



وزارة الاستثمار  
Ministry of Investment

استثمر في السعودية  
INVEST  
SAUDI



# Invest in Najran

Your Guide to Uncovering  
Value Propositions  
in Najran Region

| January, 2023



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

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



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

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



**Najran is the land of history, human potential and diversity and a promising investment destination.**



**Prince Jalawi bin Abdulaziz bin Mosaed Al-Saud  
Prince of Najran Region**

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, developed reports such as this one to showcase opportunities found in all of our regions across the Kingdom. Our 13 provinces have key differentiators and a unique value proposition in specific sectors. Within this report we help shine a light on Najran – home to a leading copper market, with an emerging tourism and agriculture sector.

**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 Najran region, the contribution of the Mining, Agriculture 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 KSA 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 Saudi 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](http://www.saudigreeninitiative.org)

# WHY INVEST IN NAJARAN

Home to abundant unexploited reserves of copper, zinc, granite, and other precious metals, Najran is a land of opportunity for the mining sector. Abundant natural resources, together with supportive government initiatives, such as the Najran Valley Development Project, create a competitive environment for this industry.

With fertile lands and numerous historical sites, opportunities for growth also lie on the horizon for the agriculture and tourism sectors.

Najran's mining sector strengths lie with its natural wealth. The region has the largest geological reserves of copper in the Kingdom, has been ranked as the 2nd most competitive region for copper mining, and has the 3rd largest base metals reserves in the Kingdom. The region's mining ecosystem continues to grow. In 2019 there were 45 approved public mining companies and 24 approved mining activity complexes in the region. The ecosystem is further supported by established organizations, such as the Al Masane Al Kobra Mining Co (AMAK) which has operated the the Al Masane Mine project since 2008. The mine specializes in producing copper and zinc and has received investments totaling **USD 124.55 million**.

The region sits in a key location in the Kingdom, bordering the Republic of Yemen, and also operates as the main transnational commercial route, linking via the border town of Al Wadhah, with the ability to facilitate trade between the two countries.

Additionally, Najran features green landscapes, fertile soils and an abundant water supply – collected in the Najran Valley Dam – which supports the region's agriculture sector. With its natural wealth and supportive government projects, Najran's agriculture sector is poised for continued growth. Najran grows a variety of fruit such as peaches, apricots, apples, lemons and oranges (which are plentiful in the region). The region also has a notable livestock industry, focused on lambs and goats.



Emara Palace, Najran city

Najran's tourism sector has also shown notable potential. The region is home to around 200 archeological and historical sites with ongoing excavations promising to uncover more hidden treasures. The region boasts a unique landscape with valleys, mountains and deserts. Najran's potential for cultural and heritage tourism has been brought into the spotlight by the recent designation of the Hima Cultural Area as a UNESCO World Heritage Site.



2nd region for copper reserves, 2nd most competitive region for copper mining, and 3rd largest base metals reserves in the Kingdom



The region is well known across the Kingdom for its orange farms and cucumber production

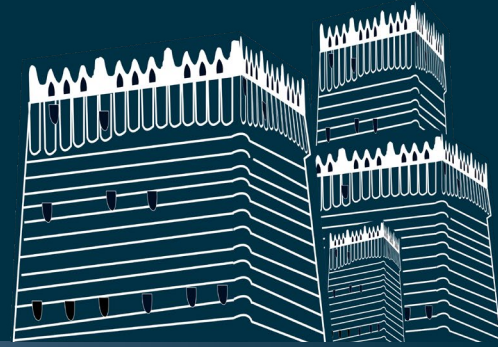


The Al-Masane mine project is one of the Kingdom's biggest mining projects for ore, copper, zinc, and lead production



Home to the UNESCO World Heritage Site 'Hima Cultural Wells' and the UNESCO Tentative List entrant "Uruq Bani Ma'arid"

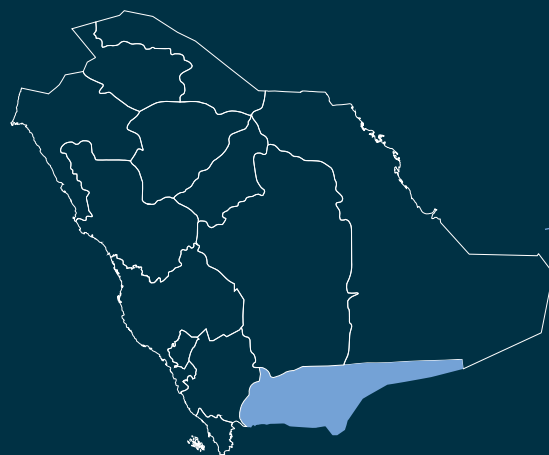
# NAJARAN AT A GLANCE



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

Najran is situated in the Southwest of Saudi Arabia, bordering Riyadh in the North, Eastern Region in the East, Aseer in the West and Yemen in the South. Covering over 130,000 square kilometers, Najran has 8 governorates including Najran City (known by the same name as the region) which is the capital. Other Governorates include: Sharurah, Habouna, Thar, Yedamah, Badr Al-Janoub, Khabbash, and Al-Kharkheer.

