



وزارة الاستثمار
Ministry of Investment

استثمر في السعودية

INVEST
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Invest in Jazan



**Your Guide to Uncovering
Value Propositions
in Jazan Region**

| January, 2023



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Custodian of the Two Holy Mosques,
King Salman Bin Abdulaziz Al-Saud

My primary goal is to be an exemplary and leading nation in all aspects, and I will work with you in achieving this endeavor.

“



His Royal Highness the Crown
Prince, Mohammed bin Salman bin
Abdulaziz Al-Saud

Our nation holds strong investment capabilities, which we will harness to stimulate our economy and diversify our revenues.



HRH Prince Mohammed bin Nasser
bin Abdulaziz Al-Saud
Prince of Jazan Region



In light of Vision 2030, and for the purpose of achieving its great ambitions, the Jazan Province has seen remarkable growth in all areas, such as tourism, agriculture and manufacturing industry, which has made it a central location that contributes in achieving the goals of Vision 2030, as well as providing a stimulating environment for local and foreign investments.

Since the launch of the development project; “Saudi Vision 2030”, led by the Custodian of the Two Holy Mosques; King Salman bin Abdulaziz Al Saud, and under the constant guidance and follow-up of His Royal Highness, Prince Muhammad bin Salman bin Abdulaziz Al Saud; The Crown Prince, the Prime Minister, and the Kingdom are in constant quest to achieve the goals of this ambitious Saudi Vision, starting with diversifying the resources of the national economy, as well as developing and putting into action ambitious plans and strategies designed to boost economic growth across the Kingdom. Work to attract and promote investments in all regions of the Kingdom is among the most crucial of these strategies.

In order to build a strong foundation for achieving Saudi Vision 2030’s goals, in the years since Saudi Vision 2030’s inception, the Kingdom will pursue strategies such as a strong and developing economy, abundant energy resources, distinctive geographical features, a young population, and an integrated infrastructure. and so on. The Kingdom benefited from this advantage to solidify its position as an ideal destination for those looking to invest in a number of highly competitive sectors and take advantage of promising investment opportunities.

The Kingdom’s focus on diversifying the national economy, coupled with its ambitious economic growth plans and unprecedented government support such as the Ministry of investment, has positioned Saudi Arabia as an ideal choice for investment. Saudi Arabia’s economy has proven to be both resilient and one of the fastest globally to rebound from the effects of the “COVID-19” pandemic. In fact, the Kingdom is predicted by the IMF to see the most rapid economic growth in the world at 7.6 percent in 2022. In addition, As one of the overarching objectives of Saudi Vision 2030 is to grow and diversify the economy, Saudi Vision 2030 aims to make Saudi Arabia one of the top 15 economies globally. Doing so requires significant investment that is estimated to exceed USD 3.2 trillion through the National Investment Strategy, launched by HRH the Crown Prince a year ago.

Over the past few years, the Kingdom has undergone a major transformation not seen anywhere else in the world. We have developed leading information and communications technologies (ICT) infrastructure, introduced comprehensive eGovernment solutions, and embraced public-private partnerships to deliver our ambitious targets on a scale and at a speed that are unparalleled. We are continuing to transform to create further investment opportunities and increase our competitiveness across key and emerging sectors. We are doing this through developed rules and regulation such as Mining Regulations and strategic initiatives such as Saudi Vision 2030, the National Investment Strategy, National Transport and Logistics Strategy, National Industrial Strategy, the National Development Fund, and Global Supply Chain Resilience Initiative. These initiatives come with significant government support in helping to attract investment and enable growth. further investment opportunities and increase competitiveness across key and emerging sectors. We are doing this through strategic initiatives such as Saudi Vision 2030, the National Investment Strategy, and the National Development Fund, among others. These initiatives come with significant government support in helping attract investment and enable growth.

We understand that one of the key factors associated with successful investment decisions is site selection. The Ministry of Investment (MISA), through collaboration with key entities, has developed reports such as this one to showcase opportunities found in all regions across the Kingdom. Our 13 provinces have key differentiators and a unique value proposition in specific sectors. Throughout this report, we help shine a light on Jazan — a strategic region that is expected to play a pivotal role in the development of the Kingdom’s agricultural, tourism, and petrochemical sectors.

**HE Minister of Investment Eng.
Khalid bin Abdulaziz Al-Falih**

SPOTLIGHT ON THE KINGDOM

The Kingdom's Transformational Journey Through Saudi Vision 2030



Saudi Arabia's nominal GDP was ~USD 834 billion in 2021, Based on the efforts of Jazan region, the contribution of the Agriculture, Fishing and Aquaculture, Petrochemicals, and Tourism to the Kingdom's GDP is expected to increase. The Kingdom's growth perspectives are supported by a set of major Saudi Vision 2030 Realization Programs and initiatives.

These programs and initiatives include the Public Investment Fund Program, Quality of Life Program, National Industrial Development and Logistics Program, Housing Program, Privatization Program, and the Regional Headquarters program, among others.

These transformative investment programs are critical components of the Kingdom's strategy to achieve Saudi Vision 2030 targets, including:

- Raising the share of non-oil exports in non-oil GDP to 50%
- Positioning the Kingdom within the top 15 economies worldwide
- Doubling overall domestic investment component
- Increasing foreign direct investment (FDI) approximately twenty-fold

The country's determination to diversify its economy has fueled both local and foreign investment, while increasing the contribution of small and medium-sized (SME) enterprises to the national GDP. According to the Saudi central bank (SAMA), foreign direct investment inflows to the Kingdom increased significantly from USD 1.4 billion in 2017 to almost USD 19.3 billion in 2021. This is mainly due to increased competitiveness in key areas such as ease of doing business, road connectivity, cybersecurity, and education.

Ranked
#36

For the ease of starting a business as per the 2021 Global Innovation Index (out of 132 countries)

Ranked
#1

For road connectivity as per the 2019 Global competitiveness report by the World Economic Forum (out of 141 countries)

Ranked
#2

Overall in the 2020 Global Cyber Security Index by the United Nations International Telecommunication Union (out of 194 countries)

Ranked
#6

For total public expenditure on education as per the 2021 IMD World Competitiveness Yearbook (out of 64 countries)

Ranked
#9

For technical and vocational education training as per the 2021 Global Knowledge Index (out of 154 countries)

Ranked
#41

Overall in INSEAD's 2021 Global Talent Competitiveness Index (out of 134 countries)

Ranked
#3

Ranked 3rd for the ease of protecting minority investors per the 2021 Global Innovation Index (out of 132 countries)

Ranked
#47

Ranked 47th for the gross expenditure on research and development as per the 2021 Global Innovation Index (out of 132 countries)

A key area of focus for the Kingdom has been building top-tier digital infrastructure to enable its digital transformation strategy, through the adoption and implementation of state-of-the-art information and communications technology (ICT).

E-Government programs enabling the digitalization and improvement of multiple services have been leveraged to support this goal. This was done by developing electronic platforms, channels, and applications to improve the end-user experience and ensure the Kingdom can effectively support businesses and their new ways of working.

To foster new investment opportunities, facilitate investments for the private sector and encourage innovation, an extensive network of institutions offers attractive incentives to projects across sectors and regions. These include nearly **290 programs** such as:

 **Employment support** (covering a percentage of wages) offered by the Saudi Human Resources Development Fund (HRDF)

 **Project finance and working capital financing** offered by the Saudi Industrial Development Fund (SIDF)

 **Tax credits on R&D investment and tax exemption on earnings from exports** offered by the Zakat Tax and Customs Authority (ZATCA)

 **Customs exemption on raw material, machinery and equipment, and spare parts** offered by the Ministry of Industry and Mineral Resources (MIMR).



