



ACTIVITY REPORT

2019/2020



AFALULA

CULTURE & HERITAGE
ARCHITECTURE & DEVELOPMENT
TOURISM & HOSPITALITY
SECURITY & SAFETY
HUMAN CAPITAL
WATER & ENVIRONMENT
BOTANICAL PRODUCTS
AGRICULTURE

ACTIVITY REPORT

2019/2020

FRENCH
AGENCY
FOR ALULA
DEVELOPMENT

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EDITO

GÉRARD MESTRALLET,
AFALULA EXECUTIVE CHAIRMAN



THE FRENCH AGENCY FOR ALULA DEVELOPMENT



KEY FIGURES



ONGOING PROJECTS

CULTURE & HERITAGE
ARCHITECTURE & DEVELOPMENT
TOURISM & HOSPITALITY
SECURITY & SAFETY
HUMAN CAPITAL
WATER & ENVIRONMENT
BOTANICAL PRODUCTS
AGRICULTURE
COMMUNICATION





Gérard Mestrallet
Afalula Executive Chairman

“ Saudi Arabia and France have a shared vision: the implementation of a new model for the development of tourism and the economy, a model that prioritises the preservation of the environment while respecting the region’s history, land and local communities. This project is committed to offering an authentic tourist experience that is faithful to the traditions of hospitality in the Arab world.”



EMMANUEL MACRON, PRESIDENT OF FRANCE, PRESS CONFERENCE ON 10 APRIL 2018 AT THE ELYSEE PALACE – IN THE PRESENCE OF HIS ROYAL HIGHNESS PRINCE MOHAMMED BIN SALMAN



By initiating an ambitious transformation plan (Vision 2030), Saudi Arabia has confirmed its commitment to broaden its exposure to the world.

Strengthening the Kingdom's cultural and historical outreach, through its stunning heritage, is one of the necessary conditions, established by Saudi Arabia.

“ make Saudi Arabia a world-class destination ”

Developing national and international tourism is another condition. It aims at promoting the extraordinary richness and diversity of the territory to make Saudi Arabia a world-class destination, appreciated by visitors from around the globe.

In April 2018, Saudi Arabia and France signed an intergovernmental agreement regarding the development of AlUla region, a flagship project which will make AlUla one of the country's cultural capitals.

The region, as vast as Belgium, benefits from a unique potential, still largely unexploited. Located at the crossroads of Middle Eastern routes of exchange, within desert landscapes of breath-taking beauty, it has been for millennia a wonderful meeting point of civilizations who left behind numerous archaeological sites, including Nabatean, Roman and Islamic treasures.

Chosen for its cultural outreach and its ability to transform a cultural heritage into an international touristic destination, France set up the French Agency for AlUla development (Afalula) to develop the project side-by-side with its Saudi partner, the Royal Commission for AlUla (RCU).

“ develop the project side-by-side with its Saudi partner ”



Jean-Yves Le Drian
Minister for Europe
and Foreign Affairs



Franck Riester
Minister of Culture



Bruno Le Maire
Minister for Economy and Finance
with **Laïla Nehmé**,
director of research at the
CNRS and co-director of the
French-Saudi archaeological
mission of Hegra.



“Our life-goal : build a strong, trustful and long term relationship with our partners and stakeholders, in Saudi Arabia, France and all over the world.”

Laura KWIATOWSKI
Secretary General
Director Institutional Relations
& Public Affairs



“Making AIUla and its population known to the whole world is our everyday pride”

Mathias CURNIER
Chief of Staff
Director Communications,
Marketing, Innovation
& Public Relations



Both ambassador and promotor of the project, the Agency's mission is to gather the full breadth of French expertise and the best and most specialist companies. Alongside Laura Kwiatowski, Secretary General, Director Institutional Relations & Public Affairs and Mathias Curnier, Chief of Staff, Director Communications, Marketing, Innovation & Public Relations, I have decided to build a team made of leading experts in the project's key fields : cultural engineering, archaeology, architecture and urban planning, agriculture and botany, tourism, education, security, water and environmental sustainable management.

“ absolute preservation of the environment, respectful of history, and inclusive of local populations ”

“ France is proud to contribute to these exciting challenges.”

Saudi Arabia and France share a vision to implement a new economic and touristic development model, focused on the absolute preservation of the environment, respectful of history, and inclusive of local populations. Through art and culture, the project will be dedicated to offering an authentic touristic experience faithful to the traditions of hospitality in the Arab World.

France is proud to contribute to these exciting challenges which will participate in Saudi Arabia's transformation.

G rard Mestrallet
Afalula Executive Chairman



ARCHITECTURE & DEVELOPMENT

MP1 : Master Plan 1

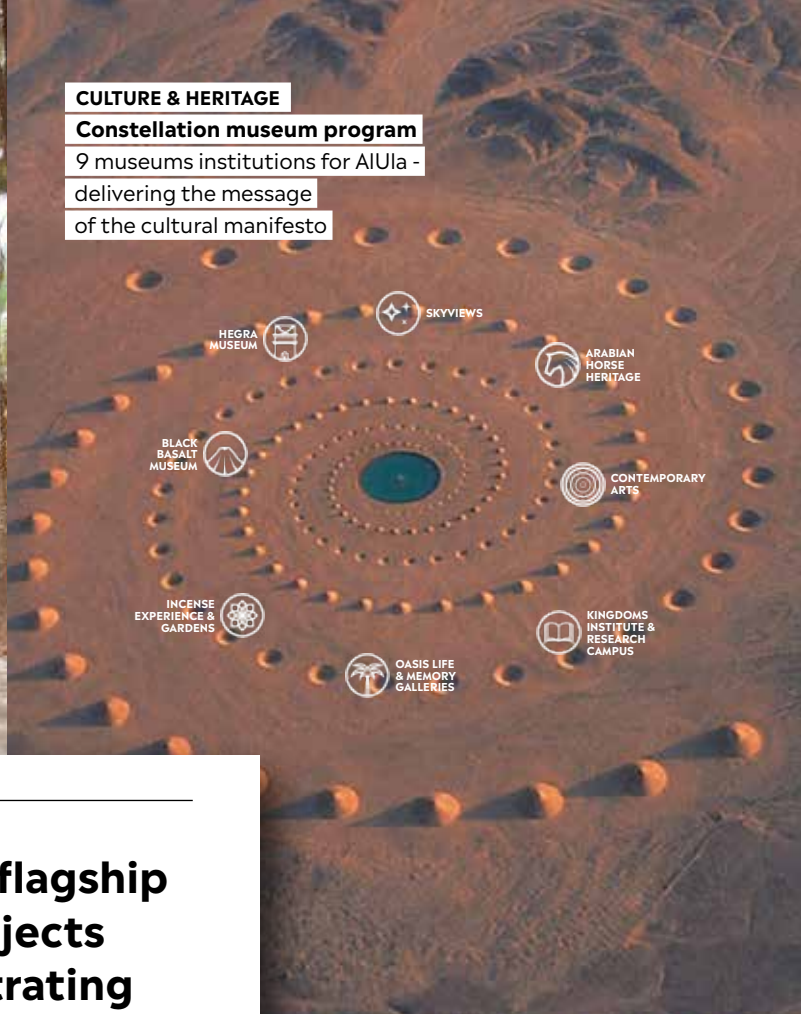
Lead core area "Journey Through Time"
master planning



