



World Expo 2030  
Candidate

**Hosting World Expo 2030  
Riyadh, Kingdom of Saudi Arabia  
Under the Theme  
“Together for a Foresighted Tomorrow”**

Prepared by  
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## What is Expo?

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Expo is a large world's exhibition held every five years in different parts of the world in which exhibitors showcase their achievements and new developments in many industries and niches.

This global event lasts for six months, during which millions of visitors are predicted to attend with the aim of walking around the pavilions and learning about the events held along with the exhibition and organized by Expo participants including companies, governments and international organizations. The World Expo is considered to be the third most important event after the FIFA World Cup and the Olympic Games in terms of economic impact.

## History of World Expo

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The world's first Expo was the Great Exhibition of the Works of Industry of All Nations (Great Exhibition), held in England in 1851, with the aim of strengthening international relations and highlighting the importance of cultural diversity and its role in enriching technological industries.

About 6 million people visited the exhibition at that time. Part of the profits was used to establish some of London's best-loved museums, including the Victoria and Albert Museum. The world's second Expo was held on a larger global scale in 1876 in Philadelphia at the United States of America, during which the first commercial typewriter and the first telephone set were showcased, and Heinz tomato paste was introduced for the first time as a trademark.

## Expos of the Past

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- 1900, Paris Expo - France
- 1904, St. Louis Expo – USA
- 1915, San Francisco Expo – USA
- 1958, Brussels Expo - Belgium
- 1970, Osaka Expo - Japan
- 1986, Vancouver Expo – Canada
- 1988, Brisbane Expo - Australia
- 2010, Shanghai Expo - China
- 2015, Milan Expo – Italy
- 2020, Dubai Expo - UAE

Osaka Expo 2025 is expected to be held in Japan, where Riyadh Expo 2030 is expected to be held in the Kingdom of Saudi Arabia.

Since the outset of the World Expo in 1851 until the expected date of 2030, only 24 cities in 15 countries have hosted (or will host) this world exhibition.

## How did Saudi Arabia Win Hosting Expo 2030?

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The Saudi capital of Riyadh won 119 votes, ahead of Busan and Rome, where each won 29 and 17 votes, respectively, out of the total votes of 182 members of the Paris-based Bureau International des Expositions (BIE). The Kingdom won the host in the first voting session, which is exceptional, as it needed two-thirds of the votes to determine the official winner, and that is exactly what happened.

## Benefits of Hosting Expo 2030 for Saudi Arabia

Riyadh winning to host such a large event is a huge success and a unique win in the region, since this event serves as an attraction for millions of international visitors, which would generate billions of dollars when it comes to investments, let alone tourism, a significant source of income to the host country.

In addition, Riyadh's hosting of the World Expo 2030 will emphasize Crown Prince Mohammed bin Salman's ambitious program of Vision 2030, which aims to reduce the Kingdom's reliance on oil and diversify the Saudi economic income.

## When will the World Expo be Held in Riyadh?

The Kingdom of Saudi Arabia has proposed hosting the World Expo 2030 in the period from October 2030 to March 2031.

## What does Riyadh Expo Logo symbolize?

The logo of Riyadh Expo 2030 represents a palm tree with six branching fronds, with each frond having a distinctive pattern and color, thus combining those features of Riyadh's diversity and vitality, with the themes of the exhibition that include nature, architecture, art, technology, science, and heritage.



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## Main Theme of Riyadh Expo 2030

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Riyadh's main theme at Expo 2030 is The Era of Change – “Together for a Foresighted Tomorrow”, through which the Kingdom invites the world not only to explore opportunities and tackle those challenges it encounters, but also to gain insight into the future by planning therefor effectively. This confirms the Kingdom's commitment to presenting an exceptional and unprecedented version of the World Expo, which has previously been held in dozens of countries, while it will be the second time in the Middle East.