Najran has a moderate climate which varies according to its topography, ranging from warm plains and rainy mountains. The temperature oscillates between a minimum of 12°C and a maximum of 42°C. The region is known for its natural wealth, including an abundance of unexploited minerals, fresh groundwater, rich agricultural potential, and geological reserves.



## SAUDI ARABIA NAJNAN REGION



### Legend:

- Main cities - Najran City, Sharurah, Yedamah, Habouna and Khabbash
- Airports - 1 Najran Airport 2 Sharurah Airport
- Ports - 1 Al Wadiah Port
- Industrial cities / clusters - Najran Industrial City
- Entertainment and tourism sites - 1 Uruq Bani Maarid Wildlife Sanctuary 2 Al Ukhood Archaeological Site 3 Hima cultural area 4 Najran Dam
- Key projects - Al-Masane Mine project

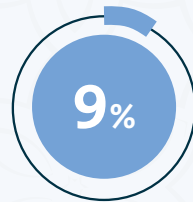


## Population

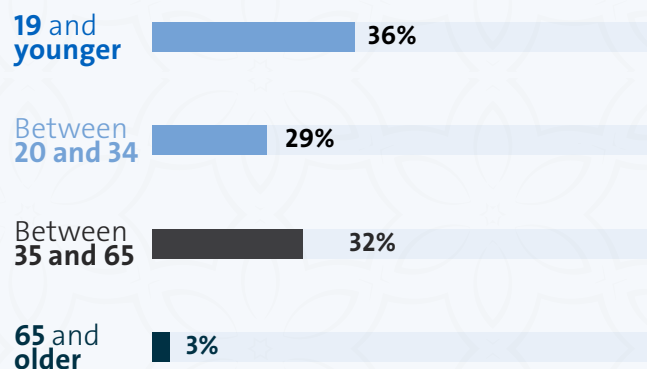
Najran has a population of 621,040 (2020) more than 65% of individuals under the age of 35 (2019).



**Population growth**  
(2016-2020)



**Population age groups**  
(2019)



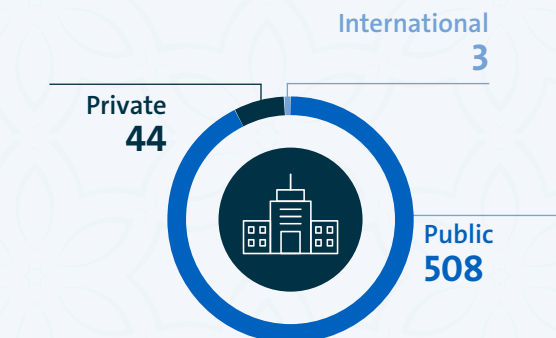
## Education

Najran's education system ensures that key sectors are supported by an educated population with essential skillsets available throughout the region. The region's talent pool is further supported by vocational schools and STEM (science, technology, engineering, and mathematics) related programs. Potential opportunities exist, especially in higher education, to further bolster the development of the region.

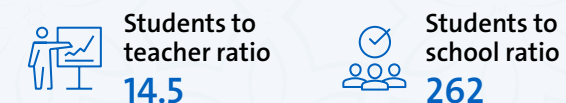
Number of technical and vocational training units (2019):



Number of schools (2021):



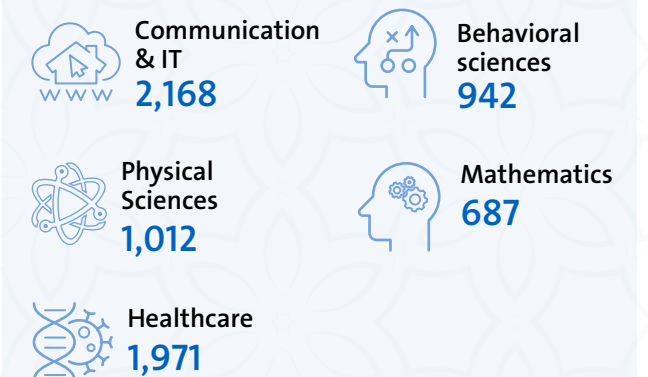
Ratio of students per the number of teachers and schools (2021):



Number of students in universities (largest programs category) (2019) :



Students in science, technology, engineering, and mathematics (STEM):



## Education (cont.)



The total number of enrolled students



Previous year graduates



Key areas of focus



19,433  
(2019)

2,312  
(2019)

Education, medicine, computer science and information systems, medical sciences, among others.

