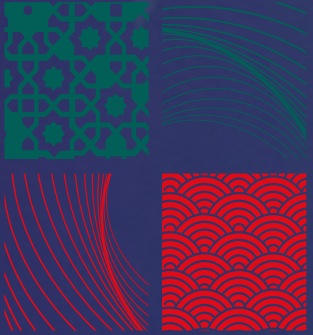




**Cultural trips for guests of the tenth session  
of the Arab and Chinese Businessmen  
Conference and the eighth session of the  
Investment Symposium of the Arab-Chinese  
Cooperation Forum**

**6/6/2023**



الدورة العاشرة لمؤتمر رجال الأعمال العرب والصينيين

**10TH ARAB - CHINA**

BUSINESS CONFERENCE

中阿合作论坛第十届企业家大会

# Intro



**We are pleased to offer you an expectational cultural trips specially prepared for the guests of the tenth session of the Arab and Chinese Businessmen Conference and the eighth session of the Investment Symposium of the Arab-Chinese Cooperation Forum.**







الدورة العاشرة لمؤتمر رجال الأعمال العرب والصينيين  
**10TH ARAB - CHINA**  
— BUSINESS CONFERENCE —  
中阿合作论坛第十届企业家大会

## Cultural Tourism for Arab - China Business Conference Guests

Amidst the authenticity and magnificence of Saudi culture, we warmly welcome the guests of the tenth edition of the Arab - China Business Conference. We are pleased to host them on a tour of some of the Kingdom's cultural tourist cities to explore their famous landmarks.

13<sup>th</sup> June 2023

The planned areas to be visited are



Riyadh



Al-Ula



Asir



Jeddah



DOWNLOAD THE APP



11-12 June 2023



KAICC, Riyadh, Saudi Arabia

Visit our website  
[arabchinaconference.com](http://arabchinaconference.com)



