

A G B I

ARABIAN GULF BUSINESS INSIGHT



Media Pack 2024

❖ Welcome to AGBI - Arabian Gulf Business Insight



We are a business news platform serving the MENA region with a senior audience of market-movers and decision takers. We break important stories, provide authoritative analysis and facilitate interaction and commercial collaboration. Because we believe that better-informed leaders make better decisions – which leads to better outcomes for their clients, their companies and ultimately for their countries.

The AGBI leadership team brings a wealth of experience to the table, with former senior executives from regional publishers including Arabian Business, The National and Gulf Business plus international publishers including The Times, the Sunday Times, The Telegraph, the Financial Times and The Wall Street Journal.

Our mission is to become an essential tool for ambitious business people and established leaders alike, helping them identify the region's key commercial opportunities and challenges – to showcase innovation and make mutually beneficial connections.

In technology-accelerated markets where content can be created in an instant, we'll seek to deliver insight rather than simply present information, to facilitate understanding rather than contribute to the noise, to provide the focus that highlights key developments and changes that will shape the future.

Headquartered in London and with a newsroom in Dubai, we are a team of dedicated individuals whose collective vision is to build a next-generation business news resource that delivers insightful analysis at the intersection of regional economies and global markets.

We'll strive to help our readers understand new trends, explore new territory and formulate new ways of doing business that are more profitable, sustainable, imaginative and impactful.

Welcome to AGBI.

James Drummond
Editor-in-Chief

❖ Leadership



Martin Newland
CEO

Martin was Editor of the Daily Telegraph, launch Editor of The National and has been a media consultant across the Middle East.



James Drummond
Editor-in-Chief

James was the Financial Times Gulf News Editor and Cairo/Baghdad Correspondent, and Head of Geopolitical Risk at HSBC.



Hector Arthur
Chief Strategy Officer

Hector was Digital Development Director at The Times / Sunday Times, Chief Digital Officer at Which? and CEO at JECT.AI.



Nicky Dawson
Commercial Strategy

Nicky was Deputy MD at ITP Media, Senior Business Director at Haymarket and Business Development Director at MEED.



Tomaso Capuano
Creative Director

Tomaso was Creative Director at WSJ and Dow Jones, Creative Director at The Financial Times and Art Director at The Times.



Alicia Buller
Opinion Editor

Alicia was Launch Editor at AGBI, Launch Editor at Gulf Business, UK Editor at Arabian Business and a staff writer at Reuters.



Shane McGinley
News Editor

Shane was Editorial Director at Arabian Business, Head of Content at Reuters and Business Features Editor at Arab News.



Frank Kane
Editor-at-Large

Frank was a columnist at Arab News, Senior Business Correspondent at The National and Business Editor at The Observer.



Frank Praverman
Head of Newsroom

Frank was Digital Newsroom Editor at The Times and Sunday Times and Transformation Lead at Times Online.

June 14, 2023

About us | Feedback

AGBI

ARABIAN GULF BUSINESS INSIGHT

Search

Q

FINANCE

REAL ESTATE

ENERGY

TECH

AVIATION

TRAVEL

RETAIL

ENVIRONMENT

HEALTH

OPINION

ALL SECTIONS

ANALYSIS

ENERGY

Bahrain reboots oil and gas to reduce debt and CO₂

By Jonathan Gervett | June 12, 2023

Twitter

LinkedIn

Facebook

G+

Bahrain News Agency

Bapco Energies is responsible for around 70-80% of the Bahraini government's entire revenue stream

- Government rebrands oil and gas holding company as Bapco Energies
- Boosted efficiencies aim to reduce large public debt
- Reorganisation to focus on transition to lower carbon future

Bahrain is taking steps to address economic challenges by relaunching its oil and gas holding company, Bapco Energies, with a focus on greater efficiencies and a low-carbon future.

The island kingdom's sovereign rating is one of only two [sub-investment grade ratings in the Gulf](#) – with challenges ranging from ageing domestic oil fields to the overall trajectory of the energy transition, and from the government's need to tackle longstanding public debts to dependency on refined oil export revenues.

At the end of last month the government relaunches the country's previous oil and gas holding company, Nogaholding, under the new brand name, Bapco Energies.

It is part of a major reorganisation of the kingdom's energy sector, which aims to create an integrated energy company out of the diverse entities now under Bapco Energies' umbrella.

