



2ND EDITION
GLOBAL
STADIUMS
CONGRESS

Shaping Smart, Sustainable & Iconic Venues

STRATEGIC PARTNERS

PROUDLY ENDORSED &
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SPORTS
CONSULTING

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MACDONALD

KEO



09th February, 2026



Riyadh, KSA

LEADERSHIP Messages



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

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



It is my pleasure to present saudi arabia's vision for the future. It is an ambitious yet achievable blueprint, which expresses our long-term goals and expectations and reflects our country's strengths and capabilities. All success stories start with a vision, and successful visions are based on strong pillars.

H.R.H Crown Prince Mohammed Bin Salman

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

GLIMPSE Of Last Edition



MINISTRY OF SPORTS - KSA

Senior Official & Participant

(Name withheld for privacy/Respectful discretion)



EVENT in Numbers



1st EDITION



2nd EDITION

HIGHLEVEL SPEAKERS

30+

35+

PREQUALIFIED ATTENDEES

300+

900+

STADIUM SHOWCASE

20+

35+

REPRESENTATIVES

200+

250+

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CONFERENCE Overview

As Saudi Arabia accelerates its transformation under Vision 2030, the Kingdom is making bold investments in world-class sports infrastructure, positioning itself as a global hub for mega sporting events and fan experiences. Central to this vision is the development of future-ready stadiums that blend cutting-edge design, smart technology, sustainability, and unforgettable fan engagement.

The Global Stadiums Congress 2026 serves as the region's premier platform bringing together sports authorities, architects, engineers, venue operators, and technology innovators to exchange insights, showcase groundbreaking projects, and redefine the next generation of stadium excellence.

THE CONGRESS will spotlight



Smart design and architecture for multipurpose, modular, and legacy-driven stadiums



Integration of digital technologies – AI, IoT, and data analytics for smart operations



Enhancing fan engagement and immersive in-stadium experiences



Sustainable materials, energy efficiency, and net-zero construction approaches



Safety, accessibility, and operational excellence in large-scale venues



Partnerships, investment models, and maintenance strategies for long-term value

CONFERENCE Chairman



MR. RICARDO TRADE

Former CEO of FIFA World Cup Brazil Local Organizing Committee (LOC)
Former Brazilian Football Confederation (CBF)
Consultant for development processes CBF Academy

Brazilian sports executive
leading FIFA World Cup 2014
LOC, CBF Academy
development, and CEO roles in
volleyball and basketball.

TECHNICAL COMMITTEE Members



MR. SAYED FAROUK

Director of Information
Technology
Saudi Pro League

Sports technology leader with
SPL, Arsenal, Manchester United
experience, delivering
advanced IT, data, and major
event operations.



POPULOUS

Ms. Shireen Hamdan

Senior Principal and Global
Board Member
Populous

Populous Senior Principal
leading major Middle East
stadium projects, including
2034 World Cup venues and
iconic global designs.



POPULOUS

Ms. Irina Akhmanova

Associate Principal - Senior
Architectural Designer
Populous

Architect and PhD expert
designing versatile, inclusive
sports venues aligned with
global federation standards
and community needs.



Mr. Husam Al-Dossary
Project Quality Manager
Saudi Aramco Stadium
Projects

Aramco quality leader with 25 years ensuring excellence across major oil, gas, and stadium infrastructure projects.



Mr. Hatim Morsy-Fahmy
Director Major Projects
HM2 Consulting

Global venue delivery leader shaping major sports projects from design to operations, including FIFA World Cup and Olympics.



Mr. Ala Hason, RA
Principal & Director of the
MENA Region
HKS Architects, Diriyah Arena

Globally experienced architect championing culturally rooted, sustainable design across master planning, hospitality, sports, and major urban



Mr. John Roberts
Sports & Leisure Director
AFL Architects

Global stadium design leader advising UEFA and major events, delivering world-class, inclusive sports venues and fan experiences.



