



SEDRA PROJECT BY ROSHN IN RIYADH.

An Ambitious Urban Development Initiative.

Introduction

The Sedra Project, a groundbreaking urban development initiative by Roshn, is set to redefine the landscape of Riyadh, the capital city of Saudi Arabia. This visionary project is a testament to the Kingdom's commitment to urban modernization and economic diversification, aligning with the broader goals of Vision 2030. The project has garnered significant attention and investment, positioning it as a cornerstone of Riyadh's future growth and development.

The Vision of ROSHN

ROSHN, a leading Saudi real estate developer, has embarked on the Sedra Project with a vision to create a vibrant, sustainable, and inclusive community. The project aims to provide a high-quality living environment for diverse residents' needs. ROSHN's commitment to excellence is evident in every aspect of the Sedra Project, from its innovative design to its state-of-the-art infrastructure.

Strategic Location

Situated in the heart of Riyadh, the Sedra Project benefits from a strategic location that offers seamless connectivity to key areas of the city. The project's prime location ensures easy access to commercial hubs, educational institutions, healthcare facilities, and recreational centers, making it an ideal choice for families, professionals, and investors alike.

Comprehensive Planning and Design

The Sedra Project is characterized by meticulous planning and thoughtful design, aimed at creating a harmonious urban environment. The master plan encompasses residential, commercial, and



recreational spaces, all integrated within a green and sustainable framework. The project emphasizes walkability, open spaces, and community-centric amenities, fostering a sense of belonging and well-being among its residents.

China Harbor as the Contractor

A key player in the Sedra Project's realization is China harbor Engineering Company (CHEC), serving as the main contractor. CHEC brings a wealth of experience and expertise in large-scale infrastructure projects, ensuring the highest standards of construction quality and efficiency. The partnership with CHEC underscores ROSHN's commitment to leveraging global best practices and cutting-edge technology in the project's execution.

Eastern Consulting Engineering Company as the Consultant

The Eastern Consulting Engineering Company (ECEC) has been appointed as the consultant for the Sedra Project, providing crucial guidance and oversight throughout the development process. ECEC's role encompasses architectural design, engineering services, and project management, ensuring that the project's vision is meticulously translated into reality. Their involvement guarantees adherence to industry standards and regulatory requirements, while also incorporating innovative solutions to address the unique challenges of urban development.

Sustainability and Innovation

Sustainability is at the core of the Sedra Project's ethos. The development incorporates environmentally friendly practices and technologies to minimize its ecological footprint. Energy-efficient buildings, renewable energy sources, and sustainable waste management systems are integral components of the project. Additionally, the project prioritizes the preservation of natural landscapes and the creation of green spaces, enhancing the overall quality of life for residents.

Community and Lifestyle

The Sedra Project is designed to foster a vibrant and inclusive community, offering a range of lifestyle amenities that cater to diverse interests and preferences. From state-of-the-art fitness centers and swimming pools to cultural and recreational facilities, the project ensures that residents have access to a fulfilling and balanced lifestyle. Moreover, the community-centric design encourages social interaction and engagement, creating a sense of unity and belonging.

Economic Impact

The Sedra Project is poised to have a significant economic impact on Riyadh and the broader region. By creating job opportunities, attracting investment, and stimulating economic activity, the project



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contributes to the overall growth and prosperity of the Kingdom. The development also enhances Riyadh's attractiveness as a destination for business and tourism, further solidifying its position as a leading global city.

Conclusion

The Sedra Project by ROSHN represents a bold step forward in Riyadh's urban development journey. With the expertise of China Harbor Engineering Company as the contractor and the guidance of Eastern Consulting Engineering Company as the consultant, the project is set to achieve new heights of excellence and innovation. As a symbol of progress and modernity, the Sedra Project embodies the spirit of Vision 2030, paving the way for a brighter and more sustainable future for Riyadh and its residents.