- [Bahrain is likely to miss target on balancing books](#)
- [Bahrain's oil holding firm launches \\$750m sukuk](#)

These include the giant Bahrain Petroleum Company (Bapco) refinery; exploration

ADVERTISEMENT

Jetcraft powers up with North American broker acquisition

LEARN MORE

RELATED CONTENT:

ENERGY | OIL & GAS

ENERGY

Opco grants Russia higher production baseline

June 14, 2023

RENEWABLE ENERGY

Acwa Power agrees \$1.5bn Kazakh wind project

June 14, 2023

ENERGY

Iraqi Kurdish losses reach \$2bn amid oil export halt

June 14, 2023

OIL & GAS

China's Unipac sale of Oman crude caps prices

June 12, 2023

RENEWABLE ENERGY

Masdar to develop wind farm in Kazakhstan

June 12, 2023

June 14, 2023

About us | Feedback

AGBI

ARABIAN GULF BUSINESS INSIGHT

Search

FINANCE

REAL ESTATE

ENERGY

TECH

AVIATION

TRAVEL

RETAIL

ENVIRONMENT

HEALTH

OPINION

ALL SECTIONS

BANKING & FINANCE

Saudi Arabia tops regional billionaires list

By Gavin Gibben | June 9, 2023

in

f

The Middle East placed behind the US, Europe and Asia for the number of billionaires

Saudi Arabia is only Gulf country in global top 10 of billionaires

Cumulative wealth of region's billionaires is \$556bn

More than half owe at least some of wealth to family money

Saudi Arabia's growing community of billionaires is the biggest in the Middle East, despite a drop in the number of super-rich across the region as a whole, the latest industry data shows.

There are 71 billionaires living in the kingdom, with a combined wealth of \$205 billion, a year-on-year increase of 6.6 percent, according to the Billionaire Census 2023 from New York-based consultancy Wealth-X, an Altrata company.

Kuwait City leads the world for billionaires

India's richest export lives in Dubai, earning \$12.4m a day

Sharjah has world's second-largest growth of millionaires

Saudi places ninth globally in terms of those with wealth in the 10-digit and above range.

The UAE is placed close behind in 15th with 45 billionaires worth \$200 billion – a 10.8 percent hike compared with 2021.

The two biggest players in the Gulf retained their respective positions from the 2022 report.

Middle East billionaires by country

Cumulative wealth (\$)

\$25bn

\$205bn

Number of billionaires

7

30

70

ADVERTISEMENT

Print 1 shipping label. Or 300. Or 1,000.

Shipping software that can help your business flow

ShipStation

RELATED CONTENT:

BANKING & FINANCE

Egypt invites banks to pitch for AlexBank stake sale

June 14, 2023

BANKING & FINANCE

Gulf Investment Fund turns to Saudi stocks to drive growth

June 13, 2023

BANKING & FINANCE

UAE remittance market nears 'saturation point'

June 12, 2023

BANKING & FINANCE

Fintech pushes Mena startups to raise \$445m in May

June 12, 2023

BANKING & FINANCE

Saudi Arabia and China sign go agreements worth \$1bn

June 12, 2023

Since launch AGBI has attracted high-calibre contributors such as **CNN's Eleni Giokos**, **PIF Head of Energy Mohammed Albalaihed** and **Emirates Airlines President Sir Tim Clark**, alongside star columnists including Robin Mills and Frank Kane.

OPINION • ENERGY

There's no quick fix on energy. At PIF, we're just getting on with it

The Saudi sovereign wealth fund's head of energy and utilities explains why the transition to renewables is coming, but can't happen overnight – and why electric cars are older than you think



By Mohammed Albalaihed | January 9, 2023

OPINION • BIDEN MIDDLE EAST

It's the bankers who most want Biden and MbS to make nice

Saudi Arabia want better relations with the US, Biden wants cheaper oil - but Wall Street can smell the money



By Anthony Scaramucci | July 8, 2022

OPINION • ENERGY

Opec+ ponders whether to stick or twist

April's output cuts appear to have had the desired effect, but the oil alliance may yet cause another surprise



By Frank Kane | May 22, 2023

OPINION

Gulf aviation will continue to grow despite global challenges

Emirates and Gulf aviation in general can expect a year of growth as Qatar builds on the World Cup and Saudi Arabia drives its tourism



