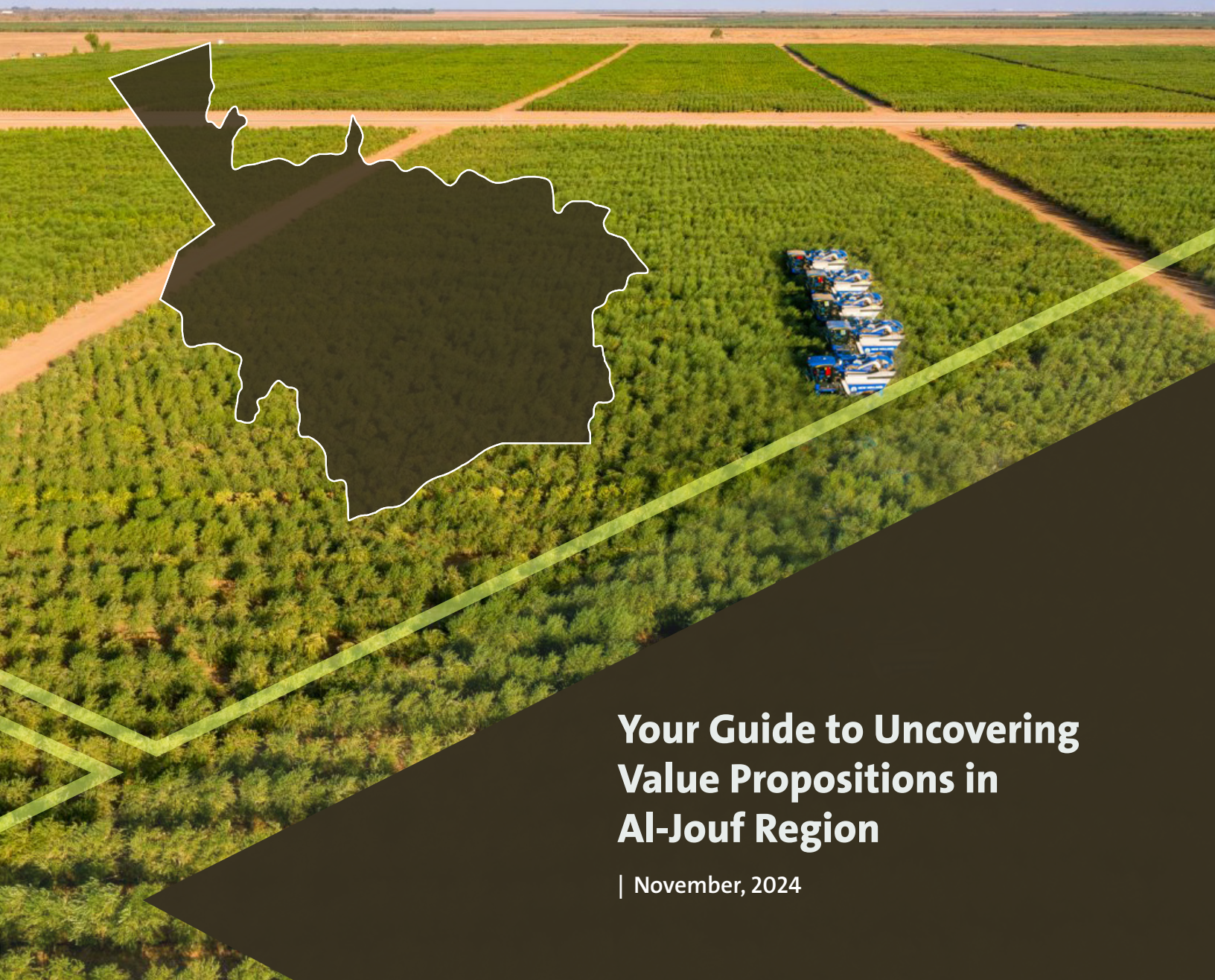
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Ministry of Investment

استثمر في السعودية
INVEST SAUDI

Invest In Al-Jouf



Your Guide to Uncovering Value Propositions in Al-Jouf Region

| November, 2024



INVEST IN AL-JOUF

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My primary goal is to be an exemplary and leading nation in all aspects, and I will work with you in achieving this endeavor.

Custodian of the Two Holy Mosques,
King Salman Bin Abdulaziz Al-Saud

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Our nation holds strong investment capabilities, which we will harness to stimulate our economy and diversify our revenues.

His Royal Highness the Crown Prince,
Mohammed bin Salman bin Abdulaziz
Al-Saud



HRH Prince Faisal bin Nawwaf bin Abdulaziz Al-Saud
Prince of Al Jouf region

We strive for Al Jouf to be the capital of renewable energy, a pioneer in the modern renaissance through its comparative advantages in agriculture, mineral and water resources, investments in tourism and heritage in line with Saudi Arabia's Vision 2030.

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Since the launch of the development project; "Saudi Vision 2030", led by the Custodian of the Two Holy Mosques; King Salman bin Abdulaziz Al Saud, and under the constant guidance and follow-up of His Royal Highness, Prince Mohammed bin Salman bin Abdulaziz Al Saud; The Crown Prince, the Prime Minister, and the Kingdom are in constant quest to achieve the goals of this ambitious Saudi Vision, starting with diversifying the resources of the national economy, as well as developing and putting into action ambitious plans and strategies designed to boost economic growth across the Kingdom. Work to attract and promote investments in all regions of the Kingdom is among the most crucial of these strategies.

In order to build a strong foundation for achieving Saudi Vision 2030's goals, in the years since Saudi Vision 2030's inception, the Kingdom will pursue strategies such as a strong and developing economy, abundant energy resources, distinctive geographical features, a young population, and an integrated infrastructure. and so on. The Kingdom benefited from this advantage to solidify its position as an ideal destination for those looking to invest in a number of highly competitive sectors and take advantage of promising investment opportunities.

The Kingdom's focus on diversifying the national economy, coupled with its ambitious economic growth plans and unprecedented government support such as the Ministry of investment, has positioned Saudi Arabia as an ideal choice for investment. Saudi Arabia's economy has proven to be both resilient and one of the fastest globally. In addition, As one of the overarching objectives of Saudi Vision 2030 is to grow and diversify the economy, Saudi Vision 2030 aims to make Saudi Arabia one of the top 15 economies globally. Doing so requires significant investment that is estimated to exceed USD 3.2 trillion through the National Investment Strategy, launched by HRH the Crown Prince.

Over the past few years, the Kingdom has undergone a major transformation not seen anywhere else in the world. We have developed leading information and communications technologies (ICT) infrastructure, introduced comprehensive eGovernment solutions, and embraced public-private partnerships to deliver our ambitious targets on a scale and at a speed that are unparalleled. We are continuing to transform to create further investment opportunities and increase our competitiveness across key and emerging sectors. We are doing this through developed rules and regulation such as Mining Regulations and strategic initiatives such as Saudi Vision 2030, the National Investment Strategy, National Transport and Logistics Strategy, National Industrial Strategy, the National Development Fund, and Global Supply Chain Resilience Initiative. These initiatives come with significant government support in helping to attract investment and enable growth.

We understand that one of the key factors associated with successful investment decisions is site selection. The Ministry of Investment (MISA), through collaboration with key entities, has developed reports such as this one to showcase opportunities found in all regions across the Kingdom. Our 13 provinces have key differentiators and a unique value proposition in specific sectors. Within this report we help shine a light on Al-Jouf a key pillar of Saudi agriculture and a leader in the Kingdom's renewable energy endeavors.

