Asbar Ecosystem

32 Years

Since 1994



The Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al Saud

"Focusing on science, innovation, technological advancement, and the development of human capacities represents an important pillar for development."



His Royal Highness Prince
Mohammed bin Salman bin Abdulaziz Al Saud
Crown Prince and Prime Minister

"We have adopted ambitious aspirations for the research, development, and innovation sector, aiming for the Kingdom to become one of the global leaders in innovation. Annual spending on the sector will reach 2.5% of the Gross Domestic Product by the year 2040."



Founding President\ Dr. Fahd Al-Arabi Al-Harthi

To view the CV, click here.

32 Years
Since 1994

Asbar Ecosystem

(1)

مـركز أسبـار
ASBAR CENTER

Asbar Center

Asbar Center was established in 1994 with the aim of providing strategic, social, political, and media studies and consultancy, in addition to conducting opinion polling studies.

(2)

ملتـقى أسبـار
Asbar Council

Asbar Council

Established in 2015, the Asbar Council functions as a think tank, bringing together 100 Saudi thinkers and experts from a wide range of scientific fields and professional backgrounds. The council regularly publishes reports on society and development, in addition to special reports that focus on various developmental issues.

(3)

Asbar World Forum
ملتدى أسبار الدولي

Asbar World Forum

The Asbar World Forum is a global developmental forum founded in 2016, focusing on knowledge economy, digital transformation, innovation, and future foresight. A recent scientific impact study conducted by one of the organizations revealed that 72% of respondents ranked the Asbar World Forum among the top twenty in the world for the second time.

(4)

منتدى الابتكار الاجتماعي
Social Innovation Forum

Social Innovation Forum

Established in 2022, the forum brings together leaders of social organizations, projects, and practitioners both locally and internationally to connect and exchange ideas in the fields of innovation, social investment, and social entrepreneurship.

(5)

جائزة سـنـديان للابتكار الاجتماعي

Sendian Award for Social Innovation

The first award of its kind in the Kingdom and the Arab world, and one of the few globally. It is granted to initiatives, projects, and institutions based on precise criteria and through specialized judging committees. The award was established in 2022.

Timeline


مـركز أسبـار
ASBAR CENTER
1994
ملتـقى أسبـار
Asbar Council
2015
Asbar
World
Forum
منتدى أسبار الدولي
2016
منتدى الابتكار الاجتماعى
Social Innovation Forum
2022
جائزة
سـنـدبار
للابتكار الاجتماعي
2022

THE FUTURE

Asbar Center aspires to strengthen its position as a pioneering intellectual and consultancy group that effectively contributes to supporting the Kingdom's ambitious development directions, in alignment with the goals of Vision 2030. This is especially true in terms of expanding the scope of qualitative research, studies, policy consultations and formulation, and building knowledge partnerships both locally and internationally.

In doing so, the system affirms its core responsibility to respond to the wise leadership's directives, which have prioritized scientific research and innovation as vital drivers for sustainable development.



Vision

Asbar Center aims to be one of the leading research and consultancy centers and think tanks in the Arab region.



Mission

To contribute to the development of society and enhance the decision-making capacity of its institutions, helping them design policies related to development. This is achieved through providing systematic consultancy services, conducting scientific studies, and organizing meetings, conferences, and workshops.

Values



Credibility

We strive to serve as a trusted reference for decision-makers and society at large.



Objectivity

We approach issues with rigor, applying sound scientific standards and methodologies.



Integrity

We are committed to the pursuit of scientific truth and to upholding honesty as a core value across all our research endeavors.



Relevance

We remain attuned to advancements in knowledge, technology, and global developments in order to deliver contemporary insights and practical solutions.



Accountability

We fulfill our research mission with the highest levels of integrity and responsibility, safeguarding intellectual property and ethical principles.

The General Objectives of the Asbar Ecosystem

01



To conduct studies and provide consultations on development issues and policy advancement.

02



To promote a culture of dialogue and generate constructive ideas on intellectual and developmental matters, leading to innovative solutions and policies.

03



To develop scientific and practical solutions to address national challenges and support institutions in their implementation.

04



To strengthen the knowledge and innovation community and anticipate future trends in order to support decision-making.

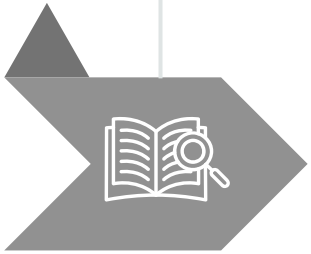
05



To establish sustainable research and scientific partnerships with universities, think tanks, and organizations at the local and international levels.