Located in Najran, the university aims to keep pace with the most cutting-edge educational technologies. The university has a distinguished teaching, administrative, and technical team that contributes to educational quality and scientific outputs. The institution prioritizes scientific research and the promotion and adoption of technology developments. The university's campus covers area of 18 million square meters, making it the largest university campus across Saudi Arabia.



Najran University

## Innovation

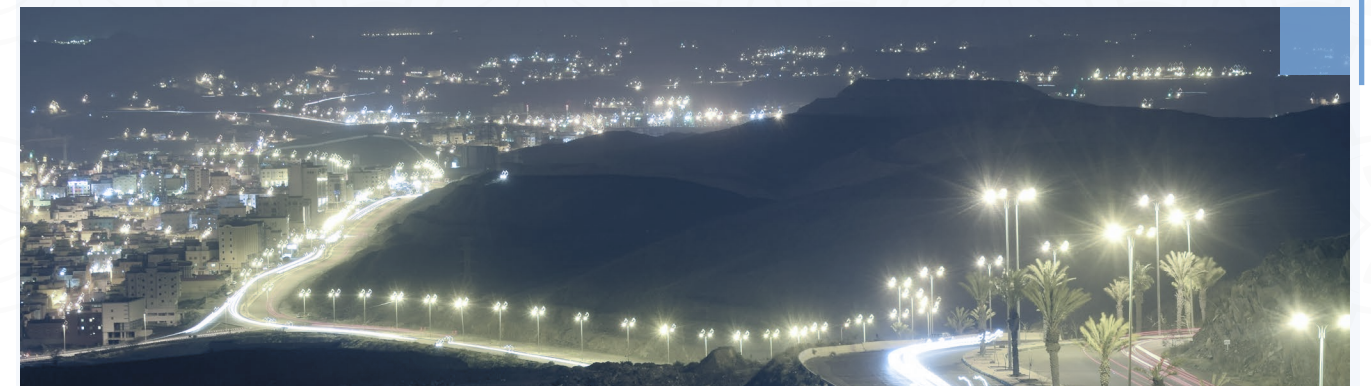
Several research centers, primarily within Najran University, aim to revive the region's culture, develop education (especially scientific and engineering studies), improve the healthcare system, and implement technology to innovative practices.



The research centers include:

- 1 The Horticulture Research Center in Najran
- 2 The Promising Centre for Sensors and Electronic Devices (PCSED), which focuses on innovative scientific innovation and development and has contributed to over 700 publications
- 3 The Sharia, Educational and Humanitarian Research Center, which creates and develops environment-related research in the following sectors: Sharia, humanitarian, educational, and administrative
- 4 The Scientific and Engineering Research Center
- 5 The Health Research Center

The Deanship of Scientific Research at Najran University has approved **348 research proposals** for the university's eleventh research phase, which began 2022. The Health Research Center **submitted 119 projects**; the Scientific and Engineering Research Center **submitted 147 projects**; and the Sharia, Educational, and Humanitarian Research Center submitted 82 projects.



## Healthcare

Najran has the required healthcare infrastructure to help ensure all citizens are provided with comprehensive healthcare – with 69 healthcare centres present across the region.

The sector has experienced significant growth in recent years, with Prince of Najran region, Prince Jalawi bin Musaed, launching health projects worth more than **USD 16 million in 2021**. These projects are part of **Saudi Vision 2030** and focus on the establishment and development of primary healthcare centers. Their aim is to improve the region's healthcare infrastructure by increasing the quality and quantity of healthcare centers. Opportunities exist in Najran to further enhance the region's healthcare sector to cater to the growing population and incoming tourists needs.

**69**  
Number of healthcare centers (2019)

Hospitals and beds per population (2019)

**3**  
Number of private hospitals (2020)

Hospitals  
**2.63/100,000**

**10**  
Number of public sector hospitals – Ministry of Health (2020)

Beds  
**306/100,000**



## Employment

Saudi Labor Law states that the legal working age in the Kingdom is 15 years old.

Top sectors of employment in Najran include construction, wholesale and retail trade, administrative and support service activities, and manufacturing.

