



WORLD
WITH *KSA*
PURPOSE

THE PURPOSE LEGACY

WHERE FAMILY BUSINESSES MEET TO WRITE THE FUTURE

POWERED BY



غَايَا
GHAYA

2nd EDITION | 28-29 APRIL 2025 | RIYADH, KSA

IN PARTNERSHIP WITH



BAB SAMHAN
DIRIYAH

This program is a work in progress and may be subject to change.



WORLD WITH PURPOSE SUMMITS SERIES

The **WORLD WITH PURPOSE** summit series, launched by GHAYA, is a dynamic force driving purpose-driven leadership across the Middle East, Africa and beyond. These summits ignite transformative conversations on the essential role of businesses in advancing economic growth while championing social and environmental progress.

Each year, the **WORLD WITH PURPOSE** summit will take place in a different country, expanding its reach and influence in the region and beyond, in alignment with the its unwavering commitment to the United Nations Sustainable Development Goals. The series will challenge and inspire the private sector to embrace purpose as a core driver of innovation, sustainability, and long-term value creation.

"In the tapestry of life, great privilege weaves the threads of profound responsibility. Legacy is not about looking back—it is about building forward. World With Purpose is where bold leaders turn privilege into progress and business into a bridge to a better world." Roberta Calarese - Founder and CEO of GHAYA





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ONE PURPOSE

Unlocking the true potential of business as a force for good by aligning purpose with economic growth.

ONE MISSION

Igniting a paradigm shift in the minds of business leaders to deliver impact beyond profitability and contribute towards an inclusive, equitable and regenerative economy. “

ONE GOAL

Enabling global prosperity.
One purpose-led business at a time.



17 GLOBAL PRIORITIES

At **World with Purpose**, we believe in the power of collective action and the potential to create a brighter future for all. Our mission is deeply rooted in supporting the United Nations Sustainable Development Goals (UN SDGs) to tackle the world's most pressing challenges. At the heart of our endeavor lies a commitment to enable global prosperity for all. By aligning our efforts with the UN SDGs, we aim to create shifts in mindperspective of business leaders to contribute to eradicating poverty and hunger, promoting quality education and gender equality, ensuring clean water and sanitation, fostering sustainable economic growth, and combating climate change, simply through "business as usual". Together, we embark on a transformative journey where business becomes an essential part of the solution and lives up to its original purpose: 'Enabling mutual benefit and prosperity'.



THE PURPOSE LEGACY

2ND EDITION

As we embark on the 2nd Edition of **WORLD WITH PURPOSE**, we invite the world's trailblazers and visionaries to unite in shaping the future of our global economy. Together, we can build a legacy of progress and prosperity, fostering a world driven by unity, innovation, and compassion. Let this be a world where purpose leads the way, economic growth serves as a force for good, and our actions leave a lasting impact for generations to come.

Amidst a rapidly evolving world, where geopolitical and economic shifts are redefining global prosperity, Saudi Arabia stands at the forefront of transformation. As a leader in economic diversification, innovation, and sustainable development, the Kingdom is shaping a future where business is not just a driver of profit but a force for lasting global impact. With Vision 2030 as its guiding blueprint, Saudi Arabia is proving that economic progress and social responsibility are not opposing forces—they are the twin engines of sustainable prosperity.

As industries pivot towards purpose-driven models, the need for a global impact economy has never been more urgent. Traditional economic frameworks are no longer sufficient; we must embrace bold, future-forward systems that balance financial growth with environmental stewardship, social equity, and ethical governance.

Through collaboration, innovation, and the power of partnerships, WORLD WITH PURPOSE KSA envisions a future where family businesses are catalysts for regional and global prosperity. By leveraging cutting-edge technology, sustainable investment strategies, and visionary leadership, we can create a purpose-led economy—one that benefits not just a privileged few but empowers entire communities, elevates nations, and fosters a more resilient and inclusive world.

