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## ASM GLOBAL SECURES TWO VENUES IN UNIQUE DESTINATION DEVELOPMENT IN SAUDI ARABIA



ASM Global, the world's leading producer of entertainment experiences has announced its appointment as the managing operator for two venues within a grand mixed-use destination in Saudi Arabia and the Middle East.

Situated in the heart of Jeddah, adjacent to the King Abdulaziz International Airport (KAIA), this prestigious Airport City project will become one of the very few airport city destinations in the world.

Upon analysing the significance of this landmark development, SARH Real Estate Investment (SARH) appointed ASM Global to provide design expertise and venue management of the iconic 20,000-seat Jeddah Arena and the spectacular International Convention Centre Jeddah (ICC Jeddah) set to open in December 2025.

**Chairman and Chief Executive of ASM Global, Asia Pacific & Gulf Region, Harvey Lister AM**, congratulated SARH Real Estate Investments for their innovative master plan design to attract national and international tourism to the city and transform Jeddah into the first-ever transit gate in Saudi Arabia.

"ASM Global is looking forward to being an integral part of the team to deliver this visionary project in Jeddah. We pride ourselves on joining forces with partners with whom we know we can make a difference to creating and delivering amazing experiences," said Mr Lister.

On announcing their partnership, **SARH Real Estate & Development Founder and Chairman of SARH Real Estate Investments**, Mr. Sultan Al-Harbi said with the strategic location of Jeddah, ultra-modern facilities, and the reputation of ASM Global, the Airport City will be a dynamic addition to the regional corporate and tourism industry that will significantly contribute to the Saudi Vision 2030.

"Upon analysing the significant importance of both the iconic Arena and Convention Centre, it was only fitting to appoint the global giants in the venue and entertainment industry, ASM Global, to collaborate on this landmark project for Jeddah and Saudi Arabia," added Mr. Al-Harbi.

SARH Real Estate and Development recently announced their grand megacity district, promising to be the ultimate 'live-work-play' lifestyle destination linked by train to KAIA and the city of Jeddah. Within this urban precinct of the future, the ICC Jeddah & Jeddah Arena are supported by three to five-star



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hotels, a shopping mall, world-class parklands, anchored by a dedicated business centre and residential sector, as well as many other recreational amenities.

**Iain Campbell, Executive Vice President, ASM Global Gulf Region** added “ASM Global was chosen for its unparalleled international expertise in design and technical solutions, as well as its reputation for quality assurance and service excellence for venue management and marketing.

In recent years, ASM Global has expanded its wealth of international expertise by establishing iconic Middle East venues including the 17,000-seat Coca-Cola Arena in Dubai, the new Bahrain International Exhibition & Convention Centre - the largest venue of its kind in the Middle East - opening in 2022, as well as the successful pre-opening of venues in Oman and Qatar.

The construction of the Jeddah Airport City megacity district project is expected to commence by the end of 2021 and open for business in December 2025. For preliminary information, visit [www.iccjeddah.com](http://www.iccjeddah.com) and [www.jeddaharena.com](http://www.jeddaharena.com).

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**Date published:** 30 August 2021

#### **About ASM Global**

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 325 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues.

#### **ASM Global (Asia Pacific & Gulf Region)**

From its Asia Pacific headquarters in Brisbane, Australia, ASM Global operates a network of venues that includes convention & exhibition centres in Brisbane, Cairns, Darwin, Newcastle, Sydney, Bahrain (opening in 2022), Christchurch (opening 2021) and Jeddah (opening 2025), Kuala Lumpur and Shenzhen; Suncorp Stadium in Brisbane, Kai Tak Sports Park in Hong Kong (under construction) and interests in major stadia in Sydney, Parramatta and Perth; and entertainment arenas and performance theatres in Brisbane (4), Cairns, Darwin, Newcastle, Perth, Sydney (4), Bangkok (Em Live Theatre and Bangkok Arena both opening in 2023), Dubai, Hong Kong, Kuala Lumpur and Jeddah (opening 2025).

ASM Global’s diverse portfolio of clients benefit from the company’s depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company’s tens of thousands of passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).