

All successful changes start with a vision. Saudi Arabia is the Land of the Two Holy committed to supporting families and the Mosques, the most sacred sites on earth and education and wellbeing of their children. Although our country is rich in its natural We are confident about Saudi Arabia's future resources, our real wealth lies in the ambition of our people and the potential of our younger With all the blessings Allah has given us, generation. encourage investment from other countries Our third theme—an ambitious nation—is and international businesses, built on a responsible, transparent and The third pillar is transforming our unique geographical location into a global hub high-performing government. identity and their ancient cultural heritage, The first pillar of our vision is our status as enjoy a good life, are protected by caring the heart of the Arab and Islamic worlds, We families and are supported by a social and recognize that Allah the Almighty has given health care system. connecting three continents, Asia, Europe and We will also prepare the right environment Africa, We will use our geographical position for our citizens, businesses and society to be to improve trade and transport to and from responsible and take the initiative in facing our country. ambitious nation., Our vision, grounded in our countrys The first theme is vital to achieving the strengths, will deliver this stability and create vision.