## Significance of Riyadh Expo and its Implications

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The World Expo is a cultural bridge connecting those countries participating therein as more than 200 countries will participate in Riyadh Expo 2030, making it the World's first cultural exchange hub given the expected number of visitors.

The World Expo has always been an exposition of inventions and designs, the most notable of which are the Eiffel Tower and the Statue of Liberty, which both were showcased for the first time in the World Expo before they became a reality.

The benefits of this world's largest event to be held in the Kingdom would include furthering of Riyadh economy. The impact of such an exceptional event will also include benefiting from technology as well as from the participating creative people as the exhibition is a platform for showcasing the knowledge compendium of creative thinking in many domains, including technology, tourism, and innovative industry.

For the Kingdom, Riyadh Expo 2030 will be the milestone of everything new, and a spark for a much more creative future, which will signal the

launch of international companies. Thus, Expo is only the beginning of a post-Expo era benchmarking a prosperous future starting from the Saudi capital of Riyadh, which is getting ready to receive millions of visitors by providing for tens of thousands of residential units and preparing of the metro and transportation routes from King Salman Int'l Airport to the location of the exhibition.

Riyadh Expo 2030 is a new opportunity to heighten the Kingdom's position as a central player in the international arena, where the Saudi citizen, as well as the Saudi policy can highlight the extent to which the country's generosity, tolerance, and progress have achieved economically and in other fields.

In the years to come, the Kingdom is expected to witness an increase in the number of incoming foreign companies and investments in many sectors, including construction, food, and logistics services, to keep pace with the needs of Expo's visitors and with the accelerated development of Riyadh after winning the host of Expo 2030.

No doubt that such World Expos allow the chosen country to "Show Itself to the World," while serving as "Architectural Labs" as the Secretary-General of the BIE said in April 2022.

In a published report, Al Rajhi Capital expected that the Kingdom's hosting of Expo 2030 will have a significant economic effect on several service sectors, at the forefront of which are tourism, transportation, financial services, and the like.

The said report has expected that the Kingdom's hosting of the exhibition would contribute around 19% to the estimated non-oil domestic product for 2023. It also expected that the number of visitors would reach about 37 million, and that the number of foreign visitors to the Kingdom would grow by about 20.3% (compound growth rate) to reach 70 million visitors

by 2030, including around 30.2 million touring visitors for religious purposes.

The report also expected that the construction sector will grow approximately grow by 5.7% (compound growth rate) to reach US\$ 79.1 billion by 2030, after the sector had achieved US\$ 52.2 billion in 2022, and is expected to realize about US\$ 54.5 billion at the end of 2023.

Through Riyadh Expo 2030, the Kingdom strives to inspire and encourage the world to adopt sustainable solutions to enhance economic, social and environmental developments in the Kingdom and in the world as well. The envisaged goal of Riyadh Expo 2030 is to mark the Kingdom as a global platform that would reflect its perceived progress in innovation and sustainable development, enhance awareness of the challenges facing the world, and support innovation and sustainable development, with hopeful expectations to achieve one million direct and indirect job opportunities and generate about US\$ 50 billion.

For the Kingdom, Riyadh Expo 2030 will be the milestone of everything new, and a spark for a much more creative future. The Expo, which will extend for 6 months from October 2030 to March 2031, is expected to receive about 40 million visitors, and almost one billion visitors via virtual reality.

The Kingdom's economy will play a major and pivotal role in enhancing the chances for the success of Riyadh Expo 2030 by offering promising opportunities to investment entities and vital sectors to discuss methods of cooperation and agreement in different fields, and to come up with constructive ideas and inventions addressing human issues.

This step is perceived to be consistent with the aspirations of the Kingdom's wise leadership and the overall objectives of the Kingdom's Vision 2030 in building a young, educated and cultured society capable of innovating

and coming up with qualitative inventions that generate significant income for the country. This vision explains the keenness of the Crown Prince, Prince Mohammed bin Salman, soon after assuming office, for visiting research and development centers in different countries of the world to learn about the working mechanisms and programs thereof.

### Sources and References:

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