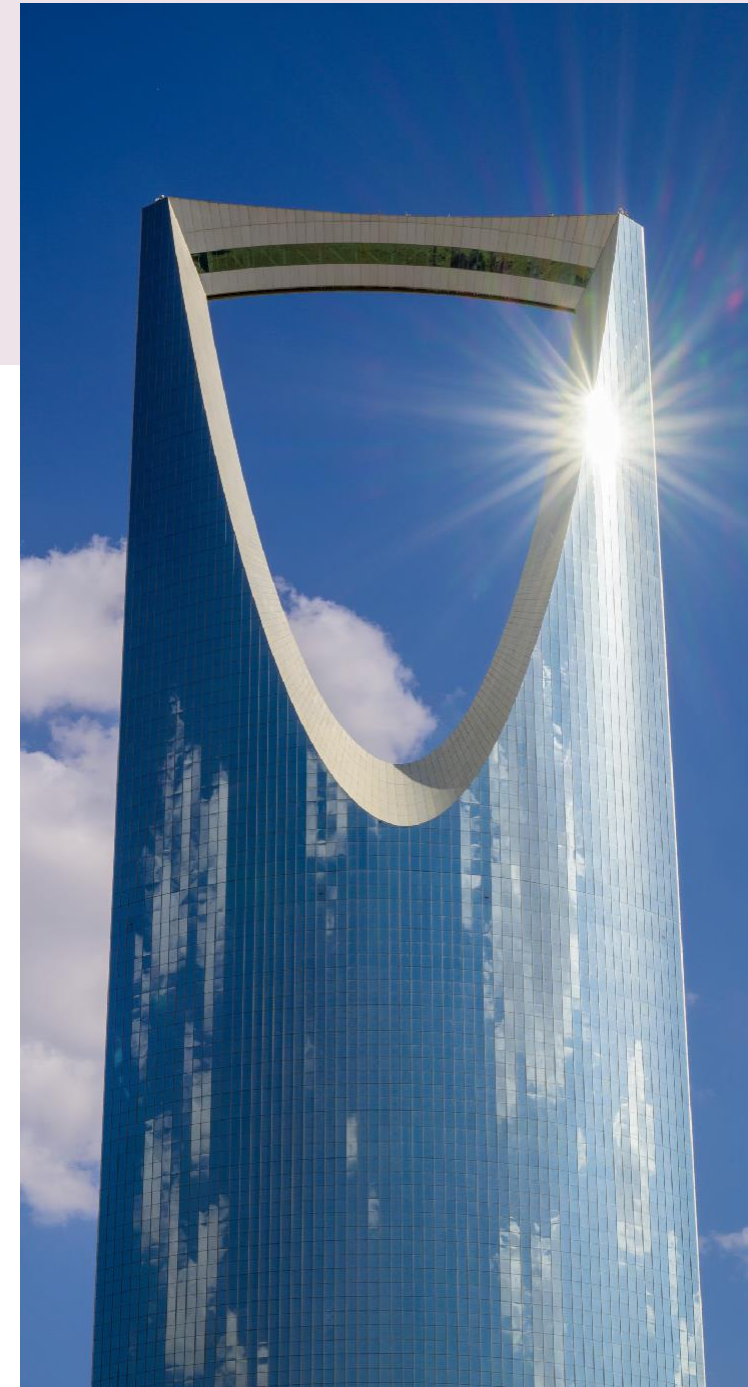
RIBA Delegation Package



Cityscape Global

What's included:

- ✓ Invitation to attend our pre-Cityscape Global workshop. All members of the delegation will be invited. We will share presentations on how to operate and trade in region, to help bring about the best outcomes and RoR in Riyadh.
- ✓ Invitation to three invite-only RIBA networking events during Cityscape Global attended by key individuals from the various KSA ministries, developers, clients, Chartered Practices and local architects
- ✓ Use the RIBA stand as a base to talk with potential clients and arrange meetings in different areas of the show
- ✓ Group travel from Riyadh to Cityscape Global and back on each day of the event. A great opportunity to get to know architects who are part of the RIBA Delegation
- ✓ Briefing sessions in Riyadh, delivered by RIBA Gulf team and our local partners



RIBA Delegation Package

What's included:

- ✓ Your company profile in our on-stand digital displays and in the dedicated landing page on architecture.com
- ✓ Optional site visits to local developments of interest (TBC)
- ✓ Full support from RIBA Cityscape Global team who can give advice on flights, accommodation, visas etc. The team will be present and available throughout in Riyadh

CPD Providers Network Member rate: £5,000
(includes two delegates)

Trade Partner package (for non-members): £8,000
(includes two delegates + additional special features, see page 10)



