

# Sustainable Building Show 2024

Building Beyond Vision 2030  
Sustainable Innovation in Saudi Arabia

2-5 JUNE  
Riyadh-KSA

[www.sustainablebuildingme.com](http://www.sustainablebuildingme.com)

## 2nd June

3:30  
PM

- **Opening Speeches**

4:00 • **Keynote Presentation: Building a Sustainable Future for Saudi Arabia: Aligning Vision 2030 with Industry Action**  
*Sustainable Building, opportunities, challenges, and the future*

*Mohamed AlSurf*  
*Founder of the Sustainability Professionals in Saudi Arabia Network (SPSA)*

- **4:30 \* Panel: Biomimicry in the Built Environment: Nature-Inspired Design for Resilience and Sustainability**

*Waleed Salah*  
*Lead Sustainability Advisor at Dar Engineering.*

*Dima Al Srouri*  
*Founder & Director of Biospheric City Lab*

*Al.Motasem B Attiyah*  
*Co Founder of Clear Co*

*Mohamed Fekry*  
*Professor of Architecture, Effat University*

- **5:15 \* Panel: Sustainable Communities: Saudi Arabia's Eco-Oasis Model**

*Adly Kafafy*  
*Vice-President, Africa & New Ventures,TAQA Arabia.*

*Hajar El Haddaoui*  
*Chief executive officer at Circular Economy Company & Vice Chairman of the board United Nations Global Compact*

*Dr. Rima Sorour*  
*Architect, Green Buildings and Sustainable Development Expert*  
*Dima Al Srouri*  
*Founder & Director of Biospheric City Lab*

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*Alexander Euler  
Managing Director of Hydraloop Middle East and South Asia*

- **6:00 \* Panel: From Waste to Resource: Circular Economy Solutions for the Building Industries**

*Waleed Salah  
Lead Sustainability Advisor at Dar Engineering.*

*Nader Al Mutairi  
Podcaster, Sustainability Talk*

*Professor DR. Mohammad Nurunnabi  
Founding President & CEO – Global, Oxford Impact Group  
Founder and President - Vision for Sustainable Africa  
Academic Visitor, St Antony's College, University of Oxford, United Kingdom  
Founding Director - Center for Sustainability and Climate (1st think tank on sustainability & climate in Saudi Arabia)  
Aide to the President; Chair – Accounting, Prince Sultan University, Saudi Arabia*

*Fatimah S. AlHussain  
Sector Planning Section Head at National Center for Waste Management*

*Dr. Sultan AlShareef  
Sustainability Associate Director at New Murabba*

- **6:45 \* Panel: Decarbonizing the Grid: Renewable Energy and Circular Solutions for a Sustainable Future**

*Ricardo Costa  
Edama HUB co-founder, ArcLive CEO and advisor to Enline*

*Adly Kafafy  
Vice-President, Africa & New Ventures, TAQA Arabia.*

*Mohamed AlSurf  
Founder of the Sustainability Professionals in Saudi Arabia Network (SPSA)*

*Bernard G Ammoun  
Managing Director at Green Future Ltd*

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- **7:30 \* Presentation: Beyond Green Certification - Top 10 insights**

*In this presentation, we will discuss the potential of green certification as a catalyst for Saudi developers to actively contribute to the Saudi Vision 2030. The presentation will give a background on green certification and why it is important to pursue them. showcase with few insights on the bigger sustainability picture.*

*Khader Ghazal. Khader  
Senior Sustainability at KEO*

- **8:00\* Presentation: Path to Effective Sustainable Development in the Cement Industry**

*Abdulrahman Ahmed  
Deputy CEO and Chief Strategy Office of City Cement Company*

- **8:30\* Presentation: Sustainable Construction by Adopting Industrialized Design and Construction Processes**

*Graeme O'Doherty  
Partner at IDC Solutions*

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## 3rd June

- **3:30 PM: Welcome Speech**

- **4:00 PM: Presentation : Clinker-Free Cement, a step towards Integrated Sustainability Hub**

*A global vision of Integrated sustainability hub aiming to recycle wastes for circular economy through different businesses including transformation of By-product re used to manufacture clinker free cement from Hoffmann Green technologies as an example of circular business to decarbonise the construction industry.*

*Muntaser Kalahji*

*President and COO at Shurfah Holding*

*Thomas Atkinson*

*Head Of International Affairs at Hoffmann Green Cement Technologies*

- **4:30 \* Keynote Presentation: From Footprint to Greenprint: Transforming the Construction Industry, One Project at a Time**