As Saudi Arabia cements its position as a global economic powerhouse, WORLD WITH PURPOSE KSA champions a new era of leadership—one where business, finance, and technology converge to drive positive, meaningful change at an unprecedented scale.

The world is watching. The time for purpose is now. And Saudi Arabia is leading the way.



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CONVERGING VISIONARIES: CREATING CHANGE TOGETHER



Founders



Family
business
leaders



CEOs



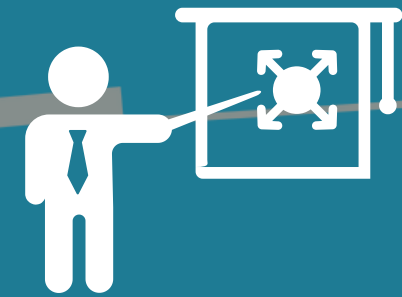
Thought
Leaders



Consciousness
disruptors



Futurists and
Visionaries



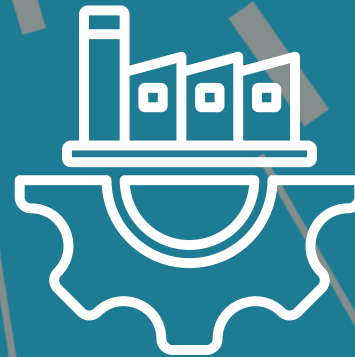
Academics



Policy
Makers



Media



Regulators



Executive
Coaches

Next- Gen
Leaders



Entrepreneurs

POWERED BY

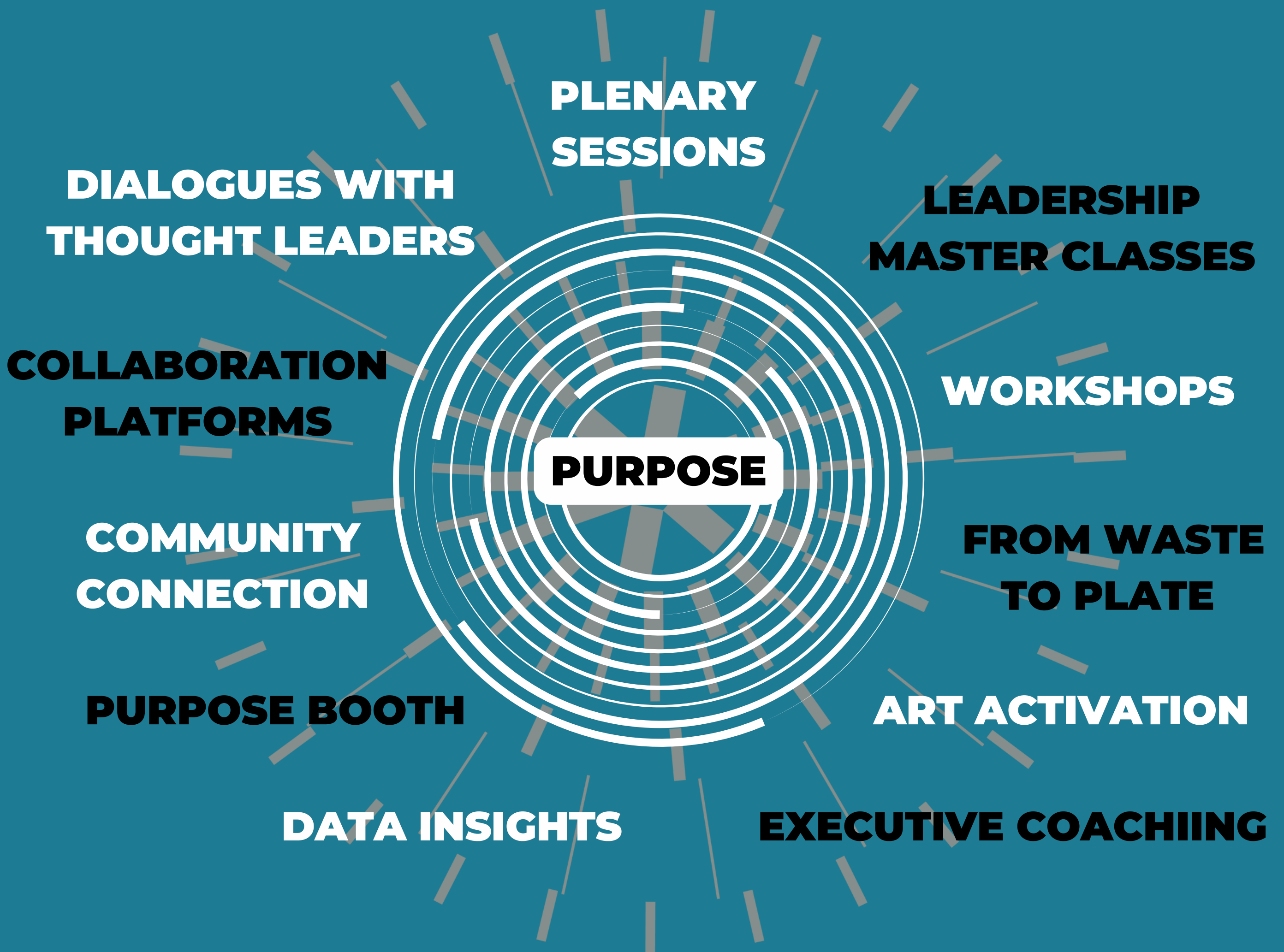


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PROGRAM FRAMEWORK





NAVIGATING THE AGENDA

DAY 1 - 28 APRIL 2025

A SUMMIT WHERE PURPOSE IS THE STARTING LINE

DAY 1 of World With Purpose KSA explores how family businesses can be drivers of global prosperity, sustainable innovation, and transformative leadership. With a focus on the intersection of legacy, investment, and impact, the day brings together influential founders, investors, and policymakers to discuss how purpose-driven enterprises can shape the future.

KEY THEMES & DISCUSSIONS:

- **The Intersection of Wealth and Purpose** – How family businesses can balance profitability with long-term impact, ensuring sustainable value creation for future generations.
- **Leadership Evolution & Next-Gen Readiness** – The role of conscious leadership in driving transformation and equipping next-generation leaders with the tools to build a future rooted in purpose.
