



Press release

Paris, the 27th of October

The French Agency for AIUla Development (AFALULA) is proud to announce the signing of a contract between the Royal Commission for AIUla (RCU) and French consortium Egis-Assystem-Setec

Transformation of AIUla gathers pace as RCU signs a strategic partnership with Egis-led French consortium.

Today, 27th October 2021, a contract is signed establishing a long-term strategic partnership between the Royal Commission for AIUla (RCU) and an international French consortium comprising Egis, Assystem and Setec that will further accelerate the regeneration of AIUla as it moves from the planning stage to implementation following the launch of its masterplan in April, 2021.

The consortium will mobilise an international team with complementary skills, experience, and expertise to oversee the execution and operation of the entire AIUla County infrastructures. The French consortium will bring infrastructure programme management and construction management capabilities to support on-time delivery of AIUla's most urgent projects and long-term development. As such, it offers a new perspective on infrastructure delivery defined by a coordinated approach. A core team will be based in AIUla including high-level specialists for engineering, construction and operation management and a range of international experts to bridge any knowledge gaps.

Laurent Germain, CEO of the Egis Group, said: "We are delighted to have been appointed as PMCM Consultant on this project. Our three highly regarded firms, Egis, Assystem and Setec, brought together as SEA Joint Venture, are unified, committed, and eager to showcase our best capabilities on behalf of the Royal Commission. As longstanding members of the Saudi business community, we are very excited to be part of the development of AIUla going forward. Our long-term partnership with the Royal Commission will be based on technology transfer, innovation and best practices."

The Egis-led consortium will contribute to making AIUla a sustainable, innovative and inclusive development model, designed to benefit the local population and visitors from around the world.

The French Agency for the Development of AIUla (AFALULA) was instrumental in bringing together the French consortium. Afalula Executive Chairman Gérard Mestrallet said: "Today's agreement deepens the Saudi-Franco partnership at AIUla and across other projects in Saudi Arabia. It also attests to the depth and strength of French engineering and infrastructure international expertise to confront the most challenging aspects of responsible and sustainable development."

The agreement with the international, Egis-led French consortium set out a comprehensive development schedule based around three phases in the lead up to 2035.

Phase 1 development, covering AIUla's core 20km historical area, incorporates social, economic and sustainability projects in five unique hubs with a focus on infrastructure, hospitality, arts & culture, and social and community development.

Signing the agreement at the fifth edition of the Future Investment Initiative (FII) in Riyadh, RCU CEO



Amr AlMadani said: “This new long-term strategic partnership critical to realising our ambition of creating a global benchmark for sustainable tourism. Our new partner will be instrumental in helping us deliver a detailed and certified plan. While our focus is set on Phase 1, we will ramp up our integrated approach towards the development of Phases 2 and 3 to drive traffic and sustain a regular flow of tourists in the long run.

“As we develop infrastructure and other assets that will help to establish AIUla as an exciting business hub servicing the northwest Arabia region, we require world-class partners such as these who will be with us for the long haul and who share our desire to benefit the people of AIUla while creating unforgettable experiences for visitors.”

The Egis-led consortium shares the values of AIUla’s Sustainability Charter which, through its 12 principles of sustainability, will empower the realisation of a carbon-neutral strategy and circular economy. It will also establish robust and resilient policies for the development of AIUla’s heritage and environmental targets fuelled by renewable energy with 500-plus megawatts of clean power capacity. By 2035 renewable energy will supply 50 percent of demand.

This partnership will accelerate business and investment opportunities from 2022 onwards and demonstrate the pace of progress to revitalise AIUla as a responsible, sustainable and community-inclusive destination.

About AFALULA (French Agency for AIUla Development)

The French Agency for AIUla Development (Afalula) was founded in Paris in July 2018 following an intergovernmental agreement signed by France and Saudi Arabia in April of that year. Afalula aims to support its Saudi partner, The Royal Commission for AIUla (RCU), in the co-construction of the economic, touristic, and cultural development of AIUla, a region located in the North-West of Saudi Arabia which benefits from outstanding natural and cultural heritage. The agency’s mission is to mobilize French knowledge and expertise and to gather the finest operators and companies in the fields of archaeology, museography, architecture, environment, tourism, hospitality, infrastructure, education, security, agriculture, botany and the sustainable management of natural resources.

About EGIS

A major international group in the construction engineering and mobility services sectors, Egis creates and operates intelligent infrastructure and buildings capable of responding to the climate emergency and addressing the major challenges of our time by helping to achieve more balanced, sustainable and resilient territorial development.

A 75%-owned subsidiary of Caisse des Dépôts, with the remaining 25% held by partner executives and employees, Egis places its multiple fields of expertise at the disposal of the community and makes cutting-edge innovation accessible to all projects throughout their lifecycle: consulting, engineering, operation.

Through its wide-ranging fields of activity, Egis is a central player in the collective organisation of society and the living environment of its inhabitants all over the world.

About SETEC

Setec is ranked as a global engineering leader thanks to its technical excellence, which has driven its ambitions for more than 60 years.

With 3,300 employees around the world working in numerous sectors, ranging from transportation, water and buildings to energy efficiency, digital infrastructure and industrial facilities, Setec serves a growing base of customers.

Setec is also an independent group owned by its engineers, with an energy and excellence fuelled by the passion of its employees. Setec people continually enhance their expertise to design, model and implement sustainable solutions for a changing world. Their curiosity and appetite for challenge allows Setec to invent new businesses and innovative approaches entirely focused on meeting the needs of its customers.



About Assystem

Assystem is an international engineering group. As a key participant in the industry for over 50 years, the Group supports its clients in managing their capital expenditure throughout their asset life cycles. Assystem S.A. is listed on Euronext Paris.

For more information please visit www.assystem.com / Follow Assystem on Twitter: @Assystem

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About RCU (Royal Commission for AlUla)

The Royal Commission for AlUla (RCU) was established by royal decree in July 2017 to preserve and develop AlUla, a region of outstanding natural and cultural significance in north-west Saudi Arabia. RCU's long-term plan outlines a responsible, sustainable, and sensitive approach to urban and economic development, that preserves the area's natural and historic heritage, while establishing AlUla as a desirable location to live, work, and visit. This encompasses a broad range of initiatives across archaeology, tourism, culture, education, and the arts, reflecting a commitment to meeting the economic diversification, local community empowerment, and heritage preservation priorities of the Kingdom of Saudi Arabia's Vision 2030 programme.

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