وزارة الاستثمار  
Ministry of Investment

الاستثمار  
INVEST  
SAUDI



السياحة  
TOURISM

CCPIT

Aseer

13<sup>th</sup> June 2023

Jeddah



Dep 8:00 Return : 20:00



Dep 8:00 Return : 22:00

ALULA



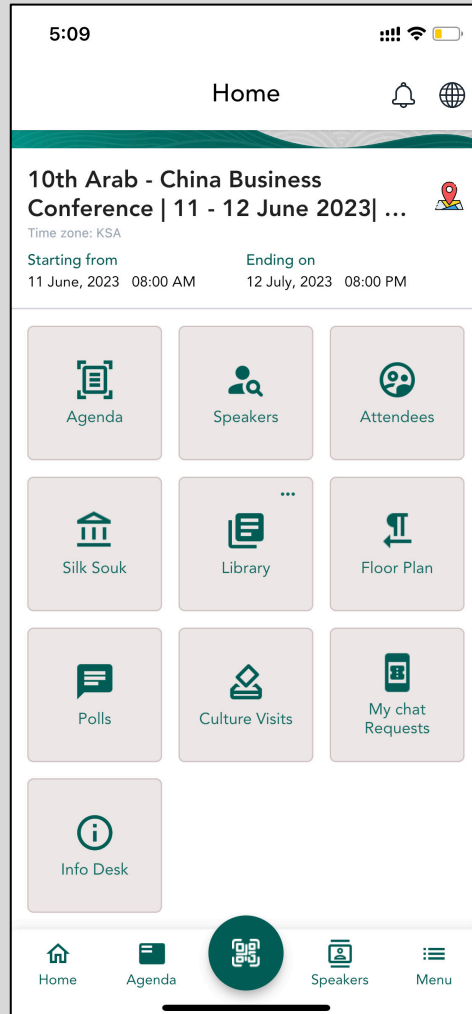
Dep 13:00 Return : 22:00

Riyadh

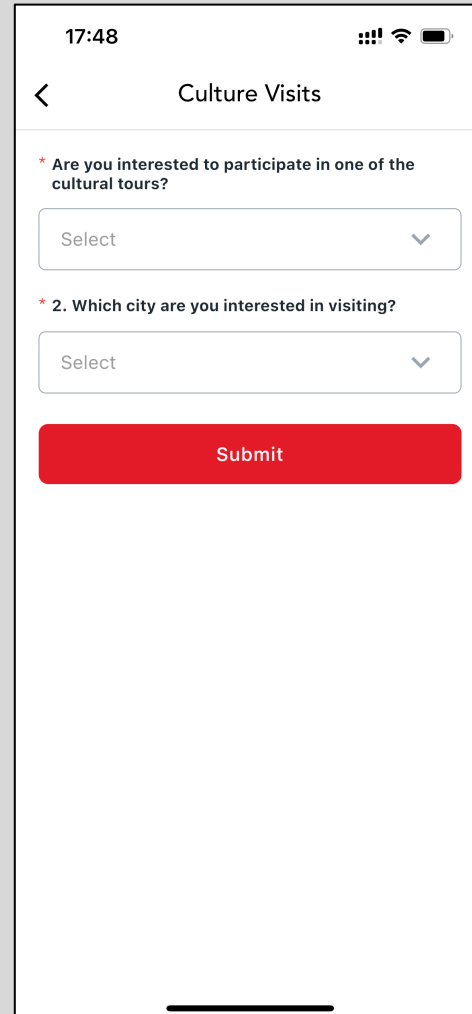


Leaving 9:30 Return : 22:00

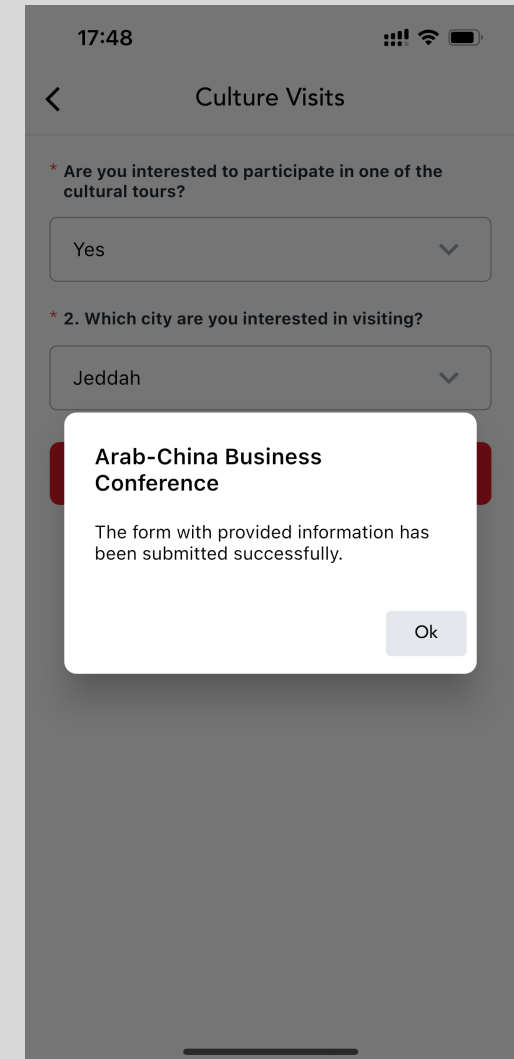
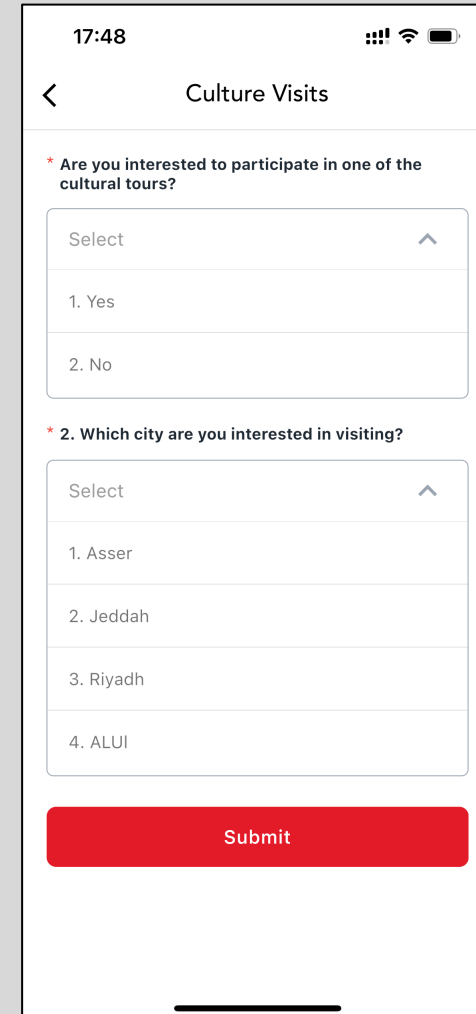
## The process to apply



App Homepage



Survey Questions



Thank you message



## CULTURAL TOURISM FOR ARAB-CHINA BUSINESS CONFERENCE GUESTS

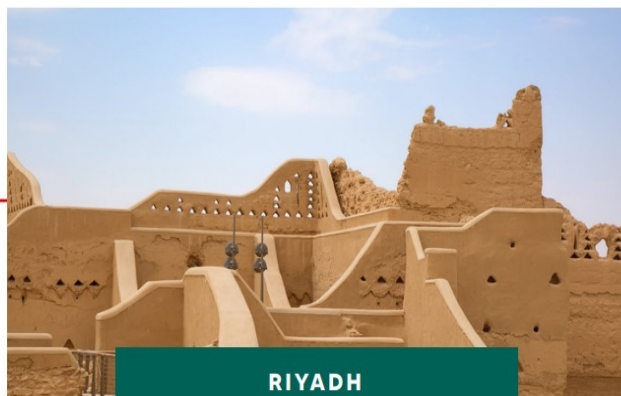
Amidst the authenticity and magnificence of Saudi culture, we warmly welcome the guests of the tenth edition of the Arab - China Business Conference. We are pleased to host them on a tour of some of the Kingdom's cultural tourist cities to explore their famous landmarks.