CULTURE & HERITAGE

Constellation museum program

9 museums institutions for AlUla -
delivering the message
of the cultural manifesto



Some flagship projects illustrating the successful French-Saudi cooperation

FERRANDI projects

- FERRANDI'S ALULA CHEFS' INTENSIVE TRAINING PROGRAM
- MICHELIN STARRED CHEFS DINNERS (AWNA EXPERIENCE)
- LUXURY CULINARY BOOK "A Taste of AlUla"



BOTANICAL PRODUCTS

Moringa projects

- MORINGA ACTION PLAN (BUSINESS MODEL)
- MORINGA RESEARCH LAB
- MORINGA PRODUCT DEVELOPMENT AND BRANDING STUDY
- MORINGA BASED CANDLES, OILS AND AMENITIES FOR W@T
- SOAP-MAKING TRAINING FOR ALULA WOMEN



BOARD OF DIRECTORS

CHRISTOPHE FARNAUD

Director for
Middle East & North Africa,
*French Ministry for Europe
and Foreign Affairs*



CHRISTOPHE BORIES

Sub-Directorate for Bilateral
Economic Relations, Directorate
General of the Treasury,
*French Ministry for
Economy and Finance*



CYRILLE PIERRE

Deputy Director General
for Globalization,
*French Ministry for Europe
and Foreign Affairs*



ARISTIDE GASANGWA

Deputy-Head
for Middle East countries,
*French Ministry for
Economy and Finance*



GÉRARD MESTRALLET

Executive Chairman
of the French Agency
for AIUla Development
(Afalula)



AFALULA

dedicated to AIUla.

A TWO FOLD MISSION

TO CO-DEVELOP AND TO MOBILIZE

The Agency's mission is two-fold: co-develop the project with the Royal Commission for AIUla (RCU), located in Riyadh and AIUla, and mobilize the full breadth of French expertise (specialists, operators, companies) regarding the project's key fields.

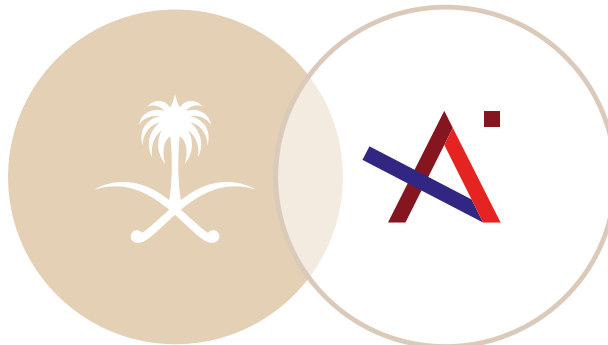
Founded in July 2017 and headed by H.R.H. Crown Prince of the Kingdom Mohammed bin Salman, the RCU aims at protecting and developing AIUla and promoting its cultural and natural heritage, and its population.

THE BEST OF FRENCH AND INTERNATIONAL KNOW-HOW

The Agency gathers a full range of leading experts in the project's key fields: cultural engineering, archaeology, architecture and urban planning, agriculture and botany, tourism, education, security, water and sustainable environment management.



Eng. Amr Saleh Almadani
Chief Executive Officer of the
Royal Commission for AIUla (RCU)



The Royal
Commission
for AIUla
(RCU)

The French
Agency for AIUla
Development
(Afalula)

KEY FIGURES

CULTURE & HERITAGE

Project to create a
constellation of

9
museums:
8 museums and
1 research centre

More than

50
French
archaeologists
working on the ground

3 major
archaeological
sites:

Dadan, Old Town, Oasis

4 major
projects

spanning the entire region :

1. Journey through time
2. AIUla South
3. Sharaan
4. Khaybar

HUMAN CAPITAL

96 Saudi Arabian
students trained in France
as part of the RCU scholarship

24 young people
from AIUla
trained in culinary arts and
graduates of the **FERRANDI** School
of Hospitality and Culinary Arts

30 young guides
from AIUla trained in France
(AIRowat)

SECURITY & SAFETY

50
companies/
federations/
security sector players
involved in the project

10 French
healthcare professionals
recruited for the W@T2

10 strategic
documents/plans
drawn up and conceived
for the security of AIUla

TOURISM & HOSPITALITY

40,000 visitors in **2019**
> 2 million expected in **2035**

300 hotel rooms in **2020**
> 9 000 in **2035**

37,000 jobs
created in tourism and hospitality
in 2035, totalling
60 000 jobs

BOTANICAL PRODUCTS

6 fragrances
developed

15,000 candles and
15,000 scented oils
produced for the W@T festival

80 local plants
identified

30 field researchers
from **5 disciplines**
(water, soil, anthropology, ethnobotany
and genetics) to gather information on the
biological components of the AIUla oasis

AGRICULTURE

**5 public research
institutions**

and

6 French SMEs
working together on various
agricultural matters: oasis, sector
development plans, agricultural water,
etc.

**4 finalised sector
development plans**
date palm, moringa, citrus fruits
and livestock farming

Census taken of

1,500 farms
cultivating a total of
14,000 hectares

51

ONGOING
projects

culture & heritage

9
projects

architecture & development

7
projects

tourism & hospitality

7
projects

security & safety

4
projects

ACROSS

8

CORE

expertises

human capital

6
projects

water & environment

2
projects

botanical products

10
projects

agriculture

6
projects

HERITAGE PROTECTION

ARCHAEOLOGICAL SITES
DEVELOPMENT

CREATION OF A MUSEUM COMPLEX
AROUND A RESEARCH CENTRE

CULTURE & HERITAGE

“AlUla is undoubtedly the region with the biggest capital, the biggest potential from an archaeological and heritage perspective in Saudi Arabia and the Arabian Peninsula.”

CULTURE & HERITAGE



Jean-François Charnier
Scientific Director

9
projects
14.4M SAR

CULTURE & HERITAGE

9 projects

14.4M SAR



CULTURAL OASIS PROJECT

Pluriannual ground surveys for the reconstruction of AIUla oasis history

- PARTNERS: ARCHAIOS



LANDSCAPE

Pluriannual geoarchaeological study of the oasis and of the evolution of hydro-agricultural techniques; combined with training of students

- PARTNERS: CNRS



DADAN ARCHAEOLOGICAL PROJECT

Pluriannual research programme on Pre-Islamic times of the Arabian Peninsula; combined with training of students

- PARTNERS: CNRS / SORBONNE UNIVERSITY



HEGRA ARCHAEOLOGICAL MISSION

Analysis and publication of nabatean pottery from Hegra

- PARTNERS: CNRS



ARCHAEOBOTANICAL PROJECT

Pluriannual research study with analysis on oasis plant resources and Holocene ecology to understand the evolution of past ecosystems and plant dynamics

- PARTNERS: CNRS

⁽¹⁾ CNRS = National Center for Scientific Research



KHAYBAR ARCHAEOLOGICAL PROJECT

Pluriannual archaeological mapping and study from Prehistory to Modern Times

- PARTNERS: CNRS



OLD TOWN

Building archaeology and architectural surveys to understand the history of AIUla Old Town and define conservation guidelines