By Sir Tim Clark | December 28, 2022

OPINION • ECONOMY

Unravelling the Gulf's energy conundrum

The region gained wealth and political clout last year. Now, as the UAE prepares to host Cop28, it will be expected to find – and fund – climate solutions



By Eleni Giokos | January 16, 2023

OPINION • RETAIL

'Preloved' retail is a vital step on the Gulf's path to sustainability

The Gulf's preference for brand new goods needs to change



By Kate Hardcastle | June 5, 2023

❖ Video

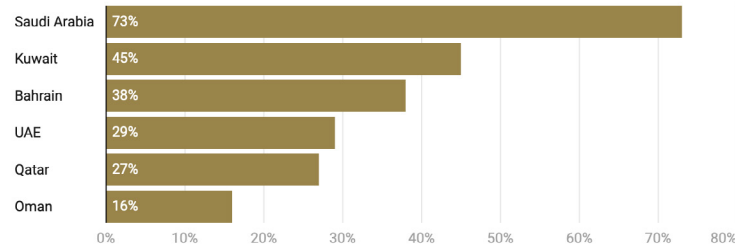
Broadcast quality audio-visual content is one of AGBI's hallmarks, with key players interviewed and current affairs unpacked to give viewers the answers they seek and the insights they value - it's "news you can use" in easily digestible form.



Accurate and compelling data is at the core of AGBI's proposition with infographics deployed across a range of subjects to illustrate key trends and illuminate complex subjects - the key points of the important stories at a glance, at readers' fingertips.

Islamic banking penetration in the GCC

As percentage of total domestic banking sector

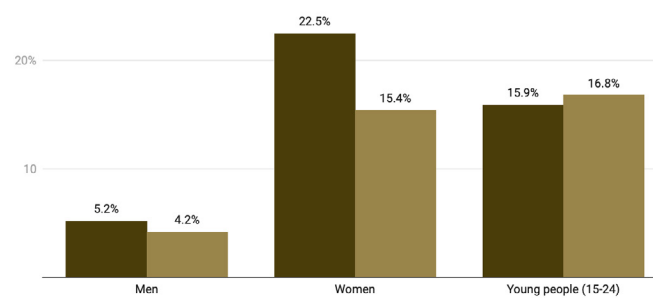


All figures are for 2022, except Saudi Arabia, which is 2021

Created with [Datawrapper](#)

Unemployment in Saudi Arabia

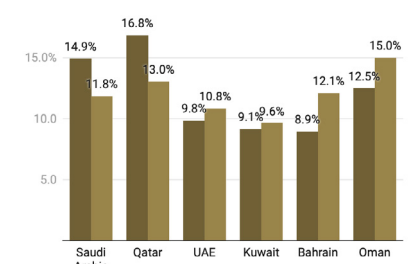
2021 2022



Source: General Authority for Statistics • Created with [Datawrapper](#)

Gulf banks' exposure to oil and gas sectors

2017 2022

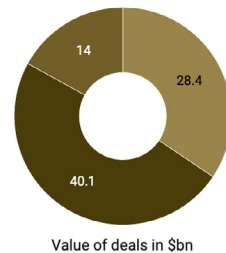
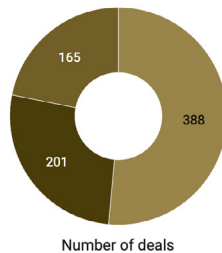


Source: S&P Global Ratings • Created with [Datawrapper](#)

Mergers in Mena: how the 2022 deals break down

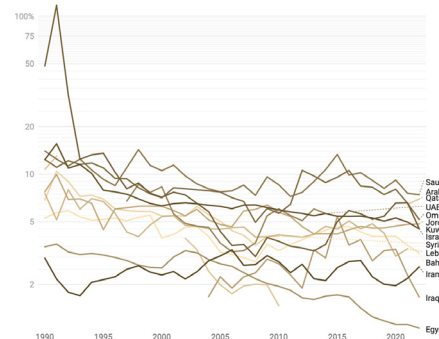
A total of 754 deals were completed in 2022, with a combined value of \$82.5 billion

Domestic
Outbound
Inbound



Source: EY Middle East and North Africa M&A Insights 2022 • [Get the data](#) • Created with [Datawrapper](#)