Key sectors have been identified for the country which include renewable energy, tourism, healthcare, financial services, industrial manufacturing, logistics, and mining. In line with Vision 2030, the Kingdom has set **ambitious goals across target sectors**, such as:

 **Reaching net zero emissions by 2060**

 **Doubling the number of Saudi heritage sites registered with UNESCO**

 **Having three Saudi cities recognized in the top-ranked 100 cities worldwide**

 **Increasing household spending on cultural and entertainment activities inside Saudi Arabia from current level of 2.9% to 6%**

Growing the Kingdom's global footprint through increased exports is also a key priority. The Kingdom's strategic geographical location makes it a key contributor to international trade as it connects three continents: Africa, Asia, and Europe. Trade-intensive sectors that are ripe for exporting are being supported through various incentives and enablers that are being rolled out across the Kingdom.



Spotlight: The Saudi Green Initiative

The Saudi Green Initiative is an ambitious national initiative for the Kingdom of Saudi Arabia aiming to improve quality of life and protect future generations. Saudi Arabia is taking a leading role in global efforts, by committing to **protect at least 30% of global ocean in Marine Protected areas**, and Other Effective area-based Conservation Measures by 2030, contributing to UNFCCC climate action by guiding and supporting sports actors to achieve global climate change goals, and **cutting global methane emissions by 30% by 2030**.



 **Top Commitments include**

- Reducing Carbon emissions by more than **4%** related to global contributions by 2030
- Planting **10 billion** trees across Saudi Arabia by 2030
- Raising protected areas to more than **20%** of total land area by 2030
- Increasing domestic generation capacity from renewable energy to **50%** by 2030

Image source: www.saudigreeninitiative.org

WHY INVEST IN JAZAN

Jazan's strategic location on the Red Sea – which gives it easy access to the East African market, and abundant natural resources Jazan offers great economic opportunity. Jazan is one of the Kingdom's most important agricultural regions, producing a wide range of tropical fruits and other agricultural products.

With a 300 kilometers-long coastline, it also boasts a thriving aquaculture and fishing industry, as well as an emerging sun and adventure tourism sector. The region also features **Jazan City for Primary and Downstream Industries (JCPDI)**, a major national project for economic growth and diversification.

Known as the "Kingdom's fruit basket" the region produces 30 different types of fruits such as mangoes, figs, guavas, pineapples, bananas, papayas, watermelons, and more. Coffee is another important agricultural product of the region and a vital part of Jazan's heritage, with a 300-year-old tradition around Saudi coffee. Jazan is also renowned as one of the richest areas for aquaculture resources in the Kingdom. Fish production in the region represents **35%** of total output of all Red Sea fisheries and **almost 20%** of total fish production in the Kingdom.

Jazan's refinery, one of the largest in the Kingdom, is the cornerstone of an expanding petrochemicals industry. With capital investment totaling more than **USD 18 billion**, the facility has capacity to process **400,000 barrels** of oil per day. The region is also home to Jazan City for Primary and Downstream Industries (JCPDI), which gathers 4 diverse industries including

petrochemical, food products, conversion metals, and machinery and equipment. A major national economic project for diversification and growth, JCPDI also houses the world's largest Integrated Gasification Combined Cycle (IGCC)

complex to produce **3.8 gigawatts** of electricity, which will attract more foreign direct investment in the region and increase the participation of the private sector. A world-class seaport will also be a part of JCPDI, and Hutchison Ports Company will be operating the seaport in Q3 of 2022.

With a unique mix of natural assets ranging from pristine islands to breathtaking mountains, the region is also increasingly capitalizing on its varied geography to foster the development of its rising tourism industry. Existing tourist attractions include archaeological sites as well as spectacular sun and adventure destinations, most famously the Farasan Islands. Designated as a **UNESCO** biosphere reserve **in 2021**, the pristine islands have received international attention and are the focus of multiple investments. Other natural landmarks of the region are Al Muwasem Beach in the south and Al Shuqaiq Beach in the north, the Faifa mountains, Jabal Qahar and Wadi Lajab.



With overall investments totaling over **USD 23 billion** as of the first half of 2022, Jazan City for Primary and Downstream Industries (JCPDI) is home to companies operating in 4 different industries.



The region produced more than **30 different types of fruits in 2020**. The region contains more than 1,000,000 Mango trees with production of mangos alone exceeds more than 65,000 annually.



With a coffee production of around **891 tons in 2021**, Jazan is one of the Kingdom's most important coffee producers.



Jazan accounts for more than the three-quarters of the Kingdom's total fish farming area – accounting for **20%** of the Kingdom's total fish production in 2020.



The region is home to one of the most important refineries in the Kingdom and the **largest Integrated Gasification Combined Cycle (IGCC)** complex in the world.



The Farasan Islands Reserve in the Jazan region joined the Man and the Biosphere (MAB) Programme of the United Nations Educational, Scientific and Cultural Organization **"UNESCO" in 2021**

JAZAN AT A GLANCE

- Population
- Education
- Innovation
- Healthcare
- Employment
- Infrastructure
- Economic Performance
- Business Enablers

Located in the Southwest part of the Arabic Peninsula, Jazan is surrounded by the Aseer region, as well as by Yemen. The region features a coastline of more than 330 kilometers and a total area of 13,000 square kilometers. The region experiences a continuous warm weather with temperatures ranging between a minimum of 23°C and a maximum of 39°C through the year.

The geography of the region offers a varied scenery including paradisiac beaches, tropical forests, the largest and highest mountain chain in the Peninsula, and an underwater coral reef boasting diverse sea life. With an abundance of water and desirable location on the Red Sea. Jazan is often referred to as the Pearl of the South.

The region is divided into 17 governorates (Sabya, Abu Arish, Samtah, Al-Harth, Damdh, Al-Rith, Bisch, Farasan, Al Dayer, Ahad Al-Masareha, Al-Edabi, Al-Aredah, Al-Tuwal, Harub, Fifa, Al-Darb, and the capital of the region Jizan City) comprising over 40 towns and more than 5,000 villages and cities. The region's main cities are Jizan, Sabya, Samtah, along with historical and touristic destinations. Located on the Red Sea coast, Jizan city is known as a main port city and a touristic attraction. Sabya offers several tourists attraction sites, including culture and heritage and adventure tourism sites. Samtah is distinguished by its unique geographic location, as one of the southern entrances to Saudi Arabia, featuring large valleys.



Population

The Jazan region has a population of 1,670,569 (2020) with 63% of individuals under the age of 35 (2019).

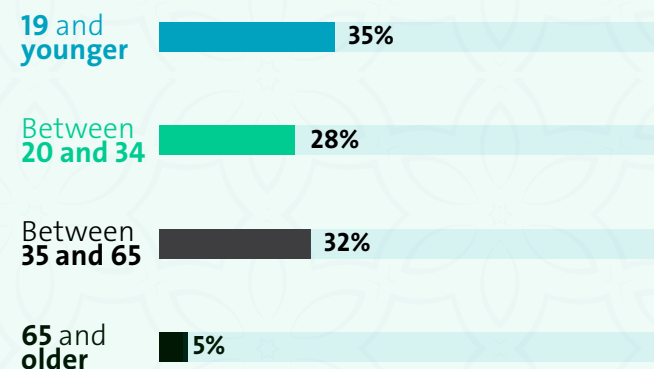


Population growth
(2016-2020)

8.8%



Population age groups
(2019)



Education

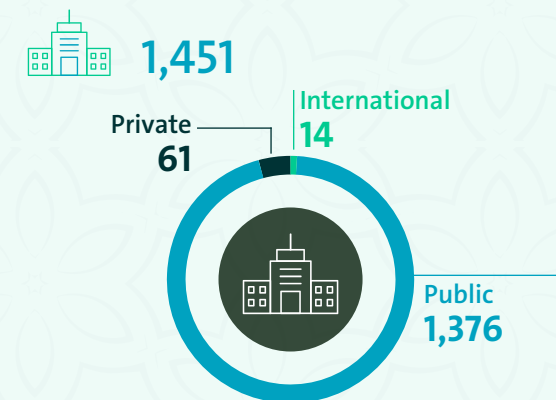
Jazan's education system supports its key sectors with a young and educated population trained in prestigious academic institutions, with a focus on innovation and scientific research. The region's talent pool is further supported by vocational schools and STEM (science, technology, engineering, and mathematics) related programs.