- PARTNERS:
CRATERRE, EVEHA
INTERNATIONNAL



CONSTELLATION MUSEUM PROGRAM

9 museums institutions for AIUla - delivering the message of the cultural manifesto



GRAFFITI REMOVAL PROJECT

Cleaning of the facades of the tombs in Hegra and of the petroglyphs in AIUla area
- combined with training of students

- INDEPENDANT
CONSERVATORS



Jean-François Charnier Scientific Director

Jean-François Charnier is a national general heritage and art curator. He graduated in Art History and Archaeology from the Ecole du Louvre and in anthropology from Université Paris X-Nanterre. His first position was in the field of preventive archaeology and heritage coordination. He then became director of the agriculture and environment department in the project for the Museum of Civilizations of Europe and the Mediterranean (MUCEM). In 2008 he joined Agence France-Muséums to coordinate the expertise of French national museums including the Louvre, Pompidou Centre, Orsay etc. for the creation of the Louvre Abu Dhabi. He was appointed Scientific Director of Agence France-Muséums in 2013: he created the contents of the museum and led the teams responsible for the museography, art acquisitions, programming and publications of the Louvre Abu Dhabi which opened in November 2017. He joined Afalula Agency in August 2018.

CULTURE & HERITAGE

CONSTELLATION MUSEUM PROGRAM





SKYVIEWS



ARABIAN
HORSE
HERITAGE



CONTEMPORARY
ARTS



KINGDOMS
INSTITUTE &
RESEARCH
CAMPUS



INCENSE
EXPERIENCE &
GARDENS



OASIS LIFE
& MEMORY
GALLERIES



PRESERVATION AND
VALORISATION OF THE NATURAL
AND CULTURAL ASSETS

SUSTAINABLE PLANNING OF
TOURISTIC INFRASTRUCTURE

SOCIOECONOMIC DEVELOPMENT

ARCHITECTURE & DEVELOPMENT

“To develop this vast territory, our initial reactions were first and foremost an understanding and respect for what these sites are, their geography, their culture, their history, their sociology, to give the world a vision of the reality of these sites.”

ARCHITECTURE & DEVELOPMENT



Etienne Tricaud
Director Architecture
& Development



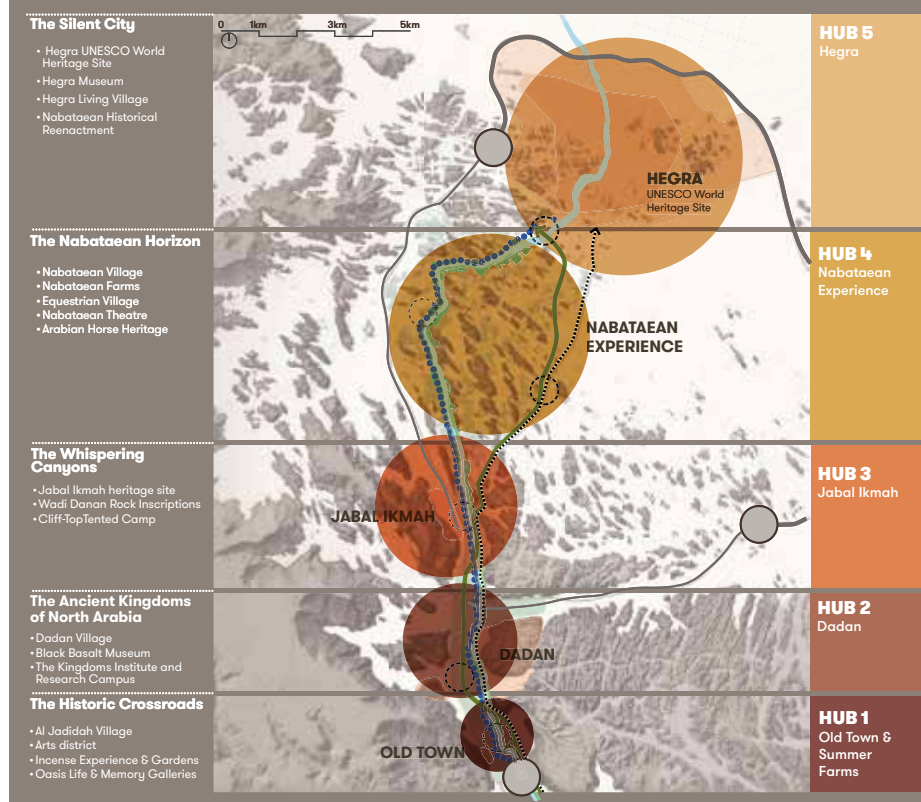
7
projects
53.8M SAR



ARCHITECTURE & DEVELOPMENT

7 projects

53.8M SAR



MASTER PLAN 1

Lead core area “Journey Through Time” master planning



ASHAR

Supervise long-term master planning and design new tented resort

PARTNERS: ALGOE consultant, AW2 (architect), Michel Desvigne (landscaping), EGIS (engineering)



OLD HOUSE

Develop a 60-room Old House Design Hotel

PARTNERS: DETRY-LEVY (architect), JOUIN-MANKU (designer), ATELIER TAKT (landscape), RC HERITAGE, VESSIÈRE (engineering), KERNOU (Development)



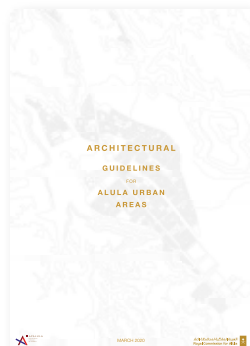
= Winter at Tantora related project



PUBLIC DESIGN STUDIO

French and Saudi architects to provide Design services and public initiatives in urban regeneration

- PARTNERS: ARCHITECTURE STUDIO (architect)



GUIDELINES

Issue architectural and urban guidelines to support the promise of a «Journey through time»

- PARTNERS: ATELIER JEAN NOUVEL (architect), FRANK BOUTTÉ (consultants), AREP (architects)



LOCAL BUILDING MATERIALS

Promote local materials business (stone, earth, wood)

- PARTNERS: BRGM (geologists), MICA Environnement (consultants), CraTerre, RCC



CO-CONSTRUCTION (Youssef Safouane)

Personnel secondment to activate the structure of ESD



Etienne Tricaud
Director Architecture & Development

After a year as a design engineer with Ove Arup in London and RFR in Paris, Etienne Tricaud joined the French National Railway (SNCF) as a project manager and later became Head of SNCF Station Design Office. In 1997, he founded AREP with Jean-Marie Duthilleul. AREP is a 100% subsidiary of SNCF, where he became CEO and managed architecture, engineering and urban planning activity as well as major realisations in the fields of stations (TGV Mediterranean, TGV East, TGV Rhine-Rhone, major Paris stations), transportation hubs, public buildings, offices, commerce and housing, urban developments, for SNCF in France and for public and private clients in France and abroad. He was named President of AREP Group in 2012. He joined Afalula Agency in January 2019.

