



استراتيجية
2022



غرفة مكة المكرمة
Makkah Chamber
لتنمية الأعمال والمجتمع

Investment Opportunities in Makkah

مركز ذكاء الأعمال
Business Intelligence Center



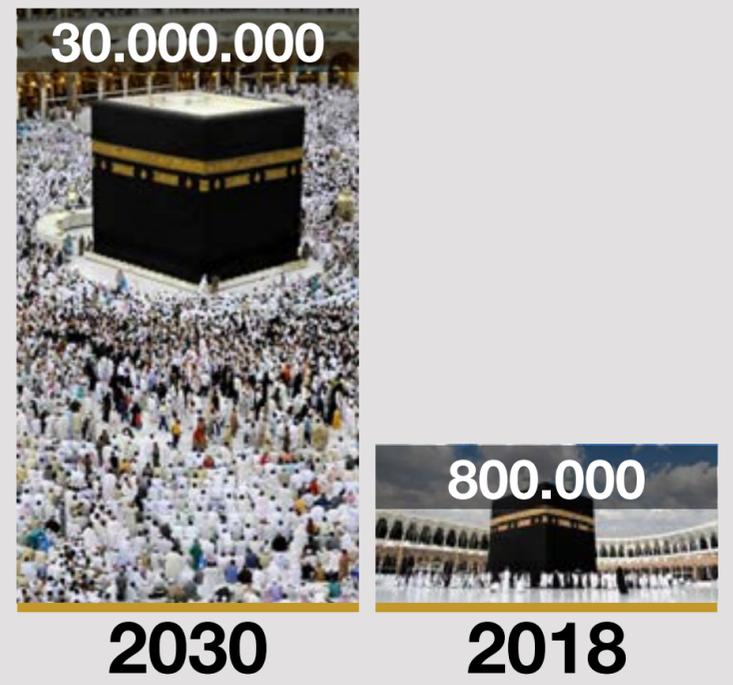
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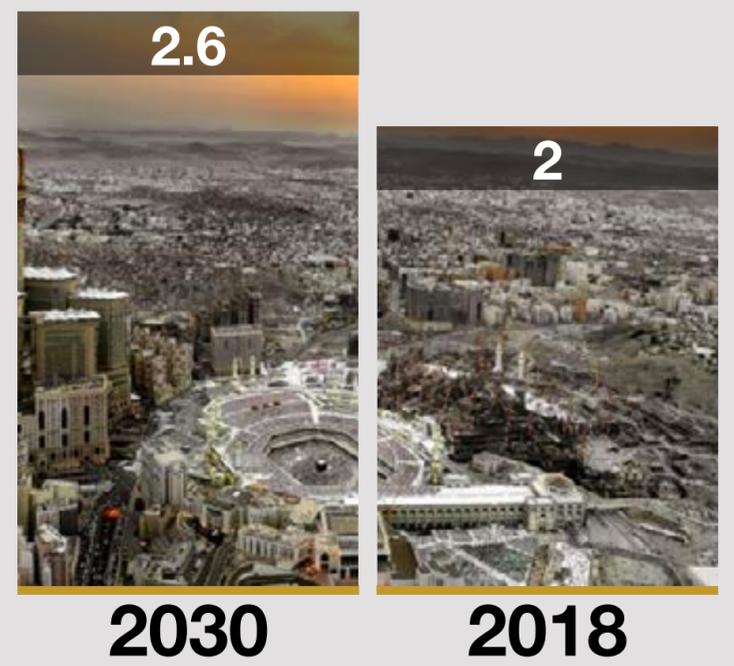


Makkah Overview

No. of Visitors per month



Population in Makkah (Million)



+4M
Visitors in Hajj

+3M
In Ramadan

SR7396
Foreign Visitor
Spending per stay

SR1000+
Domestic Visitor
Spending per stay

168
Billion

%6 Hajj sector GDP
share from non-
oil sectors GDP



Makkah Overview

Makkah

13#

As a top destination cities index With

10M

international visitor per night.