Jazan's education sector offers multiple investment opportunities for companies with an expertise that can contribute to further developing the region's educational infrastructure and services in the fields such as higher education, as well as technical and vocational training.

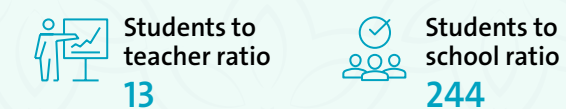
Number of technical and vocational training units (2019):



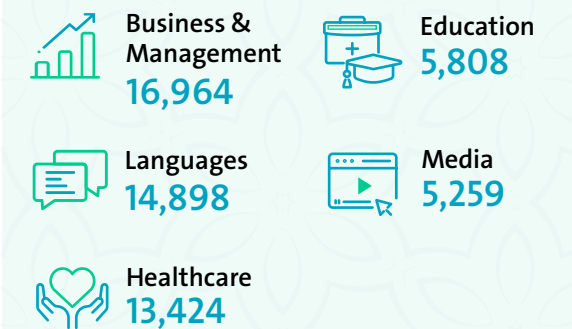
Number of schools (2021):



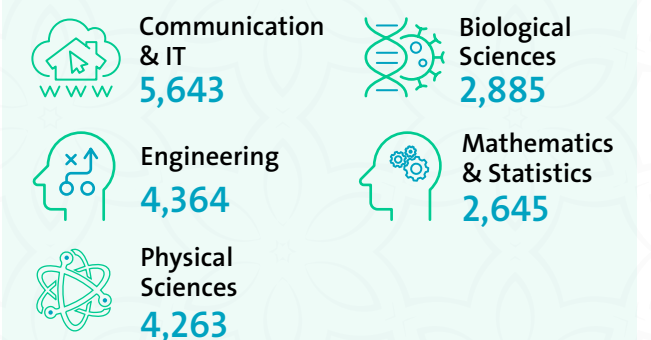
Ratio of students per the number of teachers and schools (2021):



Number of students in university (by largest program category) (2019):

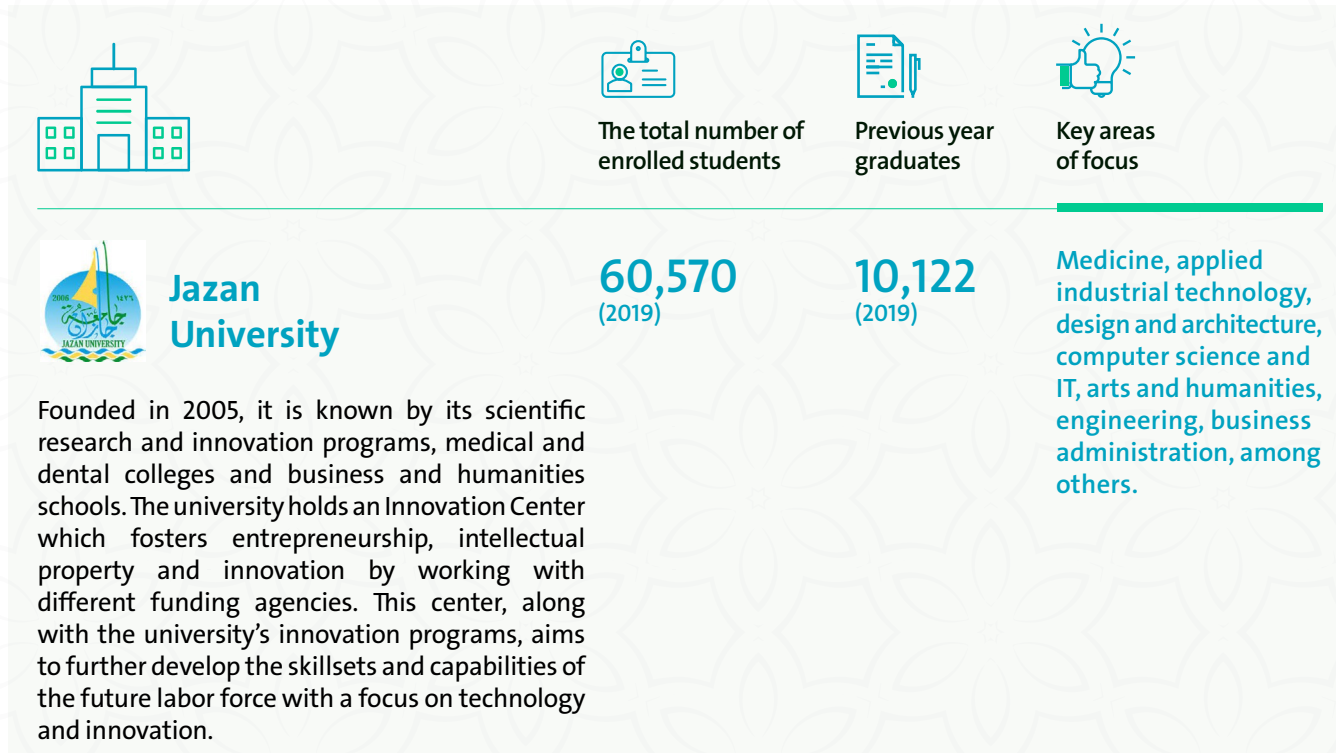


Number of university students in STEM-related programs (2019):



Education (cont.)

The region's higher education system relies on Jazan University as a key institution:



Innovation

Jazan University supports over 6 research centers and institutes covering a variety of domains including healthcare, environment, education, technology, innovation, and sustainable development.

The objectives of these centers include the improvement of financial resources, the development of infrastructure, the enhancement of human capital, increasing investment opportunities, as well as implementing strategic partnership with the private and public sectors, among others.



These centers are dedicated to a broad range of research fields such as innovation and entrepreneurship, medical research, environmental studies, and consulting services:

Jazan University



- 1 Center for Innovation and Entrepreneurship
- 2 Medical Research Center
- 3 Center of Environmental Research and Studies
- 4 Research and Consulting Services Institute
- 5 Center of Excellence in Teaching and Learning
- 6 Substance Abuse and Toxicology Research Center



Image Source: www.Jazanu.edu.sa

Healthcare

Jazan's healthcare system comprises 168 healthcare centers, 24 hospitals and 3 specialized medical centers – two specialized in diabetes and endocrinology and one dental care. Approximately 70% of the population in Jazan lives within a 5-kilometer radius of a health facility.

As part of the Health Transformation Program and to increase the hospital bed capacity, authorities created a private investment opportunity for healthcare development in Jazan. The proposed project will build a 500-bed governmental hospital in the south of Jizan City, with the hospital operating with 150 beds in the first stage and reaching full capacity by the completion date. The hospital will be 3 kilometers away from Jazan Medical College, which features prestigious Medical and Nursing programs and a Medical Research Center.

168
Number of
healthcare centers
(2019)

**Hospitals and
beds per 100,000
population (2019)**

3
Number of private
sector hospitals
(2020)

**Hospitals
1.53 /100,000**

21
Number of public
sector hospitals –
Ministry of Health
(2020)

**Beds
153.48 /100,000**



Employment

According to the Saudi Labor Law, legal working age in the Kingdom is 15 years. Top sectors of employment in Jazan include wholesale and retail trade, followed by construction and Accommodation and food services industries.