Mr. Noushadali Kayalmadathil
Executive Director,
Development Management
Office , Qiddiya

Qiddiya sports executive overseeing strategy and project controls, with 28 years delivering major Middle East landmark projects.



Mr. Tamim El Ebed
Project Director
Jacobs Engineering

Project Director with 25 years' experience delivering major projects, including Lusail Stadium for the 2022 FIFA World Cup.



Mr. Danilo Arba

**Project Management
Office Director
Mace**

Senior leader delivering \$50B programs globally, excelling in EPC/PMO, governance, complex portfolios, and AI-driven project



Mr. David Hines

**Architect
David Hines Sports
Consulting Ltd**

Sports design consultant and architect advising major global stadium projects, including 2034 World Cup venues and landmark arenas.

SPEAKERS



Mr. Hans Jagnow

**Director, Club & Player
Relations / Special Projects
Esports World Cup Foundation**

Global esports leader driving club partnerships, industry growth, major EWCF programs, elite conferences, and international development



Mr. Ali Al Dajani

**President of the Saudi Arabian
Rugby Federation**

Leader transforming Saudi rugby through school programs, new leagues, youth pathways, and pioneering women's and U-18 teams.



Mr. Mohammed Aljanoubi

**National Rugby Player
Saudi Arabia**

Saudi rugby leader and national team captain advancing grassroots development, education, and community growth through federational leadership.



Mr. Zakria Osman

**Sr. Manager
El Seif Engineering
Contracting**

Mechanical engineering leader driving smart cities, digital construction, modular design, and sustainable innovation.



Mr. Waleed Salaheldin

**Sustainability Lead and
Engineering Manager
Hill International**

Sustainability leader shaping Giga projects globally, advancing resilient architecture and environmental excellence across engineering and design.



Dr. Kam Al-Mazrui

**Director Sports and Events
Mott MacDonald**

Technical Manager at Wood with 30 years' experience in corrosion engineering, research leadership, and industry standards

AGENDA

08:00 – 08:30

Registration & Welcome Coffee

08:30 – 08:40

Welcome Address – By Cogent Solutions

08:40 – 09:00

Opening Keynote Address by Government Official

Topic:

“Engineering the Future of Sports Infrastructure: Precision, Performance, and Progress.”

Challenge:

As Saudi Arabia becomes a global hub for major sporting events, ensuring stadiums are sustainable, technologically advanced, and built for long-term functionality is a key challenge.

Value:

This keynote highlights the Kingdom’s Vision 2030 strategy to drive innovation, digitalization, and sustainability in sports infrastructure, setting new standards for global excellence.

SESSION 1 – SMART, SAFE & IMMERSIVE STADIUMS

Exploring cutting-edge technologies in connectivity, fan experience, and safety systems.

09:00 – 09:20

Primary Stakeholder Presentation

Topic:

“Future of Smart Stadiums: Game-Changing Innovations Shaping Fan Experience, Operations, and Venue Technology”

Speaker : Mr. Sayed Farouk, Director of Information Technology, Saudi Pro League

Challenge:

Delivering seamless fan experiences while optimizing operations and keeping pace with fast-evolving digital technologies remains a major challenge.

Value:

This session highlights how data-driven innovation, smart infrastructure, and immersive tech are transforming stadium operations and the live fan experience.

09:20 – 09:40

Primary Stakeholder Presentation

Topic:

“Driving Revenue through Smart Stadium Innovations”

Speaker : Ms. Shireen Hamdan, Senior Principal and Global Board Member, Populous

Challenge:

Maximizing stadium revenue while ensuring seamless fan experiences and operational efficiency requires strategic integration of smart technologies and data-driven design.

Value:

This session highlights how digital infrastructure, adaptive spaces, and innovative commercial models are turning stadiums into year-round revenue engines and immersive entertainment destinations.