Makkah

#2

Overnight international visitor spending global index With

\$20B

%58

Hotel percentage from total hospitality market in KSA



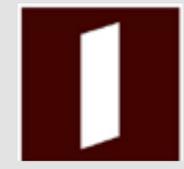
Real state sector

Market Size



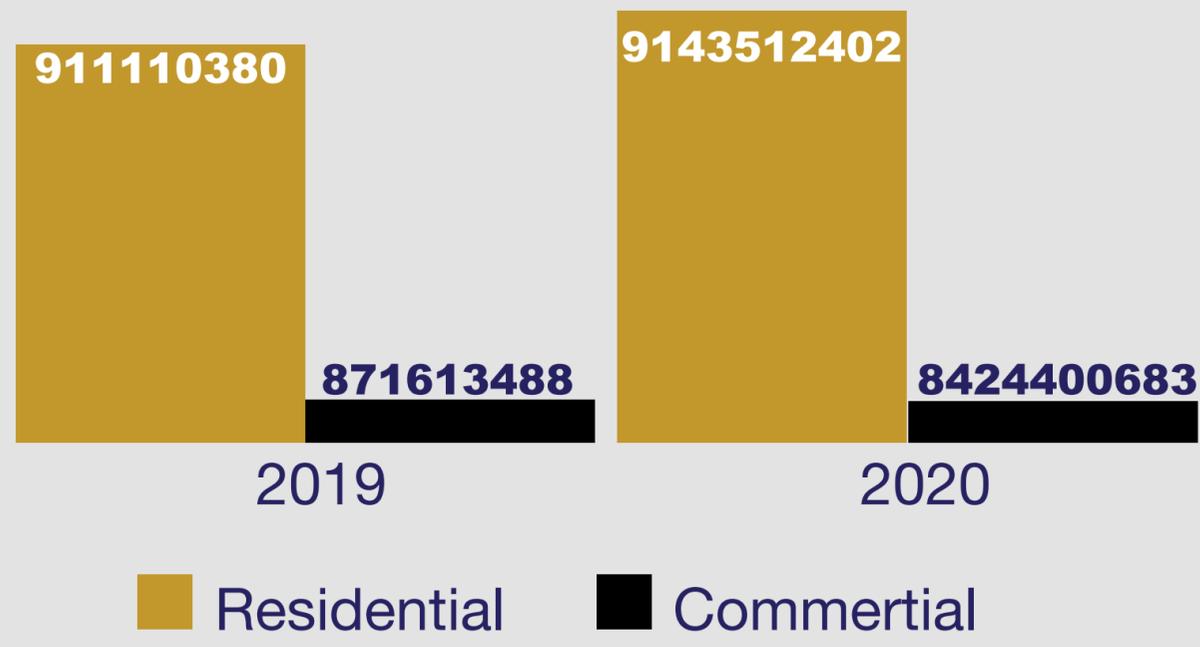
+400
billion SR Estimated investment cost of new mega projects

3 Real state REITS funds Including 10 assets With a total Market value of 1.4 billion SR



Alinma Makkah Real state fund Including 5 assets With a total Market value of 6.2 billion SR

The Growth in billion SR of real state transactions



97M
sq. meter Estimated Total area of new mega projects

+16
Estimated No. of new mega projects

+123,000
units Estimated Total units (hotels) of new mega projects



Real state sector

Some Mega Projects

Makkah Gate Project

Somow dist.

Heritage Dist.