Employment rate (2022/Q2)

Saudi	87.5%
Non-Saudi	96.4%
Total	90.3%

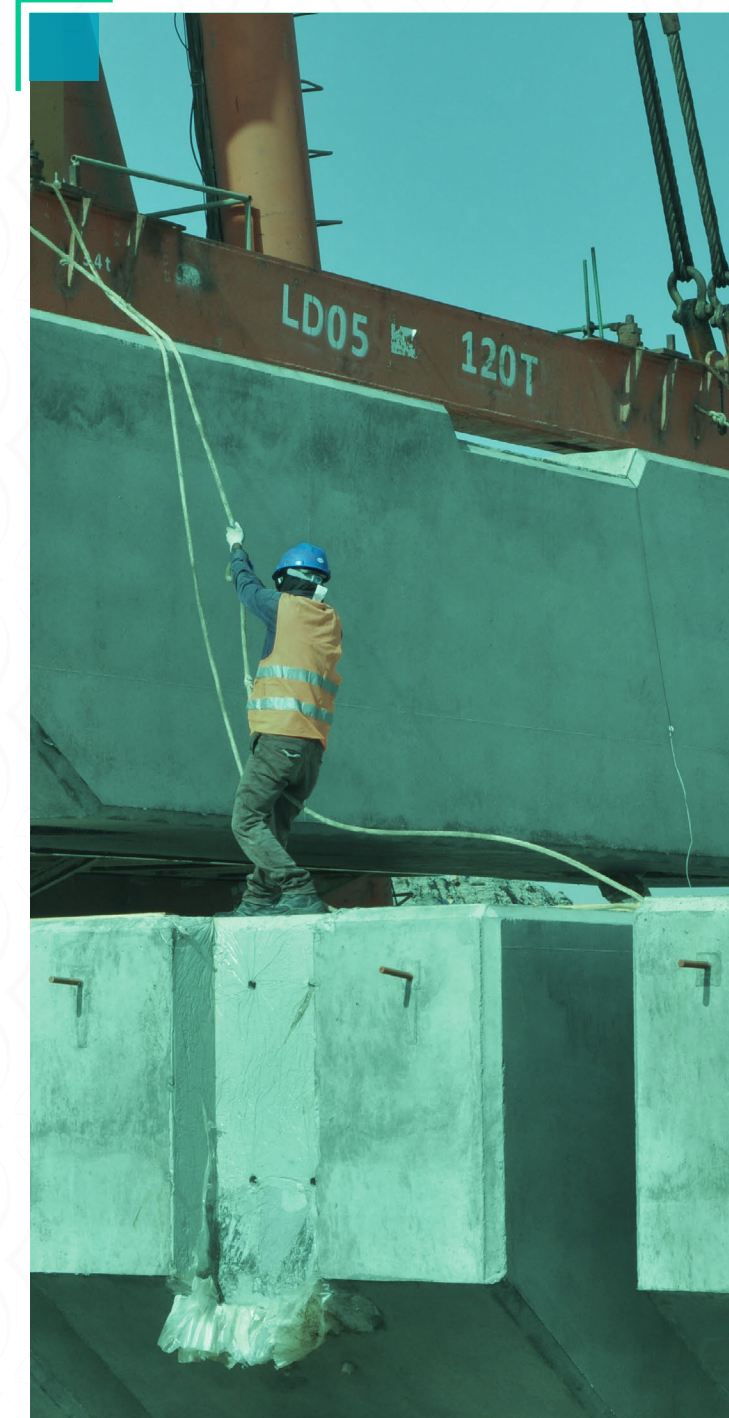
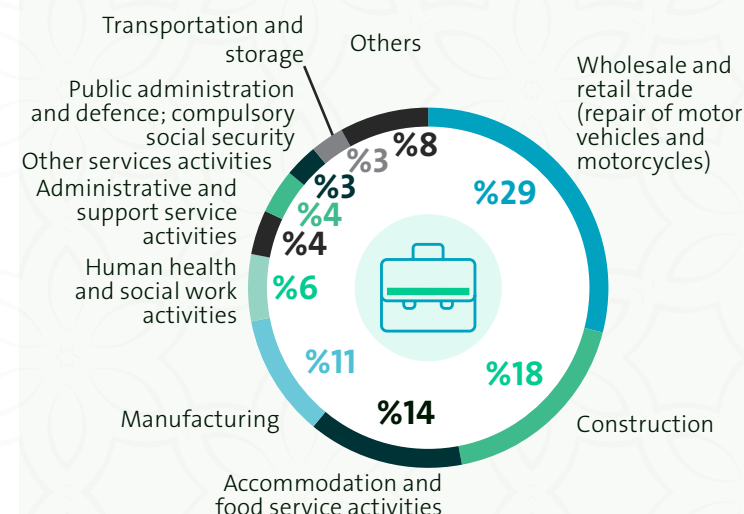


Average monthly wage (salary) of Jazan (2019):

Male: 1,517.87 USD
Female: 1,890.13 USD



Employment by sector (2022/Q2):



Infrastructure

Jazan features multimodal transport infrastructure with availability of a maritime port, an airport, and a large road network.

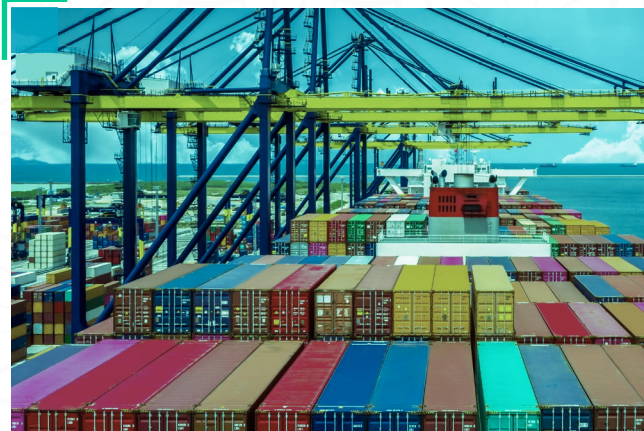
In 2022, a public transportation project was launched in the region aiming to further develop the region's infrastructure serving the region's residents and visitors 24 hours a day. The project consists of improving the public transport services by enabling 47 buses and a total of 84 routes stops covering the cities of Jazan, Sabya, and Abu Arish.

Major seaport capacity statistics



Jazan Port

Terminals	1
Capacity	5 million tons
Area	4.2 square kilometers
Berths	12



Major airport



King Abdullah Bin Abdulaziz Airport (Jazan) (2019: pre-pandemic)

Total flights pre-pandemic (2019)	International flights (2019)	Passengers (2019)
22,702	1,110	2,836,812

- Located in Jizan City, King Abdullah Bin Abdulaziz Airport (GIZ) is mostly used for regional passenger transport. The airport has 7 flights to 2 international destinations and 5 domestic ones.
- Domestic flights to Jeddah (JED), Riyadh (RUH), Tabuk (TUU), Dammam (DMM) and Taif (TIF)
- The airport also offers non-stop international flights to Cairo (CAI) and Dubai (DXB).



Infrastructure (Cont.)

Industrial cities



Jazan City for Primary and Downstream Industries



Number of industrial cities administered by Saudi Authority for Industrial Cities and Technology Zones (MODON):

1

Further details on some of the key industrial cities include:



Annual rental rates for industrial land



Utilities



Targeted industries

Jazan Industrial City

USD 0.27 / square meter

Electricity: 134 MVA

Drinking Water Capacity: 5,000 cubic meters

Food products, chemicals and chemical products, rubber and plastics, as well as other non-metallic mineral products



Real estate average prices (latest available as of 2022)



Agricultural land
USD 89 / square meters



Commercial land
USD 122 / square meters

Number of real estate deals (2020)



Agricultural
200



Commercial
424



Industrial
1

Further information on real estate prices in Jazan and across the Kingdom can be found via the [Real Estate Indicators database \(https://en.rei.sa/\)](https://en.rei.sa/).



Economic Performance

Trade constitutes one of the most important pillars for the region's economy, which is home to one of the three most important ports in the Red Sea. Agriculture, petrochemicals, and other oil products are the main categories of Jazan's production and trade.

The region's economic performance is supported by significant oil revenues as well as major diversification efforts and infrastructure development, such as the Jazan City for Primary and Downstream Industries as well as the Jazan Industrial City. These economic cities provide a thriving environment for basic and downstream industries, trade, employment, education, and technology development.



