Quality Valley Project

Reimagining Institutional Assets, Urban Integration & Future Economies in Riyadh

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Riyadh: The Epicenter of Urban Transformation

Urban Economics & Transformation

- The urban evolution of Riyadh is increasingly defined by a structural transition from expansion-led spatial growth toward a more sophisticated model of capital-structure urban development.
- Historically, Riyadh's growth pattern was characterized by horizontal expansion, land availability-driven development, and functionally segregated zoning. Urban form followed demand, and infrastructure was largely reactive to spatial growth rather than anticipation.

Riyadh Vision 2030 Goals

- Non-oil GDP expansion
- Productivity enhancement
- Private sector deepening
- Long-term fiscal sustainability

Shift in Riyadh's Urban Development Logic

From low-density urban expansion to high-intensity urban clustering

Riyadh's development model is increasingly centred on land productivity. Projects such as New Murabba and King Abdullah Financial District reflect a shift toward dense mixed-use districts designed to concentrate commercial activity, residential demand, and economic output.

From infrastructure provision to economic value creation

Infrastructure is increasingly functioning as a catalyst for urban value creation. The Riyadh Metro, alongside major road and mobility investments, is reshaping accessibility across the city and enabling transit-oriented development.

From administrative capital model to globally competitive metropolitan economy

Riyadh is progressively repositioning itself from a government-centric capital into a diversified metropolitan economy with major strategic catalysts, including Expo 2030 and FIFA World Cup 2034.

From public-sector urban delivery to PPP-led capital deployment

Urban development in Riyadh is increasingly supported through long-term PPP and concession-based structures that expand private sector participation in infrastructure and mixed-use asset delivery.

Riyadh & The Rise of The Integrated City

Riyadh is increasingly positioning itself as:

- A regional headquarters destination,
- A global investment hub,
- An innovation-driven economy,
- A future-ready urban ecosystem

Introducing Quality Valley

A New Mixed-Use Institutional District for Riyadh

Quality Valley represents a significant shift in how institutional assets are being repositioned within Riyadh's evolving urban economy. Rather than a conventional headquarters redevelopment, the project reflects a broader transition toward transforming government-owned land into economically productive, mixed-use urban infrastructure.

Developed through a partnership between the Saudi Standards, Metrology and Quality Organization (SASO), the State Properties General Authority (SPGA), and the National Center for Privatization (NCP), the project introduces a hybrid development model combining institutional functions with commercial and public urban components under a long-term PPP framework.

59 companies have submitted expressions of interest for the project, with submissions comprising 36 developers, 11 contractors, three consultants, six equity investors, and three financial services firms.

Quality Valley Masterplan Snapshot

Location	Al-Muhammadiyah District, Riyadh
Site Area	~191,000 sqm
Development Model	Public-Private Partnership (PPP)
PPP Structure	DBFOMT (Design-Build-Finance-Operate-Maintain-Transfer)
Concession Period	~35 years
Project Components	Institutional offices, commercial offices, retail, public realm
Lead Entities	SASO, SPGA, NCP
Project Positioning	Mixed-use institutional-commercial district

In Focus: Quality Valley

> "Quality Valley introduces a hybrid mixed-use model integrating institutional, commercial, retail, hospitality, and public realm functions within a long-term PPP-led urban ecosystem."

Quality Valley Key Features

Premium Business Address
Located in Al Muhammadiyah, one of northern Riyadh's established high-value districts, giving companies a prestigious and strategically positioned office location

Public Realm & Urban Quality
Modern landscaped and pedestrian-friendly spaces enhance user experience within an increasingly lifestyle-oriented northern Riyadh context

Accessibility & Connectivity
Close to King Fahd University, Sports Boulevard and Olaya allowing fast access to business hubs, government offices, and commercial districts

Institutional Presence
Built on the former SASO headquarters site within an established institutional zone, attracting regulatory, consulting, and government-linked businesses

Impact of Urban Integration on Riyadh's Future Economy

The Quality Valley mixed-use PPP highlights the growing institutional depth of Riyadh's infrastructure pipeline. 59 expressions of interest have been registered with SGPA and NCP consisting of 53 Saudi firms and 6 international participants from the UAE, Bahrain, Spain, Singapore, and the United States. This overwhelming investor appetite reflects strong domestic capacity and sustained global investor confidence.