Scope of Work

Strategic Studies



Social Studies



Political Studies



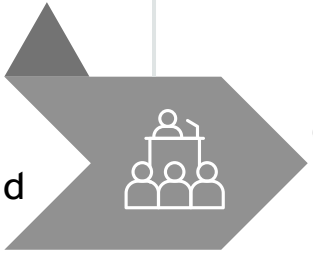
Media Studies and Consultancy



Organizing Conferences and Events (Asbar World Forum)



Holding Dialogues, Seminars, and Workshops



Opinion Polling



Asbar's Innovation Initiatives

Innovation Award (2020)

In collaboration with:

Monsha'at

Media Hackathon (2019)

In collaboration with:

جامعة الملك عبدالله للعلوم والتقنية
King Abdullah University of Science and Technology

Future Ideas Award (2018)

Prototype Design (2018)

In collaboration with:

مدينة الملك عبدالعزيز للعلوم والتقنية
KACST

Innovation and Construction Technologies (2017)

In collaboration with:

وزارة الإسكان
MINISTRY OF HOUSING

Freelance Platform (2017)

In collaboration with:

الموارد البشرية والتنمية الاجتماعية

Innovate Exhibition (2017)

In collaboration with:

Asbar Ecosystem

First: Asbar Center for Research and Studies

ASBAR CENTER

32 Years

Since 1994

The first privately established think tank in the Kingdom of Saudi Arabia. It was founded in 1994 and is distinguished by the expertise of its consultants and advisors, with over thirty tow years of experience. The center is rich in scientific and creative achievements at the national, regional, and international levels.

32 Years
Since 1994

ASBAR CENTER

Asbar Center enjoys a strong reputation, along with sufficient expertise to undertake research and consulting projects with high efficiency.

It has conducted numerous studies related to youth, culture, society, development, and the future – all for the benefit of high-level government and non-government entities.

Asbar Center is connected to a wide network of researchers inside and outside the Kingdom.

These researchers are experienced professionals known for their depth of knowledge and expertise.

The Center also maintains partnerships with universities and scientific and research organizations both locally and internationally.

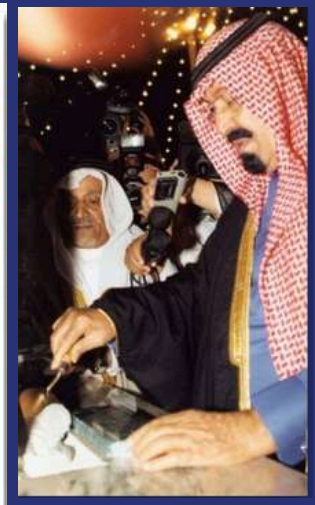
Among the most notable research and consultancy achievements

- **Foundational Studies for Al-Watan Saudi Newspaper**


الأمير سلطان يناقش في جولة آسيوية شؤون التسلح والنفط (ص4)

الوطن
AL-WATAN

القمة العربية مطلب أساسي ويهمنا تفادي ركود الاقتصاد العالمي


King Abdullah - may God have mercy on him - lays the foundation stone


Prince Sultan, may God have mercy on him, opens the Foundation building


Prince Khaled Al-Faisal launches the first issue


Kainan Al-Ghamdi, editor-in-chief of Al-Watan newspaper during the opening of the institution

Considering that Al-Watan newspaper was the first large-scale media project, Asbar Center's work extended over nine months to complete the foundational studies for the project. To achieve this, Asbar formed a team of forty researchers and experts from various specializations. The team followed research and scientific methodologies that served the objectives of the studies and established reliable and solid scientific results. The studies included modern journalistic management, editorial character, artistic character, information systems, strategic studies center, production methods and techniques, and marketing and media strategy.

• Study: The National Strategy for Generational Culture



The National Strategy for 'Generational Culture' is a developmental project aimed at enhancing identity by supporting religious and national values among the Saudi generation. It contributes to raising awareness of the nation and citizenship in terms of seriousness, commitment, positivity, and the development of the 'strong and trustworthy' character. The goal is for Saudi youth to be the model that reflects the uniqueness of the Kingdom and its important position on the world map. Asbar Center completed this strategy under the supervision of the Royal Highnesses Authority, chaired by His Royal Highness Prince Khalid Al-Faisal, with the membership of fifteen ministries and government entities.





Prince Khalid Al-Faisal with the strategy team

- **Study: Developmental Needs of the City of Makkah and the Services Provided to Pilgrims and Umrah Performers**



Asbar Center completed this study for the benefit of the Makkah Province Development Authority. The study aimed to assess the quality level of thirty services provided to pilgrims and Umrah performers. These services included transportation, internet and communication services, medical services, parking services, vehicle reservations, accommodation for Makkah residents, the establishment of a comprehensive cultural center with all its facilities at the Makkah Gate, and the development of the city's entrances. The study concluded with 131 recommendations, including: benefiting from smart applications that assist pilgrims and Umrah performers with guidance and orientation, adapting facilities to be suitable for people with special needs, and activating the role of citizens in expressing opinions on development plans and projects.





Prince Khaled Al-Faisal with the team working on the study of development needs

- **Study: Components of the Oil Price Paid by the Final Consumer in the United States, the United Kingdom, France, Germany, Italy, Japan, Spain, Brazil, and China**



This study aims to examine the oil price from the wellhead to the final consumer, and thus identify the reasons behind the high prices of petroleum products for the final consumer. It was found that this increase is mainly due to high fuel taxes in the countries themselves. The study discussed the political economy of oil taxes to understand their causes and justifications. This study was one of the working papers presented at the International Energy Conference held in Riyadh in 2005.