Jabal Alkabaa

Masar Project

Jorhom Project

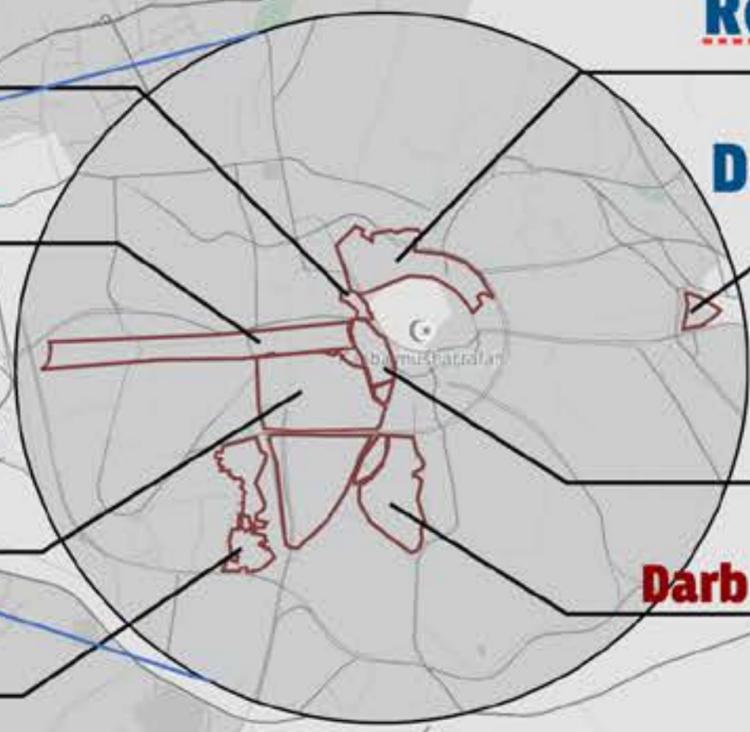
Alkhaldeya project

Roaa Al Haram

Darb Al Mashaer

Jabal Omar

Darb Alkhalael project





Real state sector

Enablers

Law of Real Estate Ownership and Investment for Non-Saudis in Makkah and Madinah

هيئة السوق المالية
Capital Market Authority



The approval of Premium residency holders for long term leasing in Makkah and Madinah



The Saudi Capital Market Authority allowed the financial market institutions to accept the subscriptions of non-Saudis in the real estate fund that invests part or all of its assets in a real estate located within the boundaries of the cities of Makkah and Madinah.

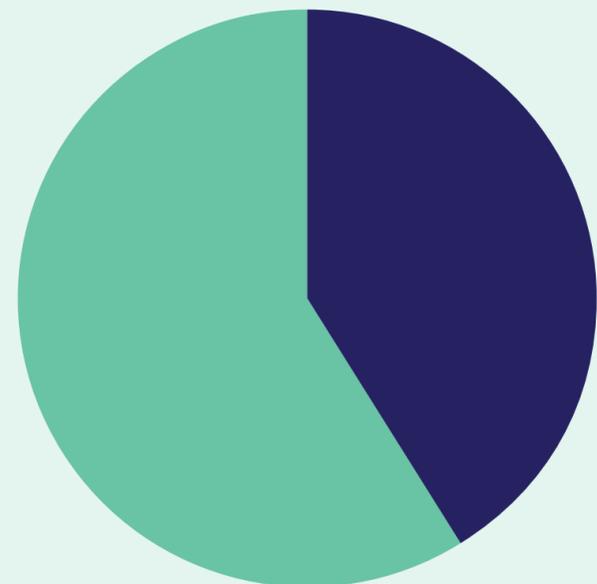
Non- Saudi can rent a property for no more than two years, renewable within the boundaries of Makkah or Madinah cities, and only if this property is under The general authority of Awgaf to take care of it and owned by a Saudi entity.

Healthcare sector

Market Size

Supply and Demand

No. of hospitals
in private and
public sector



■ private ■ public



140

Total No. of
Polyclinics



80

Total No. of
Primary
healthcare
centres



+83K

NO. Of inpatients in
public hospitals in
2020

+3B

Saudi Riyals
Total Market
cap in Makkah

+3M

Saudi Riyals
NO. Of visitors for OPD in
public hospitals in 2020



Healthcare sector Investment Opportunities

Supply and Demand

500

Mental Health
Hospital beds

500

Operate Makkah
General Hospital
beds

6

clinics Day
surgery center

Acute medical
centre



Research
center



Nursing academic
school

60 Operate Mena Alwadi Hospital in
non-Hajj season only beds

Enablers



The mandatory for the
medical insurance for private
and government employees
and for visitors.

