

# Subject Matter Briefing

# Vision 2030

## Introduction

- Saudi Vision 2030 is an all-encompassing transformative mission that Saudi Arabia is embarking upon this decade.
  - The plan **seeks to revitalize and diversify Saudi Arabia's economy, expand cultural opportunities, and create a modern Saudi Arabia where all Saudis can prosper.**
- Vision 2030 touches on all aspects of Saudi life, from transitioning Saudi Arabia's economy into the 21<sup>st</sup> century, to creating more athletic opportunities for Saudi citizens, and even empowering women throughout the Kingdom.

## Economic

- A key focus of Vision 2030 is to create an environment in which business thrives, the economy is diversified, and all Saudis, men and women, have access to jobs.
  - Saudi Arabia's location on the Arabian Peninsula makes it easily accessible by companies in the East and the West to invest and trade.
- Under Vision 2030 **Saudi Arabia is diversifying its oil-dependent economy** and working towards an economy with numerous distinct and prosperous sectors.
  - This includes investing in some of Silicon Valley's biggest names and startups, becoming a food sustainable and even agriculture exporting country, and focusing and investing in renewable energy sources.

## Athletics and Culture

- Saudi Arabia has greatly **expanded its entertainment offerings through Vision 2030.**
  - The Kingdom has hosted Monster Jam, WWE wrestling events, professional golf tournaments featuring some of the PGA tour's top golfers like Phil Mickelson and Brooks Koepka.
- These athletic and cultural offerings are not just for Saudi citizens, but for the global community, as **Saudi Arabia placed an emphasis on encouraging international tourism to the Kingdom.**
  - Saudi Arabia has **issued more than 400,000 tourist visas** since opening its borders for tourism in recent years.
- Saudi Arabia is constructing cities throughout the country that will host many additional attractions including **theme parks like Six Flags** and futuristic urban designs like in the **planned Saudi smart city of Neom.**

## Women's Empowerment

- Women have a vital and leading role in Saudi society, and they will continue to do so moving forward under Vision 2030.
- **Women currently make up 22 percent of the Saudi workforce, with a goal of increasing that to 30 percent by 2030.**
- Ivanka Trump has even lauded Saudi Arabia for embarking on "**significant reforms**" for women.

*These materials are distributed by LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.*

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- **The World Bank Group recently recognized Saudi Arabia has having made the biggest yearly improvement in its Women, Business, and the Law 2020 Report.**
  - These improvements include:
    - **Women can now obtain a drivers' license**, with over 70,000 already being issued.
    - **Sexual harassment is illegal** in both the public and private employment sectors.
    - **Pregnant employees are legally protected from discriminatory dismissal.**
    - The **retirement age is 60-years-old** for men and women.
    - **Saudi women receive equal pay to their male counterparts.**

## Conclusion

- Through Vision 2030, Saudi Arabia is transforming its economy, its culture, and its society overall.
  - The economy is diversifying away from fossil fuels, agricultural production is increasing, and Saudi's across the Kingdom are entering the workplace for the first time.
  - Vision 2030 is a unique and unprecedented transformation that benefits people around the world.

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