King Fahd - May God have mercy on him



Generalization of the High Maqam

- **Study: Saudi Youth - Concerns, Issues, Aspirations, and Expectations (Council of Ministers)**



The importance of conducting this field study lies in the fact that the youth group (ages 15-29) includes various categories: students in schools or universities, recent graduates, employees who are graduates of higher education institutions with no more than six years of employment, as well as those who have dropped out or discontinued their secondary and university education, and graduates who are still searching for work. The study was conducted across the Kingdom of Saudi Arabia and covered fifteen major cities distributed across the five main geographical regions (Central, Eastern, Western, Northern, and Southern).



King Abdullah - May God have mercy on him



Directing the High Maqam
of a number of ministries

- **Study: Attitudes of Saudi Writers and Saudi Publications Towards the War on Iraq**



This study subjected the articles of Saudi writers to a well-known research methodology (content analysis) over a period of five months. The study identified several variables covering a spectrum of different positions and attitudes towards the war, towards Iraq, towards Saddam's regime, and towards several related countries. Since the period covered by the study spans three months before the war, the duration of the war itself, which lasted twenty days, and a full month after the fall of Baghdad and the entry of coalition forces into the city.



King Salman - May God protect him



Letter of thanks



Study: Trends of Participants in the Saudi Stock Market and Their Expectations for the Market

This is a field study that included a sample of participants in the stock market to investigate the 'collapse' that affected the market in light of the global financial and stock market crises. The market underwent several shocks, the most significant of which were the 'collapse' that occurred in February and March of 2006, leading to severe losses borne by the participants, who numbered nearly four million investors. The primary goal was to explore the problem, understand the causes of the shock, its economic, social, and political impacts, and the negative outcomes that resulted.



Study: Evaluation of the Performance of the Ministry of Culture and Information and Its Affiliated Institutions - A Longitudinal Study

This study aims to measure the changes that may occur in the level of public satisfaction, attitudes, and opinions over specific time periods. It is directed towards assessing the level of satisfaction with the performance of the Ministry of Culture and Information and its affiliated agencies in order to guide the media and messages for the public good. The study included the four Saudi television channels: (First, Second, Sports, and News), three radio stations: (General Program, Second Program, and Quran Radio), as well as several cultural activities and book fairs in the Kingdom of Saudi Arabia.



Study: Evaluation of the Electoral Experience in the Kingdom of Saudi Arabia

This field study covered all thirteen regions of the Kingdom to evaluate the electoral process, the mechanisms used, and the outcomes achieved, with the aim of providing a comprehensive picture of the experience. The study sought to identify the strengths of the elections, its weaknesses, and to highlight its positive aspects and the challenges it faces from the perspective of the citizens.



Study: The Receptiveness of High School Students in the Kingdom of Saudi Arabia to Drug Use

This field study focused on young males and females aged 15 to 19 who are enrolled in high schools in the Kingdom of Saudi Arabia. The main objective of the study was to assess the receptiveness of these individuals to drug use, not those who have already fallen into the problem, but rather those who are at risk of doing so. The study revealed that there are several risk factors that threaten adolescents with drug use or general deviance. These factors primarily include experiencing family and school-related problems, poor academic performance, and health issues (including mental health).



Study: Evaluation of the National Solidarity Campaign Against Terrorism

This field research is a post-evaluative study that helps assess the success of the National Solidarity Campaign Against Terrorism, in terms of reach and measuring the perceived impact on the public. It also aids in identifying the strengths and weaknesses of the campaign's media and activities, which leads to an understanding of what the campaign has achieved. Furthermore, it is useful for planning future campaigns.



Study: The Level of Extremism in Saudi Society (Longitudinal Studies)

This study is part of a series of longitudinal studies conducted by Asbar Center for the benefit of the General Administration of Intellectual Security at the Ministry of Interior. The study aimed to establish a measure for the levels of extremism and radicalization in Saudi society, and then re-test this measure several times through a series of longitudinal studies conducted at regular intervals (one study every six months). The study sought to define and compare the concepts of 'extremism' and 'radicalization,' identify some of the issues through which extremism and radicalization are expressed, assess the extent of the acceptance and spread of 'extremist organizations' ideologies in Saudi society, and determine whether there is a relationship between adopting extremism and radicalization. It also aimed to compare the levels of extremism in Saudi society across two different time periods.



Study: Audience Perceptions of Okaz Newspaper: Its Sections, Columns, Writers, and Position Among Competing Newspapers

- A Comparative Content Analysis Study of Okaz Newspaper and Selected Daily Newspapers
- Periodic Opinion Poll on Newspaper Writers.
- Weekly Monitoring, Follow-up, and Evaluation of the Newspaper.
- This is conducted according to the methodological principles and scientific methods followed.