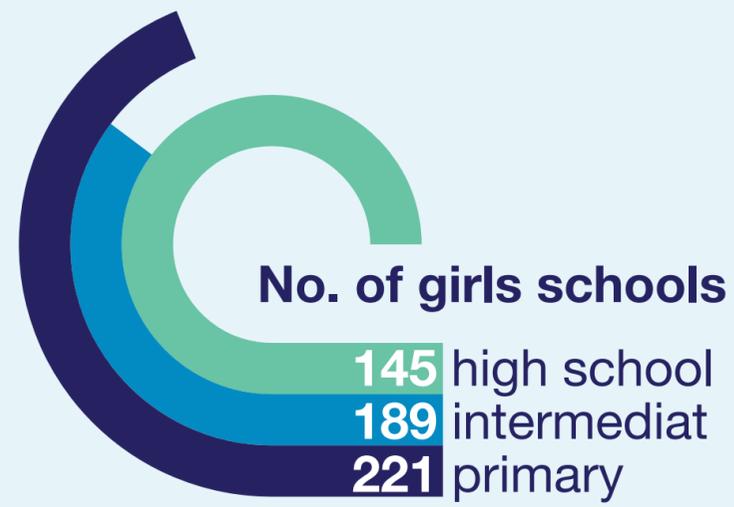
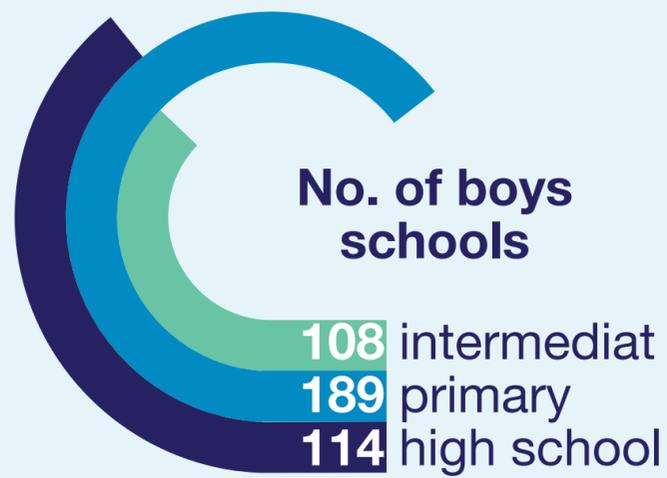


Government support through
the PPPs contracting
mechanism for lands owned
by the Ministry of healthcare.