You can choose your preferred destination via the Arab-China Business Conference app.

### THE PLANNED AREAS TO BE VISITED



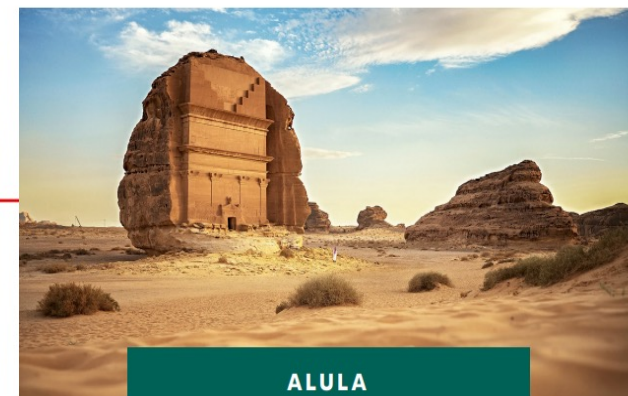
JEDDAH



RIYADH



ASIR



ALULA



Entities

Riyadh

ALULA

Jeddah

Asser

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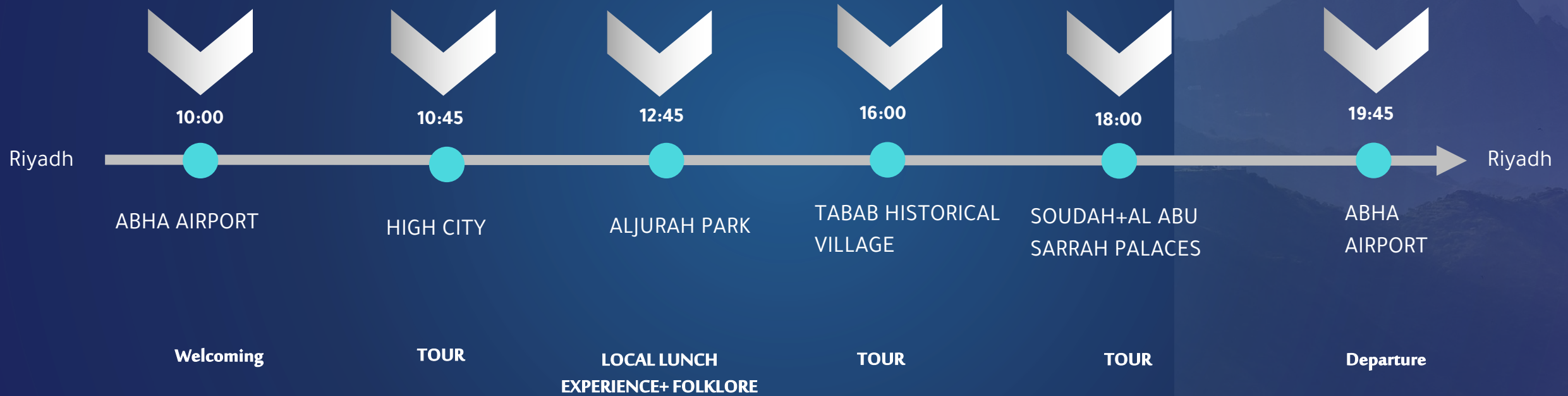
# Itinerary



The background is a dark blue gradient. On the left, there is a large, faint clock face with white numbers and hands. On the right, there are several faint pushpin icons. The text "Each City Program" is centered in the middle of the image.