Study: The Media Strategy of the Gulf Cooperation Council (GCC) Countries 2010-2020

Driven by the sense of responsibility of the officials of the member states regarding the importance of joint work and unifying the future direction, which is largely reflected through the media, the Ministry of Culture and Information was keen to prepare this strategy in a solid scientific manner. The task was entrusted to Asbar Center, a specialized entity, which formed a scientific team specializing in media, sociology, and strategy. This team took responsibility for preparing the media strategy for seven months. The strategy was presented by the Kingdom at the Gulf Cooperation Council (GCC) Ministers of Information Conference held in Kuwait in November 2010, then to the Ministers of Foreign Affairs Conference, and was approved at the Abu Dhabi Summit in December 2010.



Study: The Social Obstacles Faced by Orphaned Children and Youth and Efforts to Find Solutions and Address These Obstacles.

Asbar Center conducted this national study, which covered all regions of the Kingdom of Saudi Arabia, commissioned by the Family Affairs Council. The study, carried out by a team of experts and researchers, aimed to identify the social obstacles and challenges faced by orphaned children and youth and to work on finding solutions and addressing these obstacles.

Through numerous scientific procedures that combined the collection, analysis, and application of both quantitative and qualitative data using various research tools, the study reached several important findings, followed by recommendations addressing the specific obstacles faced by orphaned children. These included general recommendations to enhance their integration into society.



Study: Enhancing National Identity Among Children - 'Who Are We'

Through this study, Asbar Center, commissioned by the Family Affairs Council, aimed to explore the components of the Saudi Arabian Islamic national identity and methods for strengthening it among children within the age group defined by the United Nations Convention on the Rights of the Child (0-18 years). The study identified several key components, including religion, the Arabic language, history, culture, and values. It adopted the core values recommended by the Kingdom's Vision 2023 for nurturing youth and enhancing national identity, such as national belonging, moderation, tolerance, excellence, discipline, respect for family, and perseverance.



Study: Attitudes and Preferences of the Saudi Theater Audience (2024-2025)

This study was prepared as an extension of the efforts of the Theater and Performing Arts Commission of the Ministry of Culture in developing the theatrical industry in the Kingdom of Saudi Arabia. It is based on a scientific methodology that contributes to supporting cultural strategies and directing the future of theater in a manner aligned with the objectives of Saudi Vision 2030.

The study aims to explore the orientations and inclinations of Saudi society toward theater, and to enhance its role as an effective tool in cultural development. A number of methodologies were used in this study, including the survey method, which covered 44 cities across various regions of the Kingdom, and the qualitative method (focus groups and structured interviews).



Study: Intellectual Awareness Among Saudi Youth: Reality and Threats

This study monitors the impact of digital and social transformations on the awareness of youth. It highlights their significant reliance on social media as a primary source of information, versus a declining role for the family and educational institutions.

The study is based on a mixed-method approach (quantitative and qualitative) and targeted youth (aged 15-24), their families, and experts. Data were gathered through surveys, workshops, and field visits in five major regions of the Kingdom.

The study revealed intellectual indicators that signaled the emergence of extremism, the influence of celebrities, and a weak connection to identity. It concluded with recommendations to enhance awareness through family, education, media, and legislation.



Study: Attitudes in the Youth Sector in the Kingdom of Saudi Arabia

This study examines the current state and strategies of both governmental and non-governmental sectors concerned with youth, and their alignment with Saudi Vision 2030 and the goals of sustainable development.

The study utilized a variety of tools, including surveys, questionnaires, interviews, and workshops. It covered ten main sectors: education, sports, culture, labor, and human resources, among others.

The study revealed gaps and lack of coordination among relevant entities, and provided recommendations to improve collaboration. Among its key proposals was the establishment of a National Youth Observatory to monitor indicators and identify supporting initiatives for Saudi youth.



Study: Youth Sector Ecosystem in the Kingdom of Saudi Arabia

This study aimed to analyze the legislative and regulatory frameworks for eight key sectors serving youth. These include: education, labor, culture, sports, entertainment, tourism, the third sector, and the security sector.

It relied on content analysis, the SWOT model, international case comparisons, and developmental policy workshops.

The study stressed the importance of coordination between sectors and recommended the establishment of a Supreme Youth Council, chaired by His Highness the Crown Prince, as well as the National Institute for Youth Work to help align efforts with Vision 2030 and the goals of sustainable development.



Study: Evaluation and Development of Media Entities Operating under the Auspices of the General Secretariat of the Gulf Cooperation Council

The study aimed to assess the institutional landscape of the media entities operating under the auspices of the GCC General Secretariat: the Media Department, the General Directorate of Strategic Communication, the GCC Joint Program Production Institution, and Gulf Radio and Television. It proposed three development scenarios: retaining the existing entities while strengthening their institutional capacities, partial integration, and full integration. The objective was to provide practical proposals and recommendations to advance the Gulf media ecosystem and strengthen joint GCC action, in line with the vision presented by the Custodian of the Two Holy Mosques in 2015.