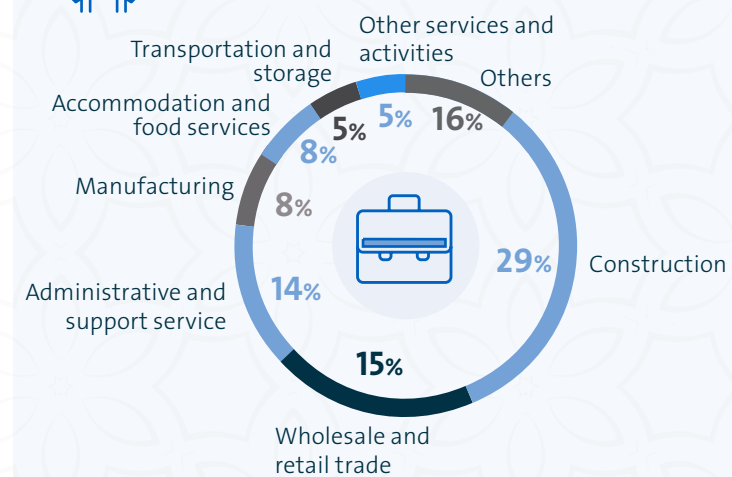
### Employment rate (2022/Q2)



### Average monthly wage (salary) of Najran (2019):

**Male:** 1,612.53 USD  
**Female:** 1,766.13 USD

### Employment by sector (2022/Q2):



## Infrastructure

Najran has well-built infrastructure which is connected to key transportation networks in Riyadh and Aseer. Well-maintained roads and two domestic airports further support the connectivity of the area.

The region is continuously strengthening its infrastructure, with potential investment opportunities present to further build and enhance Najran's assets.

### Major airports



#### Najran Airport (EAM/Nejran) (pre-pandemic):

Total flights pre-pandemic (2019)

**1,595**

Passengers (2019)

**212,044**

The airport offers domestic direct flights to Jeddah (JED), Riyadh (RUH), and Dammam (DMM).



#### Sharurah Airport (SHW/Sharurah) (pre-pandemic):

Total flights pre-pandemic (2019)

**2,740**

Passengers (2019)

**259,894**

Sharurah Airport offers four domestic direct flights to Abha (AHB), Taif (TIF), Jeddah (JED), and Riyadh (RUH).



## Industrial and economic cities



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

#### Najran Industrial City

USD 0.27/ square meters

Electricity: 17 MVA

Drinking Water Capacity: to be connected to public network

Other non-metallic mineral products, rubber and plastic products, chemicals and chemical products, pharmaceuticals, building materials, ceramics and glass.



Agricultural land USD 26 / square meters



Commercial land USD 92 / square meters

### Real estate average prices (latest available as of 2022)

### Number of real estate deals (2020)



Agricultural  
**183**



Commercial  
**770**

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

## Economic Performance

Najran is undergoing significant economic development, primarily as a result of growth in the mining, and agriculture sectors. Various initiative such as Al-Masane Mine Project and Najran Valley Development Project are expected to further boost the region's GDP.

The government is committed to supporting the expansion of several sectors including logistics, tourism, agriculture, and manufacturing. By improving market conditions, the government aims to encourage the development of human capital, which will further lead to innovation and economic diversification.

**Average household monthly income (2018)**  
**USD 2,319**

**Number of active foreign investment licenses (2015-2021)**

**15**

**Volume of point of sales transaction in Najran city (2021)**

**USD 1.3 Billion**

**Annual inflation (Najran city) (2022/Q3)**

**-0.3%**



## Business Enablers

Investors in the region can benefit from a developing network of enabling services including ICT and access to capital. In addition to existing enablers, the region is continuously improving its services to further promote the region as a key investment location for strategic sectors including mining, agriculture, and tourism. Potential investors can benefit from opportunities that exist throughout the region to facilitate overall growth of the regional economy.



### Information and Communications Technology (ICT)

The government is currently undertaking initiatives to further develop Najran's ICT infrastructure. The Communication and Information Technology Commission (CITC) recently launched a roaming service in Najran which will allow service providers to use telecommunication networks to reach a larger number of users. **This step will increase competition in the region, improve service quality and user experience, and further propel digital transformation in the region.**

The main players in the ICT space in the Kingdom are **Mobily, Zain, STC, all of which have a presence in Najran.** 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.**

The University of Najran is further supporting ICT development through related programs. The university has well established courses that emphasize the value of ICT in information projects and network administration.

