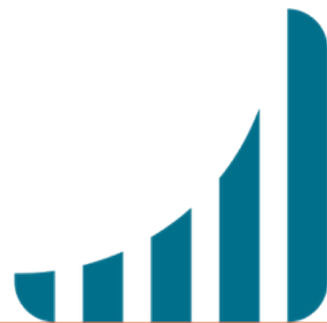




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## MEMBER TALK – MAY 2024



**MEMBER TALK WITH**  
**AHMAD KAMEL**  
CHIEF EXECUTIVE OFFICER,  
FAWASEL

**Please give us a brief overview of Fawasel and its mission.**

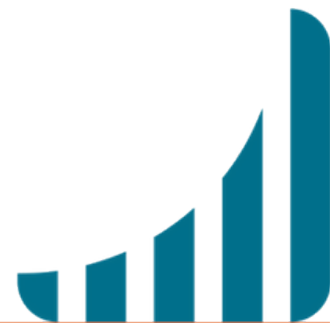
**Ahmad Kamel:** Founded by Dallah Albaraka in 2021, Fawasel was established to spearhead the group's efforts in the entertainment and tourism sectors in Saudi Arabia, as part of Dallah's continued commitment to being a success partner in realising the Kingdom's Vision 2030. We are specialised in developing entertainment and tourism concepts and experiences, striving to deliver unique and unforgettable experiences for locals and internationals alike.





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### Can you share the company's vision over the next five years? How do you plan to expand your footprint in the regional market?

**Ahmad Kamel:** Over the next five years, Fawasel envisions becoming the partner of choice for both governmental and private entities in unlocking the tourism and entertainment potential of Saudi Arabia. The company plans to expand its footprint in the regional market by forging strategic partnerships, investing in innovative technologies, and continuously enhancing its offerings to meet the evolving preferences of its audience. We aim to play a pivotal role in transforming Saudi Arabia into a premier global destination for tourism and entertainment.

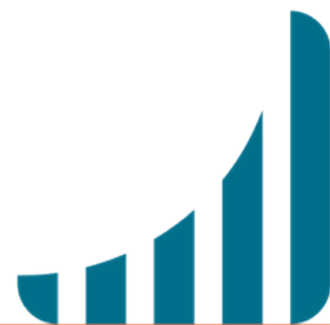


Additionally, Fawasel has signed a partnership with Europa-Park, renowned for its expansive amusement parks in Germany, to establish a joint venture focused on boosting the entertainment industry in line with the objectives outlined in Saudi Vision 2030. This partnership aims to enhance Saudi Arabia's entertainment infrastructure by offering consultancy services, professional training programmes to foster skill development, and equipment sales to support sector growth, all aligned with the Saudi Vision 2030 and the Quality-of-Life Program. Our plan is to emphasise its potential to enhance visitor experiences in the Kingdom with world-class entertainment offerings, elevate industry standards, and contribute to GDP growth.



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### How does Fawasel integrate new technologies or innovations into its entertainment offerings?

**Ahmad Kamel:** At Fawasel, we integrate new technologies and innovations into our entertainment offerings by leveraging advancements in digital and interactive media, virtual and augmented reality, and artificial intelligence. These technologies are used to create more engaging and immersive experiences, enhance visitor interaction, and streamline operations. For instance, augmented reality can transport visitors to different historical eras or futuristic landscapes and can bring exhibits and performances to life in new and exciting ways.

### In what ways is the brand contributing to the cultural landscape of Saudi Arabia?

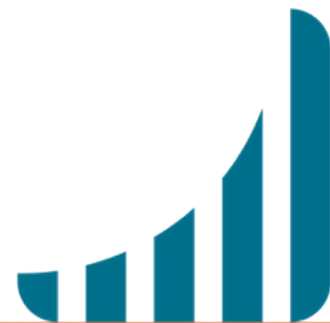
**Ahmad Kamel:** We continually aim to create platforms that celebrate and promote the country's rich heritage, traditions, and contemporary culture. Through our various projects, Fawasel's goal is to highlight Saudi Arabia's artistic, musical, and culinary diversity, thereby fostering a deeper understanding and appreciation of the local culture among visitors. We also collaborate with local artists, performers, and cultural institutions to ensure authenticity and cultural relevance in our offerings.





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### What are the key elements that make a project successful in the Saudi entertainment market?

**Ahmad Kamel:** The following elements are prudent to consider when developing a leisure and entertainment venture in the Kingdom:

**Cultural Relevance:** Ensuring that the content and experiences resonate with the local culture and traditions.

**Innovation:** Incorporating the latest technologies and creative concepts to provide fresh and engaging experiences.

**Quality:** Maintaining high standards in terms of safety, service, and overall visitor experience.

**Accessibility:** Making experiences accessible and inclusive to a broad audience, including families, youth, and tourists.

**Partnerships:** Collaborating with governmental bodies, private sector partners, and international entities to enhance offerings and reach.



### Are there any challenges within the Saudi Arabian leisure sector that you feel companies should be mindful of?

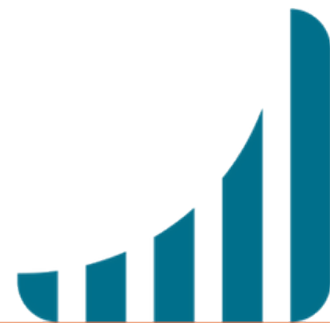
**Ahmad Kamel:** Whilst the region's attractions industry continues to make steam it's important to review several key factors:

**Economic Fluctuations:** Managing economic uncertainties and their impact on consumer spending in the entertainment and tourism sectors.



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**Regulatory Environment:** Navigating the complex regulatory landscape and ensuring compliance with local laws and regulations.

**Market Competition:** Staying competitive in a rapidly evolving market with increasing local and international players.

**Cultural Sensitivities:** Balancing innovation with respect for cultural and religious norms.

**Finally, please share three trends that you think will dominate the Saudi leisure and entertainment landscape over the next 12 months.**

**Ahmad Kamel:** The next 12 months are certain to be thrilling as we see increasing offerings in Saudi Arabia emerge. Three trends we feel are likely to dominate the market during this time are:

**Rise of Digital and Interactive Experiences:** An increase in the use of virtual and augmented reality to create immersive experiences.

**Focus on Wellness and Sustainability:** Growing interest in wellness tourism and sustainable practices within the entertainment sector.

**Cultural Revitalisation:** Enhanced efforts to revive and celebrate local culture through festivals, events, and themed attractions.

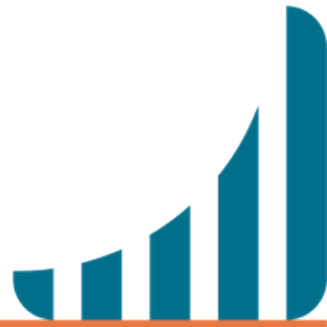


These trends reflect a dynamic and forward-looking approach to the development of Saudi Arabia's entertainment and tourism industry, aligning with the broader goals of Vision 2030.



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**Ahmad Kamel**  
CEO, FAWASEL

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[fawasel.life](http://fawasel.life)