This aerial map illustrates the Canyon Resort development in Abu Dhabi. The map is divided into several key areas:

- Canyon Resort 1:** Located in the lower right, featuring the 'PERFORMERS RESORT 1' and 'EXISTING VILLAS AREA'.
- Canyon Resort 2:** Located in the upper left, featuring the 'ZAMA HALL PAVILION' and 'CANYON RESORT 2'.
- Tented Resort:** A central area with 'GARDEN PAVILION NORTH' and 'GARDEN PAVILION SOUTH'.
- Maraya:** A central area with a yellow square icon.
- Winters Farms:** Located in the lower right, near the 'SOUTH GATE'.
- North Gate:** Located in the upper right.
- South Gate:** Located in the lower right, near the 'BACK OF HOUSE' and 'SUB-STATION'.
- Master Villas Canyon 4 Keys:** Located in the lower left.
- Existing Tented Resort:** Located in the lower left.
- Check Point 1, 2, and 3:** Marked along the development boundary.
- Other Labels:** 'NORTH GATE', 'SOUTH GATE', 'BACK OF HOUSE', 'SUB-STATION', 'EXISTING VILLAS AREA', 'PERFORMERS RESORT 1', 'GARDEN PAVILION NORTH', 'GARDEN PAVILION SOUTH', 'ZAMA HALL PAVILION', 'CANYON RESORT 2', 'CANYON RESORT 1', 'WINTERS FARMS', 'MARAYA', 'HELIPAD WAREHOUSE', 'DESERT X', 'NATURAL TRAIL', 'SANDPAPER BRIDGE', 'BEVELLED', 'MINI CANYON TRAIL', 'RESTAURANT', 'KEYS CLUB', 'TOWARDS THE GATE', 'CHECK POINT 1', 'CHECK POINT 2', 'CHECK POINT 3', 'EXISTING FARMLAND', 'STATE INFORMATION', 'SALABA', 'STATE INFORMATION', 'SALABA'.



OLD HOUSE

TURNING ALULA INTO
A WORLD-CLASS
DESTINATION, REFERENCE
FOR SUSTAINABLE TOURISM

TOURISM & HOSPITALITY

“The region is absolutely magnificent. It has what it takes to make it an exceptional tourist destination.”

TOURISM & HOSPITALITY



Nicolas Lefebvre
Director Tourism & Hospitality

7
projects
3.4M SAR

TOURISM & HOSPITALITY

7 projects

3.4M SAR

VISION FOR THE ALULA BELVEDERE

Offer a unique window on the beauty of AlUla through a flagship attraction for tourists and an enjoyable getaway option for residents

ALULA BELVEDERE PROJECT

Preliminary feasibility study for a Belvedere project in AlUla



ALULA PROMOTION PLANS

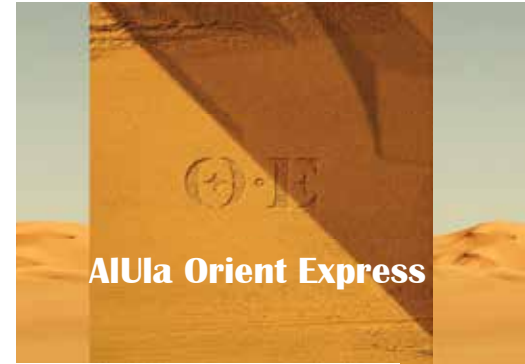
Support to RCU for the selection of marketing agencies in priority markets. Contribution to 2 famtrips organization during Winter at Tantora (Traveller Made, Voyageurs du Monde)

- PARTNERS: TRAVELLER MADE, VOYAGEURS DU MONDE

ALULA

ALULA BRANDING

Assistance to AlUla branding process



ALULA ORIENT EXPRESS

Support to design and negotiation of Orient Express development project in AlUla

- PARTNERS: ORIENT EXPRESS, ACCOR, SNCF, IMA



HOSPITALITY DEMAND ANALYSIS

Hospitality demand and benchmark analysis to contribute to AlUla hospitality plan



= Winter at Tantora related project



UNITWIN WORKSHOP

IN COLLABORATION WITH HUMAN CAPITAL

Annual workshop held in AIUla of the UNITWIN tourism and heritage academic network, partnering with UNESCO.

Assessment of proposals for AIUla

BUSINESS INTELLIGENCE

Support to RCU's Tourism business intelligence design



Nicolas Lefebvre
Director Tourism & Hospitality

Nicolas Lefebvre has been active in the tourism industry for 13 years. He worked as CEO for the Eiffel Tower operating company and later joined Paris Visitors and Convention Bureau where he was directly involved in the promotion of Paris as a world touristic destination. He is a former member of the Board of European Cities Marketing, Paris&Co and the World Federation of Great Towers and also a former advisor to the French minister of Economy, Finance and Industry. He joined Afalula Agency in January 2019.

SECURITY PLAN
AND STRATEGY
DEVELOPMENT

SECURITY & SAFETY

“There is no viable and sustainable development project without security. And the challenge in AIUla is to ensure security at all levels, without damaging the landscape or compromising the visitor experience. This implies invisible security.”

SECURITY & SAFETY



Bernard Petit
Director Security & Safety

4
projects
4.6M SAR

SECURITY & SAFETY

4 projects

4.6M SAR



FRENCH EXPERTISE

Mobilization of French expertise (+50 meetings with leading players in the field)



