

successful changes start with a vision. Our vision is built around three themes: A vibrant society, a thriving economy and an ambitious nation. The third pillar is transforming our unique geographical location into a global hub connecting three continents, Asia, Europe and Africa. Saudi Arabia is the Land of the Two Holy Mosques, the most sacred sites on earth and the direction of the Kaaba (Qibla) to which more than a billion Muslims turn at prayer. We will expand and further develop our country to ensure that Muslims from around the world can visit the Holy Sites. We will develop the economy to encourage investment from other countries and international businesses. The second pillar of our vision is our determination to become a center for global business.