Film-making Training Centers

Investment Opportunity – TVET

EDUCATION

استثمر في السعودية
INVEST SAUDI

Film-making Training Centers

OPPORTUNITY DESCRIPTION: Invest in KSA's education sector by establishing programs for training in film-making

OPPORTUNITY REVIEW

Cultural and Entertainment sector in KSA

Cultural activities across various fields in KSA have been gaining greater traction since the adoption of progressive policies

Commissions under Ministry of Culture, KSA

- Film Commission
- Culinary Arts
- Literature & Translation
- Theatre & Performing Arts
- Fashion
- Architecture & Design
- Heritage and Museums
- Libraries

KSA government has set ambitious goals under Vision 2030 for the growth of Entertainment industry in the Kingdom

The government is targeting to **double the average share of household spending on entertainment** to 6% by 2030

- **$64B** — Planned investment in entertainment industry of KSA by 2030
- **2,500** — Cinema screens across 250 cinemas by 2030
- **100** — Target # of feature films to be produced and shot in KSA over the next decade

Growth potential of film-making in KSA

Cinema in Saudi Arabia has grown by leaps and bounds in the short span since the upliftment of ban on cinemas on 2017

Film festival in KSA	International participation	Budding local production houses
RED SEA INTERNATIONAL FILM FESTIVAL; مهرجان البحر الأحمر السينمائي الدولي	FESTIVAL DE CANNES; THE OSCARS	Telfaz11; rotana; AFLAM; أفلام نبراس NEBRAS FILMS

Growth of film-making and cinema in KSA is driven by multiples reasons

- High proportion of young population
- Easing of social restrictions in the Kingdom
- Increasing affordability in KSA
- Increasing penetration of technology
- Government focus on developing entertainment landscape

Demand for trained personnel in film-making

To cater to the growing field of films and cinema in KSA, there is need for trained personnel across the film production value chain

Ideation and Pre-production → During Production → Post-production and Distribution

There is limited provision of film-making training in the Kingdom, underlining the opportunity for private entities to set up and invest in training centers in KSA

Sample list of training providers in film-making roles



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INCREASING IMPORTANCE OF FILM-MAKING IN KSA

Cultural Richness of KSA

KSA is a culturally-rich country with increasing focus on improving the quality and quantity of cultural activity by nurturing talent across various cultural fields

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- Fashion
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- Heritage and Museums
- Libraries

Moreover, cultural activities in KSA have been gaining greater traction since the adoption of progressive policies

In the News

REUTERS
Dec. 2017
Saudi Arabia lifts cinema ban, directors and movie chains rejoice

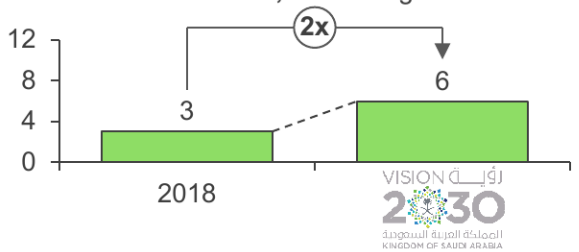
The Siasat Daily
Dec. 2021
Cinema, dancing and more permitted: New changes in Saudi Arabia

Saudi Arabia legalised live music and stand-up comedy acts in restaurants

Growing film-making industry in KSA & Vision 2030 goals

Entertainment, and particularly Cinema, is one of the key focus areas for the Kingdom's diversification efforts under Vision 2030

% of household income spent on Entertainment in KSA; Percentage



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Strides made by KSA in the sector

The cinema industry in Saudi Arabia has grown by leaps and bounds in the short span since the upliftment of cinema ban with a high potential for future growth

Film festivals in KSA

RED SEA INTERNATIONAL FILM FESTIVAL
مهرجان البحر الأحمر السينمائي الدولي

Started in 2018, Red Sea International Film Festival is a platform for local and international cinema talent

International participation

FESTIVAL DE CANNES
THE OSCARS

KSA made its debut at Cannes Film Festival in 2018 and has been sending entries for Oscars since 2013

Budding local production houses

Telfaz11 · Rotana · AFLAM · Nebras Films

The Kingdom also has local production houses which make commercials, documentaries, and movies

: Daily

Definitions

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Business drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Global trends	Latest business developments within the sector/product category
7	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
8	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
9	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
10	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
11	Enablers	Factors that enable investment in the underlying opportunity
12	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of $1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

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