- Percentage of household ICT access Indicators (2021)

Cell phone  
96.48%

Internet access  
95.75%

- Internet penetration (2019): 94%



### The National Development Fund

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



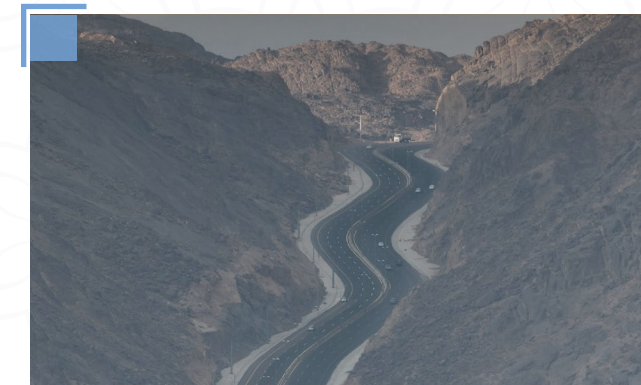
The National Development Fund (NDF) will inject more than **USD 152 billion** into Saudi Arabia's real GDP growth by 2030. NDF also aims to expand non-oil GDP more than threefold to reach **USD 161 billion by 2030**, as well as create a large number of job opportunities in the Kingdom.

key funds related to Najran's key sectors (Not limited to):



### Saudi Industrial Development Fund

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., the 'Kafalah' funding scheme). Since its inception, **the fund offered a total of almost USD 368.2 million through 34 loans to projects in Najran.**



### The Tourism Development Fund (TDF)

With **USD 4 billion in capital**, TDF aims to facilitate local and international investor 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 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.



### The Agricultural Development Fund (ADF)

The Fund was established to develop the agricultural sector and improve its efficiency in all regions of the Kingdom. Contributing to the enchantment of food security and safety while maintaining the natural resources available. The Fund also seeks to support the development of rural areas and help establish competitive advantages that can further support the Kingdom and **Saudi Vision 2030.** The fund has provided **USD 1.3 million** in loans in 2021 to **74 projects** in Najran region.

# KEY COMPETITIVE SECTORS



Mining



## Mining

Home to unexploited reserves of copper, zinc and other base metals, Najran is a promising mining investment destination.

Not only does the region have unparalleled mineral wealth, but the industry benefits from increasing **government support** and **strong transport infrastructure** connecting the region to the Kingdom's key transportation hubs.

Mining is a strategic industry linked to Saudi Arabia's future economic growth. **The mining sector contributes USD 17 billion to the Kingdom's GDP**, while annual mining exports total **USD 7 billion**. Najran is well-positioned to contribute to the further growth of the Kingdom's mining sector. The region already features an important mining industry. Al Masane Al Kobra Mining Corporation (AMAK), one of the largest private mining companies in the Kingdom, operates **over 9 million tons of mineral reserves in Al Masane**. Since its inception, **company has invested USD 124.55 million in Najran's mining sector**.

With access to strategic minerals, Najran's profile is expected to continue to grow. **Copper in particular is an important raw material for the production of electronic devices**, which are in high demand. The global electricity industry **reached USD 3.36 trillion in 2021**. Further, the proliferation of digital technologies and the rise of green solutions to fight climate change, such as electric vehicles, are anticipated to drive global demand of copper up by **2-3% per year** between **2010 and 2050**.



## Copper and Base Metals

Najran has a leading copper and base metals sector, poised to further support the Kingdom's growth in the industry. In an assessment of its strengths relative to other regions in the Kingdom, Najran has been identified as 1st for geological copper reserves, the 2nd for copper mining competitiveness, and the 3rd for base metals reserves.

The national mining sector is reported to contribute USD 17 billion to GDP and supports over 256,000 jobs in the Kingdom by 2035

Mining exports from the Kingdom are reported to be worth 7 billion

Najran has been ranked as the 2nd most competitive region for copper mining in the Kingdom



## Mining (cont.)

The Kingdom's total unexploited minerals have been estimated to be worth USD 1.3 trillion, with copper reserves alone worth USD 222 billion. Copper is the third most consumed metal in the world due to its good electrical conductivity. Its use in heavy construction and electronic devices including automotive equipment has given the copper industry a boost.

As one of the pioneering private mining firms operating in Najran, AMAK is a key player in the mining ecosystem. AMAK produces about **24,000 tons of copper per year**, and the Al Masane mine, located in Najran, offers the **lowest extraction cost** of copper and zinc. Furthermore, in 2019, Najran awarded **68 licenses** for the mining sector, including **50 granite licenses** – (accounting for **39.1%** of total granite licenses in the Kingdom); **15 gravel licenses**; **1 limestone license** (accounting for a quarter of limestone licenses); **1 copper and associated metals license** (accounting for a third of licenses); and **1 precious metals license**.

With existing supporting industry and natural metals resources, Najran has the potential to expand the local ecosystem surrounding copper and zinc to further support national plans for the Kingdom's economic diversification established as part of **Saudi Vision 2030**.