Study: Evaluation and Development of the GCC Joint Program Production Institution and Gulf Radio and Television

The study examined the evaluation and development of the GCC Joint Program Production Institution and Gulf Radio and Television amid rapid digital and technological transformations. It assessed their organizational, administrative, financial, technical, and media operations, evaluated their outputs, and explored opportunities to improve their performance. The study also considered two options for institutional development: retaining and developing the two entities, or merging them into a single entity, with a view to strengthening integration, unifying efforts, and improving the efficiency of Gulf media operations.



Study: The Role of Islamic Centers in the West in Preserving Muslims' Religious Identity and Countering Islamophobia

The study aimed to identify the roles of Islamic centers in Western societies in preserving Muslims' religious identity and countering Islamophobia, and to evaluate their programs and activities in both areas. It adopted a mixed-methods approach combining quantitative and qualitative research through field surveys, website analysis, focus group discussions, and in-depth interviews involving Islamic centers and Muslim residents in the United States and several European countries. The study examined the centers' religious, social, and awareness-raising functions, as well as their relationships with the surrounding communities, culminating in practical programs and proposals to strengthen their roles and promote dialogue and coexistence in Western societies.



Study: Political Islam in the Arab World: Trends, Experiences, and Prospects

The study examines the future of political Islam movements, focusing on the Muslim Brotherhood and Salafi movements. It adopts a historical and futures-oriented approach that combines diachronic, synchronic, and comparative perspectives to trace these movements' development across different historical periods. The study analyzes two sets of factors shaping their continuity and influence. The first comprises internal factors, including mobilization, leadership and organization, the dynamics of unity and fragmentation, intellectual development, and relations with the state. The second comprises external factors relating to religion, society, the state, and geostrategic balances. The aim is to identify the factors likely to determine these movements' trajectories and future presence.

Scientific Works Produced for the First Time in Arabic

Asbar's Scientific Achievements Published for the First Time in Arabic

"Transforming the Future" - in collaboration with UNESCO

A book issued by the Asbar International Forum (2018), in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO). Over forty researchers contributed to presenting findings on futures studies.

McQuail's Theory of Mass Communication

The importance of this translated edition lies in the fact that the original book is one of the most widely cited and influential works in scientific and academic media circles since its release in 1983. It is regarded as a comprehensive and well-documented study in the field of media and mass communication.

Core Terminology for Futures Studies

This book serves as a reference window for defining key concepts in futures studies, offering simplified explanations of the terms related to foresight and consulting.

Radicalism and Extremism Scale in Saudi Society (Ministry of Interior)

This scale aims to identify certain issues that are expressed using extremist or radical terms and to measure the prevalence of extremist ideologies within Saudi society.

Student Responsiveness Scale in Saudi Secondary Schools

This scale is based on a field study—the first of its kind in the Kingdom—aimed at contributing to policy-making and the development of awareness, educational, and preventive programs targeting secondary school students in Saudi Arabia.



Groundbreaking Documentaries on Unprecedented Topics



The Kingdom of Saudi Arabia - Past and Present
Land. People. Civilization
An illustrated informational catalog that presents a rich visual portrayal of the Kingdom of Saudi Arabia—its people, land, and culture. The book highlights the beauty of Saudi geography, nature, and cultural heritage. Published in both Arabic and English.



Asbar Encyclopedia of Scholars and Experts in Islamic Sharia
A comprehensive record of scholars and specialists in Islamic Sharia, beginning with the opening of Riyadh in 1319 AH and continuing to the present. This is the first inclusive encyclopedia compiling the intellectual lineage of scholars and experts in the field of Sharia.



Asbar Diplomatic Encyclopedia of Saudi Ambassadors
A documentation of the diplomatic careers of Saudi ambassadors who have represented the Kingdom abroad.



Asbar Encyclopedia for Saudi Women
The first foundational work dedicated to profiling Saudi women who have made a significant impact on social development and nation-building.



Garden of Architects
An illustrated catalog-style reference book that explores architectural art in southern Saudi Arabia. Published in English and French.

32 Years
Since 1994

ASBAR CENTER

A rich and developed archive (30 years old)

+300,000

More than 300,000 documents and scientific studies within the Asbar Archive.