FIREFIGHTING

Support to the elaboration of the fire prevention and fighting strategy

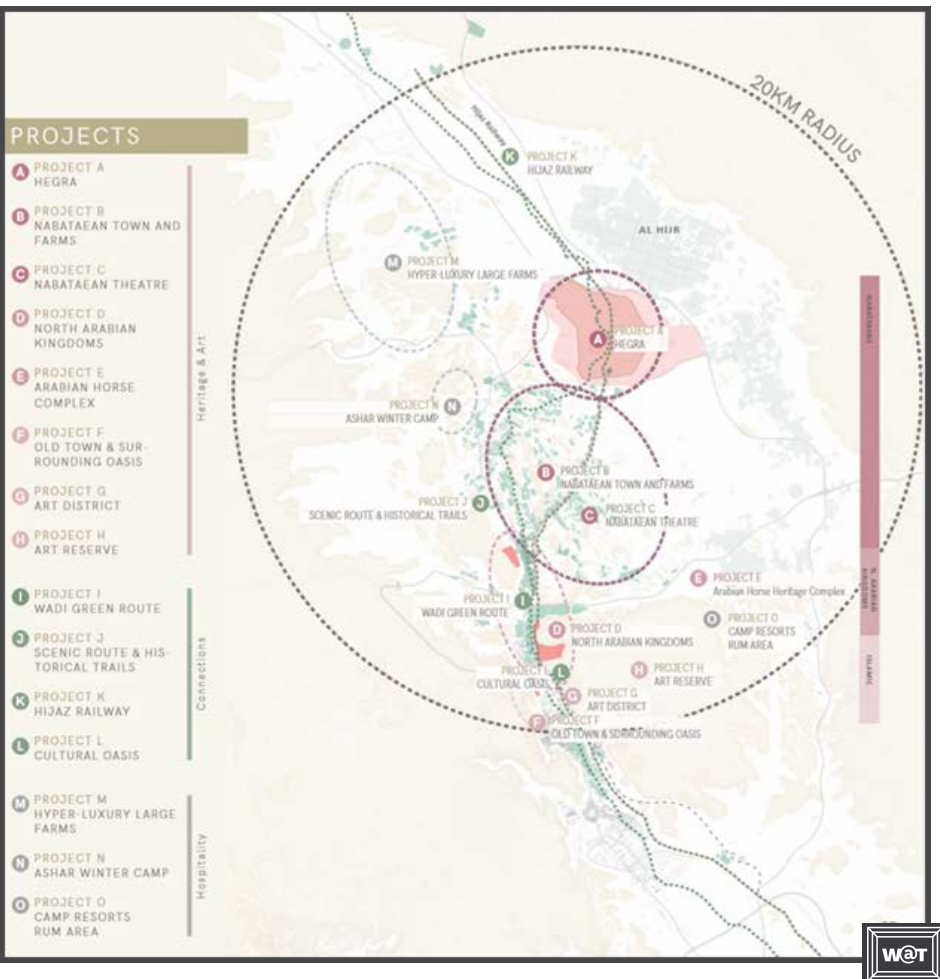


HEALTH & EMERGENCY

Health & emergency plan (incl. deployment of qualified human resources)



= Winter at Tantora related project



SECURITY PLANS

Security plans for W@T2
(esp. Hegra, Old Town, Dadan, Jabel Ikmah)



Bernard Petit
Director Security & Safety

After studying public law and classical literature, Bernard Petit joined the Ecole Nationale Supérieure de la Police (the French National Police College), where he graduated in 1986. He then held various executive positions within the National Police, where he developed recognized expertise in the fight against terrorism, drug trafficking and organized crime. He was later appointed Advisor to the Prime Minister and led several international cooperation programmes as Head of the International Relations Division, notably in South Africa. He ended his 40-year career in 2015 at the head of the prestigious Direction de la Police Judiciaire de Paris. He is also recipient of the Medal of Honour of the National Police and was appointed Chevalier de la Légion d'Honneur (Knight of the Legion of Honour). He joined Afalula Agency in November 2018.

DEVELOPMENT AND
REINFORCEMENT
OF THE GOVERNORATE'S
HUMAN AND TRAINING
CAPABILITIES

HUMAN CAPITAL

“Our work hand in hand with RCU is to consider how to go about the territory’s human development to ensure that the AIUla population play an active role in the success of this region.”

HUMAN CAPITAL



Régis Dantaux
Director Human Capital



6
projects
7.2M SAR



HUMAN CAPITAL

6 projects

7.2M SAR

– Department also co-leading effort on UNITWIN Workshop (accounted for in the Tourism & Hospitality project list)

– Department also co-leading effort on «Taste of Alula» cooking book (accounted for in the Communications project list)



FERRANDI'S ALULA CHEFS' INTENSIVE TRAINING PROGRAM

High-level cooking training at Ferrandi School of Hospitality and Culinary Arts in Paris – finishing with cooking at Winter at Tantora
Tantora's Awna Restaurant

PARTNERS:
FERRANDI PARIS

MICHELIN STARRED CHEFS DINNERS (AWNA EXPERIENCE)

Assist Havas Event, Potel & Chabot and Ferrandi in the execution of 10 high end culinary arts weekends by 10 Michelin Starred Chefs (Hélène Darroze, Adeline Grattard, Guy Martin, Akrame Benallal, Yannick Alleno, Anne-Sophie Pic, Emmanuel Renaut, Régis Marcon, Sylvestre Wahid, Arnaud Donckele.)

PARTNERS:
POTEL & CHABOT, HAVAS EVENTS, + MICHELIN STARRED CHEFS



= Winter at Tantora related project



COLLEGE FOR PROFESSIONAL EXCELLENCE IN TOURISM

Support the negotiation process to establish a state-of-the-art College for Tourism & Hospitality in AIUla

- PARTNERS:
FERRANDI PARIS



AIRowat TEAM TRAINING

5-week program designed to provide an initial immersive, practical training to the 30 future guides of AIUla Heritage Sites



SCHOLARSHIP PROGRAM

Assist RCU in the training and follow-up of 100 students from AIUla studying in France

- PARTNERS:
CAMPUS FRANCE



ECOTRAIL

Facilitate the organization of a sport/environment event during W@T

- PARTNERS:
RUN FOR YOU



Régis Dantaux Director Human Capital

After graduate studies in the History of the Arab world and the Arabic language and training in the Department of Arab Studies in Cairo, Régis Dantaux has held many positions in the areas of cooperation and development within the French Ministry of Europe and Foreign Affairs where he served in the North Africa and Middle East Division. He has worked in the Palestinian Territories, Morocco, Lebanon, Qatar and Cameroon. He joined Afalula Agency in October 2018.

HUMAN CAPITAL





FERRANDI'S TRAINING PROGRAM

SUSTAINABLE MANAGEMENT
OF WATER, ENERGY, RESOURCES
AND NATURAL ENVIRONMENT

WATER & ENVIRONMENT

“Our common challenge, for RCU and the Agency, is to have a project that is executed in an exemplary manner.”

WATER & ENVIRONMENT



Charles Chaumin
Director Water & Environment



2
projects
3.5M SAR

WATER & ENVIRONMENT

2 projects

3.5M SAR



WATER RESOURCES STUDY

Extensive program of field investigations, data collection, satellite imagery processing, mathematical modelling, for an in-depth assessment and forecast of water resources evolution in AlUla Region





SUPPORT TO INFRASTRUCTURE MASTER PLANNING IN THE FIELDS OF WATER, WASTE, ENERGY

- Support to CZP (Infrastructure) and County Ops (County Operations) for development of 2020 Priority Plan for waste management
- Support to CZP (Infrastructure) for development of short- and long-term planning of water and wastewater infrastructure



Charles Chaumin

Director Water & Environment

Charles Chaumin is an engineering graduate from the Ecole Polytechnique, Ecole Nationale des Ponts et Chaussées-Paris and holds an MSc in Water Resources Engineering from the University of Newcastle-UK. He has devoted his entire professional career to the fields of water and environment, mainly in the SUEZ Group. He has developed extensive expertise in the planning, design, management, regulation and financing of urban water, sanitation and waste services. He has served in different organizations: Seine Normandy Water Agency, then for the Lyonnaise des Eaux Group, and finally SUEZ from 1981 to 2017 in various continents: Europe, North and South America, Asia, concluding his career as Senior Vice President, Group Strategy, of SUEZ Group. He joined Afalula Agency in November 2018.

CONCEPTS AND PRODUCTS
DEVELOPMENT ON THE INCENSE
TRADE ROUTE

VALORISATION OF LOCAL
NATURAL RESOURCES

BOTANICAL PRODUCTS

“The incense and myrrh routes are intimately linked to the history of AlUla, meaning a range of perfumes that are intrinsic to the region.”