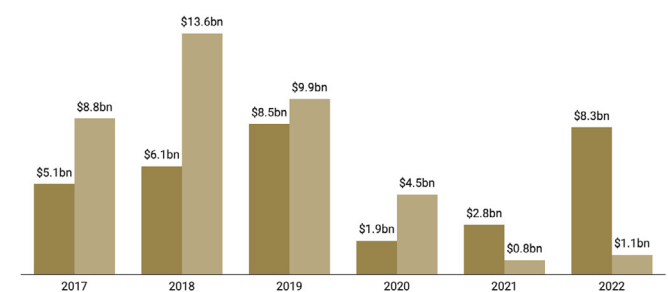
Middle East military expenditure as percentage of GDP



Broken lines indicate unavailable data for those years. Some figures are SIPRI estimates
Source: SIPRI • Created with [Datawrapper](#)

Value of African investment deals


GCC China



Source: FDI Markets • [Get the data](#) • Created with [Datawrapper](#)

❖ Social media


In an increasingly networked world, AGBI is an influential presence on all the social platforms that matter. Our content is shared by movers, shakers and market makers from **Prince Khaled bin Alwaleed Al Saud** to **Sheikha Intisar AlSabah**.

**Daniel Daggers** • 2nd
Founder DDRE.Global | \$5B in Sales | Superpri...
2mo • 🌐


I've been travelling to the Middle East on business for close to a decade. One major thing I adore about business there, is the focus on relationships.

Thank you for the opportunity [AGBI - Arabian Gulf Business Insight](#)


#mrsuperprime


**AGBI - Arabian Gulf Business Insight**
3,675 followers
2mo • 🌐

DDRE Global's real estate business has attracted a healthy roster of high net worth individuals from the Middle East looking for London homes since the Emirates CEO's vote of confidence. ...see more

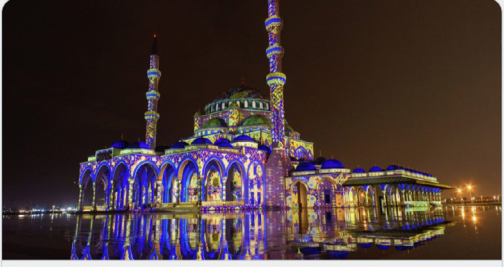


London's Mr Super Prime reaps rewards from Gulf property clients | AGBI
agbi.com • 5 min read

**EXCLUSIVE**
Sheikha Intisar AlSabah tells AGBI why technology is no substitute for the human touch in business




كhaled خالد ✉️ @KhaledAlwaleed · Feb 13
"Real estate prices in Sharjah have gone up by 15-20%. The emirate has witnessed a 30% increase in demand for off-plan and ready units." In cultural capital Sharjah, selling homes is an art form - Via @AGBInsight | #UAE




agbi.com
In cultural capital Sharjah, selling homes is an art form
Arts and education are cornerstones of the development strategy for this northern emirate, attracting tourists and property buyers

5 11 28 6,634


**AGBI - Arabian Gulf Business Insight**
3,675 followers
1mo • Edited • 🌐

"There's a lot of room to make tourism a bigger contributor to Saudi's economy, and the Red Sea and Amaala projects are estimated to contribute \$9 billion to the kingdom's GDP," says [Red Sea Global CEO John Pagano](#) during i ...see more



John Pagano
CEO, Red Sea Global

0:52

**John Pagano** • 2nd
Chief Executive Officer at Red Sea Global
Great interview, thanks [AGBI - Arabian Gulf Business Insight](#).
1mo ...

Like · 🌐❤️👍 204 · Reply · 14 Replies

AGBI's most recent event held at the DIFC in November 2023 saw AI experts flying in from the US, Europe and Asia to discuss the global learnings from AI implementation across industries. The panel of speakers and audience discussed a range of topics including does AI let us win in the present or own the future? Does it enable us do things better or do better things?

The invitation-only senior business leaders who came loved the event, commenting on the calibre of attendees, their appreciation for AGBI bringing global AI experts to the UAE, and many expressed an interest in attending future events. 2024 will bring more invite-only events, so watch this space.



Contact the AGBI team at partnerships@agbi.com to enquire about upcoming events or to discuss your curated brand event.



"The AGBI team was deeply thoughtful about the event, content, and experience they were creating from moment one. As a panelist, I was delighted by the great care they put into incorporating a variety of perspectives, topics, and angles into how we explored artificial intelligence – a critical effort when it comes to making sense of this powerful and controversial technology. It's no wonder the panels invited spirited engagement and were widely celebrated among attendees."

