



An Investment PowerhouseIntegrated

We turn innovation into achievements that support the
goals of the Kingdom's Vision

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It represents an integrated entity, working with a holistic vision that unites all of the entity's components under one shared goal: creating a sustainable impact on the development of individuals and society. This integration makes the ecosystem a trusted, leading partner for anyone seeking development, innovation, and impact —in harmony with the aspirations of the Kingdom's Vision. These entities work together under a unified strategy that ensures integrated performance through precise needs analysis, innovative solution design, efficient execution, and impact measurement to guarantee sustainable results. Thanks to this comprehensive approach, the ecosystem has become a trusted partner to numerous government and private entities, and a preferred destination for anyone pursuing institutional excellence and human capability development.

Together Towards Empowerment and Innovation



Al Tawthiq National Training Company is one of the leading Saudi companies in developing competencies and building human capabilities. We work to meet the evolving needs of the job market by designing and delivering integrated training programs targeting government, private, and non-profit sectors. We stand out in offering innovative training solutions, including: consulting, training project management, plan preparation, needs analysis, and the design of training programs and toolkits —alongside in-person, international, and online training, with certification and the recruitment of elite local and international trainers. Our vision is to be the trusted strategic partner for human resource development, and our mission is to empower individuals and organizations through quality training and innovation that keeps pace with the goals of the Kingdom's Vision.



Our Services:

- ❖ Design and development of innovative training programs.
- ❖ Design of training toolkits .
- ❖ Training operations management.
- ❖ In-person training (local, international).
- ❖ Online training (live, synchronous).
- ❖ Certification accreditation - license issuance .
- ❖ Training consulting and development .
- ❖ Training project management .
- ❖ Training plan preparation.
- ❖ Training needs analysis and identification.
- ❖ Training evaluations and impact measurement.

**Turn every occasion
into a success story**

Thiqat Watan for Organizing Exhibitions and Conferences is a company specialized in managing and organizing conferences and exhibitions from concept to execution, upholding the highest quality standards .

We believe that creating events is not just about organizing an occasion —it is a reflection of national identity and an embodiment of the professionalism the Kingdom deserves on its ambitious journey. We operate on the principle that every detail makes a difference, which is why we focus on precision in detail and quality of execution to deliver events that embody our client's vision and leave a lasting impression in attendees' memory. We stand out in providing integrated solutions that elevate our clients' events through precision in detail and professional execution, creating distinctive experiences that reflect a distinguished image and leave a lasting impact.

Our Services:

- ❄ Protocol and VIP reception.
- ❄ Media coverage and professional photography.
- ❄ Crowd management and client experience evaluation .
- ❄ Final reporting and results analysis.
- ❄ Event and conference design and creation.
- ❄ Project planning and management from concept to execution .
- ❄ Logistics coordination and hospitality services .
- ❄ Invitation, registration, and attendance management.
- ❄ Visual identity design for events .
- ❄ Marketing plan preparation and execution .
- ❄ Issuance of event-related licenses.
- ❄ Venue, equipment, and decor setup.

**At Matn... we innovate
solutions, create meaning,
and launch your business
with steady steps**

Matn for Business Services is the group's arm for delivering services that support businesses, streamlining companies' operations and boosting their operational efficiency. It is a leading Saudi company offering integrated consulting solutions , aspiring to be the first choice for companies and organizations, combining innovation and creativity to achieve sustainable impact . We believe that the success of any project begins with a solid idea translated into professional work that delivers tangible results . That's why we create real value for our clients through precise strategies, innovative designs, and comprehensive services that keep pace with market aspirations and the Kingdom's Vision.

Our Services:

- ❄ Marketing plan development .
- ❄ Digital advertising campaign creation .
- ❄ Website development .
- ❄ Social media account management.
- ❄ Administrative, marketing, and technical consulting.
- ❄ Strategic and operational plan development.

- ❄ Graphic design .
- ❄ Brand identity building and enhancement.
- ❄ Video shooting and editing .
- ❄ Photography .
- ❄ Media and documentary production .
- ❄ Integrated digital platform design.

**Solutions are crafted
from the depth of
awareness —we think,
we innovate, we make
an impact**

It is a brand representing an intellectual, cultural, and social entity —a specialized cultural and intellectual space aimed at stimulating the mind and holding workshops, forums, and programs that promote creative thinking and elevate the quality of thought. Its activities include delivering cultural content, organizing intellectual clubs, and running specialized events in innovation and design thinking, developing projects and services, and empowering individuals to turn their knowledge awareness into innovative initiatives that serve society with efficiency and depth. The forum is dedicated to providing an environment that stimulates quality thinking, where minds meet to generate ideas, building through it new, applicable initiatives that support individual and institutional awareness.



Our Services:



- ❖ Creativity and thought-stimulation programs .
- ❖ Diverse dialogue and cultural platforms .
- ❖ Specialized intellectual and community clubs .
- ❖ Memberships and an elite community .
- ❖ Mental and innovative experiences.
- ❖ Arts that support creativity and thought.
- ❖ Training programs and intellectual activation.
- ❖ A sports club for mental activation .
- ❖ Halls for conferences and celebrations .
- ❖ Training halls .
- ❖ Cultural councils.





Partners in Success:



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Innovation and Achievement with a Spirit of Excellence

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