There were 45 approved public mining companies and 24 approved mining activity complexes in Najran in 2019

Production of copper amount to approximately 63,357 tons in 2019 in the Kingdom

To support investment in the industry, **the government has made available a range of incentives across the Kingdom**. These incentives include customs exemptions on raw materials, support for obtaining permits and approvals for machinery and equipment, and a customs waiver on machinery/equipment and protection request from unfair competition.

New legislations aim for **sustainable growth** in the mining sector by establishing a national database for geological surveys and expanding the extent of land that can be explored for mining activities. The duration of exploration licenses has been extended to 180 days and the option of mortgaging mining licenses has been introduced. The legislation also aims to provide financial assistance to business in the sector. These changes will support the sector in competing with international markets. Additionally, opportunities for investment exist along the region's copper value chain.



## Copper

Raw Materials	Conversion Process	Processing or Semi Fabrication	Machining or Fabrication	Recycling
<ul style="list-style-type: none"> <li>Mining of copper ores on site.</li> <li>Extraction is done of large rocks and then broken into smaller pieces called copper concentrates.</li> <li>Copper scrap.</li> </ul>	<ul style="list-style-type: none"> <li>Convert concentrates into pure copper by smelting and refining processes</li> <li>Smelting increases copper content</li> <li>Then copper is refined into anodes and then into cathodes</li> </ul>	<ul style="list-style-type: none"> <li>Refined copper is converted into copper semi products such as wire, cables, tubes, rods, sheets, bars, plates, strips and castings.</li> </ul>	<ul style="list-style-type: none"> <li>Create end products for several industries including electric, telecom, construction, transportation, manufacturing, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Recollection of copper scrap</li> <li>Smelting and refining scraps into pure copper</li> <li>Recycle products</li> </ul>



# EMERGING SUB-SECTORS

 Agriculture

 Citrus Fruits & Vegetables

 Tourism

 Culture & Heritage Tourism

In addition to well-established key sectors, Najran is home to emerging areas which have demonstrated notable potential for future growth and opportunity. Supported by strategic government initiatives and competitive advantages, agriculture, as well as culture and heritage tourism show immense potential. With anticipated growth over the coming years, investors have an opportunity to ‘get in on the ground floor’ of these emerging sub-sectors.

## Agriculture

Najran features green landscapes and fertile soils, as well as an abundant supply of water coming in from Aseer and the Yemen highlands which are collected in the **Najran Valley Dam**. With its natural wealth and supporting government projects, Najran’s agriculture sector is poised for fruitful investment opportunities and growth.

Across more than 100 farming settlements, Najran grows a variety of fruit trees such as peaches, apricots, apples, lemons and oranges. Orange farms in particular are plentiful in Najran. The region’s livestock industry is also strong, **holding 2,270,000 lambs** and **993,000 goats**, which account for 10.5 percent and 14.7 percent of the respective livestock available in the country.

To support the sector, the ADF recently introduced national initiatives worth **USD 665 million** to support farmers and food imports in 2020. The ADF has undertaken farmer training efforts and research Kingdom-wide to encourage sustainable agriculture concepts such as greenhouse farming and drip-irrigation practices. Numerous incentive packages including free seeds, stronger GMO seeds and the import of fertilizers have helped incentivize farmers.

In 2021, The Agricultural Development Fund (ADF) granted **74 loans** with a total value of over **USD 1.3 million**, of which **USD 980 thousand** were short term credit service loans, and the remaining long term credit service loans in Najran.

The Agriculture Development Fund provides soft, interest-free loans through ‘contract farming finance’ to encourage the growth of agriculture in the Kingdom

USD 25 billion of financial support was announced Kingdom-wide to help meet the need for self-sufficiency under Saudi Vision 2030 from the government

The Najran Valley Dam collects and stores water from the valley which is used for agricultural activities throughout the year





## Citrus Fruits and Vegetables

The region's abundant water supply comes through the Najran Valley Dam (one of the largest in the Kingdom) and supports the production of fruits and vegetables. Najran holds 465,376 fruitful trees (excluding palm) which produced 27,240 tons of fruit in 2018. Known as the 'desert orange', Najran is rich in orange farms. The region also contributes to approximately 14% of the total cucumber production of the Kingdom.

Initiatives such as the Najran Valley Development Project aim to further boost economic activity in the region. Furthermore, the total number of plots leased by the government for agriculture projects in 2020 was 116 across the region – the third highest among all regions.

