



Join SBJBC in an engaging webinar showcasing:

Technology and Digital Cooperation Opportunities at NEOM & THE LINE

1100-1230 BST on 8th June 2021

NEOM is being built from the ground up as a living laboratory and will be the home and workplace to more than a million residents from around the world. A key feature of the ambitious giga project, in northwest Saudi Arabia on the Red Sea, will be the LINE, a 100-mile long linear city with no cars or streets, based on future mobility and zero carbon emissions.

For more information about NEOM and THE LINE watch this explanatory short video.

This virtual workshop hosted by SBJBC will include an update on the project's concept and progress from **Simon Ainslie, Chief Operating Officer at NEOM**.

Interactive panels will follow on opportunities for innovative UK and Saudi companies to partner on the technology infrastructure required for this visionary project. Speakers will include **Joseph Bradley, NEOM's Head of Technology and Digital**, and UK and Saudi industry practitioners and research institutes involved or interested in the project.

The event builds on the Saudi Smart Cities visit to the UK in March 2020 hosted by SBJBC and the UK's Science and Innovation Network. A detailed agenda will be available shortly covering the following:

- Cognitive Cities (next generation of smart cities)
- Technology infrastructure and future of 5G
- Robotics, human-machine interface and artificial intelligence
- The Power of Digital Humanism (do people matter in the digital era?)
- How technology is enabling modern methods of construction

The webinar will take place from 1100-1230 BST on 8 June and places will be limited, with priority for SBJBC members and relevant UK and Saudi technology businesses.

SBJBC UK

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Proposed Outline Agenda (all times BST)

1100 **Welcome** by Rt Hon Baroness Symons of Vernham Dean and Dr Emad El Dukair, Co-Chairs, Saudi British Joint Business Council

1105 **Introduction to NEOM and The Line** – Presentation by Simon Ainslie, Chief Operating Officer, NEOM

1120 **Interview with Joseph Bradley**, Sector Head Technology & Digital at NEOM

1125 **Panel Discussion 1**

Technology & Digital Infrastructure required for Cognitive Cities including 5G, Robotics and Human-machine interface:

- Ross McKenzie, Executive Director, RMA Advisory (Moderator)
- Andrew Cockburn, Head of Global Business Growth, Connected Places Catapult
- Joseph Bradley, Sector Head Technology & Digital, NEOM
- Frank Francesco Furnari, Founder VRtuoso

1200 **Panel Discussion 2**

Building NEOM as a Cognitive City: How technology is enabling modern and sustainable methods of construction:

- Rick Hancock, Country Director, Mace Arabia (Moderator)
- Rahul Shah, Global Built Environment Director, BSI
- Ibrahim Atta-Apau, Director, Atkins Acuity
- Athanasios Kourniotis, Global Head of Smart Cities & Solutions, Wood Consulting
- International Centre for Connected Construction (tbc)

1230 **Concluding Remarks**