

# INVEST IN SAUDI

OPPORTUNITIES AND SECTORS



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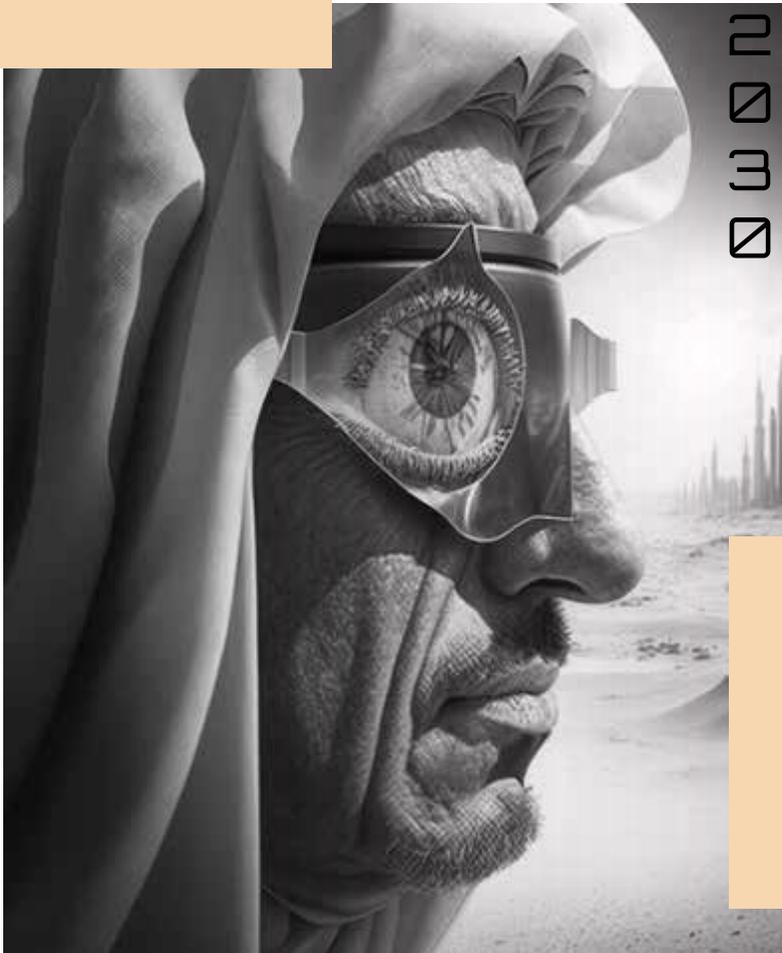


# WHAT IS SAUDI VISION 2030?

Saudi Arabia's Vision 2030 has a clear goal of transforming the Middle Eastern country's economy from one that is heavily dependent on oil revenues to a more diversified and sustainable economy. To achieve this, the plan focuses on developing key economic sectors such as tourism, manufacturing, and technology. It also aims to increase the private sector's contribution to the country's GDP by attracting foreign investment and creating an attractive business environment.

The Vision 2030 plan also places significant emphasis on improving the quality of life of Saudi citizens. The plan aims to enhance the education and healthcare systems, and promote sports and cultural activities. The plan also seeks to increase female participation in the workforce and promote social inclusion.

While the Vision 2030 plan presents significant opportunities for the country's economic and social development, it also faces several challenges. The country's dependence on oil revenues, for instance, poses a significant risk to the success of the plan, as global oil prices remain volatile. Additionally, the plan requires significant investment, and the government must navigate a challenging economic landscape to finance its ambitious projects.





# OBJECTIVES FOR VISION 2030

The main objectives of Vision 2030 are as follows:

**Diversify the Economy:** The primary objective of Vision 2030 is to diversify the economy of Saudi Arabia and reduce its dependence on oil revenue. The plan aims to create a dynamic and thriving economy that is not solely dependent on oil but rather built on innovation and modern technology.

**Enhance the Public Sector:** Vision 2030 aims to enhance the quality of public services in Saudi Arabia, including healthcare, education, and transportation.

**Develop the Private Sector:** The plan aims to develop the private sector by increasing the number of small and medium-sized enterprises and promoting entrepreneurship. It also aims to attract foreign investment and increase the participation of women in the workforce.