Najran is in a position to contribute significantly to the Kingdom's agriculture sector with greater localization of fruit and vegetable production. The Kingdom's fruit segment represented 62.3% of national agriculture revenues in 2020, ascending to USD 6.4 billion. The Kingdom's citrus fruit imports stood at USD 2.6 million and vegetable imports were worth USD 18.3 million in 2020. The market for agricultural products in the Kingdom reached a value of USD 10.3 billion in 2020, growing significantly at a CAGR of 4.4% since 2016.

Najran holds 465,376 fruitful trees (excluding palm) with 27,240 tons of fruit production in 2018

Saudi Arabia's objectives for 2030 include continuing to enhance food security by boosting local production and reducing import dependency through the creation of investment opportunities and initiatives in the sector. In 2020, Saudi Arabia imported USD 6.9 billion in foodstuffs and exported USD 1.64 billion. With fertile lands and an existing agriculture ecosystem, Najran is well positioned to be a key contributor to the Kingdom's agriculture sector growth.



## Tourism

The region has notable tourism potential, due to its historic architecture, natural characteristics, and ancient archaeological sites. The region is well-known for its traditional crafts and products, which are important economic contributors to the tourism sector. Boasting a unique landscape comprising of valleys, mountains and deserts, Najran has numerous cultural heritage sites; including the old city center of Najran, Al Okhdood Ancient Village, Al Aan Palace, Al Emarah Palace, Ra'oum Fort, and culturally significant villages.

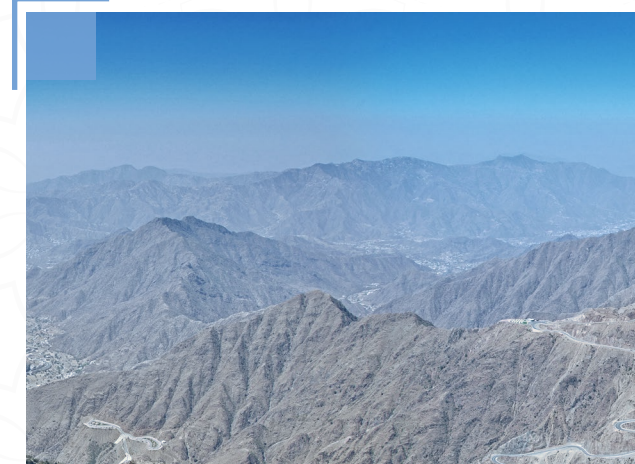
In 2019 there were over half a million domestic trips to the region. In 2021, the tourism sector in Najran held 131 active hotels and apartments with approximately 4,533 active rooms – an increase of 15% from 2020. As the Kingdom aims to have approximately 100 million tourists enter the country by 2030, Najran's tourism strengths offer notable investment opportunities.

The Kingdom has launched several large-scale initiatives supported by government institutions including the Tourism Development Fund (TDF) and the Cultural Development Fund (CDF), to enable continued growth and facilitate investment into the tourism sector. These initiatives include the new e-visa program, under which tourists can be issued a one-year, multiple-entry visa permitting them to stay in the country for up to 90 days. International visitors from 49 eligible countries can apply for an eVisa. Furthermore, several Memorandums of Understanding valued at USD 30 million by 2022 have been signed to improve infrastructure and increase the number of hotels in the Kingdom.

The Cultural Development Fund offers funding and financing to private institutions and establishments that support cultural activities.

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.

The Tourism Development Fund provides funding for organizations working in the tourism field, including organizations that provide technological innovations across different tourism attractions.





## Culture and Heritage Tourism

Part of an ancient trade route for frankincense and myrrh, Najran has a rich history. Traditionally, Najran connected Yemen to the Fertile Crescent, the Mediterranean and Asia.

Najran is known to be a living museum, with its rich tradition and culinary importance expected to draw the attention of researchers and tourists alike.

Najran's potential for cultural and heritage tourism has been brought into the spotlight by the recent designation of the Hima Cultural Area as a UNESCO World Heritage Site. The site offers a collection of rock art, giving insight into daily life thousands of years ago through detailed drawings and inscriptions.