The Intellectual and Developmental Context of Asbar Center



Alignment with the Goals of Saudi Vision 2030



- **Alignment with the Sustainable Development Goals (SDGs)**

Asbar and the G20

Asbar was one of the five Saudi research and intellectual centers selected to participate in the T20 (Think 20) engagement group of the G20 Summit, which was hosted by the Kingdom in 2020.
Asbar's team presented four policy papers, as follows:

- **First Paper:** Global Financial Architecture and Promoting Investment Tools such as Islamic Finance Prepared by: Mr. Nabil Al-Mubarak
- **Second Paper:** Children's Rights in the Digital Environment and the Call for a Protocol to Protect Them from Online Risks Prepared by: Dr. Hind Al-Khalifa, Dr. Wafaa Tayeb, and Dr. Al-Jazi Al-Shibiki
- **Third Paper:** Mechanisms of Global Governance and Activating the Role of the G20 Prepared by: Ms. Maha Mostafa Aqeel
- **Fourth Paper:** The Issue of Multiple Crises During the Pandemic and Lessons Learned to Enhance International Cooperation Prepared by: Ms. Maha Mostafa Aqeel



Mr. Nabil Al-Mubarak



Dr. Al-Jazi Al-Shibiki



Dr. Wafaa Tayeb

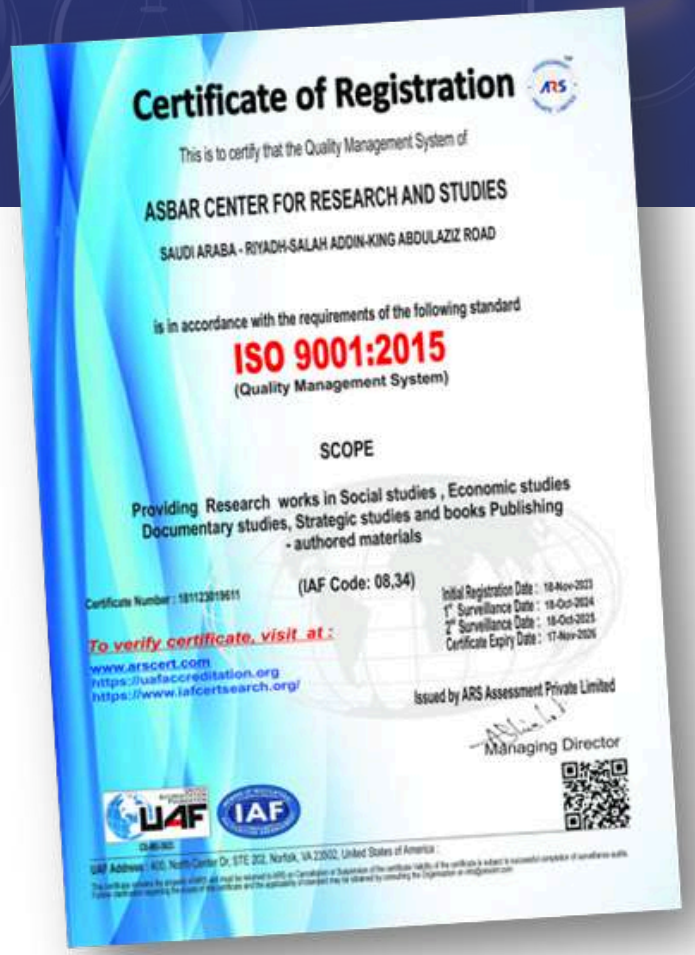


Dr. Hind Al-Khalifa



Ms. Maha Aqeel

Global ISO Certification



Certificate of Registration

This is to certify that the Quality Management System of

ASBAR CENTER FOR RESEARCH AND STUDIES

SAUDI ARABA - RIYADH-SALAH ADDIN-KING ABDULAZIZ ROAD

is in accordance with the requirements of the following standard

ISO 9001:2015

(Quality Management System)

SCOPE

Providing Research works in Social studies , Economic studies Documentary studies, Strategic studies and books Publishing - authored materials

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Photos from Asbar Events



"His Royal Highness, the late Prince Nayef bin Abdulaziz, reviews the study 'Saudi Youth: Problems, Aspirations, and Expectations.'"



"His Majesty King Salman bin Abdulaziz Al Saud, Custodian of the Two Holy Mosques, at the launch of the second year of the publication of Al-Watan Newspaper, and His Royal Highness Prince Khalid Al-Faisal, Governor of Makkah Province."



"His Royal Highness Prince Mohammed bin Abdulrahman bin Abdulaziz, Deputy Governor of Riyadh, at one of Asbar's events."



"His Royal Highness Prince Faisal bin Bandar bin Abdulaziz Al Saud, Governor of Riyadh, sponsors Asbar's events."



"A group of His Excellencies, the ministers, at one of the discussion sessions at Asbar."



"His Excellency Dr. Nayef Falah Mubarak Al-Hajraf, Secretary-General of the Gulf Cooperation Council, speaking at one of Asbar's meetings."

Photos from workshops and focus groups



Photos from workshops and focus groups







Photos from workshops and focus groups





Asbar Ecosystem

Second: Asbar Council

Asbar Council

A Non-Profit Organization

11 Years

Since 2015

Asbar Council is a non-profit think tank that includes more than 100 Saudi intellectuals and experts from various academic and professional disciplines. It regularly issues reports on society and development, in addition to specialized reports that focus on specific developmental issues.

The Council operates under its own founding charter and internal bylaws, and its board oversees its management and policy-making. The board includes no fewer than eleven members, in addition to the Secretary-General.



The Council hosts a number of activities, most notably the publication of scientific reports twice a month.