**Strengthen the Economy:** The plan aims to strengthen the Saudi economy by increasing its competitiveness in the global market and by developing new industries.





# ACTIONS

To achieve the objectives of Vision 2030, the Saudi government has taken several actions, including:

**Implementation of Economic Reforms:** The Saudi government has implemented various economic reforms, including the introduction of VAT, subsidy cuts, and the privatization of various state-owned enterprises.

**Development of Non-Oil Industries:** The government is promoting the development of non-oil industries, including renewable energy, tourism, and healthcare.

**Empowering Women:** The plan aims to empower women by increasing their participation in the workforce and by promoting their rights.

**Improving Public Services:** The government is investing in the improvement of public services, including healthcare, education, and transportation.

**Cultural Preservation:** The government is promoting the preservation of the country's cultural heritage and is investing in the development of the tourism industry.



2030

# OUTCOMES

Since the introduction of Vision 2030, Saudi Arabia has made significant progress in achieving its objectives. Some of the outcomes of Vision 2030 are:

**Attracting Foreign Investment:** Saudi Arabia has attracted significant foreign investment, with several international companies setting up operations in the country.

**Cultural Preservation:** The Saudi government has invested significantly in the preservation of the country's cultural heritage and has developed its tourism industry.

**Technology:** The Kingdom of Saudi Arabia has heavily invested in rebranding itself as the new tech giant in the region. Aligning itself with new age trends, the country aims to further enhance its reputation in the tech industry. The country has generated huge investments from foreign tech companies to integrate initiatives such as Web 3.0, Metaverse, and Augmented and Virtual reality into its tech portfolio.





# SAUDI ARABIA'S 2030 METAVERSE VISION



**Saudi Arabia's Vision 2030** includes a futuristic vision of creating a "digital paradise" through the development of a Metaverse, a virtual world that combines augmented reality and virtual reality experiences. The Metaverse is expected to have a significant impact on the country's economy, society, and culture.

The main objectives of Saudi Arabia's 2030 Metaverse vision are as follows:

**Economic Growth:** The development of a Metaverse is expected to create a new industry that can drive economic growth in Saudi Arabia. The Metaverse is expected to generate jobs and attract investment from both local and international sources.

**Education:** The Metaverse will provide a new platform for education, allowing students to learn in a virtual environment that can be customized to their needs. This will also enable distance learning, which is becoming increasingly important in the age of remote work and education.

**Entertainment:** The Metaverse is expected to provide new opportunities for entertainment, including virtual concerts and events, immersive gaming experiences, and other forms of digital entertainment.



# INITIATIVES

To achieve the objectives of the 2030 Metaverse vision, Saudi Arabia has taken several Initiatives, including:

**Investment in Technology:** The Saudi government has invested heavily in technology, including artificial intelligence, augmented reality, and virtual reality, which are key components of the Metaverse.

**Partnerships with Technology Companies:** The government has established partnerships with several technology companies, including Microsoft and Google, to develop the Metaverse.

**Development of Infrastructure:** The government is developing the necessary infrastructure, including high-speed internet and data centers, to support the development of the Metaverse.

**Investment in Human Capital:** The government is investing in the development of human capital, including training programs for developers and content creators, to support the growth of the Metaverse industry.



The development of the Metaverse is still in its early stages, and it is difficult to predict the full impact it will have on Saudi Arabia's economy and society. However, some potential outcomes include:

**Economic Growth:** The development of the Metaverse is expected to create a new industry that can drive economic growth in Saudi Arabia, particularly in the areas of technology and entertainment.

**Enhanced Education:** The Metaverse is expected to provide a new platform for education, allowing students to learn in a virtual environment that can be customized to their needs.

**Improved Healthcare:** The Metaverse is expected to provide a new platform for healthcare, enabling remote consultations and treatment, which could help improve access to healthcare, particularly in remote areas.

**New Forms of Entertainment:** The Metaverse is expected to provide new opportunities for entertainment, including virtual concerts and events, immersive gaming experiences, and other forms of digital entertainment.