The Faifa mountains in Jazan region



Number of active foreign investment licenses (2015-2021)

81



Number of commercial registers (2021):

84,395



Volume of Point of Sales Transaction in Jizan city (2021):

USD 1.52 Billion



Inflation Rate in Jizan city (Q3 2022):

5.65%

Average household monthly income (2018) USD 3,541



Business Enablers

Jazan holds enabling sectors supporting the regional economy and provides access to essential services. These enabling sectors are going through an expansion that will allow to accelerate the region's growth, meet future demand, and adapt new technologies and innovation.



Information and Communications Technology (ICT)

The government of Saudi Arabia is focused on ensuring residents have the required skillsets to effectively navigate the digital era. To support this endeavor, the Ministry of Communications and Information Technology, has introduced the Future Champions initiative. The initiative is focused on providing youth with the necessary capabilities to navigate emerging online challenges such as managing cybersecurity and protecting personal data.

The region offers a robust ICT infrastructure with high access rates for cell phone and internet connection. Through the Universal Service Fund, the Communications and Information Technology Commission (CITC) has deployed connectivity services in more than **2,600 locations** across Jazan, providing access to ICTs for over **860,000 inhabitants**.

The main players in the ICT space in the Kingdom are Mobily, Zain, STC, all three have presence in Jazan. The 5G network has increased its coverage and speed through the kingdom covering a total of 84 governorates by 4Q2021 with an average download speed of **368.69 Mbps**.

- ICT access as percentage of households (2021):



Cell phone access
98.6%



Internet access
92.5%

- Internet penetration (%) (2019): **87%**



The National Development Fund

Established in 2017, the fund mandate is to advance the performance of development funds and banks to fulfill the Kingdom's aspirations for economic diversification and realizing Saudi Vision 2030 objectives.



National Development Fund will inject more than **USD 152 billion into Saudi Arabia's real GDP growth by 2030**. NDF also aims to expand non-oil GDP by more than thrice to reach **USD 161 billion by 2030**, as well as create a large number of job opportunities in the Kingdom.

Funds that are especially relevant for Jazan given its key sectors include



Saudi Industrial Development Fund (SIDF)

Focused on the financing of industrial investment opportunities, the fund aims to supporting the industrial sector through project financing, the allocation of land and factories, and support to small and medium-sized businesses (e.g., "Kafalah" funding scheme). Since its inception, the fund offered a total of over **USD 3.5 billion** through 45 loans to projects in Jazan.



The Agricultural Development Fund (ADF)

Supports funding for projects by companies, associations and institutes working in the agricultural field in the Kingdom. The Fund has provided **USD 11.2 million** in loans in 2021 to 404 projects in Jazan.



The Tourism Development Fund (TDF)

With **USD 4 billion** in capital, TDF aims to facilitate local and international investors' access to high-potential tourism investments across key destinations in the Kingdom. TDF offers financial assistance such as short-term loans, mid-term loans, long-term loans, common and strategic equity, private equity, etc.



The Cultural Development Fund

The fund will support the 16 cultural sectors identified in the national strategy for culture through development programs and various financing mechanisms aimed at empowering the cultural sector. This includes supports such as content industry and development, education and training, infrastructure support, etc.

KEY COMPETITIVE SECTORS

 Agriculture >

 Evergreen Trees, Tropical Fruits, And Vegetables >

 Fishing and Aquaculture >

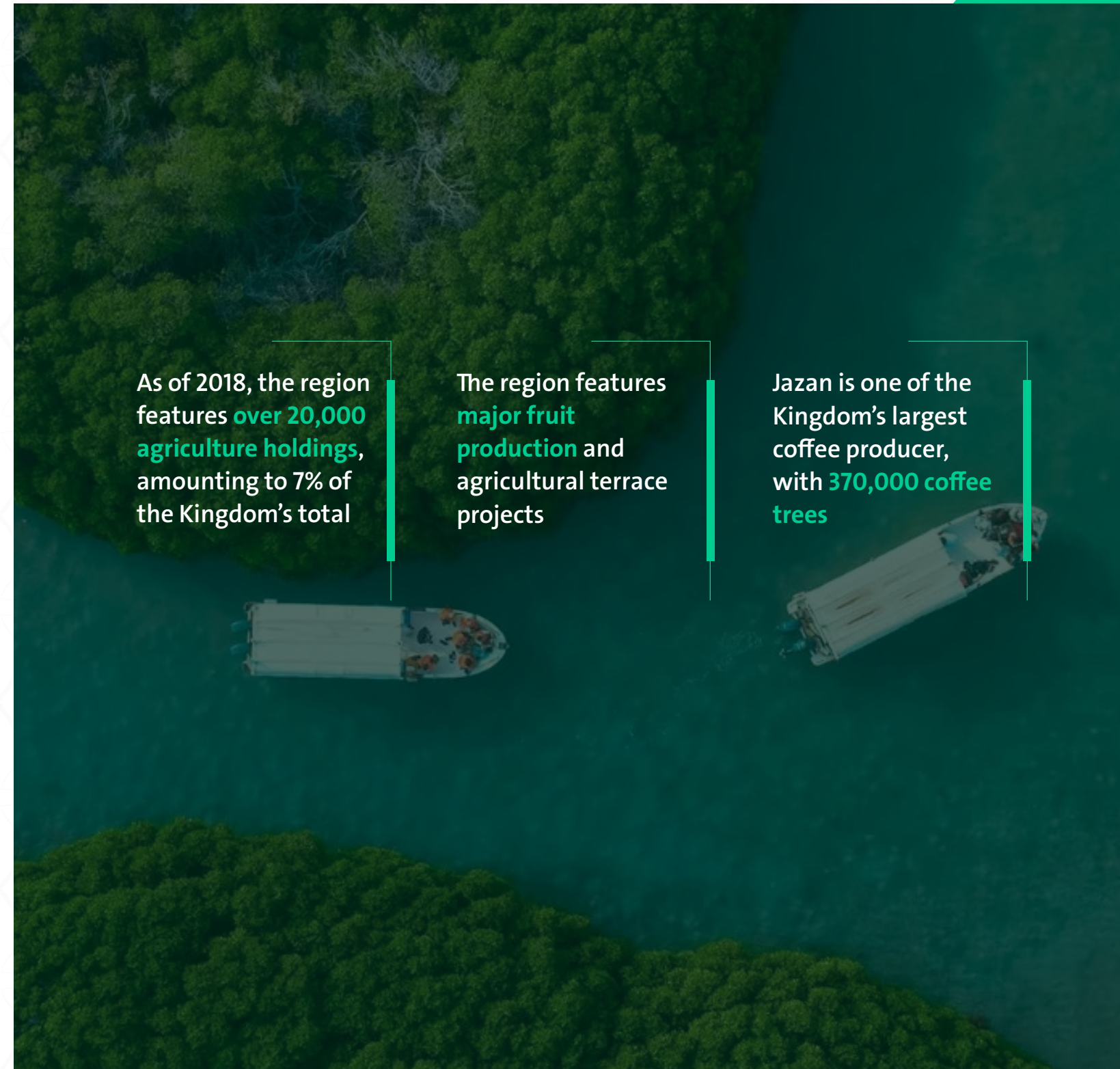
 Petrochemicals >

Agriculture

Jazan is one of the Kingdom's most important agricultural regions due to its mountainous terrains, fertile plains, and abundance of water. With 700 square kilometers of agricultural land, the region harvests a wide range of fruits, vegetables, aromatic plants and cerealsfield crops.

The main agricultural zones are found within the coastal plains of Tihamah, which feature several irrigation projects. Beyond its productive lands, the region's location on the Red Sea provides access to a variety of resources that support fishing and aquaculture industries.

The Kingdom supports the development of the agriculture sector through various initiatives. These include subsidies for production inputs such as fertilizer, and lending mechanisms to farmers to help increase production. Additionally, the Agricultural Development Fund (ADF) aims to supports projects that address food security and support local farmers and their agricultural pursuits. In 2021, The Agricultural Development Fund (ADF) granted 404 loans with a total value of over USD 11.2 million, of which USD 7.9 million were short term credit service loans. and the remaining long term credit service loans in Jazan.