# Each City Program





# Jeddah

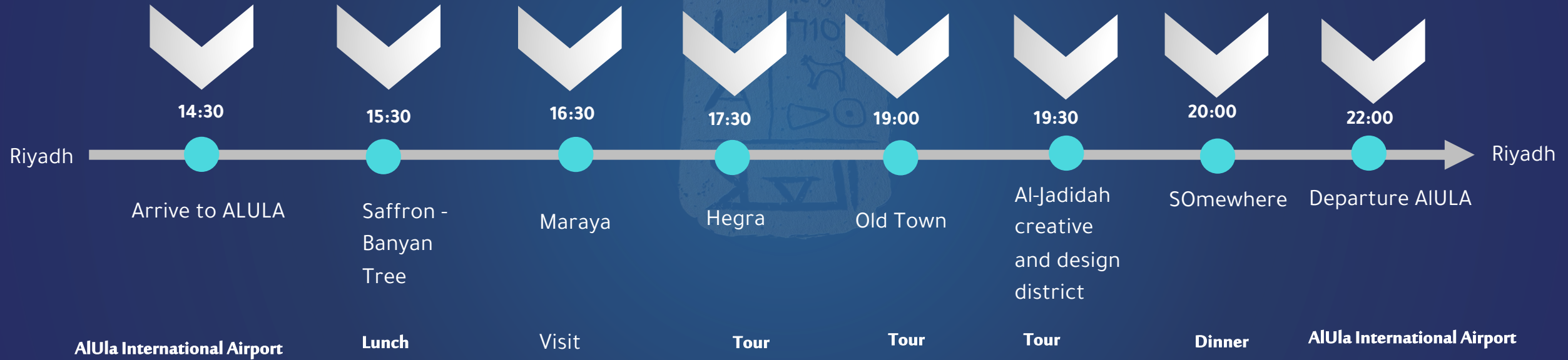




# Riyadh



# ALULA





## Overview about cities

6/6/2023





# RIYADH

THE VIBRANT CAPITAL





# June | Arab-China Business Conference Itinerary



Time	Location	Activity
10:00	Al Masmak	Tour
10:30	Souq Al Zal	Shopping
11:15	National Museum	Tour
12:15	Al Muraba Palace	Tour
13:00	King Abdulaziz Research Center (Darah)	Tour
18:00	Aldariyadh	Tour
20:00	Via Riyadh	Phoenix Ancient Art & Dinner



## Dirriyah UNESCO Heritage Site



## Tour Historical Riyadh

### A tour in UNESCO World Heritage Site Dirriyah

Guided tour in UNESCO World Heritage Site Dirriyah to discover the beautiful heritage and culture of Riyadh. visit the Horse museum, Salwa Palace, witness the projection mapping and reenactment, then browse through the Najd traditional handicrafts

#### Included:

- Tour around Dirriyah
- Access to Turaif
- Traditional dance
- Photography session
- Souvenirs
- Lunch



Culture &  
Heritage



6-8  
Hours



# Al Masmak Fortress



## Discover The Symbolic Fortress

### A private tour around Al Masmak Fortress

Visitors will have the chance to explore the palace that stands as a symbol of regaining power and rule of the country displaying in its corridors the features of that era and its leaders, visitors will also explore the mosque and traditional souq

#### Included:

- Tour around Al Masmak Fortress
- Access to Mosque
- Souq Al Zal
- Exclusive entry
- Photography session
- Souvenirs
- Lunch



Culture &  
Heritage



4-6  
Hours



# Murabba Palace



## Discover The King's Palace

### A private tour around Murabba Palace

Visitors will enjoy a tour around the wonderful traditional Najdi style palace and its architecture, and will be able to wonder around the palace's green gardens and view the treasures inside of King Abdulaziz's personal belongings

#### Included:

- Tour around Murabba Palace
- Exclusive entry
- Photography session
- Souvenirs
- Lunch



Culture &  
Heritage



2-4  
Hours



# King Abdullah Financial District



## Experience Urban Architecture

A private tour around KAFD

Visitors will enjoy touring around the modern, sustainable city in the Arabian Desert, exploring the beautiful architecture, museums, markets and parks. Visitors will enjoy a delicious meal while the sunsets

### Included:

- Tour around KAFD
- KAFD Mosque
- Exclusive entry
- Photography session
- Lunch



Leisure &  
Entertainment



2-4  
Hours



# National Museum



## National Museum guided tour

From the Earth to the moon, and from the prehistoric ages to the modern ages, Explore centuries of Arabian history, culture and art at the Kingdom's biggest and most entertaining museum

Included:

- Tour around the museum
- Storyteller
- photo-shooting



Culture &  
Heritage



2 – 3 Hours



# Staying in Riyadh

## Accommodation options



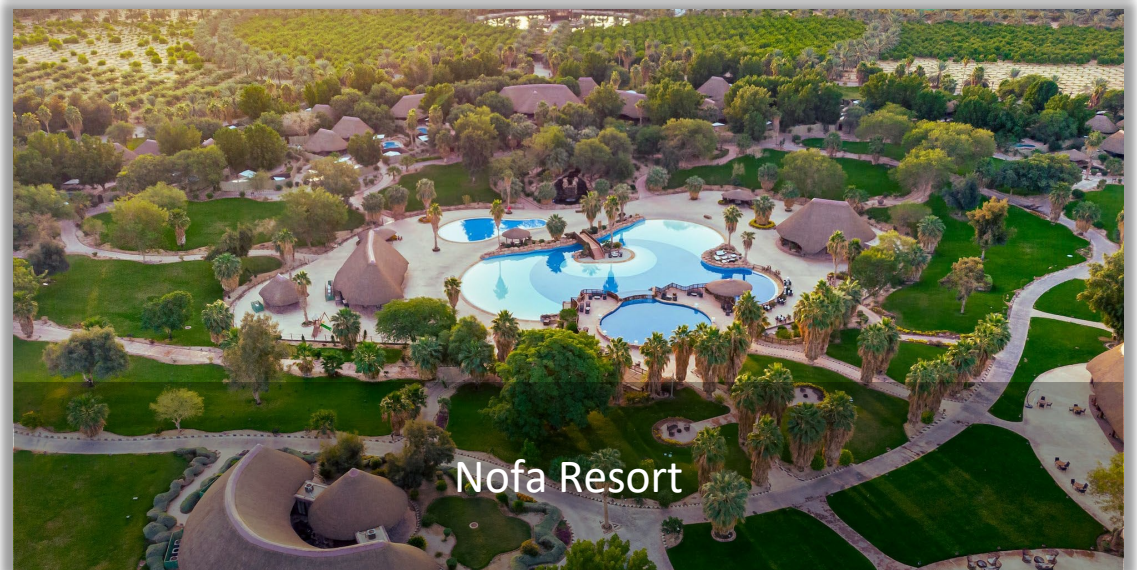
The Ritz-Carlton Riyadh



Four Seasons Kingdom Tower



Executive Hotel KAFD



Nofa Resort

\* Light set-up required.