The development of the Metaverse is an ambitious and futuristic vision for Saudi Arabia's future. The Metaverse has the potential to provide new opportunities for economic growth, education, healthcare, and entertainment.

**Saudi Arabia** has taken several actions to support the development of the Metaverse, including investment in technology, partnerships with technology companies, and the development of necessary infrastructure. However, it remains to be seen how successful the implementation of the 2030 Metaverse vision will be and what its impact will be on Saudi Arabia's economy and society.

# OUTCOMES



# WEB 3.0



**Web 3.0** is the next generation of the internet that is focused on decentralization, interoperability, and empowering users. While the concept of Web 3.0 is still in its early stages, there are already some developments in Saudi Arabia that suggest the country is interested in exploring this emerging technology.

One of the key areas where Saudi Arabia is investing in Web 3.0 is blockchain technology. In 2019, the Saudi Arabian Monetary Authority (SAMA) partnered with Ripple, a blockchain-based payment platform, to create a pilot program for cross-border payments. Additionally, the Saudi government has established a regulatory sandbox to test and develop new blockchain-based solutions in areas such as supply chain management, digital identity, and smart contracts.

Another area where Saudi Arabia is exploring Web 3.0 is through its Vision 2030 initiative, which aims to modernize and diversify the country's economy. The initiative includes a focus on developing a digital infrastructure that can support emerging technologies such as artificial intelligence, the Internet of Things (IoT), and blockchain.

Finally, Saudi Arabia is also home to several startups that are exploring Web 3.0 technologies. For example, OneGram, a startup based in Dubai with a presence in Saudi Arabia, has developed a cryptocurrency that is backed by physical gold.

Overall, while the concept of Web 3.0 is still in its early stages, Saudi Arabia is taking steps to explore and invest in emerging technologies such as blockchain, and it will be interesting to see how the country develops in this space in the coming years.

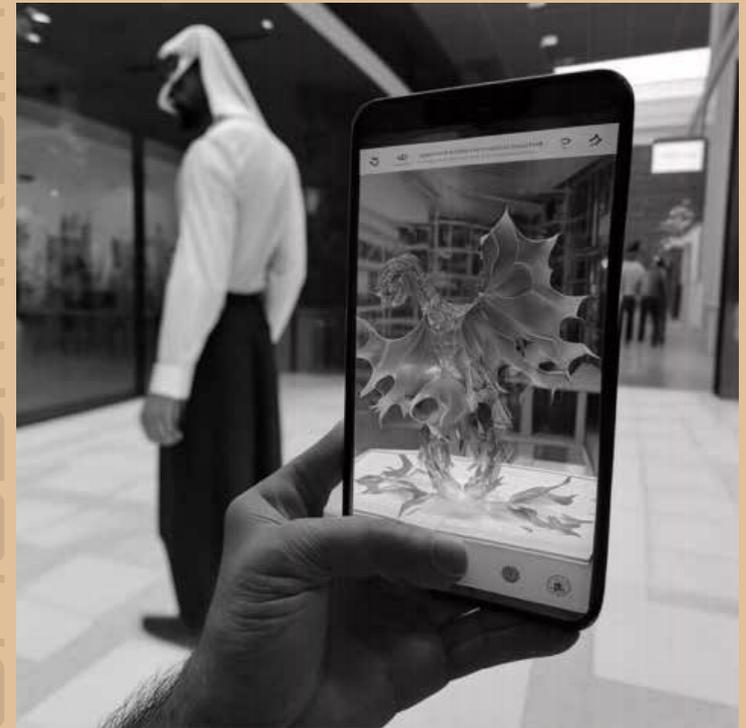
# AR

Augmented Reality (AR) is a technology that enhances real-world environments by adding computer-generated information to them. In Saudi Arabia, there is a growing interest in AR, particularly in the areas of education, tourism, and marketing.

One of the most significant areas where AR is being used in Saudi Arabia is education. The Saudi Ministry of Education has implemented an AR-based education program that allows students to access interactive content related to their lessons. This program has been particularly successful in improving students' engagement and understanding of complex topics.