- **Artificial Intelligence for Prosperity** – Exploring how AI can be aligned with human values to maximize business performance and scale impact across industries.
- **Regional Investment Landscape** – Insights into emerging investment opportunities in the Middle East, and how strategic capital deployment can shape economic transformation.
- **The Future of Venture Capital & Innovation** – Understanding the role of venture capital and disruptive technology in preserving family business legacies while driving sustainable growth.
- **The Saudi Investment Landscape** – A deep dive into the economic vision of Saudi Arabia, with expert insights on investment roadmaps, legal frameworks, and ESG-driven growth.

A PLATFORM FOR PURPOSEFUL ENGAGEMENT:

With high-impact keynotes, interactive panels, and investment-focused discussions, Day 1 provides a unique opportunity for global leaders to connect, collaborate, and explore how family businesses can navigate disruption, seize new market opportunities, and drive economic transformation. The day will culminate in an exclusive gala dinner in Diriyah, celebrating the rich cultural heritage and future vision of Saudi Arabia.



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NAVIGATING THE AGENDA

DAY 2 - 29 APRIL 2025

A SUMMIT WHERE PURPOSE IS THE STARTING LINE

DAY 2 of World With Purpose KSA is where purpose meets technology and investments. It's a day designed for those who see beyond today, who understand that capital, technology, and innovation are the driving forces of tomorrow's industries. This is where leaders, investors, and disruptors come together to explore how purpose-driven investment fuels transformation.