A large, ancient rock temple carved into a sandstone cliff face, featuring multiple tiers and a central entrance. Two women, one in a green dress and one in a brown dress, are walking in the foreground on the sandy desert floor. The sky is clear and blue.

# ALULA

THE LIVING MUSEUM



Date : 13 June

Time	Site
14:30	Arrival to AlUla International Airport
15:30	Lunch at Saffron - Banyan Tree
16:30	Maraya Visit
17:00	Depart to Hegra
17:30-18:30	Hegra tour ( UNESCO World Heritage Site )
19:00	Old Town Visit
19:30	Al-Jadidah creative and design district Tour
20:00	Dinner at Somewhere
21:00	Depart to AlUla AlUla International Airport
22:00	Depart AlUla



Kids  
Friendly



## The Heritage Site of Hegra

### A testimony of ancient Nabatean settlers

Visit Saudi Arabia's first UNESCO Heritage site and the largest preserved Nabatean civilization south of Petra, from the comfort of luxury 4X4s. Explore some of the 110 preserved tombs in the desert landscape while learning about the ancient settlers

#### Included:

- Private visit and access
- Guided tour
- 4x4 transportation
- Lunch
- Photo session



Culture &  
Heritage



2 - 4  
Hours



# Maraya Social



## The Biggest Mirrored Building in The World

Maraya is a stunning piece of art set in the desert canyon of Ashar Valley. Designed to blend into the surrounding landscape, it rises from the sand like a mirage. The state-of-the-art structure is covered in 9,740 mirrored panels reflecting AIUla's beauty, making it the largest mirrored building in the world, according to Guinness World Records.

### Included:

- Tour around Maraya Social
- Exclusive entry
- Photography session
- Souvenirs
- Lunch



Culture &  
Heritage



2-4  
Hours



## Al Ula Old Town



## Discover Al Ula Old Town

### The crossroads of pilgrimage

Wonder through the streets of the ancient city also known as 'Deira', made up of nearly 900 houses, 400 shops and 5 town squares. Stop by the old Souq for crafty memorabilia and have a hearty lunch in the heart of the city then head to the castle for a fantastic sunset

**Included:**

- Private visit and access to Old town and Musa Bin Nusayr Castle
- Guided tour
- Transportation
- Lunch
- Photo session
- Souvenirs



Culture &  
Heritage



3 -6  
Hours



# Jabal Alfil



## The Elephant Rock Experience

Explore the geological marvel of al Ula

Visit the majestic 3 storey high natural Elephant Rock, set in the golden desert sands, carved by millions of years of water and wind erosion. Discover the beauty of the surrounding landscape and then enjoy a dinner under the stars with the epic backdrop of the rock

### Included:

- Private visit and access to The outdoor restaurant
- Guided tour
- 4x4 Transportation
- Dinner
- Photo session



Culture & Heritage



2 -3 Hours



# Al Ula Oasis



## Heritage Oasis Tour

Visit the vibrant hub with 6 squares

Take a relaxing walk through the thousands of years old lush-haven of Al Ula Oasis. Learn about how the ecosystem is build in 3 layers and even try the flavorful fruits and pick some herbs directly rom the oasis farms. Learn about the sustainable farming practices and even plant new seeds

### Included:

- Private visit and access to the oasis
- Guided tour
- Hands on farming
- Transportation
- Dinner
- Photo session



Nature & Soft  
Adventure



3 -4  
Hours



# Sharaan Nature Reserve



## Al Ula Skies

### A helicopter tour of Al Ula key attractions

Take to the skies to experience the breath-taking views of stunning desert vistas and iconic landmarks such as Elephant Rock and the World UNESCO site, Hegra. View the world from a new angle and make memories that will last a lifetime.

#### Included:

- Visitor reception
- Briefing and security
- Private guided flight
- Snacks & beverage