The Council holds monthly, quarterly, and annual seminars and meetings.



All Council outputs are freely available to the public and followers on the website.



The Council maintains active accounts on platforms such as X (formerly Twitter), Facebook, LinkedIn, and Instagram.

Council Committees

The Council includes eleven committees, in addition to the Governing Body (Supervisory Authority) and the General Secretariat. These committees are formed by appointing their chairs and approving their annual plans, in line with the Council's aspirations to effectively address national issues and stimulate constructive dialogue.

- Media Affairs Committee
- Cultural and Tourism Affairs Committee
- Health and Sports Affairs Committee
- Educational and Training Affairs Committee
- Economic and Energy Affairs Committee
- Legal and Advisory Affairs Committee
- Political Affairs and Diplomatic Work Committee
- Environment, Water, Agriculture, and Urban Development Committee
- Social Affairs Committee
- Digital Transformation and Innovation Committee
- Security and Military Affairs Committee







11 Years
Since 2015

Asbar Council

Asbar Council Figures (Over the Past 10 Years)



145,102

Annual visits to the electronic platform (website).



12

Annual celebrations



11

Active committees



4500

Participants in dialogues.



265

Seminars, lectures, and workshops hosting leading intellectuals and experts from Saudi Arabia and the Arab world.



120

Members from among experts and specialists



500

Scientific reports addressing emerging issues and engaging with local and global developments.

Some Scientific Reports Issued by Asbar Council



Industry and Mining in Saudi Arabia: Current Status, Challenges, and Future Prospects
This report focuses on diversifying the economy through industry and mining. It highlights the role of localization and investment in achieving Vision 2030 goals.



Social Responsibility and Its Role in Achieving Sustainable Development Goals
The report explores the role of institutions in promoting sustainability through social responsibility programs and highlights active institutional partnerships.



Judicial Quality in Line with Vision 2030
This report sheds light on standards and tools to enhance judicial efficiency in the Kingdom of Saudi Arabia. It stresses the importance of prompt rulings and fair justice.



Weaponizing Culture When Culture Becomes a Tool for Influence
The report addresses the use of culture as a soft power tool, focusing on its potential for shaping identities and public opinion. It provides policy recommendations to protect cultural integrity and combat exploitative narratives.



Misinformation on Social Media: A Growing Threat
This report discusses the dangers of misinformation on social media and its effects on individuals and communities. It provides awareness insights and community engagement tools to address information overload



Socioeconomic Impact of Declining Birth Rates in Saudi Arabia
The report studies the implications of declining birth rates in Saudi Arabia, assessing future impacts on development and demographic balance, while offering recommendations for building a supportive ecosystem.



Artificial Intelligence and its Impact on Education and Training
The report explores the impact of generative AI on education and training, highlighting its applications and challenges. It provides recommendations to bridge skills gaps and enhance the digital environment.

Prominent Scientific Reports Issued by Asbar Council



Green Growth
The report addresses the integration of green growth and the green economy with sustainable development. It highlights the Kingdom's green transformation and calls for strategies to apply innovation.



Preventive Health in Saudi Arabia: Challenges and Opportunities
The report reviews the challenges and opportunities for strengthening preventive health and highlights the importance of public awareness in building a healthy and sustainable society.



Seasons and Festivals as a Soft Power Tool
The report presents seasons and festivals as a soft power tool and cultural investment strategy. It calls for building national identity through tourism.



Tourism Trends in Saudi Arabia and the Role of Digital Transformation in Attracting Global Investment
The report analyzes global tourism trends and highlights the importance of the digital transformation in enhancing tourism and supporting the knowledge economy.



The Impact of Social Media on National Security and the Regulatory System
The report focuses on how digital platforms affect national security and public awareness, urging the review of media and digital communication policies.



Space: Its Economy and Role in the Digital Transformation Journey
It highlights the opportunities of the space economy in supporting digital transformation and calls for developing national talent and empowering the private sector in this promising field.



Digital Citizenship and Its Security Implications
The report explores the dimensions of digital citizenship and emphasizes the need to build responsible and secure digital behavior.

After Ten Years Since Its Establishment:

Two Academic Studies Were Issued on the Unique Experience of Asbar Council in 2025





Dr. Ibrahim Al-Beayez

First Study: Title: "Asbar Council: Ten Years of Dialogue in the Virtual Space (2015-2025)"
Conducted by Dr. Ibrahim Al-Beayez, Professor of Media at King Saud University.
The study addressed the Council's experience since its founding and described it as a model worthy of documentation and analysis. It confirmed that it represents a practical example of how communication technologies can be employed to create virtual spaces that foster cultural dialogue in society.



كنتيون
KENTUNE
CONSULTANCY

Second Study: Title: "Analytical Study of Asbar Council's Digital Performance on Twitter (October 2015 - June 2025)"
Prepared by Kentune Consultancy, the study evaluated the Council's digital engagement on the "@MultaqaAsbar" Twitter initiative.
It revealed a high engagement rate of 5.01%, exceeding global averages for think tanks by more than fivefold.