HE Minister of Investment Eng.
Khalid bin Abdulaziz Al-Falih

SPOTLIGHT ON THE KINGDOM

The Kingdom's Transformational Journey Through Saudi Vision 2030

Non-oil activities in Saudi Arabia reached a historic milestone in 2023, accounting for 50% of the country's GDP. Based on the efforts of Al Jouf region, the contribution of the Agriculture, Renewable Energy, and Tourism to the Kingdom's GDP is expected to increase. The Kingdom's growth perspectives are supported by a set of major Saudi Vision 2030 Realization Programs and initiatives.

These programs and initiatives include the Public Investment Fund Program, Quality of Life Program, National Industrial Development and Logistics Program, Housing Program, Privatization Program, and the Regional Headquarters program, among others.

These transformative investment programs are critical components of the Kingdom's strategy to achieve Saudi Vision 2030 targets, including:

- Raising the share of non-oil exports in non-oil GDP to 50%
- Positioning the Kingdom within the top 15 economies worldwide
- Doubling overall domestic investment component
- Increasing foreign direct investment (FDI) approximately twenty-fold

The country's determination to diversify its economy has fueled both local and foreign investment, while increasing the contribution of small and medium-sized (SME) enterprises to the national GDP. In 2023, FDI inflows amounted to USD 25 billion, exceeding the NIS target of USD 22 billion by 16% (actual performance vs. NIS target). The FDI inflows as a percentage of Nominal GDP reached 2.4% in 2023, thereby achieving also this NIS target.

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SPOTLIGHT ON THE KINGDOM

Ranked #16 — For the policies for doing business as per the 2023 Global Innovation Index (out of 132 countries)

Ranked #6 — For economic performance as per the IMD 2023 World Competitiveness Ranking (out of 64 countries)

Ranked #3 — Ranked 3rd as per the World Bank's 2022 GovTech Maturity Index (out of 198 countries)

Ranked #11 — For total public expenditure on education as per the 2023 IMD World Competitiveness Yearbook (out of 64 countries)

Ranked #17 — As per the IMD 2023 World Competitiveness Ranking (Overall) (out of 64 countries)

Ranked #38 — As per the World Bank's 2023 Logistics Performance Index (out of 139 countries)

Ranked #22 — Ranked 22nd in Venture Capital Received (% of GDP) per the 2023 Global Innovation Index (out of 132 countries)

Ranked #33 — Ranked 33rd in research and development as per the 2023 Global Innovation Index (out of 132 countries)

A key area of focus for the Kingdom has been building top-tier digital infrastructure to enable its digital transformation strategy, through the adoption and implementation of state-of-the-art Information and Communication Technology (ICT). eGovernment programs enabling the digitalization and improvement of multiple services have been leveraged to support this goal. This was done by developing electronic platforms, channels, and applications to improve the end-user experience and ensure the Kingdom can effectively support businesses and their new ways of working.

To foster new investment opportunities, facilitate investments for the private sector and encourage innovation, an extensive network of institutions offers attractive incentives to projects across sectors and regions. These include nearly **290 programs** such as:

- Employment support (covering a percentage of wages) offered by the Saudi Human Resources Development Fund (HRDF)
- Project finance and working capital financing offered by the Saudi Industrial Development Fund (SIDF)
- Tax credits on R&D investment and tax exemption on earnings from exports offered by the Zakat Tax and Customs Authority (ZATCA).
- Customs exemption on raw material, machinery and equipment, and spare parts offered by the Ministry of Industry and Mineral Resources (MIMR).

Key sectors have been identified for the country which include renewable energy, tourism, healthcare, financial services, industrial manufacturing, logistics, and mining. In line with Vision 2030, the Kingdom has set **ambitious goals across target sectors,** such as:

- Reaching net zero emissions by 2060
- Doubling the number of Saudi heritage sites registered with UNESCO
- Having three Saudi cities recognized in the top-ranked 100 cities worldwide
- Increasing household spending on cultural and entertainment activities inside Saudi Arabia from current level of 2.9% to 6%

Growing the Kingdom's global footprint through increased exports is also a key priority. The Kingdom's strategic geographical location makes it a key contributor to international trade as it connects three continents: Africa, Asia, and Europe. Trade-intensive sectors that are ripe for exporting are being supported through various incentives and enablers that are being rolled out across the Kingdom.

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SPOTLIGHT ON THE KINGDOM

SAUDI GREEN INITIATIVE

Spotlight: The Saudi Green Initiative

The Saudi Green Initiative is an ambitious national initiative for the Kingdom of Saudi Arabia aiming to improve quality of life and protect future generations. Saudi Arabia is taking a leading role in global efforts, by committing to **protect at least 30% of global ocean** in Marine Protected areas, and Other Effective area-based Conservation Measures by 2030, contributing to UNFCCC climate action by guiding and supporting sports actors to achieve global climate change goals, and cutting global **methane emissions by 30%** by 2030.

Top Commitments include

- Reducing Carbon emissions by more than **4%** related to global contributions by 2030
- Planting **10 billion** trees across Saudi Arabia by 2030
- Raising protected areas to more than **20%** of total land area by 2030
- Increasing domestic generation capacity from renewable energy to **50%** by 2030

Image source: www.saudigreeninitiative.org

AL-JOUF AT A GLANCE

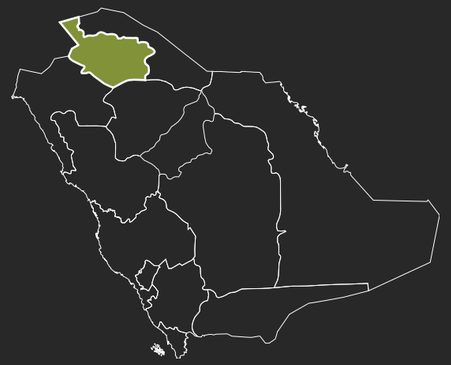


- Population
- Education
- Healthcare
- Employment
- Infrastructure
- Economic Performance
- Business Enablers

Al-Jouf is located in the north of the Kingdom and borders Northern Borders region, Hail region, Tabuk region and Jordan in the northwest.

The region is located at the entrance of the Al-Sarhan Valley at the gateway of the Arabian Peninsula, connecting the Kingdom to Jordan. The region's total area ascends to 85,000 square kilometers and it is divided into four governorates other than the capital city of Sakaka: Tabarjal, Al-Qurayyat, Dumat Al Jandal and Suwayr. Sakaka City (the region's capital) is the region's trading and production hub for dates, wheat and renowned hand-woven carpets and daggers.

The region is known for having high winds and fluctuating rain with Al Jouf having an average rainfall of 58 mm per year. Al-Jouf possesses high amounts of sunlight and a moderate temperature ranging from a minimum of 5°C to a maximum of 40°C throughout the year.