In the tourism industry, AR is also being used to provide visitors with interactive and immersive experiences. For example, the Saudi Commission for Tourism and National Heritage (SCTH) has launched an AR-powered mobile application called "Step into Saudi" that provides visitors with an augmented reality tour of historical sites and landmarks.

Overall, AR is a growing area of interest in Saudi Arabia, and we will likely see continued growth and investment in this technology in the coming years.



SAUDI ARABIA

# AUGMENTED REALITY



# VR

**Virtual reality** (VR) technology has been gaining popularity in Saudi Arabia in recent years, as the country has been investing in various technological advancements. Here are a few key points regarding VR in Saudi Arabia:

**Growth of the VR Industry:** The VR industry in Saudi Arabia is still in its early stages, but it is rapidly growing. According to a report by ResearchAndMarkets.com, the VR market in Saudi Arabia is expected to grow at a CAGR of around 45% between 2018 and 2023.

**Use Cases:** VR technology is being used in various industries in Saudi Arabia, such as entertainment, education, and healthcare. In entertainment, VR arcades have been popping up in many cities, offering immersive gaming experiences. In education, VR technology is being used to create interactive and engaging lessons, particularly in science and history. In healthcare, VR is being used for pain management, anxiety and stress reduction, and even medical training.

**Investment in VR:** The Saudi Arabian government has been investing heavily in technology and innovation, including VR. For example, in 2019, the government launched the National Industrial Development and Logistics Program, which aims to boost the country's economy and promote technological advancements, including VR.

# CHALLENGES



There are still some challenges that the **VR industry in Saudi Arabia** faces, such as a lack of skilled professionals and high costs associated with VR equipment. However, efforts are being made to address these challenges, and the industry is expected to continue to grow. Overall, the **VR industry in Saudi Arabia** is in its early stages but is growing rapidly, and is expected to have a significant impact on various industries in the country.



# POSSIBLE

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OPPORTUNITIES AND SECTORS

# INVEST IN SUSTAINABLE





# NEOM



2030

**NEOM** is a major initiative of Saudi Arabia and one of the country's largest Giga projects. The futuristic project calls for the construction of a new sustainable city on a 26,500-square-kilometer plot of deserts, valleys, and mountains.

The smart city will be exclusively powered by renewable energy, including the world's largest hydrogen plant and 100 percent clean energy generated by wind and solar sources. Furthermore, the city will be equipped with superior characteristics, such as secure 5G hyperconnectivity, purpose-built data centers, innovation and startup-ready ecosystems, and consumer-focused solutions. The NEOM project is currently working on many projects, when put together the entire project reaches an estimated budget of **USD 500 billion**.

## Saudi Vision





# AMAALA

**AMAALA** has been recognized as one of Saudi Vision 2030's mega projects, currently, the project is working towards becoming a luxury tourism destination, which is being developed along Saudi Arabia's Northern Red Sea Coast to curate transformative personal journeys.

The project consists of three major pillars: The Coastal Development, The Triple Bay, and The Island. AMAALA will have six hotels and around 1,000 hotel rooms as part of the first phase of development, which is expected to be completed by 2024. Further development will have approximately 3,000 hotel rooms split over 25 hotels, as well as 200 high-end retail establishments, fine dining, spa, and recreational services, which will be completed in 2027.





# Red Sea Global

The **Red Sea Project** is considered the most ambitious regenerative tourism project in the world. The project features a diversified mountainous landscape spanning from canyons to volcanoes, as well as an archipelago of pristine islands, with over **28,000 square kilometers** of magnificent desert scenery and a diverse mountainous landscape. The project is estimated to add **USD 4 billion** to the Kingdom's GDP per year and create up to **35,000 jobs** once it is fully operational.



# OUR SERVICES

DIGITAL TWINS

ARCHVIZ

AR

VR

METAVVERSE



# DIGITAL TWIN

Narsun Studios provide cutting-edge digital twin services that allow clients to virtually replicate their physical assets and optimize their operations. Our digital twin services cover a wide range of industries, including manufacturing, infrastructure, and building management.

Our team of Digital Twins experts has extensive experience in creating and maintaining 3D models of physical assets, as well as analyzing data to make informed decisions about their operations. We use the latest software and technology to create highly detailed digital replicas that accurately reflect the physical asset, allowing for accurate simulations and analyses.