As of 2018, the region features **over 20,000 agriculture holdings**, amounting to 7% of the Kingdom's total

The region features **major fruit production** and agricultural terrace projects

Jazan is one of the Kingdom's largest coffee producer, with **370,000 coffee trees**



Evergreen Trees, Tropical Fruits, And Vegetables

Known as the “Kingdom’s fruit basket” Jazan grows different types of fruits and vegetables throughout the year. This is made possible through the region’s climatic conditions, diverse topography, soil fertility and abundance of water.

The environment within Jazan has enabled farmers to make optimal use of the land, creating an abundant ecosystem for various crops. Located next to the region’s valleys, the agricultural area within Jazan is estimated to stretch to two million acres. Among the Kingdom’s regions, **Jazan is the one of the highest percentage of the population working in the agricultural sector** (more than 2% of the total employees).

In addition to the natural resources that the region enjoys, the Kingdom is further enabling the sector through initiatives to support sustainable growth. Ministry of Environment, Water and Agriculture (MEWA) is offering financial support to investors that are employing high-efficiency technology such as hydroponic and floating cages. The Zeraie platform is another example of an offering from **Ministry of Environment, Water and Agriculture (MEWA)**, which aims to assist with licensing and other e-services related to agriculture businesses.

Due to the high level of government support provided, the agriculture sector saw an increase in **30 different types of fruits** such as mangoes, figs, guavas, pineapples, bananas, papayas, watermelons, and more. As of 2020, the production of mangos in the region alone exceeds more than **65,000 tons annually with 1,000,000 Mango trees**.

Coffee is another important agricultural product of the region, and it’s recognized as a vital part of Jazan’s heritage as Jazan mountains are homeland for coffee beans. In recent years, a notable increase in coffee consumption has been seen throughout the Kingdom.



Jazan is home to over **370,000 coffee trees**, and produced around **891 tons of coffee in 2021**. Given the region’s natural resources related to coffee production, especially the Saudi coffee that mountains of Jazan are famous for, there is an opportunity to increase domestic production and further the local market share for Jazan within the Kingdom. As of 2017, total coffee consumption in the Kingdom was estimated at 1.8 kilograms per person annually, of which only 800 tons were produced in Saudi Arabia.

Jazan is considered a primary location for the production of coffee and tropical fruits within the Kingdom, and will therefore play a strategic role in achieving Saudi Arabia’s overall agricultural sector goals. For fruit

production, the goal is to increase the production of pomegranate from **18,000 tons** to **27,000 tons**, the production of figs from **~12,000 tons** to **18,000 ton** and grape production from **133,000 tons** to **260,000 tons** in the Kingdom by 2025.

Employing the use of automation in agriculture is recognized as a leading practice and will help the region achieve its objectives. Automation within agriculture includes the use of robots, drones, and autonomous tractors to make farming more efficient. The government is aiming to support agricultural investors looking to invest in automation through access to capital and offering consulting and marketing services.

Due to the drive to modernize the sector and strong government support, Jazan presents significant agricultural investment opportunities, especially across the fruits and vegetables value chain:

Fruits and vegetables				
Inputs	Production	Packaging and cold storage	Processing	Distribution and marketing
Seeds, fertilizers, agrochemicals, farm equipment, irrigation equipment	Growing and harvesting of fresh products for consumption	- Drying - Cooling - Packing - Cold storage - Labeling	Food processing to make dried, frozen, preserved, juices and pulp farms	Distribute and sell in supermarkets, food services, wholesales, retailers, consumers.



Key Projects and Initiatives

01

Jazadco Fruit Project

A 450+ hectare mango, banana, and papaya farm located in the province of Sabya. The company has adopted a strategic plan to promote rural tourism in the region and implement innovative solutions in the fields of agriculture and product marketing.

02

Jazan Mill

With an investment of **USD 50 million**, this project aims to develop Jazan’s second mill with a capacity of 600 tons of wheat per day, which will double the region’s current capacity.

03

Agricultural terraces and water techniques

To boost the productivity of strategic crops, agricultural terraces and rainwater harvesting systems will be installed on 200 hectares across four governorates in Jazan, with a total investment of over **USD 9 million**.

04

Other agricultural projects

Jazan governor laid the foundations of other four agricultural projects in the region with a total investment of over **USD 16 million**.

05

Aramco project – coffee production in Jazan

In the southern border, a few kilometers from the Saudi-Yemeni border, Aramco built a development project aiming to increase the production capacity of coffee seedlings to 800,000 seedlings, and to encourage the cultivation of coffee in the mountains of Jazan that are known for the Saudi coffee. In cooperation with the Jazan Mountains Development Authority under the oversight of Ministry of Interior, this project seeks to identify the most under-developed areas for coffee cultivation to provide farmers with the adequate tools and equipment. Additionally, more than **500 farmers have been trained** on the latest methods of coffee cultivation to take advantage of the growth opportunities in the region and increasing the region’s contributions to the coffee market in the Kingdom.

06

Alternative Agriculture

implementing and equipping 475 model alternative farms in six Mountain governorates at a cost of **USD 9 million**

07

Saudi Coffee Company

As Saudi Arabia’s coffee market expanded significantly in recent years, coffee consumption in Saudi Arabia increased by **4% each year** between 2016 and 2021 and is predicted to grow by another **5% per year until 2026**, reaching an annual consumption of 28,700 tons. To support the growing sector, the Public Investment Fund (PIF) announced in 2022 the establishment of The Saudi Coffee Company. The company was founded to help Saudi Arabia’s coffee bean become a **global product** in the future and will play a key role in improving sustainable coffee production in the Southern Jazan region, which is home to the world-renowned saudi coffee.

With the collaboration of the private company, the company main objective, is to ensure that the national coffee industry is supported through the whole value chain, from bean to cup. The company will place a strong emphasis on achieving sustainability across the coffee supply chain’s production, distribution, and marketing aspects, implementing the highest standards and global best practices to help the national industry grow, create new jobs, and promote Saudi Arabia’s ability to export high-quality coffee beans to global markets. As part of creating a full value chain, the company is aiming to localize knowledge and introduce the latest technology throughout the planting, harvesting, roasting, and marketing aspects of the coffee industry in Saudi Arabia to establish expertise across the industry.

With these goals in mind, the company aims to set up a dedicated academy in various locations across Saudi Arabia, where Saudi Arabian professionals, entrepreneurs, coffee plantation owners, and farmers can receive the training and knowledge they need to start their own businesses. The academy will also assist locals in contributing to the expansion of the sector and taking advantage of the opportunities that this brings.

The company plans to invest almost **USD 0.3 billion** in the national coffee sector over the next ten years, with the goal of increasing production from **300 tons per year** to **2,500 tons per year**.

Fishing and Aquaculture

With extensive territorial waters on the Red Sea, Jazan is renowned as one of the richest areas for aquaculture resources in the Kingdom. Fish production in the region represents 35% of total output of all Red Sea fisheries and almost 20% of total fish production in the Kingdom. The main products stemming from Jazan are shrimps, crustaceans, mollusks, among others.

The fishing sector employs 6,000 fishermen in the region, who must comply with environmental protection standards to maintain quality standards.

Of the Kingdom's 7,572 kilometers of coastline, only 2,400 kilometers are suitable for aquaculture, which highlights the importance of Jazan for this industry and for the achievement of key national objectives on food security.

Government initiatives are in place to support the fishing industry. The Ministry of Environment, Water & Agriculture (MEWA) plans to expand aquaculture production in the Kingdom from 77,000 tons in 2018 to 600,000 tons by 2030. This would allow to double the per capita fish consumption from 11 kilograms per annum to 22 kilograms by 2030. MEWA regulates aspects concerning fish production capacity in the Kingdom, including the definition of fishing areas in territorial waters. It also determines the type of aquatic animals that are permanently prohibited from fishing.