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AL-JOUF AT A GLANCE

SAUDI ARABIA
AL- JOUF



Legend:

- **Main cities -** Al-Qurayyat, Tabarjal, Sakaka, Dumat Al Jandal - Suwayr
- **Airports -** (1) Qurayyat Airport (2) Al Jouf International Airport
- **Power Plant -** (1) Al-Qurayyat Solar Photo Voltaic Plant (2) Sakaka Solar Power Plant
- **Ports -** (1) Al Haditha Port
- **Agricultural lands -** (1) Olive Farm (2) Largest Modern Olive Farm (3) Al Jouf Agriculture development company
- **Key projects -** (1) King Salman Royal Reserve (2) MODON Oasis in Al-Jouf (3) Dumat al Jandal Wind Farm (4) Zabal Palace
- **Gas Field -** Gas Field
- **Railways -** (1) Al-Jouf Station

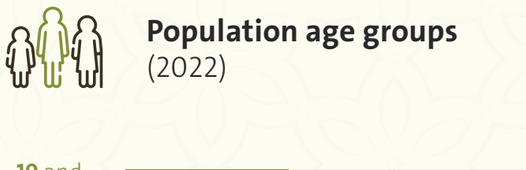
Population

Al-Jouf has a population of 595,822 with 63% being under the age of 35 (2022).

Population growth
(2021-2022)



Population age groups
(2022)





Education

The region's education sector is comprised of both local and international schools. Al-Jouf's education system helps ensure the region's talent pool supports key and emerging sectors with related skills through the region's vocational institutions and diverse university programs.

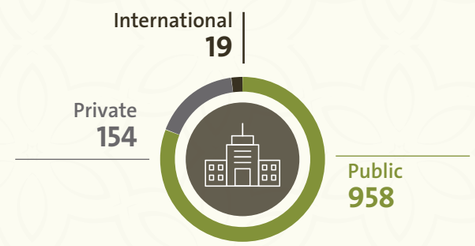
The region can also further benefit from increased investment in the sector, especially in higher education.

Training facilities (2022):

14

Number of schools (2022):

1,131



Ratio of students per the number of teachers and schools (2022):

Students to teacher ratio
13

Students to school ratio
138

Number of university students by largest programs category (2022):

Humanities and Social sciences
3,592

Economy & Management
5,445

Islamic and Legal studies
2,772

Applied Medical sciences
2,374

Communication & IT
2,100

Number of university students in STEM-related programs (2022):

Physical Sciences
1,417

Communication & IT
2,100

Mathematics & Statistics
447

Biological Sciences
590

Engineering
979

Education (cont.)

The region's higher education system relies on Al-Jouf University:

	The total number of enrolled students	Number of graduates	Key areas of focus
جامعة الجوف Jouf University **Al-Jouf University**	24,530 (2022)	4,613 (2022)	IT, engineering, and sciences

Founded in 2005, Al-Jouf University is the only higher education institution in the region. The university has 16 colleges with a variety of specializations and scientific fields. Tuition is free and financial support is also available for Saudi and international students. The university is located in a modern state of the art campus and is equipped with latest instructional technology.



Healthcare

Healthcare in the region is fairly well-developed with several reputed hospitals specializing in eye care, chest diseases, obstetrics, and mental health.

Major hospitals include King Abdul Aziz Specialist Hospital and Al-Qurayyat General Hospital. A state-of-the-art healthcare center, Prince Mohammed Medical City, is planned in Sakaka under the Saudi's Vision to create world-class hospitals. Opportunities exist in Al-Jouf to further enhance the region's healthcare sector to cater to the growing population and incoming tourists needs. Additionally, the absence of private sector hospitals in the area further drives the demand for investment.

56
Number of healthcare centers (2022)

13
Number of public sector hospitals (2022)

Hospitals and beds per 100,000 population (2022)

Hospitals
2.34/ 100,000

Beds
310.49/ 100,000



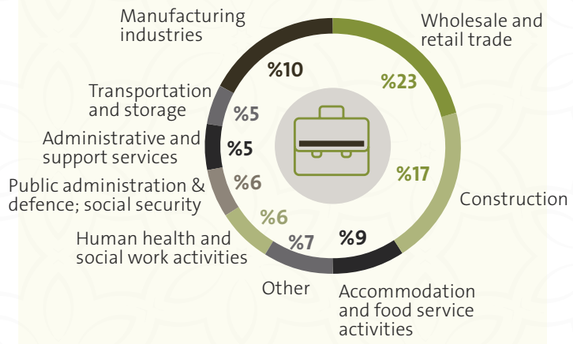
Labor Market

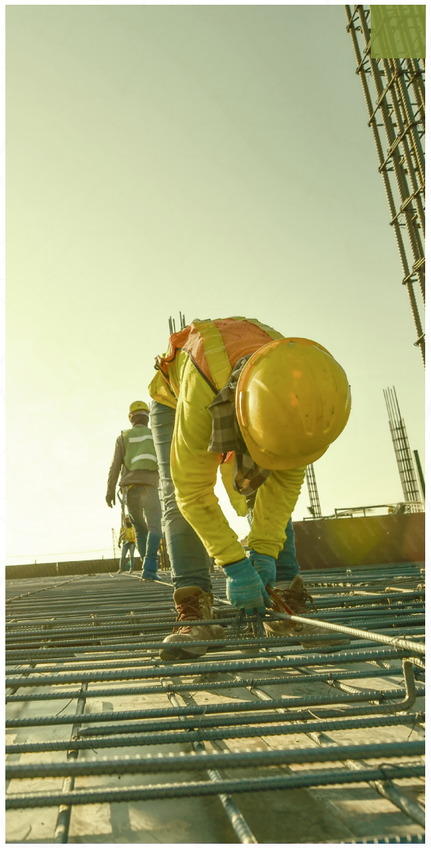
According to Saudi Labor Law, legal working age in the Kingdom is 15 years. The region is categorized by having the highest percentage of workers in the construction, wholesale and retail trade, manufacturing, and administrative, support services sectors, and transportation and storage.

Unemployment rate (2023/Q3)

Male	2.8%
Female	16.0%
Total	6.3%

Participants on the job - GOSI (2023/Q3):





Infrastructure

Al-Jouf's strategic location is of international importance as it connects the Kingdom to Jordan directly. The Al-Haditha land crossing is paramount in supporting trade with the Levant cluster.

Al-Jouf's road network links the region to Jordan, Tabuk , Hail, and Northern Borders. The region is continuously strengthening its infrastructure and potential investment opportunities are present to further build up the railway and road network. The regional railway network links Dumat al Jandal governorate to Riyadh. Additionally, the the north passenger train, with a length of 1,250 kilometers, originates from Riyadh and runs towards the Al-Haditha border, providing direct connectivity from the capital to Jordan. Al-Jouf has two freight stations in the Sakaka (Al-Jalamid Freight Station) and Dumat Al-Jandal (Busaita Freight Station) governorates.

Al-Jouf has well-developed infrastructure supported by one international and one domestic airport

Al-Jouf International airport traffic (2022)

Total flights	Passengers	International flights
4,826	539,733	1,050

International connectivity	Domestic destinations
Egypt (Cairo and Sohag) and United Arab Emirates (Dubai)	Riyadh and Jeddah



Qurayyat Domestic airport (2022)

Total flights	Passengers
1,778	193,329

The Qurayyat Airport is a domestic airport in Saudi Arabia that connects Al-Jouf with flights to Riyadh and Jeddah. Al-Jouf can benefit from this direct connection with Riyadh (the financial hub of the Kingdom) and Jeddah (the gateway for pilgrims) by attracting domestic and international tourists.



Infrastructure (cont.)