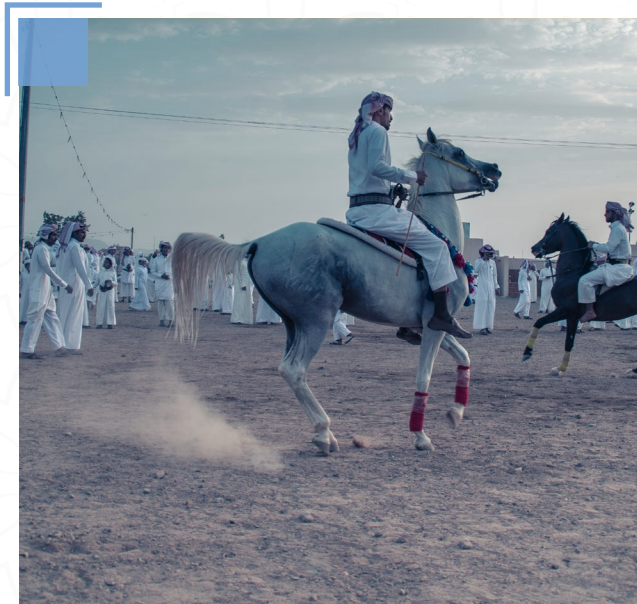
Other attractions include the historically significant archeological site, Al-Okhdood. Ra'oum Castle offers scenic views of the oasis and valleys of Najran. Uruq Bani Ma'arid, placed on the UNESCO World Heritage's tentative list in 2019, preserves the natural landscape of Ar-Rub Al-Khali Desert (also known as the 'Empty Quarter Desert') – the largest area of continuous sand in the world. The area is designated as a protected area managed by the Saudi Wildlife Authority for the preservation and reintroduction of several Arabian wildlife species such as the Arabian Oryx, Al Reem Gazelle and others. Najran Valley Dam, one of the largest dams in the Kingdom is a famous hiking attraction.

The Hima Cultural Area was designated as a UNESCO World Heritage Site in 2021

The culture and heritage tourism subsector constitutes important investment opportunities in the Kingdom. There were 21 million trips for leisure purposes nationwide in 2019. The Kingdom aims to increase tourism to make up 10% of the Kingdom's GDP by 2030. Najran's rich history and unique sites provide a strong foundation for the region to help support growth in culture and heritage tourism in the Kingdom.

Investment in infrastructure, accommodation, food and beverage, entertainment and leisure and retail sector has been proposed at an investment value of USD 116 million to further boost tourism in Najran. The region aims to develop supporting touristic assets while preserving the city's authenticity and integrity of archeological remains.

Other than culture and heritage tourism, Najran presents opportunities for adventure tourism in the Empty Quarter Desert ranging from desert camping, desert sports events and outdoor nature marathons.



Tradition of horses and clothes after Eid gatherings in Najran



Muddy house in najran region

# KEY PROJECTS

Al-Masane Mine Project

Najran Valley Development Project

Hima Cultural Area

Uruq Bani Ma'arid

## Al-Masane Mine Project

The Al-Masane Mine project is one of Najran's and the Kingdom's biggest and most influential mining projects for ore, copper, zinc, and lead production.

The Al Masane Mine is headquartered in Najran and lies at the heart of the AMAK Complex. With competitive extraction costs, **the mine produces 24,000 tons of copper** per year.

Supported by national initiatives within **Saudi Vision 2030**, the project is a key engine of growth for the mining sector and Najran's economy. The project will also support the Kingdom's plans for diversification.



## Najran Valley Development Project

Najran is home to a significant untapped fresh groundwater reserve. The Najran Valley Development Project aims to expand the limits of the valley within urban areas, reaching a total length of roughly 51 kilometers.



The expanded limits will allow an influx of fresh water and the utilization of agricultural resources, offering growth opportunities for the region's agriculture and related sectors. **As of February 2022, the project was 65% complete.**



## Hima Cultural Area

This historic area was designated as a UNESCO World Heritage site in 2021. Located in an ancient caravan route, the site showcases a collection of rock art images depicting nature and lifestyles, as well as inscriptions in Musnad, South Arabian, Thamudic, Greek and Arabic scripts.



Part of the site is unexcavated, and **holds stone structures and wells**, among others.



Hima Wells, Najran

Image source: Vision2030.gov.sa

## Uruq Bani Ma'arid

Registered as a tentative UNESCO World Heritage site in 2019, the site is one of the largest protected areas in the Kingdom, spanning over 12,000 square kilometers across the Riyadh and Najran regions.

Its purpose is to protect the Ar-Rub' al-Khali desert and to foster the reintroduction of species such as the Arabian Oryx, Al Reem Gazelle, among others. The area is managed by the Saudi Wildlife Authority.



Arabian Oryx



A Small Village Canyon, Najran

# INTERESTED IN INVESTING IN NAJRAN?

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

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 Najran.



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

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



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Existing opportunities in Najran region include:

- Culture & Heritage Tourism
- Culinary Regional Culinary Tours



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## Reach out to the Ministry of Investment to learn more and begin your investment journey in Najran today

For questions and to learn more about opportunities in  
Najran, please contact: [regions@misa.gov.sa](mailto:regions@misa.gov.sa)

For questions about the mining, agriculture,  
and tourism sectors, please contact Invest Saudi:  
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