Jessica Groopman
Panel Speaker



"We thoroughly enjoyed being part of this event – the audience was high caliber, the evening well organized, and the other speakers provided valuable insights. We were particularly impressed with the extensive coverage of the evening and the talk across various channels, including media and social platforms, both leading up to and following the event."

Mario Rizk
Oliver Wyman, Principal Digital,
Sponsor

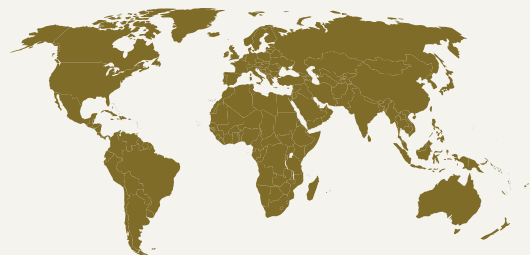


"A top quality experience from start to finish. The AGBI team's consistent professionalism, attention to detail and support before, during and after our two AI strategy events were beyond anything I've experienced in many years of international conference work."

Michael Bayler
Panel Moderator

❖ Audience in 2023

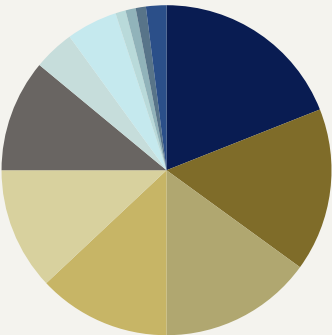
Top 10 Countries



	United Arab Emirates 27%
	Saudi Arabia 20%
	Egypt 13%
	Turkey 9%
	Qatar 4%
	United Kingdom 4%
	United States 4%
	Oman 3%
	Kuwait 2%
	India 2%

Data range: 1/10/23 - 30/11/23
Data source: Google Analytics

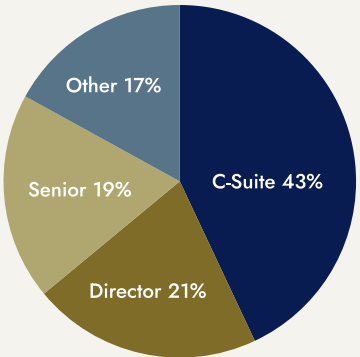
Sectors



◆ Economy 19%	◆ Tech 4%
◆ Banking & Finance 16%	◆ Logistics 5%
◆ Construction 15%	◆ Business of Sport 1%
◆ Environment 13%	◆ Health 1%
◆ Energy 12%	◆ Development 1%
◆ Consumer & Lifestyle 11%	◆ Other 2%

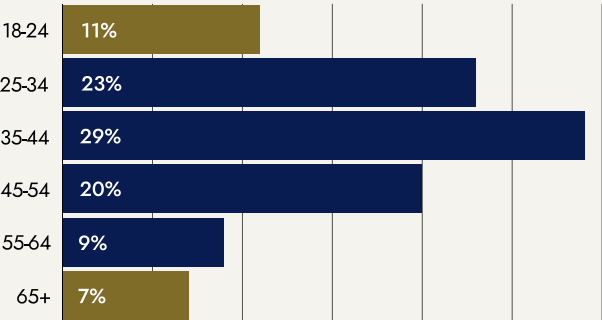
Data range: 1/10/23 - 30/11/23
Data source: Google Analytics