Structural Significance of Quality Valley

Infrastructure as an Asset Class
Riyadh's PPP pipeline is increasingly mirroring mature markets attracting:

- Sovereign-linked capital
- Pension and long-term institutional investors
- Strategic infrastructure developers

This aligns with the broader mandate of the Public Investment Fund, which is actively shaping Saudi Arabia's infrastructure investment ecosystem.

From Procurement to Lifecycle Value Creation
The adoption of DBFOMT structures signals a departure from traditional build-and-transfer models toward:

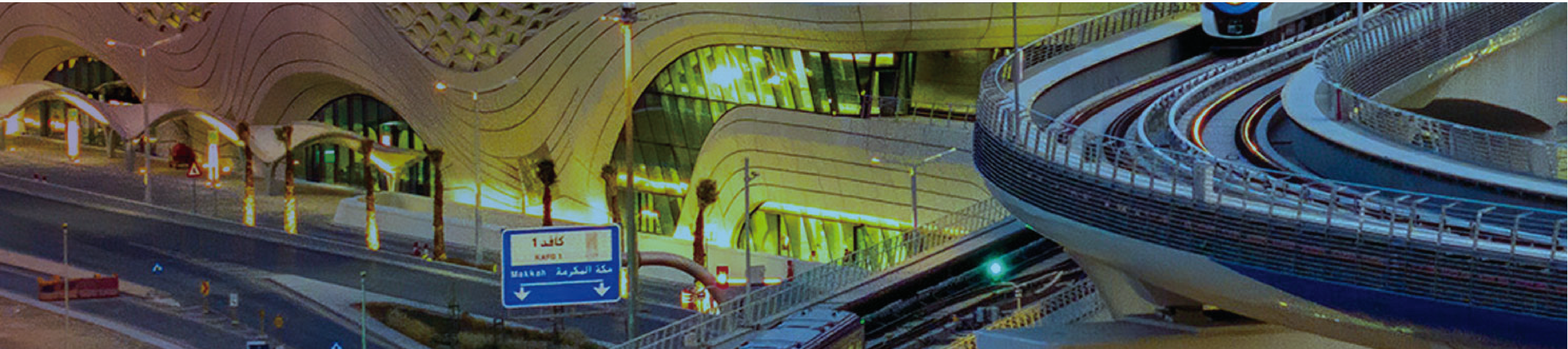
- Full lifecycle accountability
- Performance-linked revenue structures
- Private-sector operational risk absorption

FDI Becoming Capability Transfer
The composition of bidders shows that FDI is no longer purely financial:

- International firms are bringing engineering systems, digital infrastructure expertise, and asset management capabilities
- Domestic firms are scaling rapidly into EPC and development hybrids
- Advisory participation indicates deepening financial structuring sophistication in the local market

Riyadh's Competitive Position in Global Capital Flows
Riyadh is increasingly competing with global infrastructure destinations by offering:

- Sovereign-backed pipeline visibility
- Large-scale bundled projects rather than fragmented assets
- Long concession certainty (25–40 year horizon range)



"Quality Valley reflects the Kingdom's commitment to transforming public assets into engines of economic value. Through strategic partnerships and world-class urban development, the project will contribute to a more competitive, sustainable, and investment-ready Riyadh economy."