Leisure &  
Entertainment

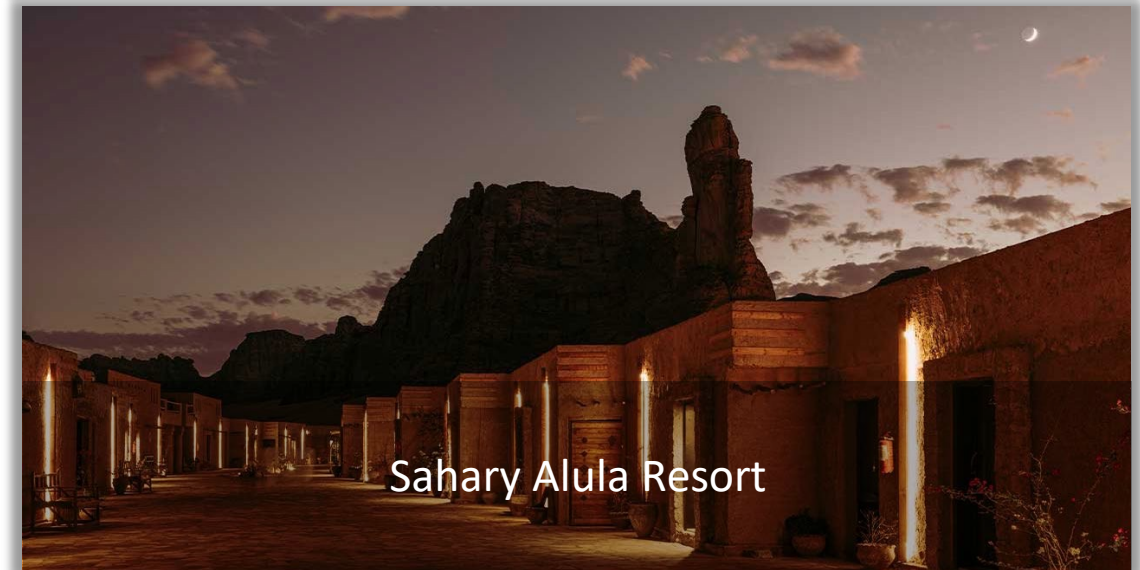
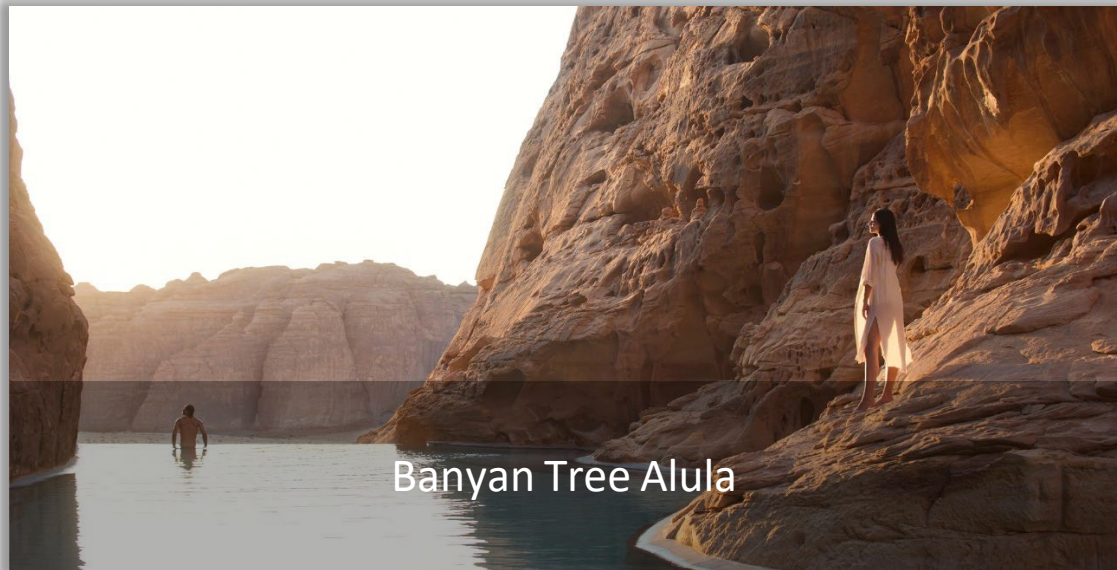


1  
Hour



# Staying in AL ULA

Accommodation options







# ASEER

GREAT HIGHT & DEEP HERITAGE





# ASEER ITENARY

10:00	ABHA AIRPORT	WELCOMING
10:45	HIGH CITY	TOUR
12:45	AL JURAH PARK	LOCAL LUNCH EXPERIENCE+ FOLKLORE
16:00	TABAB HISTORICAL VILLAGE	TOUR
18:00	TOUR IN SOUDAH+AL ABU SARRAH PALACES	TOUR
19:45	ABHA AIRPORT	DEPARTURE



# Pangaea Adventures Center



## Pangaea Adventures Center

Pangaea offers different types of experiences and services such as outdoor activities, overnight camping, workshops, and travel societies thru set of products:

- Green Forest Adventures
- Clime The Kingdom Summit
- Al Quron Hike
- Extraordinary Night Hike
- Mountain Biking

### Included:

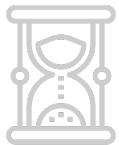
- Snacks and Refreshments
- Traditional lunch
- Transportations
- Hiking
- Surreal Natural View Points
- Photoshoot
- All Gears Provided
- Tour Guide
- Camping Setup



Culture & Heritage



Nature & Soft Adventure



8 Hours



# Abu-Surrah Palace



## Experience Famous Palaces

### A tour in the Abu-Surrah Palace

A tour in Abu-Surrah Palace, one of the most famous palaces in Arabia, enjoy the Saudi coffee-making experience and start the day with Aseeri traditional breakfast. Also, you will get the chance to be introduced and experience the Aseeri Qatt

#### Included:

- Tour around the palace
- Traditional Aseeri Breakfast
- Traditional music
- Dancing participation
- Photo-shooting
- Kids Focused: Qatt Aseeri drawing workshop



Culture &  
Heritage



2 –3 Hours



# Abha High City Center



## The High City of Aseer

### Retail and F&B experience

Take a tour around one of the most recent F&B and retail centers, located at the heart of Abha city. Discover the contemporary lifestyle and culture of the city.