Al-Haditha port is the third largest land border crossing by volume. It accounts for 90% of land trade with Jordan, Levant and Turkey

Total import-export flow (2022): **Exceeding USD 4 billion**

Industrial and economic cities

Number of industrial cities administered by Saudi Authority for Industrial Cities and Technology Zones (MODON): **1**

	Leasing prices for Ready- built factories	Utilities	Targeted industries
MODON Oasis in Al-Jouf	USD 32,000 for 1,500 square meters	Electricity: Provided by Saudi Electricity Company power grid in 2021 Drinking Water Capacity: Under implementation	Textile and natural wool yarn, specialized food processing, art and craft products, and canning and food preservation

Value of real estate deals (2023):

- Agricultural land: USD 26.36 million
- Commercial land: USD 26.41 million

Number of real estate deals (2023)

Agricultural	Commercial
231	420

Further information on real estate indicators in Al-Jouf and across the Kingdom can be found via the (https://www.moj.gov.sa/ar/OpenData/PowerBIReport/Pages/default.aspx)

Economic Performance

Al-Jouf has a moderately diversified economy through the agriculture, tourism, trade, and renewable energy sectors. The government's targeted initiatives under the Tourism Development Fund, National Transformation Program and Agriculture Development Fund have given a boost to the region's economy.

Number of active foreign investment licenses (Q1/2024): **125**

Foreign direct investment (2023):	Foreign direct investment stock (until 2023):	Foreign direct investment net inflow (2023):
USD 11.23 million	USD 278.23 million	USD 11.23 million
Region contribution rate to FDI stock (2023):	**Volume of point of sales transactions in Sakaka city (2023):**	**Average Annual Inflation Rate in Sakaka city (2023):**
0.12%	USD 1.063 billion	0.29%

Active commercial registrations (Q4/2023): **21,245**



Business Enablers

Investors in the region can benefit from a developing network of enabling services including ICT and access to capital. In addition to existing enablers, the region is continuously improving its services to further promote the region as a key investment location for strategic sectors including renewables and agriculture. Potential investors can benefit from opportunities that exist throughout the region to facilitate overall growth of the regional economy.

Information and Communications Technology (ICT)

ICT services in the region are fairly robust, with the majority of the population having access to high-speed internet. With the ICT sector being one of the major enablers for Saudi Vision 2030, opportunities exist for investors and providers to help improve connectivity across the Kingdom and meet growing demand. The main ICT providers in the Kingdom are STC, Mobily and Zain, with all three having a presence in Al-Jouf. The 5G network has increased its coverage and speed throughout the Kingdom covering a total of **97 governorates** in Q1 of 2023 with an average download speed of **327.49 Mbps.**

Percentage of household ICT access indicators (2021)

Cellphone access **96.11%**

Internet access **94.76%**

Internet penetration (2022) **99.1%**



صندوق التنمية الوطني NATIONAL DEVELOPMENT FUND

The National Development Fund

Established in 2017, the fund's mandate is to advance the performance of development funds and banks to fulfill the Kingdom's aspirations for economic diversification and realizing Saudi Vision 2030 objectives.

The National Development Fund (NDF) will inject more than USD 152 billion into Saudi Arabia's real GDP growth by 2030. NDF also aims to expand non-oil GDP by more than three times to reach USD 161 billion by 2030, as well as create a large number of job opportunities in the Kingdom.

Funds that are especially relevant for Al-Jouf's key sectors include (among others)

50 YEARS عاماً | SIDF صندوق التنمية الصناعية السعودي

Saudi Industrial Development Fund (SIDF) – Focused on the financing of industrial investment opportunities, the fund aims to support the industrial sector through project financing, the allocation of land and factories, and funding schemes for small and medium-sized businesses. Through their Mutjadeda Program, SIDF offers incentive packages to finance renewable projects up to 75% of the project costs. The fund has provided a total of almost **USD 41.6 million** through 18 loans for projects in Al-Jouf until the first quarter of 2023.



صندوق التنمية السياحي Tourism Development Fund

The Tourism Development Fund (TDF) – With **USD 4 billion** in capital, TDF aims to facilitate local and international investors access to high-potential tourism investments across key destinations in the Kingdom. TDF offers financial assistance such as short-term loans, mid-term loans, long-term loans, common and strategic equity, private equity, etc.

الصندوق الثقافي CULTURAL DEVELOPMENT FUND

The Cultural Development Fund – The fund will support **16 cultural sectors identified** in the national strategy for culture through development programs and various financing mechanisms aimed at empowering the cultural sector. This includes supports such as content industry and development, education and training, infrastructure support, etc.

صندوق التنمية الزراعية Agricultural Development Fund المملكة العربية السعودية

The Agricultural Development Fund (ADF) – The Fund was established to develop the agricultural sector and improve its efficiency in all regions of the Kingdom. Contributing to the enchantment of food security and safety while maintaining the natural resources available. The Fund also seeks to support the development of rural areas and help establish competitive advantages that can further support the Kingdom and Saudi Vision 2030. The fund has provided USD 51.6 million through 74 loans for projects in Al-Jouf in 2022.

WHY INVEST IN AL-JOUF

Aptly named 'the food basket of the Kingdom', Al-Jouf is the Kingdom's agricultural hub. From hosting the largest olive farm to being the highest producer of wheat in the Kingdom, Al-Jouf has a lot to offer. The region's climate has not only helped put the region at forefront of achieving the Kingdom's goal of food self-sufficiency, it has enabled it to take the pilot seat for the Saudi Green Initiative by being the site of the Kingdom's first two renewable energy projects.

Al-Jouf is a land-locked region, rich in fertile soil, high amounts of sunlight and moderate temperature. Al-Jouf is the Kingdom's largest agriculture producer. Home to the record-holding largest modern olive farm in the world, Al-Jouf produces many varieties of high-quality olive oil for internal consumption and export. The region has hosted the international Olive Festival since 2008 to boost the economic and social outlook of the local community. Honey, dates, vegetables, fruits, wheat, and fodder are also prime cultivations in the area.

Al-Jouf's oasis of Dumat-Al-Jandal has long been the center of agriculture and trade. The region represents the northern gate to the Kingdom as it connects to Jordan – facilitating trade and logistics through the Al-Haditha land port, the third busiest land port in the Kingdom with USD more than 4 billion worth of import-export flow (2022). The region's west border with Tabuk brings increased opportunities through the NEOM mega project which will create jobs in tourism, agriculture, logistics and manufacturing sectors for adjacent region's such as Al-Jouf.

Al-Jouf has contributed to the Kingdom's move towards becoming a notable renewable energy producer and in achieving the Kingdom's aim of Net Zero Emission by 2060. The Sakaka Solar Photovoltaic Plant and Dumat Al Jandal Onshore Wind Farm are giga projects which have a combined capacity of 700 Mega Watts.

The region is one of the oldest places to be inhabited by humans and is full of archeological sites. Al-Jouf holds the potential to attract national and international attention to its cultural, heritage and eco-tourism destinations. In 2021 , a strategic office for the development of the region was established. The office aims to capitalize on the competitive advantage of Al-Jouf and enhance the investment climate.

