

لجنة حصر وتطوير الفرص الاستثمارية
اللجنة الفرعية للتعليم والتدريب

National Deal Flow Committee
Education & Training Subcommittee

Knowledge Economic City (KEC) **K-12 School Opportunity**

Investment Opportunity – K-12 Education

April 2022

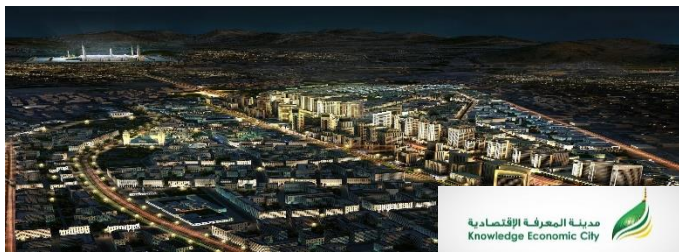


Knowledge Economic City (KEC) K-12 Opportunity

OPPORTUNITY DESCRIPTION: Invest in KSA's education sector by establishing high-quality, K-12 schools in Knowledge Economic City (KEC)

OPPORTUNITY REVIEW

KEC Project - Overview



Knowledge Economic City (KEC) is one of the 4 economic cities with the aim of assisting the diversification efforts of the Kingdom by generating economic opportunities and jobs

Key Facts and Figures



Area



Population capacity



Investment



New Jobs

Size of K-12 opportunity at KEC



KEC expects to have a population of ~150K by 2030



19% of the population is expected to be in the relevant age bracket of 6-17 years



Relevant age population of ~29K



~40* new K-12 schools to be opened by 2030F



~SAR 0.8-1B¹ total capital outlay required

Potential Schools Models



International Curriculum Schools

There is an opportunity for int'l school brands to set up schools in KEC, offering their int'l curricula and reputed methods of teaching



Boarding Schools

Boarding schools focusing on holistic growth of students can be set up in KEC, by offering quality academics, peer-based learning with co-curricular activities. These can help students become independent at an early stage



Innovative Schools

Globally recognized innovative school models (e.g., digital curriculum, project-based learning, personalized / adaptive learning etc.) can be set up in KEC to cater to the wealthy local and expat population

Note: *-Assuming average scale of ~750 students per school; ¹-Assuming an average capital of SAR ~20-25M per school

Source: Knowledge Economic City, Vision 2030





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KNOWLEDGE ECONOMIC CITY (KEC) OVERVIEW

The Knowledge Economic City (KEC) Project

The Project



مدينة المعرفة الاقتصادية
Knowledge Economic City

Ideated and announced in 2006 on the eastern side of the city of Madinah, Knowledge Economic City (KEC) is one of the 4 economic cities with the aim of assisting the diversification efforts of the Kingdom by generating economic opportunities and jobs

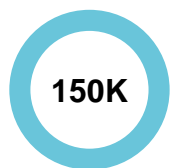
Key facts and figures



Area



Investment



Population target



New Jobs

Features of KEC



Proximity to the Holy Mosque of the Prophet in Madinah



Jeddah and Makkah <2 hours away due to access to the Haramain High-Speed Rail



8 kms away from Prince Mohamed Bin Abdulaziz International Airport

Focus sectors



Housing



Entertainment



Hospitality



Education



Medical care

KEC Projects



Madinah Gate:

Madinah Gate consists of a commercial and entertainment center, a hotel, and a transportation station



Madinah Hub:

Largest integrated center in the city of Madinah with a commercial complex, residential tower, and other amenities



Dar Al Jewar

First gated community in Madinah with luxurious residential complexes with amenities like gym and swimming pool



Islamic World District:

Pockets of entertainment and hospitality areas for religious pilgrims near the railway station

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KNOWLEDGE ECONOMIC CITY K-12 OPPORTUNITY

Size of the K-12 opportunity in KEC



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Current K-12 provision in KEC



Elite International School

- Elite International School is a K-12 school under construction in KEC and is slated to open by September 2022
- The school will span an area of 20,000 m² and will have a capacity of 1,700 students
- The school will offer 3 international tracks for its students: American Track (SAT), British Track (Cambridge), and Global Academic Track (IB)

Key Points



Land Allocation:

Land has been allocated through a lease agreement of 25 years which is renewable for another 25 years within the designated knowledge cluster



Revenue sharing agreement for KEC:

KEC will receive a percentage of income generated from all licensed activities of the school



School Development:

KEC has awarded the contract for developing Elite Schools to contracting company MOBCO which has completed several projects across KSA

Licensing Entity: Ministry of Education




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KEC POTENTIAL SCHOOL MODELS

Type of School	Description	Applicability to KEC
 <p>International Curriculum Schools</p>	<p>There is an opportunity for int'l school brands to set up schools in KEC, offering their int'l curricula and reputed methods of teaching</p>	<p>Knowledge Economic City's focus on becoming a pioneer in the knowledge-based industries and services will potentially attract skilled workforce, the children of whom will require quality K-12 education in the region. Moreover, KEC's offering of a distinguished lifestyle with integrated services will also potentially bring in a large number of high income expats and locals. Therefore, KEC is an attractive market for international K-12 operators and investors with a high potential for growth</p>
 <p>Boarding Schools</p>	<p>Boarding schools focusing on holistic growth of students can be set up in KEC, by offering quality academics, peer-based learning with co-curricular activities. These can help students become independent at an early stage</p>	<p>Knowledge Economic City's (KEC) connectivity with surrounding cities of Makkah, Madinah, and Jeddah through rail and roads makes it a strategically attractive destination for setting up boarding schools. These schools will enable students to experience a modern lifestyle in a city with focus on Islamic values and culture and will enable KEC to achieve its goal of becoming the leading education hub in the region</p>
 <p>Innovative Schools</p>	<p>Globally recognized innovative school models (e.g., digital curriculum, project-based learning, personalized / adaptive learning etc.) can be set up in KEC to cater to the high income local and expat population</p>	<p>Innovative school models like experiential, personalized and adaptive learning can potentially see a huge uptake in KEC driven by demand from wealthy families as well as the city's aim of becoming a hub for knowledge-based industries. Schools that offer holistic development while exposing children to modern learning and teaching techniques will potentially be in high demand, additionally driven by quality employment / post-secondary education opportunities post graduation</p>



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