#### Included:

- Golf cart transportation
- Snacks and refreshments
- Wide options of food and beverages
- Retail options



Leisure &  
Entertainment



4  
Hours



# Rijal Almaa Heritage Village



## Dancing the Aseeri Way

### Dance and play traditional instruments

Nothing is more exhilarating than the feeling of unity when drumming as a part of a tribe. This experience brings together the traditional percussion, whether Duf, Mirwas, Tablah or Manjur, the craftsmanship, location and collective spirit to create a loud and fun experience like no other.

#### Included:

- Drum practice (skill-based)
- Folklore dance Participation
- Kids Focused: Aseeri Traditional Dress photo-shooting session



Leisure &  
Entertainment



4 hours



## The Honey Farm



## Honey Farm, Bees Tower

Relax and indulge into the organic local honey flavors. Suit up and follow our master beekeepers and witness how they extract the taste of gold from the hives.

**Included:**

- Guided live harvesting of honey
- Education on the importance of bees and flowers in Aseer
- Honey tasting
- All gear is provided



Culture &  
Heritage



2– 3 Hours



# Aseer Regional Museum



## Aseer Regional Museum

Museum that tells the long history of Abha and Aseer Province and exhibits some of the province's traditional handicrafts, along with antiquities of Aseer Province.

### Included:

- Tour around the palace
- Traditional Aseeri Breakfast
- Dancing participation
- Photo-shooting



Culture &  
Heritage



3 - 4 Hours



# Balcony Walk

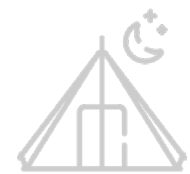


## Balcony Walk

This 5 km hike is perfect for families or those with minimal hiking experience. See more of Tanomah's landscape on this leisurely thrilling hike.

### Included:

- Lunch & Snacks
- Beautiful Surroundings
- Group Hiking
- Surreal Natural View Points
- Photoshoot
- All Gear Provided



Nature & Soft  
Adventure



4-5  
Hours



# Discover Abha



## Discover Abha

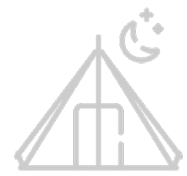
Get ready to experience a back to back thrilling adventures, from culture & heritage to hikes and nature to leisure & entertainment, crossing by Village of Al-Muftaha, Al-Souda Heights, The Green Mountain Park, The lake of Abha Dam and the village of Rijal Al-Ma`a.

### Included:

- Snacks and refreshments
- Traditional lunch
- Transportations
- Hiking
- Surreal Natural View Points
- Photoshoot



Culture & Heritage



Nature & Soft Adventure



8 Hours





Saudi  
Welcome  
to Arabia

Jeddah

The Melting-Pot of Cultures



14<sup>th</sup> June 2023

Time	Agenda	Location
9:30 am	Delegation Arrival at KAIA Airport	KAIA Airport
11: 30 am	-KAUST Research Centers -Museum of Science & Technology in Islam	KAUST
2:00 pm	Lunch	KAUST
3:00 pm	Special Economic Zone Session by ECZA	KAUST
6:00 pm	Al Balad Tour	Jeddah Historic District
8:00 pm	End of Tour	Jeddah Historic District
10:00 pm	Delegation Departure from KAIA Airport	KAIA Airport



# Angawi House



## The Crafted Gem of Jeddah

### A private tour in the Angawi house

Visitors will be able to enjoy a private tour in this architectural gem which is built and designed in the traditional Hejaz style. Angawi's family home was crafted around "al mizan" philosophy and uses a mixture of modern & traditional materials.

#### Included:

- Private visit
- Exclusive entry
- Photography session



Culture &  
Heritage



2-3  
Hours



# Albalad UNESCO Heritage Site



## Experience Historical Jeddah

### A tour in Al Balad UNESCO Heritage Site

Guided tour in Al Balad UNESCO Heritage Site to witness the city's beauty, heritage and culture. Visit some of the ancient homes that kept their authentic architecture with their wooden Rawashin balconies,

#### Included:

- Tour around the palace
- Traditional dance
- Access to the souqs
- Exclusive entry
- Photography session
- Souvenirs



Culture &  
Heritage



3 - 5  
Hours



# VIP Jeddah Yacht Trip

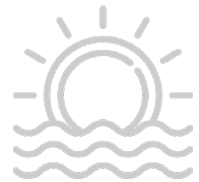


## VIP Yacht Trip

Visitors will enjoy a boat trip from Jeddah coast to one of the famous locations such as Bayada, With Lunch & snacks on board, they will spend a beautiful day exploring unspoiled locations and if lucky, Dolphins might join the tour.