Job Seniority



Data range: 1/10/23 - 30/11/23
Data source: LinkedIn Ads Manager

Age Splits



Data range: 1/10/23 - 30/11/23
Data source: Google Analytics

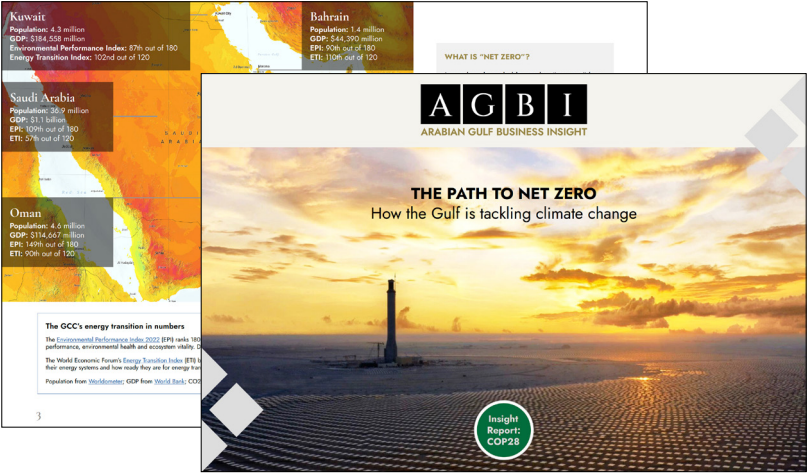
Reach

40.6M
monthly impressions

222K
monthly pageviews
across 4 continents

Data range: 1/10/23 - 30/11/23
Data source: Social Channels, Google Analytics

AGBI Special Reports 2024



MAY

SAUDI CONSTRUCTION

AGBI will take a deep-dive look at what's happening in the sector, the latest updates on the mega-projects, the people making things happen in the Kingdom and if initial forecasts and project timelines are still on track. We'll provide data backed evidence and key interviews with the leaders driving the sector and the most ambitious vision in the region.

JUNE

TOURISM

As ATM brings the travel industry together again in 2024, AGBI will create a special report looking at the technologies shaping the industry, the opportunities and developments facing the industry and speak to the brands and leaders responsible for advancing the sector while looking at sustainability.

FINANCE

AGBI will take do an in-depth review of the regions finance sector, from fintech to crypto and digital assets to where investors are focused. We'll look at the companies doing things differently, the sovereign wealth fund activity and the challenges facing the sector and the leaders advancing this crucial sector for regional economies.

SEPTEMBER

THE 2024 REVIEW AND OUTLOOK FOR 2025

AGBI takes a look at what happened in 2024 and with evidence backed research, will provide an outlook for 2025. As 2024 draws to a close, where are the key sectors of the economy, which companies or industries made great strides and the leaders who shaped the year. AGBI will give you a deep-dive read into what happened this year - and what's next.

DECEMBER

Saudi Arabia

The kingdom has the resources required

CASE STUDY
RED SEA GLOBAL MANGROVE NURSERY, SAUDI ARABIA

Under the Saudi Green Initiative, the kingdom aims to plant 10 billion trees to combat desertification. Within this vision are individual "regreening" projects, one of which is Red Sea Global (RSG)'s mangrove nursery project, which launched in July in partnership with the National Center for Vegetation Cover.

It is intended to support the developer's goal of planting 50 million mangroves by 2030 as part of its carbon offsetting and sustainability plans as RSG brings forward two major tourism destinations on the Red Sea coast.

More than 4 million trees, plants and shrubs have already been grown at the mangrove nursery, with the majority to be used within these two projects, the Red Sea and Amaala.

"The power of mangrove forests to store carbon, manage flooding and stabilize coastlines, and to provide shelter for fish and other organisms, makes them one of nature's super-ecosystems," said John Pagano, RSG group chief executive.

position offers particular renewable energy options like solar, which the wider region has been investing in recently."

Meanwhile, the Ministry of Energy's National Renewable Energy Programme plans to expand its renewable energy capacity from 27.3 gigawatts (GW) in 2023 to 58.7GW by 2030.

The figures include power produced by both solar energy and wind. The 400 megawatt (MW) Dumat Al Jandal wind farm located on a plateau in the northwest of the kingdom was the first to be connected to the grid in 2021.

The largest operational solar park in Saudi Arabia is the Sakaka photovoltaic plant in Al Jouf, which produces 300MW. Renewable energy projects with a further capacity of 11.4 GW are under development, including the world's largest single-site solar power plant in Al Shu'alah. This project is scheduled to begin operations in 2025 with a generation capacity of 2.6GW.

Major focus on hydrogen

Green hydrogen is an increasingly popular sustainable energy source in the Gulf and beyond. Referring to hydrogen produced

on a CO2-neutral basis through water electrolysis, it is a major area of focus for Saudi Arabia.

Construction of a \$5 billion green hydrogen plant began recently in the Neom gigaproject taking shape in the kingdom's northwest. The megaproject will integrate up to 4GW of solar and wind energy to produce up to 1.2 million tonnes of green ammonia, translating to up to 400 tonnes of carbon-free hydrogen a day. Once it is operational by 2026, all the green hydrogen produced will be available for global export, in the form of ammonia, through an exclusive agreement with US-based Air Products.

In total, Saudi Arabia aims to produce 4 million tonnes of clean hydrogen a year by 2030.