Home to the Guinness Book of World Records holder largest olive farm – with over **5 million olive trees**

The highest producer of wheat in the Kingdom, with a production of **100,787 tons (2021)**

More thn 50% of the region is part of the King Salman Royal Nature Reserve, key to maintaining cultural heritage and preserving wildlife

Accounting for 90% of land trade with Jordan, Levant and Turkey via Al-Haditha port, **the third largest land port in the Kingdom** by volume in the Kingdom after Bat'ha and Riyadh

Site of the first 300 MW solar PV plant in the Kingdom and the **first utility scale wind project, Dumat Al Jandal, with a capacity of 400 megawatts.**

The tourism expenditure in Al Jouf region exceeded USD 744 million in 2022

KEY COMPETITIVE SECTORS

Agriculture
Olive Cultivation
Fruits and Vegetables and Grains
Renewable Energy

Agriculture

Al-Jouf is one of the most well-known agricultural areas in the Middle East. The region holds unique characteristics that make it attractive for investors interested in large agricultural projects. Al-Jouf is known as the 'the Kingdom food basket' due to its fertile soil, high-water quality and availability that support the harvest of a wide variety of crops.

The region is home to 16,000 farms and large agricultural projects, such as Al Jouf Agricultural Development Company, Al Watania Agricultural Project, and Nadek Company. These projects provide a variety of agricultural products, which represent a qualitative addition to the Kingdom's food security system. They also export their products to local and international markets, which contributes to the growth of the national product in line with the goals of Saudi Vision 2030.

Al-Jouf's primary agricultural area is Busaitah. The region specializes in the production of fruits, vegetables, and grains. The region produced **340,076 tons of olives** and **65,020 tons of dates** in 2021. The region is also recognized for its wheat production which ascended to **18.7% of the Kingdom's total (2021)** and serves human and animal consumption.

Beekeeping has been embedded in Saudi culture since ancient times, particularly in Al-Jouf. Most beekeepers in the Kingdom still use traditional methods where hives are made of earthen materials shaped into pots, cylinders, or logs. The region has adopted industrial and modern practices including using box hives which allow inspections of the hive internally without damage, preserve combs when extracting honey, and producing higher quality honey.

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KEY COMPETITIVE SECTORS

Producer of 67% of olive oil in the Kingdom with more than 18,000 tons

Highest cultivation of wheat at 100,787 tons in (2021)

Al-Jouf produced 65,020 tons of dates in (2021)

The Kingdom of Saudi Arabia has a large market for agricultural products. In 2021, the agricultural output in the Kingdom increased in value by **USD 19.26 billion**, with a **growth rate of 7.8%** compared to 2020, marking the highest growth **in more than five years**. Saudi Arabia's objectives for 2030 include continuing to enhance food security by boosting local production and reducing import dependency through creating investment opportunities and initiatives in the sector. In 2022, Saudi Arabia's imports of food products increased to **USD 18.03 billion**, compared to food products exports which amounts to **USD 4.09 billion**. Al-Jouf provides several investment opportunities to support the reduction of import dependency targets.

With the agricultural sector in Al-Jouf demonstrating high growth potential, His Royal Highness the Crown Prince has launched a strategic office to support growth and development across the region, including the agriculture sector. The office aims to ensure the development of a strong investment environment which attracts private sector engagement. The Kingdom has adapted global trends in agriculture such a hybrid seeds, drip-irrigation systems and crop management techniques to transform the agriculture sector. Potential strategies are under consideration to increase the cultivation of rain-fed crops.

The Agriculture Development Fund has undertaken farmer training efforts and research to encourage sustainable agriculture concepts such as greenhouse farming and drip-irrigation practices. Numerous incentive packages including free seeds, stronger Genetically modified organisms (GMO)seeds and the import of fertilizers have helped incentivize farmers further.

In 2022, the number of development loans directed to small farmers in the Kingdom reached 380,802 loans worth USD 9.06 billion

In 2022, the Saudi Agricultural Development Fund (ADF) granted 74 loans worth a total of over USD 51.6 million, of which USD 674,572.31 were for short-term credit service loans and the remainder for long-term credit service loans in Al-Jouf.

The ADF launched the "contract farming" financing product to secure the supply of agricultural commodities, facilitate the marketing and sale of local farmers' products, and contribute to food security.

The ADF allocated USD 1.07 billion to implement the initiative to finance the import of agricultural products targeted in the Food Security Initiative under Saudi Vision 2030

The ADF achieved 53% of its target of financing the use of modern technologies to over USD 756 million under the initiative to encourage the use of modern technologies, especially irrigation techniques



Olive Cultivation

Also known as the 'olive basket' due to its vast expanse of record-holding olive trees and over 12,500 olive farms with over 15 million olive trees (2021), Al-Jouf is the olive oil capital of the Kingdom. Two of the best-known varieties of olives in the region are Sorani and Nibali. Olive trees thrive on little water, making them well-suited for the region.

The global olive oil market is estimated to be worth USD 14.2 billion in 2022, and is projected to grow from USD 14.64 billion in 2023 to USD 18.42 billion in 2030, at a CAGR of 3.33%. This fruit has various uses apart from being consumed as a snack. The processing of olives into edible oil is its dominating use, though it is also used for medicinal purposes and as a cosmetics ingredient. About **80% of olive production** in the Kingdom is used for olive oil while the remaining **20% is used for table olives**.

Olives and olive oil are a major staple in the Saudi diet and are linked to the Kingdom's history and religion. Olive trees are among the first crops grown since before the first written language was invented. Al-Jouf produces more than 18,000 tons of olive oil, accounting for approximately **67% of the national production**. In addition, a total of **20 million olive and palm trees** have been planted in Al-Jouf region in 2022 under the Saudi Green initiative.

In 2021, the Kingdom exported over **906 tons** of olive oil worth over **USD 2.5 million**, compared to over **37,000 tons** worth over **USD 100 million** in imports. indicating a need for expansion of olive cultivation to fulfill the Kingdom's aim for self-sufficiency for this key product.

The **16th Annual International Olive Festival was held in Al-Jouf with the participation of more than 7 countries.**



Key Projects and Initiatives

Largest Modern Olive Farm

The title of the largest modern olive farm in the world was awarded by the Guinness World Records to Al-Jouf Agricultural Development Company. The farm houses more than **5 million olive trees**, producing **33,000 tons of olives and 5,500 tons of olive oil annually.**

Al-Sarahan Valley Project

One of the projects of the National Agricultural Development Company (NADEC), the project includes one of the largest olive groves in the world, with a total of **5 million olive trees (of which 2.7 million trees are fruitful)** planted using the intensive and organic cultivation method that aims to exploit the unit area and reduce the amount of water, as well as the ease of mechanical harvesting compared to traditional agriculture.

International Olive Festival

The region hosts the international Olive Festival where dozens of local and foreign producers exhibit their olive products. The cultural, social, and recreational events, including lectures and seminars on olive cultivation, not only position Al-Jouf as an **agricultural hub** but also play an important role in attracting **investment and tourism to the region**.

The Million Trees Project

In late 2023, His Royal Highness Prince Faisal bin Nawaf bin Abdulaziz, Prince of Al-Jouf Region, inaugurated the **"Million Trees Project"** olive oil mill. The project is distinguished by its use of the latest organic farming methods, starting with the electronic drip irrigation system to ensure that each tree receives the daily amount of water it needs. The Project has also provided three harvesters, among the largest in the world, to harvest olives. To ensure the quality of olive oil, the project ensures that the olives are pressed immediately after harvest. The project has built one of the latest and largest olive oil mills and presses in the world, which can process up to 700,000 kilograms of olives per day.

Fruits and Vegetables and Grains

Al-Jouf is rich in the cultivation of grain crops and fruits and vegetables. The region has the highest number of trees in the Kingdom and more than 39,000 dunums of land planted with summer and winter vegetables.