Education Sector Market Size

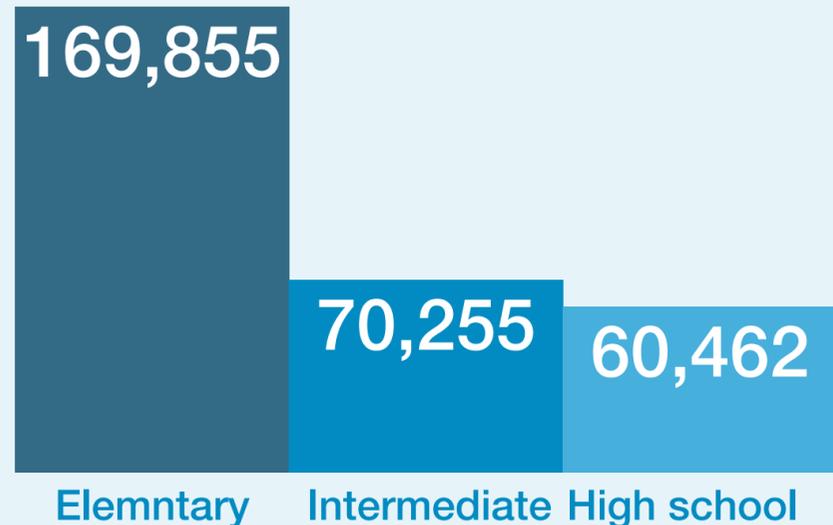
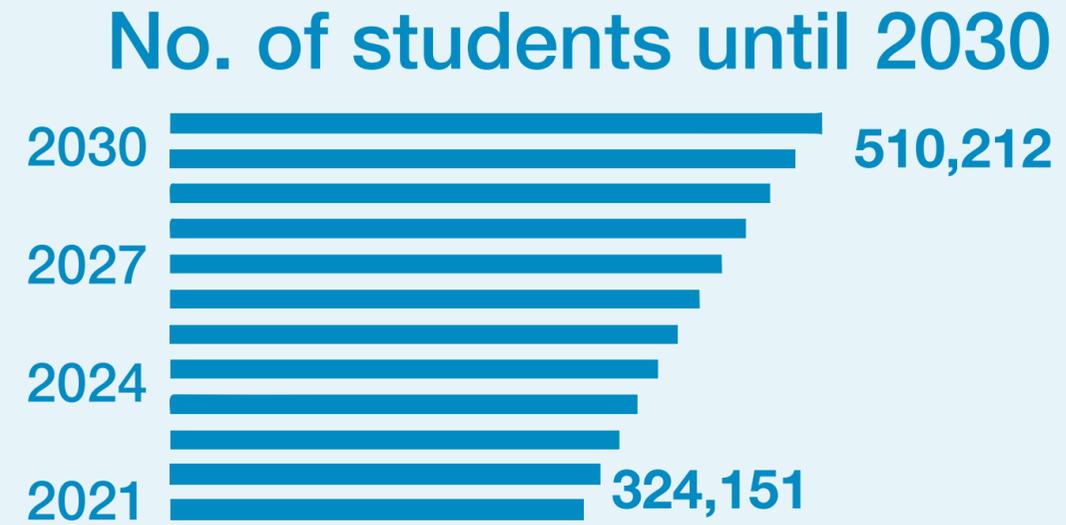
%14
Students from
total population



802
Total No.
of schools

+9B
Saudi Riyals Total
market cap of edu-
cation

Supply and Demand



No. of students

15,382	1,593
Preschool	Special education



Education Sector Investment Opportunities

Girls School Campus
for Elementary-
Intermediate-High school



300-400
students
Alzahir dist.

300-400
students
Alboharat dist.

300-400
students
Alawali dist

Boys School Campus for
Elementary-
Intermediate-High school



300-400
students
Aljamaa dist.

300-400
students
Alsalamah dist.

300-400
students
Kudai dist.

School transportation company

Enablers



Financial support from the MOE for buying seats in special edu. school

Salary support from the Tamheer Program for Employment on Teaching Professions for Saudis.

Government support through the PPP contracting mechanism for lands owned by the Ministry of Education.



Manufacture Sector

Market Size and some retail products imports

 **1.6**
billion SR
Fragrances

 **+600**
Million SR
Towels

 **+8**
billion SR
Furniture

 **+12**
Billion SR
Apparels

 **+2**
billion SR
Cleaning products

 **+64**
Billion SR
Of the Market

 **+20**
billion SR
Pharmacy products

Supply and Demand

 **4.2 billion SR**
Total spending on retails
in Hajj season 2017

 **+18 billion SR**
Total spending on Shopping
equal to 11% of Makkah's GDP

 **171**
Total No.
of factories

Manufacture Sector

Investment Opportunities



Cleaning products



Souvenirs and gifts for seasons



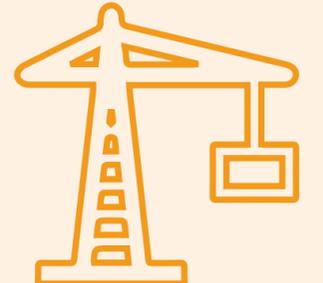
Medicines products and drugs



Construction materials factories



Halal Food products



Logistics and transportation

Enablers

01 Funding from the Saudi industrial development fund

02 New industrial city in Makkah with total area 100 Million Sq meter.

03 Bin Laden Industrial city in Bahrah region for constructions.

الصندوق
الصناعي



مدن
MODON



33

Price (Halala/
Leiter) of
Diesel

4

SR/sq
meter
of land

18

Price (Halala/K
watt) of tariff
electricity



Business Intelligent Center

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