

PRESS RELEASE

Enova Says Smart Facilities Management Enhances Saudi Arabia's SAR 86 Billion Leisure and Hospitality Sector

As Saudi Vision 2030 boosts tourism, digital transformation can optimize costs and guest experiences, Enova says ahead of SEA Jeddah, 21-23 April

Jeddah, Kingdom of Saudi Arabia, 17 April 2019: Ahead of the Saudi Entertainment and Amusement (SEA) exhibition in Jeddah from 21-23 April 2019, Enova, the Middle East's leading energy and facilities management specialist, reaffirms the importance of integrated Energy & Facilities Management services for the Kingdom's nearly SAR 86 billion tourism and hospitality sector. Combined smart facilities management and sustainable energy efficiency solutions are not only crucial for an optimized and comfortable visitor experience, but also guarantee utilities savings and building attractiveness in the long term.

Saudi Vision 2030 is ramping up the Kingdom's tourism infrastructure – for both more domestic tourism by Saudi nationals and international visitors. Mega-events, concerts, and resorts as well as an enhanced visitor experience for Hajj and Umrah are principal pillars of this strategy. Tourism now contributes more than SAR 85.5 billion to the Kingdom's GDP, according to a [recent report](#) by Jadwa Investment.

“Smart facilities management is key for Saudi Arabia's leisure and entertainment industry to enhance visitor comfort and to develop a long-term sustainability roadmap that optimizes utilities cost, maximizes asset value and strengthens brand reputation,” said Francisco Ramalheira, Business Development and Marketing Director, Enova.

At SEA Jeddah, Ramalheira will showcase best practices and regional success stories in a keynote on “Keeping the Fun Going: Importance of an Integrated and Holistic Energy and Facilities Approach for Leisure and Entertainment” on Sunday, 21 April at 7.20 pm.

“In the Kingdom, Enova's solutions across energy efficiency, digital transformation, smart waste, and renewable energy are seeing strong demand,” added Ramalheira. “Especially the leisure and hospitality sectors require a high level of reliable and specialized solutions to enable comfortable experiences in a safe and enjoyable environment. Given the extreme climate in this part of the world with a majority of time spent inside buildings, optimal indoor environmental quality plays a crucial role.”

Enova is the market leader for the L&E sector with a strong and diverse client portfolio across the region. Currently benefiting from the integrated smart service offer are, amongst others, VOX Cinemas and Reel Cinemas, Ski Dubai, Dubai Ice Rink and Wahoo! Waterpark in Bahrain.

[Meet Enova's experts at SEA Jeddah stand #1A57](#) to discuss the latest technologies and trends, and get insights into how to integrate and customize energy and facilities management for the leisure and hospitality sector.

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Photo Caption: Enova's smart services are being used in Ski Dubai and Wahoo! Waterpark in Bahrain.

Media Contact:

Wallis

Mohammed Hroub
Wallis Saudi Arabia
Mobile: (+966) 54 649 8644
enova@wallispr.com

About Enova

Enova is the regional leader in integrated energy and multi-technical services, delivering comprehensive services to its clients. It provides performance-based Energy & Facilities Management solutions that help customers achieve their financial, operational, and environmental targets. With more than 2,500 highly trained and multi-skilled employees, Enova serves a wide portfolio of clients in the public, residential, commercial, industrial and healthcare sectors across the region.

Enova was created in 2002 as a joint venture between Majid Al Futtaim and Veolia. Majid Al Futtaim is the leading shopping malls, communities, retail and leisure pioneer across the Middle East, Africa and Asia. Veolia is a global leader in optimized resource management, designing and providing water, waste, and energy management solutions that contribute to the sustainable development of communities and industries.

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About Veolia Group

Veolia Group is the global leader in optimized resource management. With over 171,000 employees worldwide, the Group designs and provides water, waste and energy management solutions which contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2018, the Veolia group supplied 95 million people with drinking water and 63 million people with wastewater service, produced nearly 56 million megawatt hours of energy and converted 49 million metric tons of waste into new materials and energy. Veolia Environnement (listed on Paris Euronext: VIE) recorded consolidated revenue of €25.91 billion in 2018 (USD 30.6 billion). www.veolia.com

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 15 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately held corporates in the region.

Majid Al Futtaim owns and operates 25 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in 37 markets across the Middle East, Africa and Asia, and operates a portfolio of more than 270 outlets in 15 countries.

Majid Al Futtaim operates more than 400 VOX Cinemas screens and 36 Magic Planet family entertainment centres across the region. In addition to iconic leisure and entertainment facilities such as Ski Dubai, Orbi Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company Najm, and a Fashion and Home retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel and Maisons du Monde. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East and operates in the food and beverage industry through a partnership with Gourmet Gulf.

www.majidalfuttaim.com

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