The vision of the Future Investment Initiative (FII) is to create a new source of income for the Kingdom of Saudi Arabia and its citizens.

The mission of the initiative is to promote investment in Saudi Arabia by providing a comprehensive, world-class infrastructure and an attractive business environment.

Location: NEOM is a unique location facilitating the rapid emergence as a global hub bringing together the best of Arabia, Asia, Africa, and Europe.

Over 26,500 km² in Northwestern Saudi Arabia, near the King Salman Bridge, the world’s longest bridge at 45 km, and the land of the future, where the greatest minds and best talents are empowered to embody pioneering ideas and exceed boundaries.

Innovation in construction, mobility, connectivity, environment and livability.

The Kingdom of Saudi Arabia Kingdom's existing governmental framework.

The Long-Term Vision:

- Creating a new source of income for the Kingdom of Saudi Arabia and its citizens.
- Promoting investment in Saudi Arabia by providing a comprehensive, world-class infrastructure and an attractive business environment.

Success Factors of NEOM

- Connectivity:
  - Will be developed independent of the Kingdom’s existing governmental framework.
  - Will be connected to every region of Saudi Arabia.
  - Will be connected to the rest of the world.

- Technology:
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- Environment:
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- Livability:
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- Sustainability:
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- Work/Life Balance:
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The Foundation Elements of NEOM

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