KEY THEMES & DISCUSSIONS:

- **Saudi Arabia: The Investment Frontier** – The roadmap to navigating Vision 2030, unlocking regional opportunities, and understanding the Kingdom's evolving economic landscape.
- **AI Beyond Language Models** – The next frontier in automation, intelligence, and business transformation.
- **Health Tech & The Future of Wellbeing** – Innovations that will reshape longevity, healthcare, and biotechnology.
- **Real Estate, Hospitality & PropTech** – The future of smart infrastructure, urban development, and sustainable cities.
- **Desert Tech & Regenerative Agriculture** – Scaling agritech and revolutionizing food systems for a sustainable future.
- **Fintech & Sustainable Finance** – How AI-driven investment, ESG capital, and digital banking will reshape global economies.



A DAY FOR VISIONARIES & CHANGEMAKERS

This is more than a summit—it is a strategic playground for the future. Expect bold conversations, investment-driven insights, and industry-shifting breakthroughs.

Walk away with game-changing connections, disruptive investment strategies, a renewed vision for leading with impact and above all a search for purpose.



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NAVIGATING THE AGENDA

DAY 2 - 29 APRIL 2025

WOMEN WITH PURPOSE: REDEFINING LEADERSHIP AND LEGACY

In a world where narratives of leadership, wealth, and influence are being reshaped, the Women With Purpose program is a powerful platform for visionary women driving meaningful transformation across industries, economies, and societies. This day is designed to challenge traditional paradigms, celebrate female impact, and create a new blueprint for leadership, investment, and innovation. Through thought-provoking discussions, interactive workshops, and fireside chats, the program will explore how women can rise as architects of change, forging new paths in business, technology, and philanthropy.

KEY THEMES & DISCUSSIONS

- **Redefining Power & Influence** – How women are reshaping leadership, business, and economic transformation.
- **Breaking Barriers** – The personal and professional journeys of women who have challenged the status quo.
- **The Future of Wealth & Legacy** – Understanding the role of women in investment, entrepreneurship, and sustainable finance.
- **Empowering the Next Generation** – Equipping young women with the tools, mindset, and opportunities to lead with impact.
- **The Intersection of Art, AI & Purpose** – Exploring how creative expression and emerging technologies are shaping women's voices in the digital era.
- **Personal Branding & Visibility** – The power of storytelling, authenticity, and negotiation in navigating leadership spaces.

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A DAY OF INSIGHT, ACTION & CONNECTION

This is more than just a conversation—it is a call to action. Women With Purpose is about creating lasting change, unlocking new opportunities, and ensuring that female leaders are not just part of the conversation but are shaping the future itself.



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GALA DINNER

ECHOS OF HERITAGE, VISIONS OF TOMORROW

As the sun sets over Diriyah, the birthplace of the Saudi state, the WORLD WITH PURPOSE KSA Gala Dinner welcomes guests to an evening where heritage, art, and purpose converge. Set in a historic yet forward-looking setting, this exclusive gathering is a celebration of legacy and the bold vision of the future.

The evening will take guests on a culinary and cultural journey, honoring Saudi traditions through a contemporary lens. It will be a space for meaningful dialogue and connections, where global leaders, investors, and changemakers engage in conversations that transcend business and redefine impact.

At the heart of the evening is a reflection on heritage as a foundation for progress, exploring how cultural legacy, sustainability, and innovation can shape a more purposeful global future.

A fusion of art, technology, storytelling and celebrating women with purpose will invite guests to experience Saudi Arabia's transformation, blending tradition with modernity in a way that inspires action and collaboration.

More than a dinner, this is a moment to pause, reflect, and envision a world where legacy meets limitless possibility.





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NAVIGATING THE AGENDA

DAY 2 - 29 APRIL 2025

THE QUESTIONS WE AIM TO ANSWER

The World With Purpose KSA summit is designed to spark bold conversations, inspire transformative leadership, and unlock strategic opportunities for family businesses, investors, and global changemakers. Across legacy, innovation, investment, and leadership, these are some of the critical questions we aim to answer:

FAMILY BUSINESS & LEGACY: SHAPING A PURPOSE-DRIVEN FUTURE

- How can family businesses balance wealth creation with long-term impact and purpose?
- How can next-generation leaders redefine legacy in a rapidly changing world?
- What are the most effective governance structures for ensuring long-term family business success?