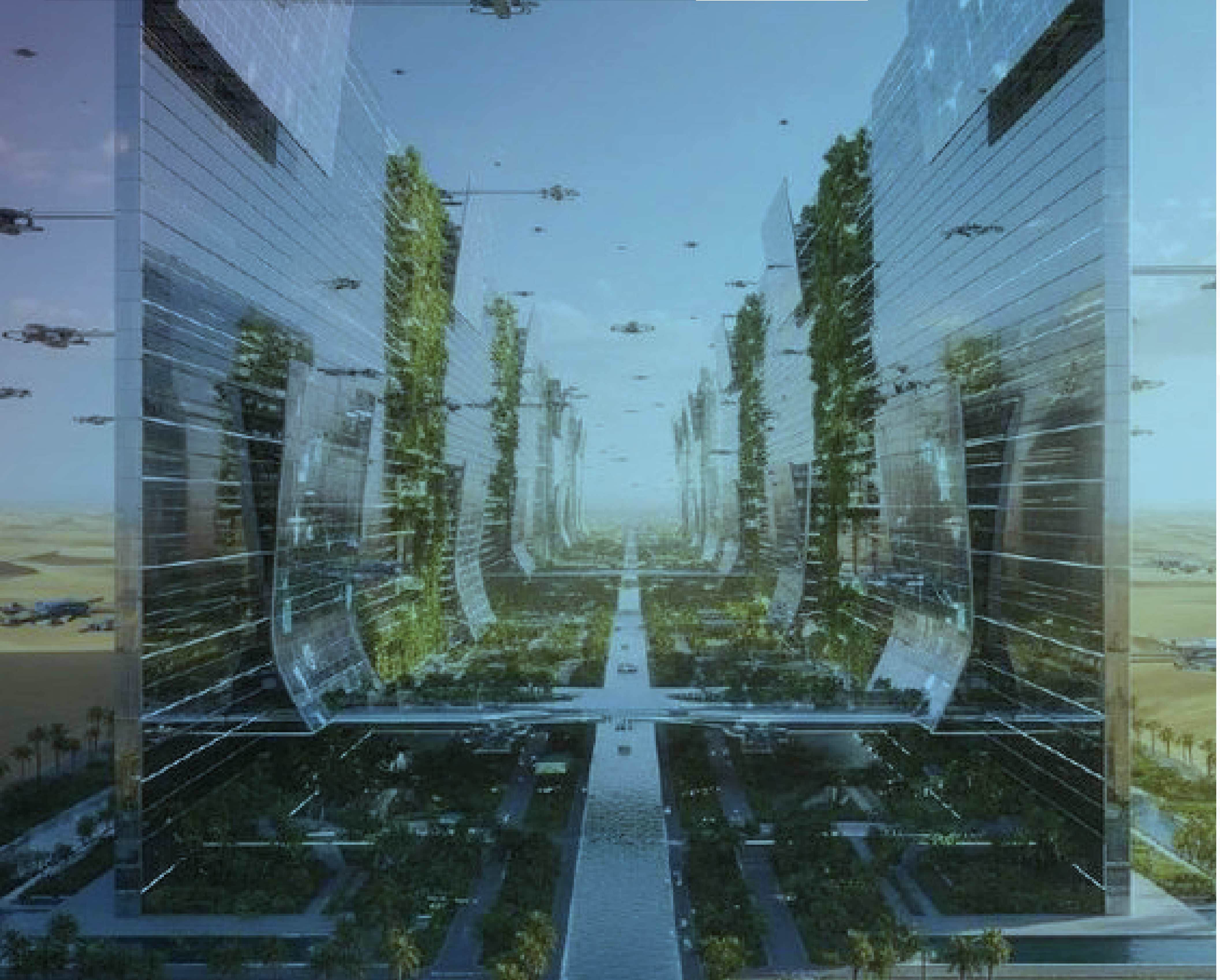
Nick Whitford
Senior Vice President

Riyadh's PPP Framework in Line with Vision 2030

Under Vision 2030, the core objective is to reduce dependence on oil revenues and expand the role of the private sector in financing, delivering, and operating national infrastructure. Riyadh's PPP models like DBFOM infrastructure contracts, utility concessions, logistics PPPs, and especially asset monetisation schemes like Quality Valley, fit squarely into this goal by transferring development and operational roles to private partners while keeping strategic state control.

PPP Models Introduced In Riyadh	Developments In Riyadh	Government Authorities Overseeing PPP Engagements
DBFOM/DBFOMT Availability-Based PPP A model where private consortia design, build, finance, operate, and maintain infrastructure while the government makes fixed availability payments based on performance.	• Riyadh Metro • Quality Valley • Prince Faisal Bin Fahad Sports City	وزارة الرياضة Ministry of Sport
Concession-Based Real Estate PPP A model where the government grants private developers long-term rights over assets to develop and commercialise real estate.	• Quality Valley	
IWPP/BOO Utility PPP Model A utility-focused model where private firms build, own/operate, and manage water or energy infrastructure under long-term take-or-pay contracts with government-backed utilities.	• Water transmission and desalination supply chain feeding Riyadh region	
Transport Concession PPP A hybrid operational model where private operators manage transport infrastructure. Risk is partially shared, with strong government regulation and long-term concession agreements.	• King Khalid International Airport expansion	مطارات الرياض riyadh airports

DBFOM: Design-Build-Finance-Operate-Maintain
DBFOMT: Design-Build-Finance-Operate-Maintain-Transfer
IWPP: Independent Water and Power Plant
BOO: Build-Own-Operate



"Public-private partnerships are redefining the pace and scale of Riyadh's development. By combining the strategic vision of the public sector with the capital, expertise, and innovation of private investors, these partnerships are unlocking new economic opportunities, accelerating infrastructure delivery, and strengthening Riyadh's position as a leading destination for investment and business in the region."