Our Digital Twins services provide clients with a range of benefits, including the ability to optimize asset performance, reduce costs, and improve safety. With our digital twin services, clients can simulate and optimize their asset operations, including energy consumption, maintenance schedules, and safety protocols. This helps to reduce costs and improve overall efficiency, resulting in increased ROI for our clients.

**At Narsun Studios**, we are committed to delivering exceptional service and expertise to our clients in the digital twin industry.

# DIGITAL





# ARCHVIZ

Narsun Studios specializes in providing high-quality ArchViz (Architectural Visualization) services to clients in a variety of industries, including architecture, real estate, interior design, and construction. We offer a range of services that can help our clients visualize their designs and communicate their ideas more effectively.

Our ArchViz services include 3D modeling, rendering, animation, and virtual reality simulations, all of which are designed to create realistic and immersive visualizations of architectural designs. We use the latest software and technology to ensure that our visualizations are both accurate and aesthetically pleasing, and we work closely with our clients to ensure that their vision is fully realized.

In addition to our core ArchViz services, we also offer a range of related services, including drone photography and videography, virtual staging, and interactive presentations. Our goal is to provide our clients with a comprehensive set of tools and services that can help them bring their designs to life and showcase them in the most compelling way possible.



At our company, we pride ourselves on our attention to detail, our commitment to quality, and our ability to deliver projects on time and within budget. We understand the importance of ArchViz in the design and development process, and we are dedicated to helping our clients achieve their goals and realize their visions.



# AR

Our AR services include the development of custom AR applications and experiences that can be accessed through mobile devices, smart glasses, and other AR-enabled devices. We work closely with our clients to understand their needs and objectives, and we use the latest technology and tools to develop AR solutions that meet their specific requirements.

Our team of experienced developers and designers has extensive expertise in developing AR applications and experiences for a wide range of industries and use cases. We have experience in creating AR applications for product demonstrations, interactive marketing campaigns, virtual try-on, and educational experiences.

In addition to our core AR services, we also offer consulting and support services to help our clients integrate AR technology into their business operations. This includes assistance with content creation, technology integration, and deployment.

At our company, we are committed to delivering high-quality AR solutions that are both innovative and effective. We understand the potential of AR technology to transform the way businesses interact with their customers, and we are dedicated to helping our clients stay ahead of the curve by leveraging the latest AR advancements.



ALIGNMENTED



# VR

REALITY

Our company offers a wide range of VR (virtual reality) services designed to help our clients create immersive and engaging virtual experiences. We specialize in developing custom VR applications that can be used for a variety of purposes, from training and education to marketing and entertainment.

Our VR services include the development of custom VR applications and experiences that can be accessed through a variety of VR devices, including headsets and mobile devices. We work closely with our clients to understand their needs and objectives, and we use the latest technology and tools to develop VR solutions that meet their specific requirements.

We have experience in developing VR solutions for training simulations, product demonstrations, virtual tours, and interactive marketing campaigns. In addition to our core VR services, we also offer consulting and support services to help our clients integrate VR technology into their business operations. This includes assistance with content creation, technology integration, and deployment.



VIRTUAL



# METAVERSUM



Our company specializes in providing metaverse creation services that enable our clients to build and engage with virtual worlds in a variety of industries, from gaming and entertainment to education and healthcare. We offer a range of services that can help our clients create and customize their virtual environments and experiences.

Our metaverse creation services include the development of custom metaverse platforms, applications, and experiences that can be accessed through a variety of devices, including desktops, mobile devices, and VR headsets. We use the latest technology and tools to create immersive and engaging virtual worlds that are tailored to our client's specific needs and objectives.

Our team of experienced developers and designers has extensive expertise in creating metaverse platforms for a wide range of industries and use cases. We have experience in developing metaverse solutions for gaming, virtual events, education, and more.

At our company, we are committed to delivering high-quality metaverse solutions that are both innovative and effective. We understand the potential of metaverse technology to transform the way businesses engage with their customers and employees, and we are dedicated to helping our clients leverage the latest metaverse advancements to achieve their business objectives.



VISION



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# THANK YOU

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