



Opening of Asia's First 'NEOM Exhibition'

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Dept. in Charge: **Overseas Construction Supporting Division, MOLIT**

Contact: Annie KIM / Global Media Communicator, MOLIT / audiis2@korea.kr / +82 44 201 3056

- Discover NEOM Tour and MOLIT x NEOM Roadshow & Opening Ceremony held on 24~25 July in Seoul

- Thematic presentations and Mock-up exhibitions by each field of One Team Korea such as construction, digital, and culture, etc. demonstrated at the Roadshow

The Ministry of Land, Infrastructure and Transport (MOLIT, Minister WON Hee-ryong) and NEOM (CEO Nadhmi Al-Nasr) announced that they are holding the Discover NEOM Tour, which is held for the first time in Asia on 24 and 25 July, along with the MOLIT × NEOM Roadshow & Exhibition Opening Ceremony.

As this Discover NEOM Tour could be an event to show NEOM's determination for expanding cooperative relations with Korea, it was the result of collaborating activities with the Overseas Construction Bidding Support Group of One Team Korea while embracing its significance in establishing close cooperation network between the NEOM and Korean companies, not only in the area of construction & infrastructure, but also of smart city, mobility, digital, and more to the cultural scope as well.



Attended by approx. a total of 250 business leaders from around 100 companies at the Discover NEOM private event held on Monday 24 July, not only leaders in NEOM area, including CEO Nadhmi Al-Nasr and The Line, Sindalah, Trojena, and Oxagon, etc., but also the ones from various sectors such as construction, media, education, healthcare & bio, tourism, and energy, etc. had an opportunity to explain the NEOM project itself and the benefits it provides, followed by a one-on-one meeting to explore partnerships between the companies attending the event and the NEOM leaders.

At the MOLIT×NEOM Roadshow started at 9:00 am on Tue. 25 July, attended by around 200 people from about 100 companies and institutions, thematic presentations and mock-up exhibitions of One Team Korea companies covering various fields such as smart city and mobility were featured in line with NEOM Media Briefing to enhance people's understanding of the NEOM project and show the construction process of future cities.

On the evening of the same day at 17:00, the NEOM Exhibition Opening Ceremony will be held attended by about 250 people, including leaders from various fields in business and government, etc. and influencers on YouTube and social medias, and so forth.

In the meantime, the number of pre-registrations on the online homepage of the NEOM exhibition, which started at 12:00 on Thursday 20 July, was counted as more than 4,000 as of the 24th, confirming the high level of public interest in Asia's first NEOM Exhibition.



At the Art Hall 1 in Dongdaemun Design Plaza (DDP) as the main exhibition hall, locations and terrain models of major NEOM projects with The Line, Sindalah, Oxagon, and Trojena, as well as scale models of The Line Marina and virtual experience screen of The Line are on display.

The CEO of NEOM Nadhmi Al-Nasr emphasized, "In the meeting with Korean companies, we introduced NEOM's vision and strategic goals and explained new models by redefining sustainability, developing key economic sectors, and outstanding living environments with thriving businesses while showing the NEOM's rapid progress".

Adding, "Saudi Arabia and Korea that have been sharing their long history and visions for a better future will take the NEOM as a key role and let it serve as a platform for joint ventures and knowledge exchange," he also stated, "We welcome Korean companies to participate in the world's largest and the most ambitious urban development project".

MOLIT Minister Won stressed, "This exhibition is a great opportunity to showcase the innovative NEOM project in Korea and build a win-win network between the NEOM and Korean companies & government."

Adding, "As Korea is the strategic partner of Saudi Vision 2030, the both governments formed the Korea-Saudi Vision 2030 Committee to fulfill its role while the Korean government and companies have been working together by operating the One Team Korea.", and, "We hope that the inspiration exchanged between the NEOM and One Team Korea companies during this Roadshow and other networking opportunities could contribute to the success of the project, and we will spare no effort to support the long-standing bilateral cooperation to be more solidified".



Ref.

Images of the NEOM Exhibition

