

Press release

Paris, September 27, 2024

Appointment of Catherine Pégard as Member of the Executive Committee, Chief of Cultural Development

The French Agency for AIUla Development (AFALULA) announces the appointment of Ms. Catherine Pégard as Chief of Cultural Development.

Catherine Pégard will also join the Agency's Executive Committee, where she will actively contribute to the definition and implementation of AFALULA's overall strategy. She will assume her duties as of October 1, 2024.

Previously President of the Public Establishment of the Palace, Museum, and National Estate of Versailles, Catherine Pégard spent over a decade revitalizing and modernizing the cultural offerings while strengthening the international influence of this iconic site of French heritage.

"I am pleased to welcome Catherine Pégard, one of the most respected figures in heritage and culture in France. Her remarkable tenure at the helm of the Château de Versailles, where she successfully increased the global influence of this iconic institution, will be a major asset in enhancing AIUla's prominence beyond borders. This appointment also marks the culmination of the internal reorganization I initiated a few months ago. We are now entering the second phase of the development of this major project, with the ambition of further strengthening Franco-Saudi cooperation in the service of AIUla, a global and sustainable reference in tourism and culture." **Jean-Yves Le Drian, Chairman of AFALULA**

About AFALULA (French Agency for AIUla Development)

Born as a result of an intergovernmental agreement signed by France and Saudi Arabia in April 2018, the French Agency for AIUla Development (AFALULA) was founded in Paris in July 2018. In the spirit of collaborative development, AFALULA's objective is to support its Saudi partner, the Royal Commission for AIUla (RCU), in the sustainable economic, tourism, and cultural development of AIUla, a region with an exceptional natural and cultural heritage located in the north-west of Saudi Arabia. The Agency's mission is to mobilize all of France's expertise and know-how and to bring together the best operators and companies in the fields of archaeology, museography, architecture, urban planning, tourism, hotel management, infrastructure, education, security, agriculture, botany, and sustainable natural resource management.

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