09:40 – 10:00

Primary Stakeholder Presentation (Virtual)

Topic:

“Stadium design and curating the best performance design through analytical computational design”

Speaker : Mr. David Hines, Architect – 2034 FIFA World Cup Venues (Roshn & JCDC Stadiums), David Hines Sports Consulting Ltd

Challenge:

As stadiums become smart entertainment hubs, balancing immersive technology with cultural authenticity and operational efficiency is increasingly challenging.

Value:

This session shows how visualization, fan analytics, and immersive design are elevating connectivity, personalization, and the fan experience across Saudi stadiums.

SESSION 2 – SUSTAINABILITY, SEATING & CLIMATE INNOVATION

Sustainable design, comfort-first seating, and climate adaptability in stadium architecture.

10:00 – 10:20

Primary Stakeholder Presentation

Topic:

“Engineering Climate-Responsive and Energy-Efficient Stadium Systems”

Speaker : Dr. Kam Al-Mazrui, Director – Sports and Event, Mott MacDonald

Challenge:

Delivering high-performance, sustainable stadiums requires balancing engineering innovation with cost-effective design.

Value:

This session showcases advanced engineering, smart ventilation, and renewable energy solutions that drive long-term efficiency and sustainability in next-generation stadiums.

10:20 – 10:40

Primary Stakeholder Presentation (Virtual)

Topic:

“Women’s Sports and Inclusive Stadiums: Economic Impact on the Industry”

Speaker : Ms. Irina Akhmanova, Associate Principal – Senior Architectural Designer, Populous

Challenge:

Many stadiums are not designed to fully support women’s sports or inclusive audiences, resulting in missed revenue opportunities.

Value:

Inclusive design boosts attendance, sponsorship, and overall commercial impact in the rapidly growing women’s sports sector.

10:40 – 11:20

Panel Discussion: “Innovating for Desert Stadiums: 5G-Enabled Turfs, Sustainable Materials & Hybrid Solutions”

Moderator:

Ms. Shireen Hamdan, Senior Principal and Global Board Member, Populous

Panelists:

- **Mr. Hatim Morsy-Fahmy**, Director – Major Projects, HM2 Consulting
- **Mr. Waleed Salaheldin**, Sustainability Lead & Engineering Manager, Hill International
- **Roshan Representative**
- **Government Representative**

Challenge:

Designing stadiums for Saudi Arabia’s harsh desert climate demands smart materials, advanced cooling, and next-gen connectivity without compromising sustainability.

Value:

This session explores breakthrough technologies—from 5G-enabled turf and hybrid structures to renewable energy—that ensure performance, comfort, and durability in extreme conditions.

11:20 – 11:40

Morning Networking Break

SESSION 3 – INCLUSIVE & MULTI-PURPOSE STADIUM DESIGN

Creating stadiums that serve diverse audiences and deliver value beyond matchdays

11:40 – 12:00

Joint Presentation

Topic:

“Designing Multi-Purpose Legacy Venues: The Diriyah Arena Vision”

Speakers : **Mr. Ala Hason**, Principal & Director of MENA Region, HKS Architects

Mr. Loay Alsalem, Development Associate Director, Diriyah Company

Challenge:

Building multi-purpose arenas that deliver world-class events while creating long-term community value requires innovative design and smart urban integration.

Value:

This session highlights how the Diriyah Arena reflects Vision 2030 by combining architectural excellence, flexible operations, and cultural legacy to redefine modern sports destinations.

12:00 – 12:20

Primary Stakeholder Presentation (Virtual)

Topic:

"Designing the Next Generation of FIFA-Ready Venues for 2034"

Speaker : Mr. John Roberts, Sports & Leisure Director, AFL Architects

Challenge:

Delivering FIFA-compliant stadiums that meet global standards while reflecting Saudi Arabia's cultural and environmental context is a complex design challenge.

Value:

This session showcases the architectural and engineering innovations shaping Saudi Arabia's 2034 FIFA World Cup venues—blending sustainability, fan experience, and legacy-focused design.