BOTANICAL PRODUCTS



Elisabeth Dodinet
Director Botanical products

10
projects
13.2M SAR

BOTANICAL PRODUCTS

10 projects

13.2M SAR

CORE OASIS BIOLOGICAL PROJECT

in coordination with Agriculture



ANTHROPOLOGICAL SURVEY OF ALULA FARMING AND OASIS SYSTEMS

Pluriannual research program focused on a diagnosis and cartography of AlUla oasis farming models

- PARTNERS:
MHN MUSEUM IN PARIS



SURVEY OF ALULA PALM-DATE ETHNOBOTANY, MORPHOMETRIC & GENETICS

Pluriannual research program of analyses and documentation of the history and current biodiversity of palm-dates in AlUla Oasis

- PARTNERS:
N.Y. UNIVERSITY IN ABHU DABI,
CNRS (FRANCE)



KNOWING SOIL FOR A BETTER UNDERSTANDING OF ITS FUNCTIONING TO IMPROVE LAND USES AND PRESERVATION AT ALULA

Pluriannual survey of soil health & cartography; set up of innovative remediation solutions

- PARTNERS:
CIRAD MONTPELLIER, MUSEUM OF NATURAL HISTORY IN PARIS, VALORHIZ

NATIVE PLANTS

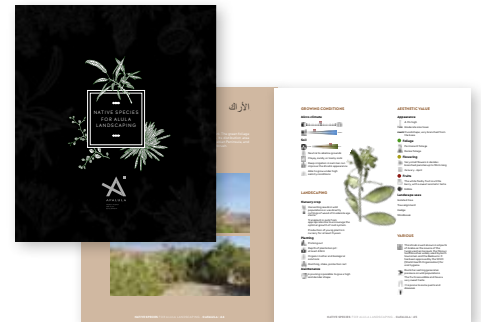


NATIVE PLANTS NURSERY

Developing an innovative Native plant nursery for landscaping, remediation and agriculture as a contribution to Sustainability and Nature conservation. Modelling of the project, development of technical specifications, expertise support to RCU project manager including training

Survey of Shaaran ecosystems and proposition of plan for pilot rehabilitation of degraded ecosystems.

- PARTNERS: VALORHIZ



NATIVE PLANT CATALOGUE

Selection of 80 native plants for landscaping and remediation of natural landscapes. Production of books and interactive documentation

- PARTNERS: HAVAS

MORINGA



MORINGA ACTION PLAN (BUSINESS MODEL)

Support to action plan agreed with ESD to produce in 2020 season Moringa oil at international quality standards to enhance the value chain. Specific INCI obtained for Arabic Moringa oil for international commercialization



MORINGA RESEARCH LAB

Expertise and support to ESD for setting up a Quality and R&D lab in Alula

- PARTNERS: CARE BUSINESS DEVELOPMENT



MORINGA PRODUCT DEVELOPMENT AND BRANDING STUDY

Scoping mission and studies on Moringa for developing high value products; study of Collective Brands for implementation

- PARTNERS: CARE BUSINESS DEVELOPMENT (ANALYTICAL)



MORINGA BASED CANDLES, OILS AND AMENITIES FOR W@T

15000 candles (3 perfumes, 2 new) and 15000 oils (3 perfumes) developed - for gifts and sales. Development of shower & body oils, shampoo & conditioners (5000 each in luxury boxes)

- PARTNERS: UNITED COSMETICIANS



SOAP-MAKING TRAINING FOR ALULA WOMEN

Support to the organization; 200 soaps based on Moringa oil and Moringa flora perfume produced for sale at W@T

- PARTNERS: UNIVERSITY OF EUROPEAN FLAVOURS & FRAGRANCES



Elisabeth Dodinet

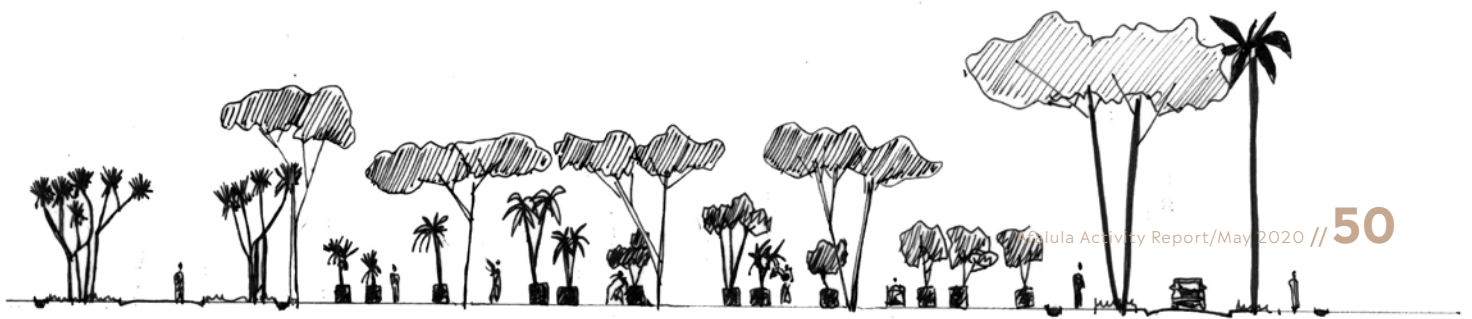
Director Botanical products

Elisabeth Dodinet has long-standing experience in archaeo-ethno-botany and in aromatic plant research. She has acted both as a consultant to the perfume and cosmetic industries and as an independent researcher within programs funded by the French National Research Agency. In 2008, she set up the Federation of the French Botanical National Conservatories which she managed for two years. She is also a member of the French IUCN Commission for the Conservation of Species and works in teams or project-based networks with scientists and archaeologists as well as with the private sector. She joined Afalula Agency in September 2018.

BOTANICAL PRODUCTS



NATIVE PLANTS NURSERY





DEVELOPMENT OF
A SUSTAINABLE AND
ECONOMICALLY VIABLE
AGRICULTURE

AGRICULTURE

“The entire history of this site is connected with the presence of water and agriculture”