INVESTMENT & ECONOMIC TRANSFORMATION

- How is Saudi Arabia's investment landscape evolving, and where do the biggest opportunities lie?
- What role do family businesses play in advancing regional economic transformation?
- How can investors align their strategies with Vision 2030 and the Saudi market?
- ◆ What is the future of venture capital, private equity, and sustainable investment in a purpose-driven world?
- How can ESG and impact investing be integrated into long-term wealth strategies?

INNOVATION & DISRUPTIVE TECHNOLOGY

- How can artificial intelligence be aligned with human values to drive global prosperity?
- What are the biggest AI-driven shifts that will impact businesses over the next decade?
- How can family businesses embrace technology and automation while preserving human-centric leadership?
- What is the role of fintech, proptech, and healthtech in shaping the future of industry and investment?

WOMEN IN LEADERSHIP & NEXT-GEN EMPOWERMENT

- How are women reshaping business, leadership, and investment at a global scale?
- What barriers still exist for female leaders and entrepreneurs, and how do we dismantle them?
- How can the next generation of women be equipped with the tools, networks, and capital to lead with impact?





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IMMERSIVE ART EXPERIENCE: WHERE AI, HUMAN EMOTION & CREATIVITY CONVERGE

Step into a transformative, multi-sensory journey where art, artificial intelligence, and human emotion intersect, unveiling new dimensions of creativity, consciousness, and connection.

Curated by visionary AI scientist and artist Angelo Dalli and Selina Scerri, this immersive experience titled “*Tomorrow’s Blossoms*” challenges the boundaries between human emotions and machine intelligence, exploring how AI can decode, respond to, and enhance emotional expression through art. The exhibition unveils dynamic, living artworks that evolve in real-time, reflecting the viewer’s energy, movement, and emotional state, blurring the line between the creator and the observer.

The activation is further elevated by an original musical composition by Al Anoud Hejailan, a pioneering young Saudi artist and founder of Azooz and Joud. Her work weaves traditional and contemporary soundscapes, giving voice to emotions that words and visuals cannot capture. As the music unfolds, it interacts with the digital artwork, creating a harmonic fusion of sound, color, and AI-driven expression.





WOMEN WITH PURPOSE (WWP) AWARD

The WWP Award celebrates trailblazing women who are redefining leadership, innovation, and impact across industries and communities. As a flagship initiative of the World With Purpose Summit, this award honors those who break barriers, inspire change, and create a legacy of transformation.

Recognizing excellence across six categories, the award highlights pioneering change, resilience, innovation, global influence, and mentorship. Special focus is given to Saudi women leading the nation's transformation in business, technology, governance, and culture.

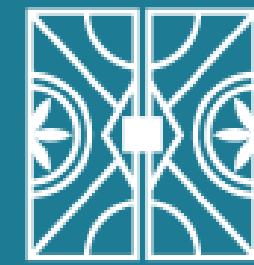


"Rings of Light" by visual artist Tagreed Al-Bagshi



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WORLD WITH PURPOSE KSA PARTNERS



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DIRIYAH

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ABOUT GHAYA

GHAYA is global purpose to impact strategy consultancy driven to inspire, empower and transform leaders and organisations to align economic growth with social and environmental progress starting from purpose. Our aim support sustainable development in the Middle East and Africa and the UN Sustainable Development Goals and transforming business to become a force for good.

FOCUS AREAS

PURPOSE DRIVE
ORGANISATIONAL
TRANSFORMATION

PURPOSEFUL
LEADERSHIP
EVOLUTION

PURPOSE-DRIVEN
POLICY AND
GOVERNANCE

YOUTH DEVELOPMENT

WOMEN
EMPOWERMENT

SYSTEMS CHANGE

"My vision is for purpose-driven businesses to converge and ignite a transformation that echoes far beyond our time, reshaping the very fabric of our collective destiny."

Roberta Calarese Founder and CEO of GHAYA