12:20 – 13:00

Panel Discussion: "How Cutting-Edge Solutions Are Specified in Stadium Construction Projects"

Moderator:

Mr. Hatim Morsy-Fahmy, Director – Major Projects, HM2 Consulting

Panelists:

- **Mr. Tamim El Ebed**, Project Director, Jacobs Engineering
- **Mr. Zakria Osman**, Sr. Manager – Digital Construction, Smart Cities & Sustainability, El Seif Engineering Contracting
- **Mr. Danilo Arba**, Project Management Office Director, Diriyah II & Diriyah Arena, Mace
- **Government Representative**

Challenge:

Advanced stadium construction demands tight coordination across technical, sustainability, and multidisciplinary requirements.

Value:

This panel shows how digital tools, BIM, and smarter procurement are accelerating delivery and raising standards for precision, safety, and performance.

13:00 – 14:00

Networking Lunch

SESSION 4 – SAFETY, SECURITY & OPERATIONS FOR MEGA EVENTS

Optimizing readiness, surveillance, and operational excellence in large-scale venues.

14:00 – 14:20

Primary Stakeholder Presentation

Topic:

"Aramco stadium case study – geocell tanks for storm water management"

Speaker : Saudi Aramco

Challenge:

Stadium sites in KSA often face weak soils, heavy loads, and climate constraints, making traditional ground reinforcement costly and inefficient.

Value:

This session highlights how geo-cell technology enhanced ground performance in Aramco stadium projects—improving stability, drainage, and construction efficiency.

14:20 – 14:40

Primary Stakeholder Presentation

Topic:

"Operational Excellence and Safety Protocols in Mega Event Delivery"

Speaker : Mr. Danilo Arba, Project Management Office Director, Diriyah II & Diriyah Arena, Mace

Challenge:

Coordinating large-scale stadium projects with many stakeholders while maintaining strict safety, quality, and timelines is a major challenge.

Value:

This session highlights how Mace uses safety-first frameworks, operational readiness, and real-time monitoring to ensure flawless delivery of complex sports developments.

14:40 – 15:20

Panel Discussion: “Getting Specified in Saudi: Cracking the Code of Stadium Approvals”

Moderator:

Government representative

Panelists:

- Representative, Saudi Building Code Authority
- Representative, Saudi Aramco Stadium
- Representative, Engineering & Consulting
- Representative, Stadium Tech Provider

Challenge:

Securing specification in Saudi stadium projects is a major hurdle for global and local solution providers. From regulatory alignment to timing engagement with consultants, companies often miss out due to lack of insight into KSA’s unique specification and procurement systems.

Value:

This session demystifies how products, systems, and innovations make it into official stadium specs. Experts will reveal what specifiers look for, how to navigate Saudi Building Code compliance, and how to position offerings for mega-project procurement success.

SESSION 5 – FINANCING, URBAN INTEGRATION & ECONOMIC IMPACT

Funding models and economic development anchored by stadium ecosystems.

15:20 – 15:40

Primary Stakeholder Presentation

Topic:

“Stadiums Driving Urban Transformation: Lessons from the Tottenham Model”

Speaker : New Murabba Representative

Challenge:

Integrating major stadium projects into mixed-use urban developments while ensuring sustainability and community impact presents significant design and planning challenges.

Value:

This session explores how modern stadiums can drive urban regeneration—boosting tourism, economic activity, and community life in line with Vision 2030.

SESSION 6 – STADIUM PROJECTS IN KSA: SPOTLIGHT ON OPPORTUNITIES & CHALLENGES

Highlighting major ongoing projects and lessons learned from across the Kingdom.

15:40 – 16:20

Panel Discussion: “Stadium Projects in KSA: Spotlight on Opportunities & Challenges”

Moderator:

Dr. Kam Al-Mazrui, Director – Sports and Events, Mott MacDonald

Panelists:

- **New Murabba Representative**
- **Diriyah Representative**
- **Mr. Noushadali Kayalmadathil, Executive Director – Development Management Office, Qiddiya**
- **Mr. Husam Al-Dossary, Project Quality Manager, Saudi Aramco Stadium Projects**
- **Government Representative**

Challenge:

Coordinating multiple giga-projects while balancing innovation, sustainability, and tight delivery timelines is reshaping how Saudi Arabia delivers its sports infrastructure vision.

