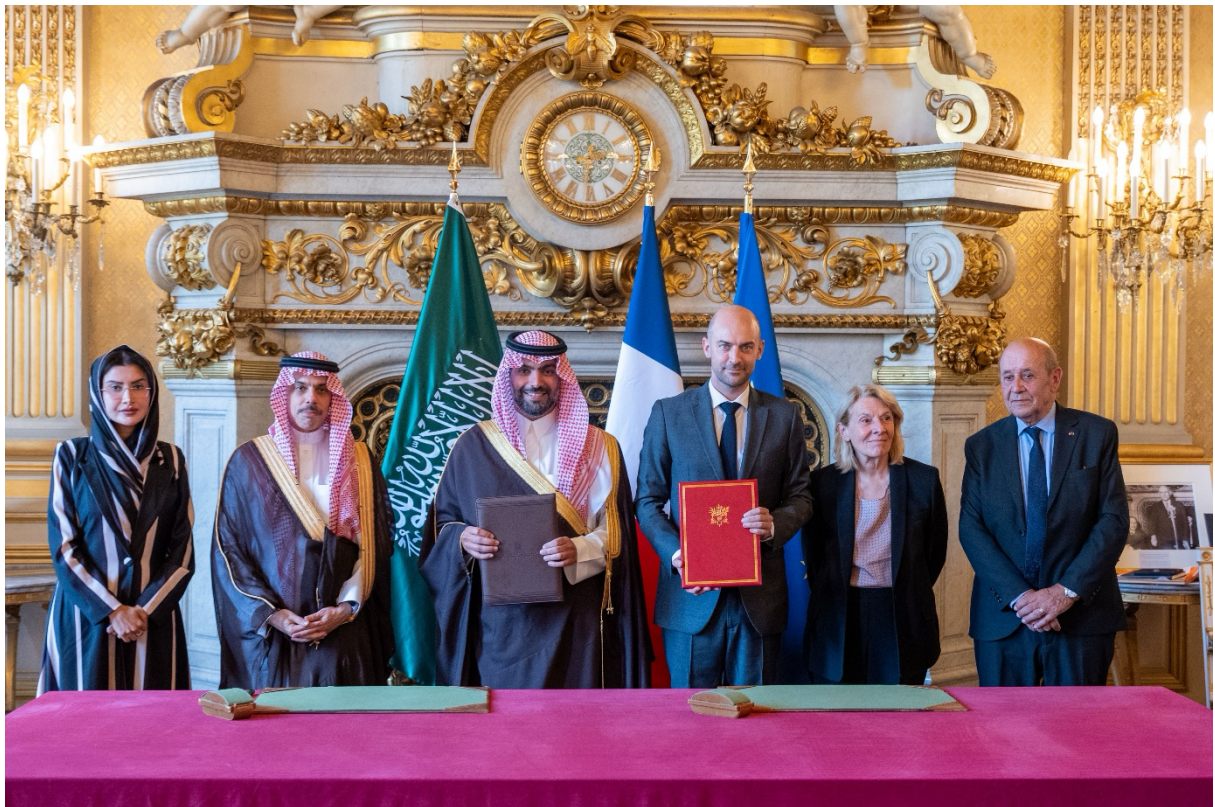


Press release

Paris, August 25, 2026

The French Agency for AIUla development welcomes the strengthening of the Saudi-French strategic partnership for the development of AIUla



The French Agency for AIUla development (AFALULA) welcomes the signing of a new agreement between France and Saudi Arabia, further strengthening their strategic partnership dedicated to the development of AIUla through to 2035.

This new milestone, announced during the visit to France of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of the Kingdom of Saudi Arabia, reaffirms France and Saudi Arabia's shared ambition to support AIUla's comprehensive and sustainable development and raise its profile through strengthened cooperation.

Since the launch of their cooperation, France and Saudi Arabia have built an exceptional partnership around AIUla, bringing together expertise across a wide range of fields, including archaeology, heritage, arts and culture, architecture, tourism and hospitality, human capital development, as well as mobility and sustainable development.



The agreement signed today will further deepen this cooperation and establish the two countries' shared ambitions for the long term. For AFALULA, it will strengthen the cooperation undertaken alongside the Royal Commission for AlUla (RCU), notably through joint programmes and projects, promote knowledge-sharing and skills development, and continue to mobilise French expertise in support of AlUla's ambitions and the people of AlUla.

"By strengthening our strategic partnership and setting a new horizon through 2035, France and Saudi Arabia are choosing to take the long view, enabling the transfer of know-how, the development of skills and the joint delivery of transformative programmes and projects. A new chapter is opening for AlUla. With this renewed vote of confidence, AFALULA will continue to mobilise the very best French expertise alongside our Saudi partners, with a shared ambition: to support AlUla's sustainable development and help establish it as a global reference for culture and heritage, for the benefit of its territory, its people and Saudi Arabia as a whole." **Jean-Yves Le Drian, Chairman of AFALULA.**

This ambition is fully aligned with the objectives of Saudi Vision 2030 and the momentum driven by the RCU to establish AlUla as a world-class destination at the crossroads of civilisations, culture, creativity and sustainable development.

Looking ahead to 2035, AFALULA will continue to fulfil its mission alongside the RCU: mobilising French expertise, fostering knowledge-sharing and skills development, and contributing to new opportunities for cooperation between France and Saudi Arabia.

About The French Agency for AlUla development (AFALULA)

Created to support its Saudi partner, the Royal Commission for AlUla (RCU), in transforming the region into a world-class cultural and tourism destination, the French Agency for AlUla development (AFALULA) was established following an intergovernmental agreement signed between Saudi Arabia and France in April 2018. The Agency is structured around specialized divisions: architecture, urban planning and development, culture and archaeology, tourism, innovation, human capital, infrastructure and environment, agriculture and botany, the equestrian sector, and security

About the Royal Commission for AlUla (RCU)

Established by royal decree in July 2017, the Royal Commission for AlUla (RCU) is mandated to preserve and develop AlUla, a region of exceptional natural and cultural wealth located in northwestern Saudi Arabia. Its long-term development plan encompasses a wide range of initiatives across archaeology, tourism, culture, education and the arts. It reflects the Kingdom's commitment to local communities, economic diversification and the preservation and promotion of heritage as part of its Vision 2030 strategy. The RCU adopts a sustainable approach aimed at preserving the region's natural and historical heritage while making AlUla an attractive place to live, work and visit.

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