AGRI- CULTURE



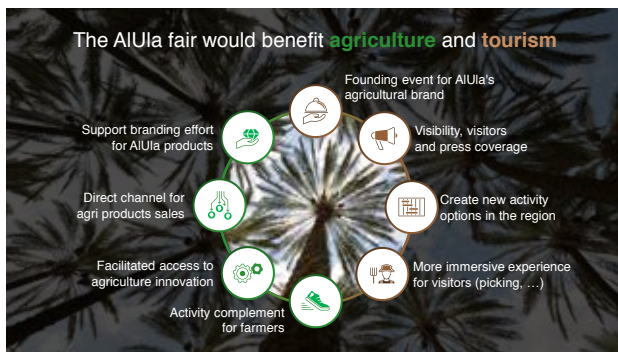
Stéphane Forman
Director Agriculture

6
projects
3.4M SAR

AGRI-CULTURE

6 projects

3.4M SAR



ALULA DATES FESTIVAL AND AGRICULTURE FAIR GUIDELINES

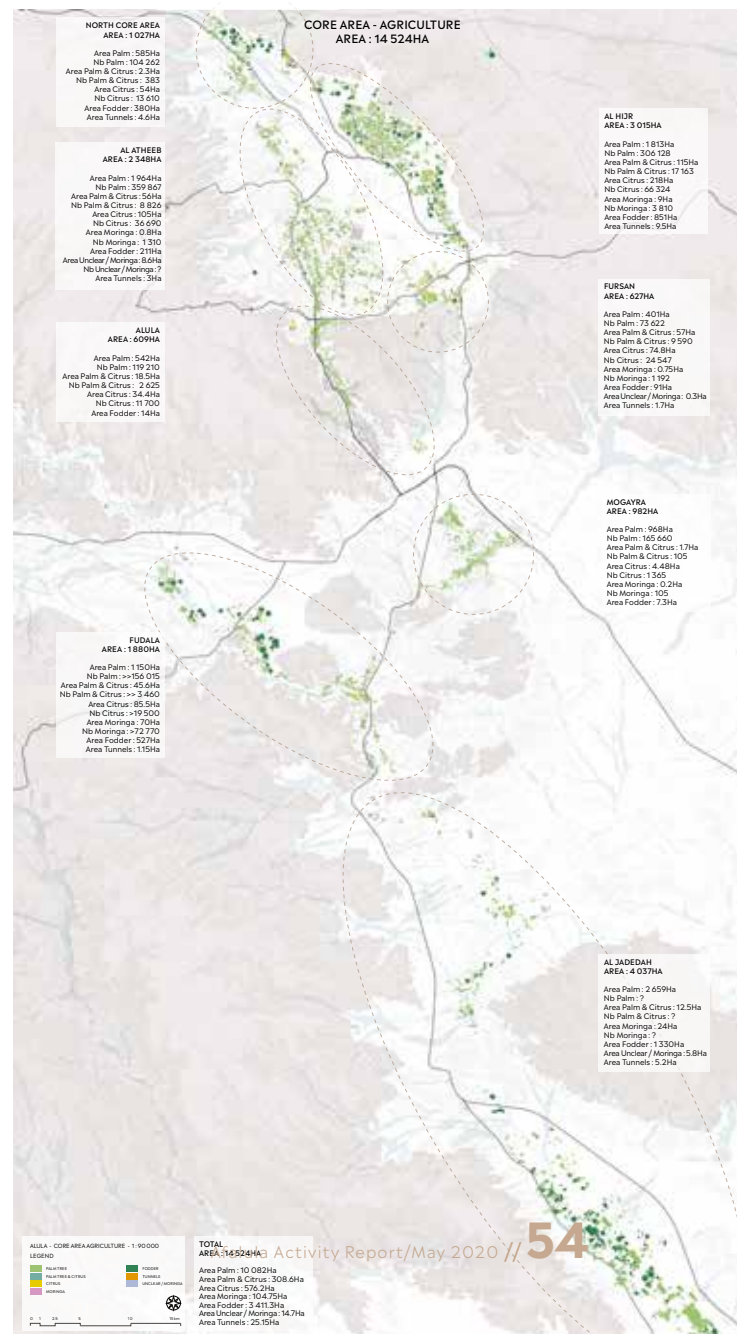
Proposal for a concept note and Guidelines to organize a B2B Dates Festival and a mixed B2C-B2B Agriculture Fair in Alula by the end of 2020 or early 2021

PARTNERS: VALHORIZ, BCG

CASSIA

Mapping and characterization of crops in AIUla using Cassia, an AI software interpreting high-definition airborne images

PARTNERS: VALHORIZ





DATE-PALM VALUE-CHAIN DEVELOPMENT PLAN

Dates Value-chain analysis, from the farm (agronomic practices and soils) to the processing and marketing to propose Value-chain Development Plan - AFALULA finances the on-farm part of the study

- PARTNERS: VALHORIZ

KSA AGRICULTURE SUPPORT MECHANISMS

Identification and mapping of existing support mechanisms to the agriculture sector in KSA (TA, subsidies, loans, etc.) and implications for AIUla

- PARTNERS:
BCG, APEXAGRI

LIVESTOCK VALUE-CHAIN SCOPING MISSION

First assessment of the AIUla livestock value-chain and grazing impacts to propose a development program

- PARTNERS: CIRAD, APEXAGRI, BCG



CITRUS FRUITS VALUE-CHAIN GAPS ANALYSIS

First assessment of the AIUla citrus fruits value-chain to propose a development program