Value:

This session unites project leaders to share insights from flagship developments—highlighting investment models, engineering excellence, and collaboration driving the future of Vision 2030 stadiums.

16:20 – 17:00

Primary Stakeholder Joint Presentation

Topic:

Delivering Engineering Excellence: A Technical Showcase of Saudi Aramco Stadium Project

Speaker : Mr. Husam Al-Dossary, Project Quality Manager, Saudi Aramco Stadium Projects

Challenge:

Delivering world-class stadium infrastructure that meets global safety, quality, and performance standards within the Vision 2030 framework remains highly complex.

Value:

This session highlights Saudi Aramco's innovative engineering, advanced materials, and strict quality assurance practices that set new standards for sustainable, next-generation sports infrastructure in the Kingdom.

17:00 – 17:20

Primary Stakeholder Presentation

Topic:

"Building NEOM Sport City: Sustainability, Technology and Vision 2030 Alignment"

Speaker : Mr. Martin Seward Case, Asset Development Director, NEOM Sport

Challenge:

Building a next-generation sports ecosystem that balances sustainability, innovation, and large-scale infrastructure within NEOM's vision presents major technical and strategic challenges.

Value:

This session shows how NEOM Sport is redefining athletic infrastructure through smart design, renewable energy, and digital transformation—setting a new global standard for sustainable sports cities.

17:20 – 18:00

Fireside Chat : “Building Sport Destinations in KSA: Activating Venues, Engaging Communities &

Moderator:

Mr. Ricardo Trade, Former CEO – FIFA World Cup Brazil Local Organizing Committee (LOC); Consultant, CBF Academy

Speakers:

- **Hans Jagnow**, Director, Club & Player Relations, Special Projects, Esports World Cup Foundation
- **Representative**, Saudi Arabian Football Federation
- **Mr. Sayed Farouk**, Director of Information Technology, Saudi Pro League
- **Mr. Ali Al Dajani**, President, Saudi Arabian Rugby Federation

Challenge:

As Saudi Arabia moves from building stadiums to creating community-driven sports destinations, the challenge is repurposing venues and diversifying experiences to sustain engagement year-round.

Value:

This fireside chat explores how leaders are activating existing venues, boosting grassroots participation, and positioning Saudi Arabia as an inclusive, experience-driven sports hub under Vision 2030.

17:40 – 18:00

Closing Remarks & Networking

Speaker & Delegate Cultural Etiquette – KSA



Prayer Times

- Sessions will pause for Dhuhr (midday) and Asr (afternoon) prayers to respect participants' religious observances.



Dress Code

- Men: Business suit or traditional Saudi attire (thobe with ghutra/shemagh).
- Women: Business attire that is modest, with sleeves and below-knee length; abaya is recommended in public areas.



Greetings & Business Etiquette

- Greet with respect; a slight nod or verbal greeting is acceptable if unsure about handshakes.
- Use professional titles and first names (e.g., "Eng. Ahmed," "Dr. Fatimah").
- Engage respectfully, avoiding overly informal language or gestures.



Food & Beverage

- All catering will be halal; pork and alcohol are strictly prohibited.



Photos & Media

- Always ask permission before taking photos or recording individuals. Avoid photographing government officials without consent.



Punctuality

- Sessions start promptly. Please be ready 10 minutes before your scheduled speaking slot.



Speaker Tips

- Use Saudi Arabia or GCC-relevant examples that align with Vision 2030 goals.
- Keep slides professional, respectful, and free of culturally sensitive imagery.
- Focus on practical insights, case studies, and measurable project outcomes.

SPONSORS & PARTNERS

KEY PROJECT INTELLIGENCE PARTNER



MEDIA PARTNERS





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