The Agricultural Development Fund awarded 32 loans totaling over USD 800,000 to fishermen in Jazan in 2019, and 23 loans totaling over USD 600,000 to the region's fishermen in 2019. Growing fish production will allow to meet increasing demand. Saudi Arabia's aquaculture market was valued at USD 503.23 million in 2019 and it is growing at a CAGR of 7.98%. By 2026, the market will reach USD 861.45 million. Globally, fish for human consumption is expected to grow by 16.3% by 2029.

In 2018, the region accounted 76% of the country's total fish farming ponds area

Jazan produced 4,160 tons of prawns in 2018.

In 2020, Jazan ranked first among coastal regions on the Red Sea in terms of fish landing, with 7,511 tons



Key Projects and Initiatives

01

Jazan Shrimp Farming Project

A comprehensive hatchery that can hold more than 500 million larvae, with a breeding area of about 2,933 hectares. The target shrimp production is 3,300 tons per year. There are 160 shrimp breeding ponds, and a processing plant with processing capacity of 14 metric tons per day. The project is currently being implemented (40% completed as of 2022).

02

Fishing Port in Al Shuqaiq

The project was finished in line with modern standards, which aid in the promotion of fishing, the development of storage facilities, and the transportation of fish. The port features logistics facilities that encompass an area of about 50,000 square meters. The facility can accommodate up to 120 fishing boats. Furthermore, the project includes buildings outfitted for fisheries and border guards, monitoring devices, a fuel station with all of its accessories, a berth with a ramp for docking boats to the sea, buoys to park boats, and a wave breaker supported by lighting that extends along the project's borders.

03

Red Sea Aquaculture Project (RSACO):

RSACO has invested USD 8 million during the last six years in R&D for the implementation of the Biofloc system in their shrimp and fish farms. This biotechnology uses good bacteria to improve water quality and treat waste. The company aims to produce 3,250 tons of aquaculture products annually.





Petrochemicals

Jazan’s strategic location and significant oil refining capacity, makes it an industrial hub for diversified downstream production. The cornerstone of Jazan’s petroleum industry is the Aramco refinery which as of 2021 employed 2,500 people.

With 80 thousand barrels of benzene and 250 thousand barrels of diesel produced daily, The refinery has received over **USD 18 billion** in capital investment. With opportunities present across the petrochemicals value chain, from feedstock availability to the manufacturing of several product ranges in basic, intermediate, and specialty petrochemicals, the region is a hub for petrochemical products.

The region’s most important industrial asset for the petrochemical sector is the Jazan City for Primary and Downstream Industries (JCPDI), a major national project for economic development and diversification. The complex hosts heavy, secondary, and light industries in an area of **266 square kilometers**. Four new facilities related to the petrochemical sector are currently being established in the city, including operation focused on the production of alumina, sodium hydroxide, caustic soda, and treated water processed oil. One industrial complex under construction includes products for petroleum refinery with production capacity of **over 19 million tons**.

With JCPDI, Jazan offers a strategic platform to build synergies with the oil industry and to expand into downstream solutions. In addition, **the Jazan Industrial City houses nearly 49 companies** in a wide range of industries such as rubber, plastics, and chemical products. These two industrial cities are key assets that play a critical role in the expansion of the region’s petrochemicals value chain.

Jazan’s petrochemical industry also benefits from the dynamism of the petrochemical sector at the national level. The Kingdom is a top global player in the production of basic chemicals, ranked first in the production of Mono-Ethylene Glycol (MEG) and Methy Tert-Butyl Ether (MTBE), and second in ethylene. With access to raw materials, a strong refining industry and competitive energy costs, this is a huge area of economic opportunity nationwide – and in particular for Jazan.



Demand for petrochemicals worldwide is expected to grow with augmented needs for plastics, fertilizers, and other products such as packaging, clothing, devices, tires and detergents. Demand in these markets will continue to be an engine of growth for the Jazan region.

Chemicals					
Feedstock	Basic Chemicals	Intermediate Chemicals	Specialty Chemicals	Conversion	Distribution and Sales
Primary resources used for the chemical production are crude oil, methane, ethane, LPG, naphtha, etc	Production of basic chemicals such as olefins, aromatics, petrochemicals, olechemicals.	Production of intermediate chemicals such as oils, pigments, dyes, glues, explosives.	Production of specialty chemicals such as paints, fine chemicals, advanced polymers, personal care adhesive, etc.	Processing of applications plastic, non metallics, elastomers and polyurethanes.	- Logistics of final products - End markets include pharma, agriculture, automotive, construction, electronics textile, etc.



Key Projects and Initiatives



Jazan Refinery

Located in the JCPDI, the Jazan refinery that is a landmark Aramco project expected to reach full commercial status in 2022. With a processing capacity of **400,000 barrels per day** of heavy and medium Arab oil, the refinery is anticipated to play a key role in providing refined petroleum products for the western and southern regions and exporting surplus to global markets. The facility has a capacity of 80 thousand barrels of gasoline per day, 250 thousand barrels of diesel sulfur per day, and approximately 1 million tons of benzene and paracillin per year.



Jazan Industrial City

This industrial city gathers **49 factories across sectors** such as chemicals, rubber, plastic and food manufacturing products. The city was established in 2003 to the east of Jazan City and has a developed area of **2.9 million square meters**. As of 2022, the city had nine purposed-built factories under construction, including eight factories with area of over **1,500 square meters**, and one factory with an area of **5,000 square meters**.



EMERGING SUB-SECTORS



Sun and
Adventure
Tourism

In addition to well-established key sectors, Jazan is home to emerging areas which have demonstrated notable potential for future growth and opportunity. Supported by strategic government initiatives, strong infrastructure assets, and an existing talent pool, Jazan's sun and adventure tourism sub-sector in particular is on the rise. With anticipated growth over the coming years, investors have an opportunity to 'get in on the ground floor' of this emerging sub-sector.



Al-Dossarya Castle is an ancient castle on a mountain, Jazan city



Al-refae'e house gateway, decorated with stucco, in the Jazan



Sun and Adventure Tourism

The varied geography of the region includes a 300 kilometers-long coastline along the Red Sea, islands, mountains, and plains. Existing tourist attractions include archaeological sites and natural areas, most famously the Farasan Islands. Designated as a UNESCO biosphere reserve in 2021, the islands have received international attention.

Other natural landmarks of the region are **Al Muwasem Beach** in the south and **Al Shuqaiq Beach** in the north, the **Faifa mountains**, **Jabal Qahar** and **Wadi Lajab**. With its diverse and unspoiled landscape, the Jazan province has the potential to become a must-see destination in the Kingdom.

In 2019, there were around **2.4 million** trips to Jazan, the vast majority of which were domestic trips

Tourism accounted for approximately **USD 786 million** in expenditure in the region in 2019

Recognizing the tourism potential of the region, the government is undertaking plans for the development of hotels, coastal resorts, marine activities, and recreational and heritage sites. The Farasan islands are expected to be the main engine of tourism activity in the region. The islands are known for many attractions, such as **pristine beaches**, **cultural heritage**, **mangrove forests** and **diverse marine species**. Al Qassar village, located in the Farasan islands, is an ancient settlement that holds unique architecture, palm trees and wells.

The Jazan Mountain Development Authority is conducting a study for the establishment of a resort and cable transport in Fifa for its tourism importance to the region, as well as activating the airstrip in the governorate of Fifa to receive tourists from the city of Jizan to increase tourism in the region, as well as the establishment of a hotel in the airstrip area, taking into account the region's urban designs. The authority is also taking initiatives in developing health tourism and making healing resorts, as there are 3 hot springs sites in the (sulfur) area.

In addition to an astonishing island with pristine beaches and cultural heritage, the mountains of Jazan are a major appeal to the region, The Fayfa Mountains feature peaks exceeding 1,800 meters above sea level and offer a stunning scenery over the lush mountains of this massif located **barely 100 kilometers** from the Red Sea. They are a hotspot for Adventure tourism, with impressive hiking trails and a wildlife.

