

Saudi Investment Promotion Authority Endorses Launch of MIPIM Middle East in Riyadh for 2026

In a strategic partnership with the SIPA (Saudi Investment Promotion Authority), an endorsement agreement was signed with RX Arabia to support the successful launch of MIPIM Middle East in the Kingdom of Saudi Arabia.

Riyadh, Saudi Arabia, 25 February 2026: The Saudi Investment Promotion Authority (SIPA), has endorsed the launch of [MIPIM Middle East](#), set to be held from 20–21 October 2026 at the Ritz-Carlton, Riyadh.



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MIPIM Middle East, launched by RX, a global leader in events and exhibitions and organiser of the world-renowned MIPIM, will bring together international investors, policymakers, developers, and project owners from across the region, creating a new global hub for investment and deal-making. The event will promote the Kingdom's commitment to opening new pathways for global investment and accelerating its real estate and infrastructure ambitions.

The launch comes as Invest Saudi prepares to return to MIPIM Cannes this March 2026, showcasing billions of dollars' worth of opportunities and highlighting the Kingdom's landmark foreign ownership law, which now allows non-Saudi companies and individuals to purchase residential, commercial, industrial, and agricultural assets in designated zones.

Foreign ownership and global partnerships

Invest Saudi's participation at MIPIM 2026 marks a decade of progress toward Vision 2030 and reflects the Kingdom's transformation into a globally competitive investment destination. The new foreign ownership law represents a pivotal shift in Saudi Arabia's property framework, opening the door to deeper international participation and long-term partnerships.

Saudi Arabia's role as host of Riyadh Expo 2030 and the FIFA World Cup 2034 is further accelerating demand for investment across real estate, infrastructure, tourism, and smart cities. At MIPIM, Invest Saudi will share updates on these developments, reconnect with global real estate leaders and present opportunities for investors to become part of the Kingdom's future.

MIPIM Middle East builds on the long-established success of MIPIM's flagship event in Cannes and its sister show, MIPIM Asia in Hong Kong. Together, these events attract more than 20,000 delegates from around 100 countries, including global real estate leaders, city mayors, ministers, and investors representing over US\$4 trillion in deployable capital.

The Middle East's presence at MIPIM has expanded rapidly in recent years, with delegations from Saudi Arabia, Egypt, Oman, Qatar, Kuwait, Bahrain and the UAE presenting some of the world's most ambitious real estate and infrastructure projects. The launch of MIPIM Middle East reflects this momentum and the region's growing prominence as a global investment destination.

Vasyl Zhygalo, Managing Director, Middle East and Emerging Markets, RX, said: *"The endorsement from Saudi Investment Authority is a significant milestone for MIPIM Middle East and reflects the region's growing influence on the global investment stage. Saudi Arabia and the wider GCC are entering a period of unprecedented development, and MIPIM Middle East will serve as a vital platform for international investors, developers, and policymakers to collaborate and drive urban transformation."*

Nicolas Boffi, MIPIM Director, added: *"Saudi Arabia and the Middle East are at the very forefront of urban transformation through innovative real estate delivery. As the global urban festival, it is paramount that MIPIM supports this transformation by bringing its convening power of international capital with political leaders to the GCC."*

"We are looking forward to working closely with Saudi Investment Promotion Authority (SIPA) to launch the first MIPIM Middle East in October. Alongside MIPIM in Cannes and MIPIM Asia in Hong Kong, MIPIM Middle East in Riyadh is another important step in our mission to connect public and private sector leaders to power the projects that will make the future of cities."

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About RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 41 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

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