"Revenues from oil exports continue to be essential to a healthy Saudi economy, but there are plans in place to rapidly transition towards a similar role as a major energy provider, providing the energy the world demands – which, increasingly, is green energy," says marine ecologist Carlos Duarte, a professor at King Abdullah University of Science and Technology in Thuwal.

"The plans and investments being made to help Saudi Arabia become a global leader in green hydrogen are really extraordinary," says Duarte.

The Sakaka photovoltaic solar power plant in Al Jouf produces 300MW

Advertising	
MPU - in Article	\$6,000 per month
Double MPU - in Article	\$8,000 per month
Leaderboard - under Menu bar	\$12,000 per month
Super Leaderboard - between content sections	\$10,000 per month
Mobile App - 350x50, 300x100	\$5,000 per month
Newsletter Leaderboard - between content sections	\$4,000

Channel Sponsorship on AGBI.com	
The opportunity to be the exclusive branded sponsor to promote your brand / leader / thought-leadership content (4 x articles) on a tab we will create. The channel will host all AGBI content on the subject matter, alongside the sponsor content (4 x articles) and branding	\$POA - contact us for details

Contact us at partnerships@agbi.com to discuss your campaign

London Office:
Holborn Gate,
High Holborn,
London WC1V 7QH, UK

Dubai Office:
Dubai Media City
Building 2, Office G-07
Dubai, United Arab Emirates.

Content Marketing	
Video Onsite at client office or at industry event - editor interview with client - filming and production, inclusive of client branding, to create an asset for the client and hosted on AGBI	Starting from \$12,000
Audio Podcast Moderate and produce a 10 min podcast to be edited and published on AGBI.com	Starting from \$10,000
Commercial Content - Leadership profiling, Q&As and written content	\$12,000
Special Report Sponsor	Starting from \$12,000
Events	
Curated Client Events	Starting from \$40,000
AGBI Event Sponsorship	Starting from \$12,000

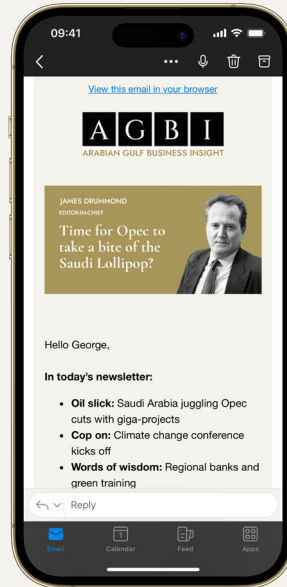
Contact us at partnerships@agbi.com to discuss your campaign

London Office:
Holborn Gate,
High Holborn,
London WC1V 7QH, UK

Dubai Office:
Dubai Media City
Building 2, Office G-07
Dubai, United Arab Emirates.

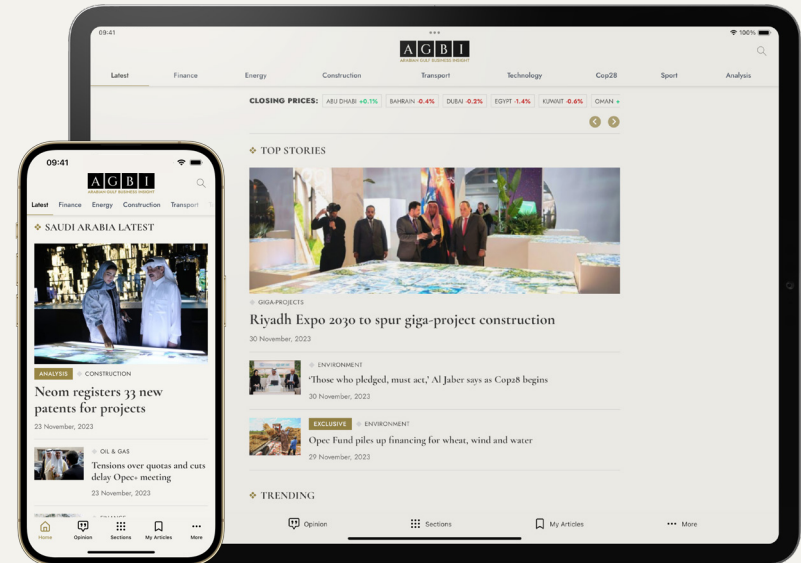
❖ Join the AGBI community and never miss out

Sign up to our Newsletters



SIGN UP TODAY

Download the AGBI app



Download on the App Store