The region has the highest production of alfalfa and the highest production of wheat in the Kingdom, producing more than one million tons of alfalfa and more than 100,000 tons of wheat (2021). The number of trees in Al-Jouf Region exceeded 16 million trees (excluding date palms), representing 45.6% of the total number of trees in the Kingdom in 2021. The region produced **more than 65,000 tons of dates** in the same year. Furthermore, according to the TradeMab website affiliated with the World Trade Center, Saudi Arabia ranked first (globally) in date exports in 2021 in terms of value. The value of Saudi exports of dates during the same year reached USD 323.91 million.

Al Jouf is the largest producer of organic fruit in the Kingdom, producing more than 63,000 tons of organic fruit, which constitutes more than **94%** of the total production of organic fruit in the Kingdom in 2022. The amount of local fruit production (excluding dates) at the national level reached about 900,000 tons of seasonal fruits in 2021. The Kingdom has achieved self-sufficiency rates, most notably in dates with a self-sufficiency rate of **122%,** figs with a rate of **107%,** watermelons with a self-sufficiency rate of **99%**, cantaloupes with a self-sufficiency rate of **81.5%**, grapes with a rate of **60%**, pomegranates with a rate of **34%**, citrus fruits with a rate of **15%**, and bananas with a rate of **4%**. The Kingdom is also characterized by the production of many other types of local fruits.

Al Jouf Region produced more than 100,000 tons of wheat in 2021, and it is **the largest producer of wheat** in the Kingdom. The Kingdom's wheat consumption reached 4,482 thousand tons in 2022. In 2022, the quantities of wheat imported into the Kingdom reached 3,354 thousand tons, and the Kingdom produced locally more than 914 thousand tons of wheat. Al Jouf is the largest producer of wheat in the Kingdom, producing about **18%** of the Kingdom's total wheat production.

Key Projects and Initiatives

01 National Seed and Agriculture Services Company

The company is a joint collaboration between the National Agriculture Development Company (NADEC), Al-Watania, AGRI and private sector organizations. The company produces local seeds and aims to meet the Kingdom's demand for wheat and barley. The company has produced 10,000 metric tons of bread wheat seeds which were distributed among farmers. The company also plans to plant 25 hectares in Al-Jouf farm with 5,000 dates seeds of the highest quality.

02 Al-Jouf Agricultural Development Company

The Al-Jouf Agriculture Development Company is a major promoter and distributor of agriculture input in the region. The company (JADCO) is sprawled over an area 60,000 hectares in Busaita, the center of all agriculture activity in Al-Jouf. The company is involved in the cultivation of wheat, barley, maize, fodder, potatoes and other vegetables and fruits.

03 French Fries Factory

Al-Jouf Agricultural Development Company (JADCO) announced the commercial launch of its french fries factory in Al-Jouf, at a cost of USD 18.66 million. The factory has an annual production capacity of 10,000 tons and provides direct and indirect employment opportunities for approximately 200 people. The factory is expected to contribute to increasing Saudi Arabia's share of the market and enhancing its competitiveness in this sector. It will also contribute to increasing Saudi food exports to foreign markets. Potatoes are one of the most consumed agricultural products in Saudi Arabia, ranking first in terms of consumption among vegetables.

Agriculture and Food Processing Value Chain

Investment opportunities in the region exist throughout the agriculture value chain that encompasses seeds and other inputs, production, processing, and retailing.

Agriculture & Food Processing

Inputs	Growing	Distribution	Processing & Selling
• Fertilizers • Agricultural machinery & equipment • Precision farming • Crop production • Food additives • Precision farming • Plant genetic • Refrigeration equipment • Packaging materials • Animal genetics	• Row crops • Sugar • Cash crops • Milk • Meat • Aquaculture • Vertical farming • other	• Trading platform • Grain storage & seed handling eq. • Animal genetics	• Milling • Oilseeds crushing • Biofuel production • Veg & fruit wholesale • Dairy processing • Meat processing • Fish processing • Meat by products • Non-food processing • Brand packaged goods • Processed fruits & veg • Baked goods • Rice, pasta & noodles • Beverages • Confectionary • Oils, spreads & source • Dairy • Baby food • Snacks • Ready Meal

Food testing and qulaity control

Ag. Financing

Other Ag. Services

Renewable Energy

Al-Jouf is a pioneer in helping to fulfill the Kingdom's renewable energy objectives. Saudi Arabia – particularly Al-Jouf – has high potential for renewable energy, particularly solar energy, due to the high amounts of sunshine.

Renewable energy is a giant leap for the Kingdom's transformation efforts and is in-line with its target for Net-Zero emission by 2060. The Custodian of the Two Holy Mosques Renewable Energy Initiative , in line with Saudi Vision 2030, contributes significantly to increasing the share of renewable energy in the Kingdom's energy mix.

The Custodian of the Two Holy Mosques Renewable Energy Initiative has contributed to the delivery of the first batch of renewable energy projects to the Kingdom's electricity grid in Al-Jouf region through Sakaka Solar Power Photovoltaic Project (with an **investment of over USD 300 million**), and Dumat-al-Jandal Wind Farm (valued at USD 500 million) with a planned combined **capacity of 700 MW**. Al-Jouf has significantly high levels of sunlight exposure all year round as well as an average annual wind speed of 8km/hour, the second highest in the Kingdom.

The Kingdom of Saudi Arabia aims to increase the share of renewable energy to approximately 50% of the energy mix in order to achieve the optimal energy mix. As part of the Kingdom's efforts to achieve the targeted energy within the optimal energy mix used to generate electricity, the Kingdom signed four energy purchase agreements in 2022 with a total capacity of **3.2 gigawatts** and investments estimated at **USD 2.4 billion**. The Kingdom also launched five renewable energy projects with a total capacity of 3.3 gigawatts and an estimated investment cost of USD 3.2 billion. Due to favorable climatic conditions, the Kingdom has a competitive advantage in term of cost for solar and wind energy projects. Dumat-al-Jandal Wind Farm has achieved a world record for the least cost of electricity produced by wind.

The environmental benefits, increased electricity consumption, reduced reliance on oil-based energy and sustainability of renewable energy drive the demand for this sector. Thus, The Public Investment Fund (PIF) has developed a Green Finance Framework to raise capital to finance environmental activities. Under this framework, PIF is considering renewable energy as a key sectors of focus to invest in. To accelerate the localization of the sector, **70% of the renewable energy** development projects will be developed under the **umbrella of PIF**.

The total capacity of Sakaka Solar PV Plant and Dumat-al-Jandal Onshore Wind Farm in Al-Jouf including **providing power to around 125,000 Saudi homes**

The Kingdom aims to increase the share of renewable energy to approximately 50% of the energy mix by 2030, in order to achieve the optimal energy mix for electricity generation.

The Kingdom of Saudi Arabia aims to develop 70% of its targeted renewable energy capacity under the Public Investment Fund

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KEY COMPETITIVE SECTORS

Key Projects and Initiatives

The Custodian of the Two Holy Mosques Renewable Energy Initiative is one of the most prominent initiatives of Saudi Vision 2030, as it represents an important step in the formation of the optimal energy mix. The Kingdom aims to achieve the optimal energy mix, which is the most efficient and least costly in electricity generation, by displacing liquid fuel and replacing it with natural gas. In addition to taking advantage of renewable energy sources, which will constitute approximately 50% of the energy mix for electricity generation by 2030.