- PARTNERS: CIRAD, INRA, BCG-AGROPROSPECTIVE, MAS BACHÈS

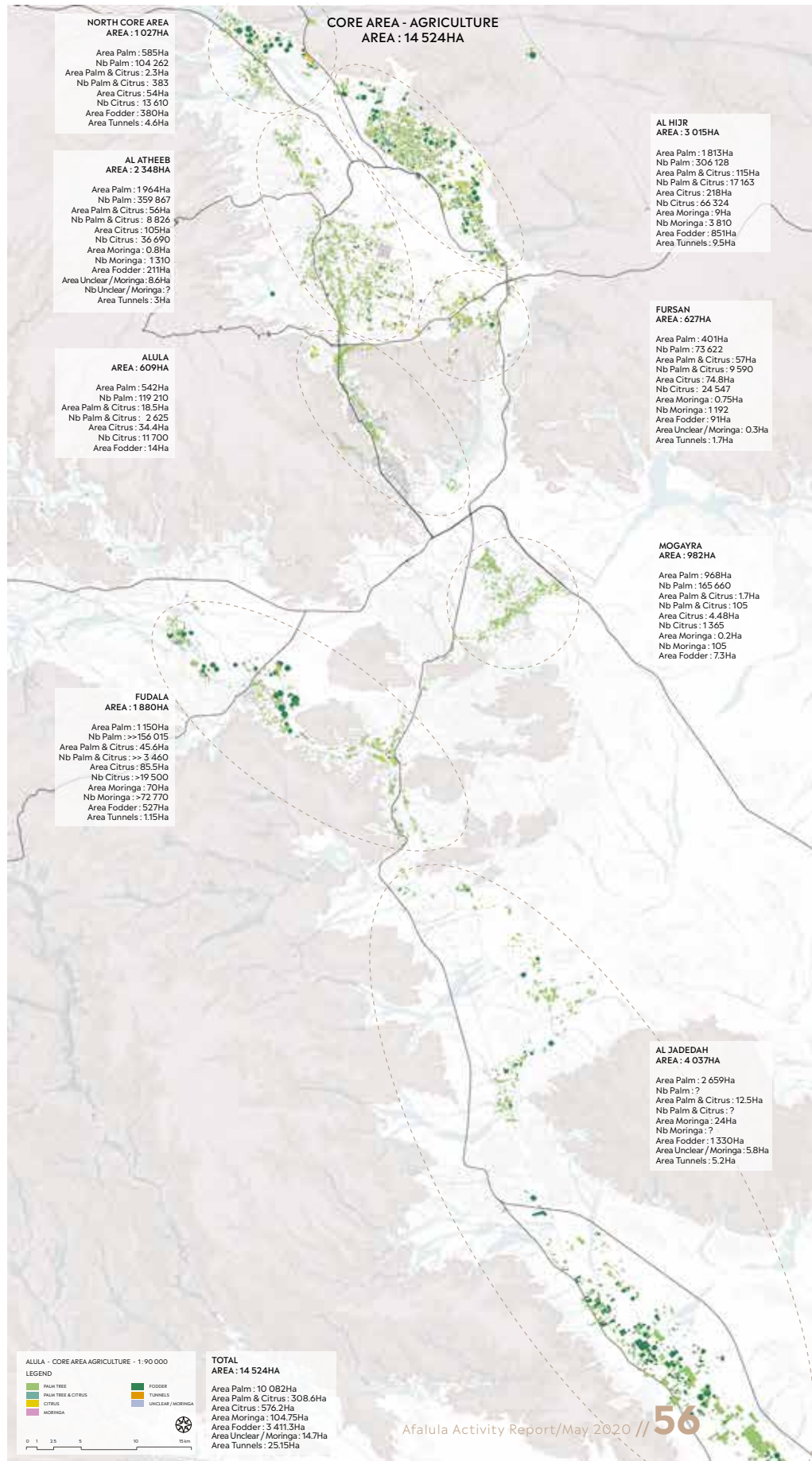


Stéphane Forman
Director Agriculture

Stephane Forman is a Doctor in Veterinary Medicine and an agriculture sector specialist. He has over fifteen years of experience in sustainable rural and agricultural development in Africa, Asia, Caribbean and Middle-East. He holds a Diploma in Veterinary Science from the Ecole Nationale Veterinaire d'Alfort (ENVA) and has worked in international organizations such as the World Organization for Animal Health (OIE) and the World Bank that he joined in 2008. A specialist in agro-pastoral dry areas' development, he has acquired specific skills in agricultural projects management, agri-business, livestock and animal health and food safety and security. He was lastly coordinating the World Bank's agriculture portfolio for the PNG and Pacific Islands sub-region based in Sydney, Australia. He joined the Afalula Agency in August 2019.

AGRI-CULTURE

CASSIA





COMMUNICATION

MARKETING

INNOVATION

FLAGSHIP PROJECTS THAT CONTRIBUTE TO ALULA'S OUTREACH

AN EVERYDAY CO-CONSTRUCTION
BETWEEN RCU & AFALULA



Mathias Curnier
Director Communications,
Marketing, Innovation
& Public Relations

7

projects

Task force between
RCU & AFALULA

COMM- UNICATION

7 projects

10.1M SAR

DOCUMENTARY

«Making of» documentary on French-Saudi intercultural dialogue

- Task force between RCU & AFALULA

- PARTNERS:
STUDIO KETCHUP MAYO



CULINARY TRAINING DOCUMENTARY

Release of a documentary showcasing the culinary training of local population from top French chefs

- Task force between RCU & AFALULA

- PARTNERS:
STUDIO KETCHUP MAYO



CULINARY TRAINING WEBSERIES

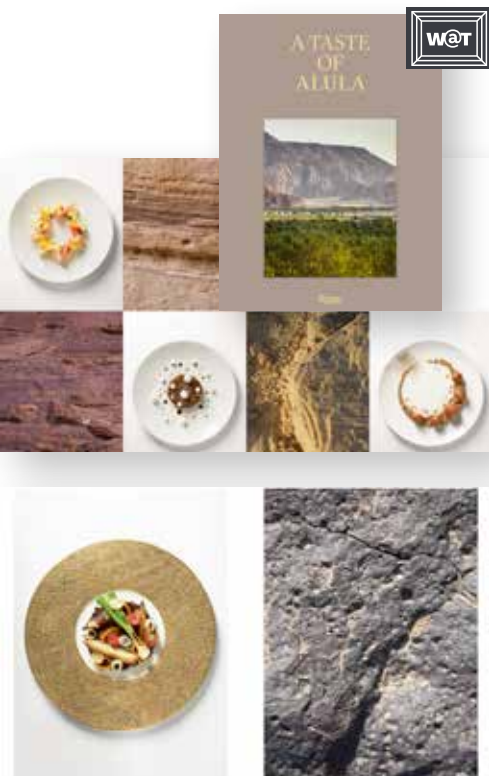
Release of a webseries showcasing the culinary training of local population from top French chefs

- Task force between RCU & AFALULA

- PARTNERS:
STUDIO KETCHUP MAYO



= Winter at Tantora related project



CULINARY BOOK

Luxury culinary book
«A Taste of Alula»

- Task force between
RCU & AFALULA

- PARTNERS: RIZZOLI

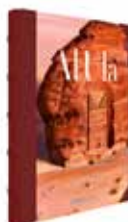


TABLE BOOK

Coffee table book with
Photographer Gilles Bensimon

- Task force between
RCU & AFALULA

- PARTNERS: CASSI EDITION



ILLUSTRATED TABLE BOOK

Coffee table book with
Photographer Robert Polidori
and illustrator Ignasi Monreal

- Task force between
RCU & AFALULA

- PARTNERS: ASSOULINE

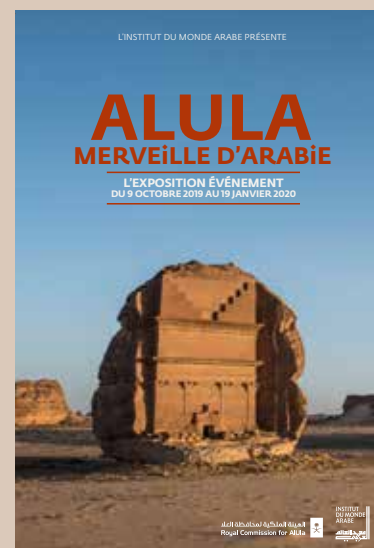


TASK FORCE

Implementation of a
communication task force RCU/
AFALULA (leveraging «Wonder of
Arabia» exhibition at IMA in Paris)

- Task force between
RCU & AFALULA

- PARTNERS:
INSTITUT MONDE ARABE



COMM- UNICATION



CULINARY BOOK





THE FRENCH
AGENCY FOR ALULA
DEVELOPMENT
IS DEFINED BY
FUNDAMENTAL VALUES,
WHICH WE SHARE,
WHICH WE IDENTIFY
WITH, AND WHICH
CHARACTERISE OUR
WORK EACH DAY.

SHARING

From multiple disciplines and diverse backgrounds, we promote the qualities of listening and openness. Our strength lies in the harmonious blend of our multiple areas of expertise. Exchanging and sharing are inseparable from the pleasure we take in working together to support our shared project.

VAL OUR

COHESION

United by a sense of solidarity that gives us strength and that we actively cultivate, we work hand-in-hand to successfully achieve our goals as part of our project, in an atmosphere of trust and team spirit.

GOODWILL

Mutual respect is firmly established as the core value guiding our relationships with others. This goodwill enables us to work with others in a spirit of trust, both within the Agency and with our partners. Listening, availability and empathy make our everyday contacts particularly rewarding.

PERFORMANCE

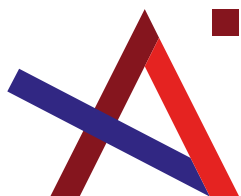
Our mission to jointly build the AIUla project drives us each day to surpass ourselves, to be more daring, in order to continue raising performance levels. Our team's commitment to a shared goal is aligned with deep ethical and environmental convictions. Driven by a common goal, our collective success is the result of an ambition that is shared by all.





OUR VALUES

SHARING
GOODWILL
COHESION
PERFORMANCE



AFALULA

FRENCH AGENCY
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DEVELOPMENT

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