*Transforming the construction industry to reduce its carbon footprint and embrace circular economy principles involves using renewable energy, eco-friendly materials, and energy-efficient designs.*

*Key steps include waste reduction, recycling, adopting innovative technologies, such as modular building and 3D printing, can further minimize waste and emissions and fostering collaboration among stakeholders, supported by regulations and education on sustainable practices.*

*Samuel Krupensky*

*CEO of Kruner Industries*

- **5:00 \* Panel: Data-Driven Construction: AI and Digitalization for Efficiency and Optimization**

*Ricardo Costa*

*Edama HUB co-founder, ArcLive CEO and advisor to Enline*

*Ayman Aljohani*

*Founder & CEO Builtop*

*Hajar El Haddaoui*

*Chief executive officer at Circular Economy Company & Vice Chairman of the board United Nations Global Compact*

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*Fatmah Baothman*

*CEO of Alothaim Investment AI and R&D Company*

*Member of the Global Future Council on the Future of Artificial Intelligence by the World Economic Forum*

- **5:30 \* Panel: Building with Net-Zero in Mind: Sustainable Materials and Construction Practices for Different Sectors**

*Nyirabu Nyirabu, AIA*

*Associate Principal at SOM, KSA Practice Director*

*Nadia Arafah*

*Assistant Professor, AIA, ASID, LEED GA*

*Ahmad Al Kanani*

*Director of the Regional and Urban Planning Portfolio at the Asir Region Development Authority*

*Farah Ghanem*

*Head of Climate Change | Alpin Limited*

*Dr. Rima Sorour*

*Architect, Green Buildings and Sustainable Development Expert*

- **6:00\* Presentation: Automation, Digitalization, and Sustainability for the Glass sector.**  
*The role of SIDF in sustainability.*  
*Environmental sustainability.*  
*Automation and Digitalization for the Glass sector.*

*Christopher Slavin*

*SIDF Project Expert*

- **6:30 \* Presentation: Net Zero Energy Buildings (NZE) - Buildings of the future.**  
*NZEB construction is considered very difficult and extremely expensive.*  
*Fortunately, the difficulty and high cost for NZEB construction is decreasing. This is the result of the advancements in design, materials, technologies, etc. In our presentation we will shed light on how to achieve NZEB and what are some of the advancements that support it.*

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*Sulaiman Al Rasheed  
General Manager, Industrial Construction Technology Company*

- **7:00\* Panel: Modular Construction & Digital Twins: Redefining Speed & Sustainability**

*Dr. Paul J McKeown  
Chief Executive Officer (CEO) at HanmiGlobal Saudi.*

*Dr. Hazman Hazumi  
Co- Founder of TNF Global*

*Samuel Krupensky  
CEO of Kruner Industries*

*Mirza Sairum Baig  
Chief Engineer – Energy Management at ENOVA Facilities & Energy Management Services*

*Mohamed Atef  
Energy Audit Team Leader at Johnson Controls*

- **7:45 \* Panel: Smart Cities: Integrating AI and IoT for Enhanced Efficiency and Wellbeing:**

*Jawad AlTamimi  
Regional Director of IFMA's FM Consultants Council (FMCC)*

*Fatmah Baothman  
CEO of Alothaim Investment AI and R&D Company*

*Member of the Global Future Council on the Future of Artificial Intelligence by the World Economic Forum*

*Abeer Allahham  
Associate Professor, College of Design, Imam Abdulrahman Bin Faisal University, Saudi Arabia*

*Anas Idris  
Disruptive Innovation Director at EVC*

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*Rajeev Ranjan*

*Business Development Manager - IoT, AI, Energy Efficiency & Smart Buildings at Al Futtaim Technologies*

- **8:30\* Presentation: The future of the carbon market in KSA**  
*The Kingdom of Saudi Arabia, through its Vision 2030, sets ambitious climate goals that will depend on a wide range of tools and involve different active parties in the carbon supply chain. The new Voluntary Carbon Market will act as a catalyst for the adoption of underlying standards and entities that will give credibility and transparency to the Kingdom's emission reduction contributions. Going forward a whole carbon supply chain will need to emerge for these goals to be achieved.*

*Bernard G. Ammoun*

*Managing Director at Green Future Ltd*