Initiatives under '**Open Kingdom**' include the Tourism Development Fund, the Cultural Development Fund, establishing the Saudi Tourism Authority to promote the Kingdom, and the new eVisa system focused on supporting the Kingdom in becoming a global tourism destination.

In addition, to support investors the Tourism Development Fund offers credit guarantees to mitigate risks for investors, either through loans or equity (**up to USD 80 million**). The fund also offers direct and indirect (co-financed with banks) loans that cover up to **75%** of the project's capital costs

While global tourism slowed drastically in 2020 and 2021 due to restrictions linked to the pandemic, improvements are predicted for 2022 with pre-pandemic activity levels expected by around 2024. Until international tourism fully recovers, it is expected that domestic tourism, and **especially open-air, natural sites, such as those offered by Jazan**, will continue to feature prominently among travelers' preferences.

Investment in infrastructure, accommodation, food and beverage, entertainment and leisure and retail sector has been proposed at an investment value of **USD 186 million** to further boost tourism in Jazan region, specifically in Jazan's islands and mountains clusters. The region aims to develop supporting touristic assets while preserving the city's authenticity and integrity of historical remains.

In 2019, there were **21 million** leisure trips in the Kingdom, with **1.1 million** from abroad



Red Sea Beach, near Jazan

Tourists can now obtain a multiple-entry visa valid for a year that will allow them to visit the Kingdom for up to 90 days

KEY PROJECTS



Jazan City for Primary and Downstream Industries



Jazan Industrial City



King Abdullah bin Abdulaziz New Airport



Aramco's Integrated Gasification Combined Cycle (IGCC) complex



Jazan Port



Development of Agriculture Experiment Station



Creating a model for tourist village



Jazan City for Primary and Downstream Industries

In 2006, a royal decree was issued to the Economic Cities Authority which worked cooperatively with the Ministry of Petroleum and Minerals and Saudi Aramco to establish Jazan Economic city (JEC) which was renamed Jazan City for Primary and Downstream Industries (JCPDI) in 2018.

Rapid development in the city's infrastructure was led by Aramco including a pioneer port, refinery, mineral processing facility, roads and other supporting infrastructure. As of 2015, a royal decree was issued to assign the **Royal Commission for Jubail and Yanbu (RCJY) to manage and operate the city**, this was followed by further development in the city's infrastructure.

Located on the south west of the Kingdom, the city is home to many different industries including petrochemical, conversion metals, agriculture and aquaculture with an investment size exceeding **USD 23.47 billion**. Investments were enabled by the city's well-developed infrastructure, strategic location, along with other developmental projects that are currently taking place in the city.



Jazan Industrial City

Jazan Industrial City is home to **49 factories specializing in chemical, rubber, plastic, and food manufacturing**. The city, which is located east of Jazan, was founded in 2003 and has a developed area of **2.9 million square meters**.



Currently, more than eight factories with a total area of over **1,500 square meters** are under construction. As of 2022, nine purposed-built factories were under construction in the Jazan Industrial City, including eight factories with area of over 1,500 square meters, and one factory with an area of 5,000 square meters.

Companies locating in Jazan Industrial City benefit from low industrial land rental rates (**USD 0.27 / square meter**). The city has a **134 MVA electric power capacity** and is currently constructing infrastructure for a **5,000 cubic meters drinking water capacity**.



Jazan-Waterfront

Image Source: www.saudi.tpg.media



Engineering project, Jazan



King Abdullah bin Abdulaziz New International Airport

Saudi Arabia will begin construction on an airport in the border city of Jizan as part of a larger development plan for the kingdom's airports.



The project aims to build the King Abdullah bin Abdulaziz Airport in Jazan, taking into account the region's importance and aligning with the Saudi leadership's vision of creating jobs and investing in the development of human and natural resources.

The airport project in Jazan, which has a budget of over **USD 684 million**, will be a milestone for the region's infrastructure development. The project's new location, which is 30 kilometers north of the city and strategically located on the Red Sea, will cover a total area of **50,134,155 square meters**. It not only has a large land area that will allow it to expand in the future, but it is also located halfway between Jizan and the Jazan City for Primary and Downstream Industries, which aims to expand the kingdom's energy and manufacturing industries. The airport consists of 39 buildings and will have 3,500 parking spaces. The interior design of the airport's main hall will be inspired by the surrounding marine environment. Currently, the project is ongoing and has reached roughly 40% progress. The expected timeline to completion is estimated at Q4 2023. Upon completion, the airport is expected to accommodate 3.6 million passengers a year.



Aramco's Integrated Gasification Combined Cycle (IGCC) complex

The region will host the largest Integrated Gasification Combined Cycle (IGCC) complex in the world, which will be located alongside the Jazan refinery.



Led by Aramco, the project is a part of a strategy for developing the energy sector in the Kingdom, the complex consists of an integrated gasification combined cycle power plant, an air separation unit and associated facilities.

The project is implemented and operated as a joint venture between Saudi Aramco Energy Company, Air Products and ACWA Power. Aramco supplies the feedstock, which in turn will produce electricity, **hydrogen and other benefits for the joint venture**.

The joint venture serves Saudi Aramco's refinery in Jazan, which aims to refine heavy and medium crude oil, to produce liquefied **petroleum gas, sulfur, asphalt, gasoline and paraxylene**, and to increase the company's refining capacity.

With the government commitment to provide economic stimulus to Jazan region, this JV is creating jobs for the local talent, transferring the latest technologies to the Kingdom, and giving **the national talent the first-time opportunity to employ this technology**.



Jazan Port

Opened in 1976 and distinguished by being a main port city, Jizan's seaport is the kingdom third largest port in capacity and the main gateway for barley and African livestock imports, as well as clinker and cement exports.



The port has a strategic location which connects Europe, East Africa, and the rest of the Middle East trade routes to the Southern provinces of the Kingdom. In 2021, Jazan port handled around **1,056,217 metric tons** of cargo.

In support of the transport and logistic sector and to consolidate the Kingdom's image as an international hub for logistics, Mawani launched a project worth **USD 98.7 million** to increase the number of Silos in Jazan and Ras Al-Khair ports. The project entailed boosting the grain storage capacity to support food security in the Kingdom.



Development of Agriculture Experiment Station

The Jazan Mountain Development Authority's Agricultural Experiment Station is being built and is benefiting from the British "Eden Project," which includes tropical forests and covered nurseries to attract visitors and others interested in the environment and agriculture.



Creating a model for tourist village

The Jazan Mountain Development Authority is doing research to develop a model for a successful tourist village in rural development, including agriculture, animal husbandry, manufacturing enterprises.

Furthermore, the authority encourages and supports investment in rural tourism in mountainous areas, where it will help to generate jobs and develop domestic tourism destinations.

INTERESTED IN INVESTING IN JAZAN?

The Kingdom's Ministry of Investment (MISA) is your gateway to tapping into unique and fruitful investment opportunities in Jazan.

MISA aims to facilitate and support new and current investors in their journey of venturing into a land of countless opportunities. MISA is eager to provide you with the necessary components to successfully invest within the Kingdom. This includes sharing relevant market and economic information, site research, and real-estate values to help familiarize investors with the Saudi Arabian ecosystem. Investors also have access to MISA's well-established infrastructure and connectivity.

Not only does MISA's connectivity range from trade associations, all sector companies, relevant universities, and much more, but the Ministry is responsible for issuing and regulating investment licenses.



The range of MISA's support is uncanny; whether it is providing and advising on available incentives or ongoing support for operational issues, MISA will serve as your guide to opportunities in Jazan.



More detail can be found in investsaudi.sa and [Investor Journey](#).



For more information about investment opportunities, please [click here or scan the QR code](#)



Scan here!

Existing opportunities in Jazan region include:

- **Agriculture**
 - Fresh Fruit and Vegetables Cuts
- **Aquaculture**
 - Advanced Seafood Processing Plant
 - Basic Seafood Processing Plant
 - Fish Aquaculture
- **Tourism**
 - Culinary Regional Culinary Tours



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Reach out to the Ministry of Investment
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For questions and to learn more about opportunities in
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