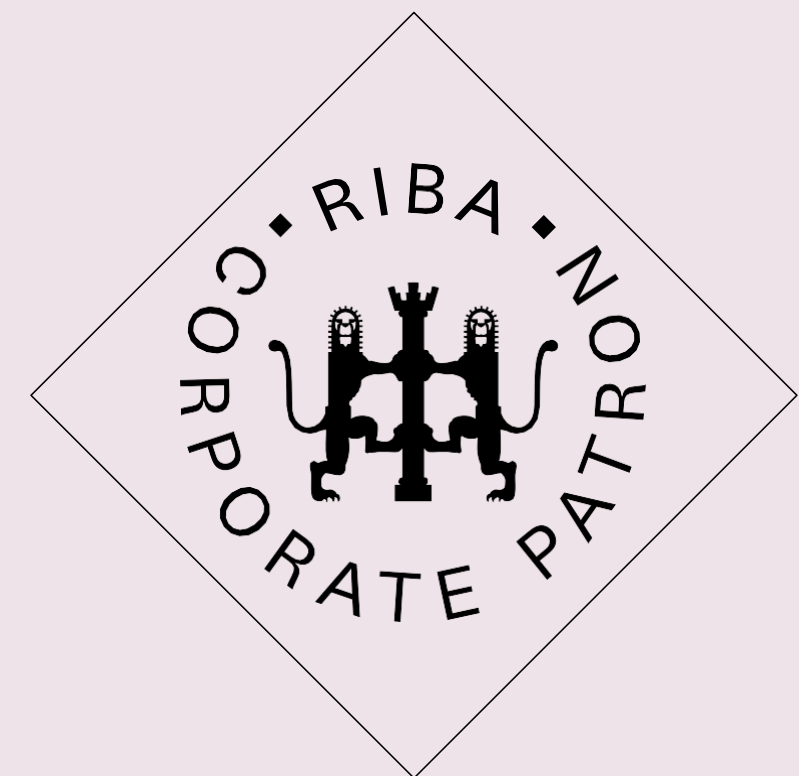
RIBA Corporate Partner Package

Everything from the RIBA Delegation Package

PLUS:

- ✓ Your branding featured prominently on the RIBA Cityscape Global stand and in all of our promotional materials, including website, social media and other marketing collateral
- ✓ Dedicated Corporate Partner area on the RIBA Cityscape Global stand
- ✓ Exclusive sponsorship of one of the three special RIBA Cityscape Global networking events
- ✓ Extra delegation passes (up to 8 in total)
- ✓ Introductions to RIBA's in-country business partners and key individuals in RIBA, RIBA Gulf Chapter and key clients, developers and partners in KSA
- ✓ Use of the RIBA Corporate Partner logo for 12 months. This can be placed, for example, on your website, product literature and brochures, email signatures and letterheads

Investment: £15,000



Cityscape benefits table

Benefits and rights	Delegation package	Trade Partner	Corporate Partner
Prominent branding on the RIBA stand	✓	✓	✓
Invitation to pre-Cityscape Global meeting in Central London	✓	✓	✓
Networking with RIBA Gulf Chapter	✓	✓	✓
Invites to three RIBA networking events in and around Riyadh during Cityscape week *	✓	✓	✓
Group travel from Riyadh to Cityscape Global and back each day	✓	✓	✓
On site support from RIBA’s Cityscape team	✓	✓	✓
Part of the RIBA Delegation - 2 passes	✓	✓	-
Part of the RIBA Delegation - up to 8 passes	-	-	✓
Company profile on Cityscape Global delegation screen on the RIBA stand	✓	✓	
Company profile on Cityscape Global Corporate Partner screen on the RIBA stand	-	-	✓
Company profile on Cityscape Global delegation page on riba.org	✓	✓	-
Company profile on riba.org Cityscape landing page on riba.org	-		✓
Rights to use the RIBA Corporate Partner logo	-	✓	✓
Interview feature on RIBAJ.com Gulf pages	-	✓	✓
Branding and/or credits on Cityscape solus enewsletters x 1	-	✓	✓
Acknowledgement on RIBA Social Media posts related to Cityscape (at least one per channel)	-	✓	-
Credits on all RIBA Cityscape social media posts	-	-	✓
Supporter credit and branding on riba.org	-	-	✓
Dedicated corporate partners area on RIBA stand	-	-	✓
Exclusive sponsorship of one of the three RIBA networking events mentioned above *	-	-	✓
Formal introduction to RIBA’s in country business partner	-	-	✓
Rate	£5,000	£8,000	£15,000

Benefit

Align your brand with RIBA and our KSA mission



Support in navigating Cityscape Global as part of the RIBA Delegation



Gain a greater understanding of the region and build a business platform in KSA



Opportunity to meet with RIBA's in-country business partners



Network at high profile RIBA events and receptions



Engage with RIBA Chartered Practices and members of the RIBA Gulf Chapter

Cityscape Global 2024



What did the 2024 delegation say?

“Attending Cityscape in Riyadh 2024 as part of the RIBA delegation was a very rewarding experience. The event provided a great opportunity to engage directly with industry professionals from not only a design, specification, and architectural perspective but also with influential end clients who were showcasing their latest projects across the Kingdom. KSA is certainly an ambitious and dynamic market with a clear commitment for growth, so having the opportunity to collaborate whilst gaining new connections and insights will hopefully be valuable moving forward. A big thank you to the RIBA team for hosting a really impactful event with excellent briefings, panel discussions and allowing people to ask questions, explore and share experiences was a huge success. See you in 2025!!”

Stuart Pierpoint

Architectural Sales Manager – EMEA, MSA Safety



Contac t

If you have any questions or feedback, please get in touch with our Cityscape Global team.

John Ward

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