The National Renewable Energy Data Center initiative aims to facilitate relevant information to interested users such as **investors and decision makers**

The Renewable Energy Technologies Localization Initiative aims to support local companies in **developing renewable energy products, applications, and services** by working with **international and local institutions technologies**

The Human Capital Development Initiative attracts and recruits qualified skilled nationals to **join the sector of renewable energy** and **supports the development of an educational ecosystem** to train and educate personnel

The Saudi Industrial Development Fund (SIDF) has launched the Mutajadeda Program to support local developers in the renewable energy sector, specializing mainly in solar and wind energy. The program supports the manufacturing of renewable energy components, independent production and renewable energy production for industrial, commercial and agriculture use.

A number of projects are already under way in the region to achieve the Kingdom's renewable energy objectives:

01 Sakaka Solar Power Plant

Sakaka is the first utility-scale renewable energy project developed under the NREP. The plant is a 300 MW photovoltaic solar project spread over an area of 6 square kilometers. The project includes an investment of over USD 300 million and 1.2 million solar panels. It aims to reduce 530,000 tons of carbon emissions annually and provide electricity to 55,000 homes. The project's workforce is 97% Saudi, with 90% coming from Al-Jouf region.

02 Dumat al Jandal Wind Farm

Dumat Al Jandal Wind Farm is the first wind power project in the Kingdom and the largest in the Middle East. The project was commissioned in 2022 and is equipped with 99 turbines with a total capacity of 400 megawatts. The project supplies 70,000 homes with electricity at a cost of USD 500 million. The project contributes to reducing the Kingdom's reliance on oil and reducing carbon emissions. The project also won the "Deal of the Year for the Renewable Energy Sector in the Middle East and Africa in 2019", scoring the lowest flat cost of electricity production amounting to USC 1.99 per kilowatt-hour (kWh). Dumat Al Jandal Wind Farm is an important step towards achieving the Kingdom's goal of achieving an optimal energy mix and increasing the share of renewable energy to approximately 50% of the energy mix by 2030.



03 Al-Qurayyat Solar PhotoVoltaic Plant

The plant is a solar farm in Al-Qurayyat with a planned investment of approximately USD 240 million. Upon completion, the farm is expected to have a capacity of 200MW energy generation.

EMERGING SUB-SECTORS

- Tourism
- Culture and Heritage Tourism
- Eco-Tourism

In addition to well-established key sectors, Al-Jouf is home to emerging areas which have demonstrated notable potential for future growth and opportunity.

Supported by strategic government initiatives and competitive advantages, culture, and heritage tourism, along with eco-tourism show immense potential for development. With anticipated growth over the coming years, investors have an opportunity to 'get in on the ground floor' of these emerging sub-sectors.



Marid Castle on Dumat Al-Jandal

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EMERGING SUB-SECTORS

Tourism

Al-Jouf is home to some of the earliest human settlements in Kingdom. The region's natural habitat, culinary scenes and agricultural festivals present a wide range of opportunities for tourists as well as researchers. In 2022, the total number of accommodation facilities in Al-Jouf region, including hotels and others, reached 29, with a total of 898 rooms.

As the Kingdom aims to have approximately 150 million tourists enter the country by 2030, Al-Jouf's tourism strengths – with historic sites relating to the early Islamic era – can position the region to benefit from this growing opportunity.

Through the Tourism Development Fund (TDF) and Cultural Development Fund (CDF) along with the new visa program, the Kingdom has launched several large-scale initiatives to enable continued growth and facilitate investment into the tourism sector.

The number of tourists in Al-Jouf region in 2022 reached more than **1.3 million**, with an average stay of 5.2 nights. In addition, the total tourism expenditure in the region exceeded **USD 744 million in 2022**.

Over **1.3 million tourists** in Al Jouf region (2022)

The total tourism expenditure in the region amounted to over **USD 744 million** in 2022

The Tourism Development Fund provides direct and indirect loans that cover **75% of a project's capital cost** as well as credit guarantees for certain projects

Tourists can now obtain **a multiple entry visa** valid for a year that will allow them to visit the Kingdom for up to 90 days



Qasr Marid castle in Dumat Al-Jandal

Culture and Heritage Tourism

Al-Jouf is one of the longest inhabited areas in the Arabian Peninsula and offers rich culture and history. As part of the Great Nafud desert, the region is home to archeological sites dating back to the Stone Age Nabataean and Roman Eras and early Islamic periods.

The culture and heritage tourism subsector present important opportunities in the Kingdom.

The cultural and heritage tourism sector offers significant opportunities in Saudi Arabia. More than 32 million tourists visited Saudi Arabia for leisure purposes in 2022.

Dumat Al Jandal province includes Dumat Al Jandal oasis, one of the most prominent heritage sites in the region.

Al Jouf region is home to many archaeological and cultural sites. Dumat Al Jandal province includes **Dumat Al Jandal oasis**, one of the most prominent heritage sites in the region. Due to its strategic location, Dumat Al Jandal has played an important role in the trade routes that cross the Arabian Peninsula. Dumat Al Jandal has a strong history of being a trade route for historical civilizations such as t**he Nabataean Empire and the Roman Empire.**



In addition, Dumat Al Jandal oasis includes the historic Dumat Al Jandal market, Al Jouf Regional Museum, and Marid Castle. Marid Castle is an archaeological castle on a rocky hill 600 meters high in Al-Dar'i neighborhood, **dating back to the 1st and 2nd centuries AD**. Next to Marid Castle is Omar Ibn al-Khattab Mosque, the first mosque in history with a minaret. It is considered one of the most important historical mosques in the Kingdom, and its construction dates back to the early Islamic era. The mosque is characterized by the fact that it is built on archaeological layers and architectural foundations dating back to the middle of the first millennium BC.

Rajajil columns are also an important site near Sakaka. It consists of 50 stone columns in different positions. It dates back to **4,000 BC** and was used as burial sites for ancient civilizations. Al-Jouf also includes Zabel Castle, which is an archaeological castle built on the ruins of an old building dating back to the Nabataean Kingdom, which ruled from the 1st century BC to the 1st century AD. In addition, the castle was constructed to be a military fortress, which is built of sandstone and mud dates back to **over 400 years.**

Al Jouf also includes many other **historical sites**, such as Kaf Palace located in the famous Kaf village. It is considered one of the most important palaces in Al-Jouf region, with an area of about 2,700 square meters and a distinctive Islamic architectural style for the palace with an old mosque built of stones in the middle. Tourists will enjoy the old villages of Al-Jouf where they live the experience of the local culture that prevailed in the historical eras of the region.

Al-Jouf's potential for cultural and heritage tourism is being explored to promote the region's unique history and traditions. Recent tourist trends of discovering authentic places, preserved in their historic glory, can give Al-Jouf a push to rise as a historically significant international destination.

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EMERGING SUB-SECTORS

Eco-Tourism

Al-Jouf has immense potential for eco-tourism , as King Salman Royal Natural Reserve covers more than 50% of the area of Al-Jouf region. King Salman Royal Reserve is the largest reserve in the Kingdom and the fourth largest wild reserve in the world. The major mission of King Salman bin Abdulaziz Royal Natural Reserve (KSRNR) is to strike a balance between natural and cultural heritage conservation, simultaneously creating an eco-friendly tourism environment and providing sustainable employment for the region's locals. Finally, tourists that visit KSRNR will enjoy the prime destination for integrated Arabian Peninsula experience.