Muhammad Owais Zubair
Assistant Vice President

Why Invest in Riyadh

- Over 3,800 active factories (around 37% of the Kingdom's total) and 8 industrial cities
- One of the largest solar power plants in the world with a production capacity of 1,500 MW
- A growing pharmaceutical industry hub with more than 55 factories (2021)
- A booming cultural and heritage tourism sector with inbound tourism spending exceeding SAR 10.5 billion (2024)
- Leading regional business hub boosted by the Regional Headquarters Program, attracting over 600 international companies
- Schools across Riyadh region account for more than 22% of all schools in the Kingdom
- Major food supplier to the Kingdom with the largest area of agriculture holdings
- Arab World's first ever digital capital city
- Excellent connectivity to key global hubs with 3 well-connected airports, high quality road network and rail

2026

Contact Us

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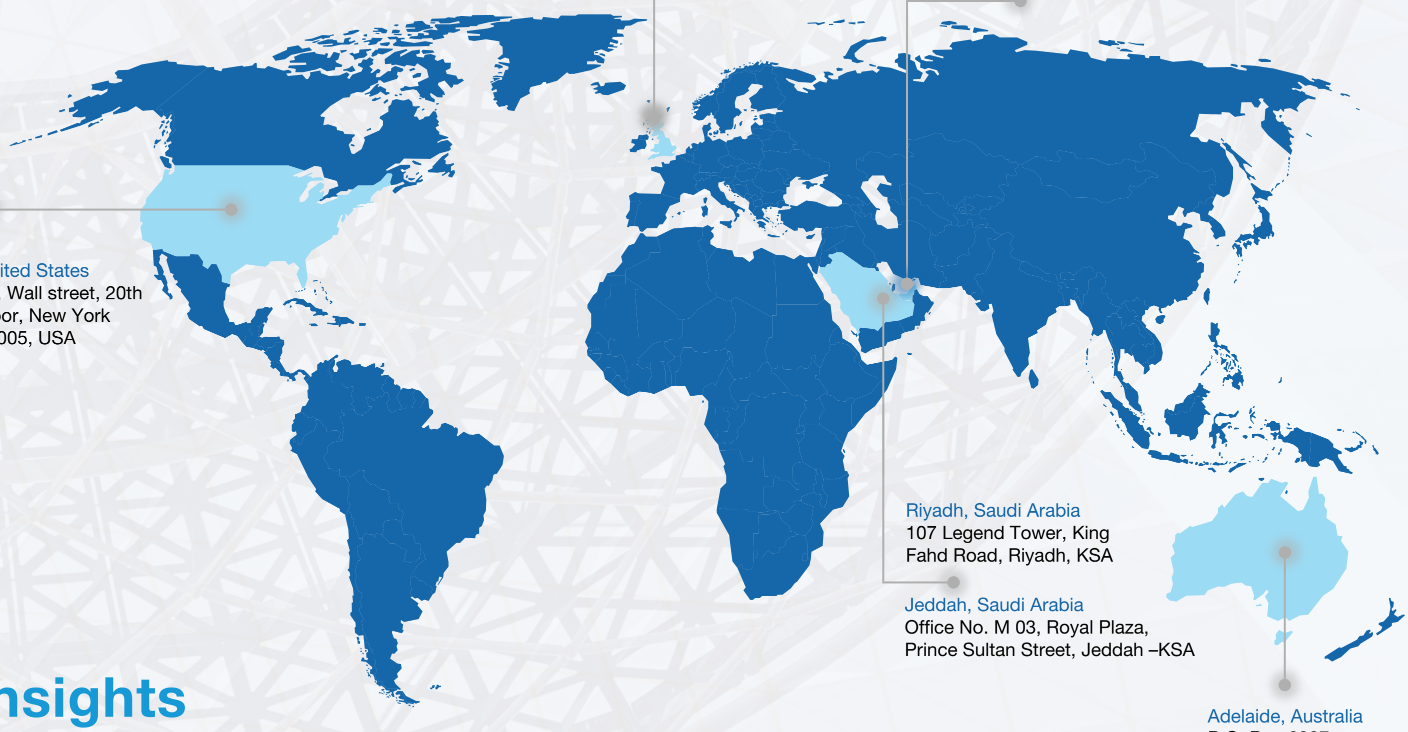

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