### Included:

- Fishing gear
- 4 Hours cruising in a luxury yacht
- Lunch, refreshments and canapés



Sun &  
Sea



4 - 6  
Hours



## Bay La Sun Yacht Club , KAEC



## Fishing Trip & Water Sports

### An exciting boat tour in KAEC

The visitors will enjoy a boat trip around the KAEC, and they will get a chance to stop over some perfect fishing spots, for a guaranteed catch, where they can also snorkel or free-dive

#### Included:

- Fishing gear
- Lunch
- Diving instructor
- Gear for water activities



Sun &  
Sea



3 - 6  
Hours



# Yam Beach



## Yam Beach

Enjoy a verity of water activities from kayaking to family pedaling to stand up paddle boarding & more to be discovered.

### Included:

- Snacks and refreshments
- Traditional lunch
- Transportations
- Hiking
- Surreal Natural View Points
- Photoshoot



Culture & Heritage



Nature & Soft Adventure



8 Hours



## Pure Beach



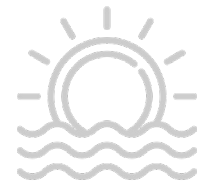
## Red Sea Wellness

### A spa retreat by the sea

Visitors would be able to experience the beautiful Red Sea in many ways, including a total wellness experience as well. Using natural skincare products, which have been extracted from the Red Sea, supported with finest spa treatments.

**Included:**

- Spa & treatment
- Private yoga session



Sun &  
Sea



3-5  
Hours



# KAEC Equestrian



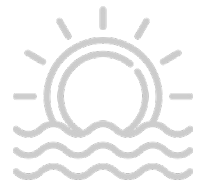
## KAEC Equestrian

### A gallop into the Red Sea

Immerse yourself in a horseback riding experience at KAEC Equestrian Club, exploring the stunning seashore, fresh breeze, and pausing to snap photos with your loved ones while learning more about the importance of the Arabian horses in the Saudi culture and acquiring new skills in taming horses.

#### Included:

- Horse riding training
- Guided tour
- Horse and equipment
- Refreshments



Sun &  
Sea



2-3  
Hours





## RODEO 3PAX

روديو ٣ اشخاص



## CHARTERS

تأجير اليخوت



## BAYADA TRIP

رحلة بيضاة

يشمل  
INCLUDES  
إضافات  
EXTRA

الغطاس  
TANNING INFLATABLE  
معدات الغطاس  
SNORKLING GEAR

سناك  
SNACKS

مشروبات  
BEVERAGE & WATER



17  
SIXTY

## FREE DIVING TRAINING COURSE

دورات تدريب الغوص الحر



17  
SIXTY

## BANANA 8PAX

بانانا ٨ اشخاص



17  
SIXTY

## SEABREACHER

سي بريتشر

## 17Sixty

Get ready for an adrenalin pumping experience at Durrat Al Arous. Take your Red Sea exploring to a different level with various thrilling water activities and mesmerizing experience, from lux yacht tour & setup to being a Sea Breacher shark.

### Included:

- Photoshoot
- All gears provided
- Snacks & refreshments
- Safety brief
- Private lessons
- Diving instructor



Sun &  
Sea



Depending  
on the  
experience



# Al Kuttab Arts & Crafts



## Al Kuttab Arts & Crafts

Have the chance to attend & participate in the arts & crafts of Saudi Arabia from every region of the kingdom, From making unique perfumes to traditional decorating to learning different ways of Arabic handwritings and more, All in one place at Al Balad UNESCOs WORLD HERITAGE SITE

### Included:

- Lessons in Crafting & Art
- Guided tour around the workshop
- Snacks & Refreshments



Culture &  
Heritage



2-3  
Hours





## Live Cooking on Beach

### An immersive culinary experience

Visitors would be able to enjoy the rich local cuisine in a unique beach set-up, and indulge in different dishes of seafood, prepared by a local chef. The highlight of the day being the rich sensorial experience

#### Included:

- Live Lunch
- Fishing
- Lessons from Local Chef



Sun &  
Sea



2-3  
Hours



# Matbouli Traditional House



## Dinner at Matbouli Traditional House

The house is unarguably one of the best historical attractions in the region when it comes to peeking into the traditional lifestyle of the ancient Arabs. Enjoy a traditional Hejazi meal at the house of Matbouli with a beautiful old dinner setup to get the ultimate Hejazi vibe and experience.



Gastronomy



1-2  
Hours



# Al Shafi Mosque



## Al Shafi Mosque

Al-Shafi'i Mosque stands from ancient times to tell old stories about Islam. Parts of the mosque are dated to the time of Caliph Omar bin Al-Khattab's rule, i.e. 1,381 years ago. Now, one of the oldest locations in Jeddah has a unique historic value that led it to be listed on the World Heritage List.

### Included:

- Snacks & Water
- Photo-shooting
- Tour guide



Culture &  
Heritage



1-2  
Hours



# F&BS IN Jeddah

## Restaurant options





# Staying in Jeddah

## Accommodation options





# Thank you