The global eco-tourism market is projected to grow at a CAGR of 9% between 2021 and 2026 to stand at a value of nearly **USD 309 billion**. Though the eco-tourism industry is in its early stages, increasing environmental consciousness is expected to give rise to growth in the sector. Eco-tourism is also on the rise in the Kingdom, with several projects underway to support this sustainable form of tourism.

The Ministry of Tourism strives to endure sustainability through raising environmental awareness and providing a mechanism for the conservation of natural sites. It has developed strategies to train tourist guides and operators in environmental safety, security, and protection.

Key Projects and Initiatives

The Kingdom has initiated a National Tourism Strategy which aims to increase tourism sector contribution from **3%** to **10% by 2030** . The National Tourism Strategy will help increase investment in the region to provide a more robust tourism ecosystem along with supporting activities in Al-Jouf.



The King Salman Royal Nature Reserve is the largest reserve in the Kingdom and the 4th largest wild reserve in the world

Dumat Al Jandal Lake is the largest artificial lake in the Middle East, with an area of over one million square meters. It has a perimeter of up to 8 kilometers and varies in depth.

محمية الملك سلمان بن عبدالعزيز الملكية
King Salman Bin Abdulaziz Royal Reserve

King Salman Royal Nature Reserve (KSRNR)

KSRNR has 300 species of animals including Reem deer, Arab wolf, Arab fox, Golden eagle, and others. Apart from a diverse geography, The reserve contains more than 450 plants such as: Acacia gerrardii, Lycium shawii, Haloxylon, tamarisk, Artemisia, Yarrows, Mugworts. Its mix of cultural sites and varying plantation makes it a unique international destination. The Saudi Wildlife Authority aims to preserve wildlife in its natural habitat. About 40% of the reserve is present in Al-Jouf.

KEY PROJECTS

MODON Oasis
Prince Mohamed Medical City
Launching the Master Plan for Logistic Centers
Hadbat-al-Hajrah Gas Field
Al Jouf Airport

MODON Oasis

Located southeast of Dumat-al-Jandal, the MODON Oasis is spread over 3 million square meters and has been established by the Saudi Authority of Industrial Estates and Technology Zones (MODON).

The oasis, which was recently developed on an area of 3 million square meters, includes a number of leading industrial and logistics facilities with investments exceeding USD 39 million, in addition to factories prepared for industrial investment. It is expected that the oasis will witness huge investments in the coming years. The oasis also includes a zone for logistics centers with an area of 169,000 square meters (industrial logistical use and internal distribution center). One of the most prominent logistics projects is the NUPCO company project with an area of 50,640 square meters.

Prince Mohamed Medical City

The Ministry of Health (MoH) launched the Prince Mohammad bin Abdul-Aziz Medical City (PMMC) in Sakaka.

The MoH along with the National Center for Privatization & Public-Private Partnership (NCP) sought expressions of interest to tender the PMMC project as a PPP. Upon completion, the project will have a bed capacity of 442 beds and will provide tertiary and acute care services to the inhabitants of Al-Jouf, Tabuk, Hail and the Northern Borders.

Launching the Master Plan for logistics centers

HRH Prince Mohammed bin Salman bin Abdulaziz, Crown Prince, Prime Minister and Chairman of the Supreme Committee for Transport and Logistics, has launched the Master Plan for Logistics Centers, which aims to develop the infrastructure of the Kingdom's logistical sector, diversify the local economy, and enhance the status of the Kingdom of Saudi Arabia as a leading investment destination and a global logistical hub.

The general plan for logistics centers includes 59 centers with a total area of more than 100 million square meters. The region will include two logistics center.

The logistics centers will contribute to supporting economic growth, developing local, regional and international connectivity of international trade networks and lobal supply chains, strengthening partnership with the private sector, expanding job creation opportunities, and consolidating the Kingdom's position as a global logistics hub. The centers will also enable local industries to export Saudi products with high efficiency, as well as support e-commerce to facilitate the connection between logistics centers and distribution centers within the regions, cities and governorates of the Kingdom, in addition to providing high traceability and facilitating the issuance of licenses to practice logistics activity.

Hadbat-al-Hajrah Gas Field

His Royal Highness Prince Abdulaziz bin Salman bin Abdulaziz, Minister of Energy, announced the discovery of Aramco's "Hadbat-al-Hajrah " gas field in Al-Jouf region.

His Highness stated that the gas rich in condensates flowed from the reservoir of the "Hadbat-al-Hajrah" field, east of Sakaka City, at a rate of 16 million standard cubic feet per day, in addition to approximately (1944) barrels of condensates.

Al Jouf Airport Development

With the commitment to enhance the Kingdom's position globally as a leading country in the civil aviation industry, Al Jouf Airport is currently being developed and expanded to increase the airport capacity to 1 million passengers annually.

With a terminal with an area of 411,950 square meters, the terminal will include 4 passenger bridges, five gates for internal flights and two gates for external flights. In addition, the project will build a 63,229 square meter aircraft parking spaces for up to 12 aircraft and a car parking that accommodates 649 cars.

INVESTMENT OPPORTUNITIES

IN AL-JOUF

55 Investment opportunities in Al-Jouf region with a value exceeding USD 1 billion

1 CEA FARMING FOR STRAWBERRIES

2 MANUFACTURING FUEL DISPENSERS (SELF SERVICE - NORMAL)

3 AGRITOURISM RESORT

4 DEVELOP 3 STAR HOTEL IN AL JOUF

5 DEVELOP 5 STAR HOTEL IN AL JOUF

6 DEVELOP 5 STAR RESORT IN AL JOUF

7 GLAMPING RESORT AL JOUF

8 LAKE HOTEL AL JOUF

9 AGRICULTURE FOCUSED TRAINING CENTERS

10 AL JOUF PRIVATE NATIONAL EARLY YEARS OPPORTUNITY

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For more information about investment opportunities, please click here or scan the QR code

Scan here

INTERESTED IN INVESTING IN AL-JOUF?

The Kingdom's Ministry of Investment (MISA) is your gateway to tapping into unique and fruitful investment opportunities in Al-Jouf.

MISA aims to facilitate and support new and current investors in their journey of venturing into a land of countless opportunities. MISA is eager to provide you with the necessary components to successfully invest within the Kingdom. This includes sharing relevant market and economic information, site research, and real-estate values to help familiarize investors with the Saudi Arabian ecosystem. Investors also have access to MISA's well-established infrastructure and connectivity.

Not only does MISA's connectivity range from trade associations, all sector companies, relevant universities, and much more, but the Ministry is responsible for issuing and regulating investment licenses.

The range of MISA's support is uncanny; whether it is providing and advising on available incentives or ongoing support for operational issues, MISA will serve as your guide to opportunities in Al-Jouf.

More detail can be found in **investsaudi.sa** and **Investment Guide.**

Investment Guide
Scan here

Investor Journey
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For more information about investment opportunities, please click here or scan the QR code

Scan here!

Reach out to the Ministry of Investment to learn more and begin your investment journey in Al-Jouf today

For questions and to learn more about opportunities in Al-Jouf, please contact: Regions@misa.gov.sa

Assistance available 24/7 in English, German, Japanese, French, Spanish, Korean and Chinese. For questions, please contact: InvestorCare@misa.gov.sa

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