Photos from Asbar Council Events



A group of Asbar Council members at the Council's annual ceremony



A view of the attendees at the annual Asbar Council event



H.E. the Minister of Industry and Mineral Resources, Mr. Bandar bin Ibrahim Al-Khorayef, speaking at the annual ceremony of Asbar Council



A view of the attendees at the annual Asbar Council event



A view of the attendees at the annual Asbar Council event



A view of the attendees at the annual Asbar Council event

Photos from Asbar Council Events



Dr. Abdullah Al-Rabeeah speaking as a guest at an Asbar Council event



Minister of Housing Mr. Majed Al-Hogail speaking as a guest at an Asbar Council event.



Dr. Nayef Falah Al-Hajraf, Secretary-General of the Gulf Cooperation Council (GCC), speaking as a guest at an Asbar Council event.



Minister of Foreign Affairs of Yemen speaking as a guest at an Asbar Council event.



Dr. Abdulatif Al-Zayani, former Secretary-General of the GCC, speaking as a guest at an Asbar Council event.



HRH Prince Abdullah bin Mosaad bin Abdulaziz Al Saud speaking as a guest at an Asbar Council event

Asbar Ecosystem

Third: Asbar World Forum

Asbar World Forum

10 Years

Since 2016 منذ

A global developmental forum established in 2016. It focuses on the knowledge economy, digital transformation, innovation, and future foresight. A recent scientific impact study conducted by one of the entities showed that 72% of researchers classified Asbar World Forum among the top twenty forums globally.



The Forum holds an annual three-day conference under the generous patronage of His Royal Highness the Governer of the Riyadh Region, featuring a variety of activities including:
sessions, panel discussions, workshops, and roundtables, with both local and international participation.
In addition to the annual event, the Forum hosts ongoing activities and programs throughout the year.



The Forum is linked to partnerships with both governmental and non-governmental institutions, such as: the Ministry of Human Resources and Social Development, the Ministry of Media, the Ministry of Communications and Information Technology, King Abdulaziz City for Science and Technology (KACST), and King Abdullah University of Science and Technology (KAUST).
The Forum also partners with various international organizations, most notably: UNESCO, IE Business School in Spain, MIT in the United States, INSEAD University in France, and others.

10 Years
Since 2016

Asbar World Forum

Figures About Asbar World Forum Over the Past Nine Years



+45000

Attendees at Asbar events



+250

Seminars and workshops



+775

Research studies and scientific outputs



+455

Local and Arab expert speakers



+297

International expert speakers (from outside the Kingdom)



24

Local and international conferences

Impact Assessment Study of the Asbar World Forum

Jusoor Development conducted a study to assess the impact of the Asbar World Forum across its five editions (2016-2020). The study revealed that the Forum has become one of the most prominent intellectual events in both the Kingdom and the world. According to the study findings, 59.5% of respondents ranked the Asbar World Forum among the top 20 think tanks globally. The study also confirmed that the Forum is marked by high professionalism, broad influence, and contributes significantly by offering developmental solutions and discussing innovative topics that serve vital sectorssuch as health, housing, digital transformation, and more.



Photos from Asbar World Forum Events



A view of the audience attending the Asbar World Forum events.



His Royal Highness Prince Faisal bin Bandar bin Abdulaziz, Governor of Riyadh Region, at the opening of the Asbar World Forum.



Another view of attendees at the Asbar World Forum



His Royal Highness Prince Mohammed bin Abdulrahman bin Abdulaziz, Deputy Governor of Riyadh Region, during an Asbar World Forum event.

Photos from Asbar World Forum Events



· Minister of State His Excellency Mr. Mohammed bin Faisal Abu Saq delivering a talk during the Asbar World Forum.



· Former Saudi Minister of Media His Excellency Mr. Turki bin Abdullah Al-Shabana speaking at the Asbar World Forum.



Former Minister of Labor and Social Development His Excellency Mr. Ali bin Nasser Al-Ghafis delivering his speech during the Asbar World Forum 2017.



Minister of Industry and Mineral Resources His Excellency Mr. Bandar bin Ibrahim Al-Khorayef delivering a talk during the Asbar World Forum.

Asbar Ecosystem

Fourth: Social Innovation Forum

Social Innovation Forum

4 Years

Since 2022

A forum established in 2022 that brings together leaders of entities and social projects, as well as practitioners locally and globally, to connect and exchange ideas in the fields of innovation, social investment, and social entrepreneurship.

Asbar recently launched (in 2022) the Social Innovation Forum, which aims to showcase initiatives, projects, and institutions that offer innovative solutions to societal challenges in various fields such as: health, education, environment, supporting low-income families, etc.

A number of important partnerships have been established in this field with local and international universities and organizations.

The forum has achieved significant success at the local level through its partnerships with local bodies, associations, and institutions related to the non-profit sector. It intends to continue growing and strengthening these relationships. Undoubtedly, innovation is a promising and impactful endeavor.



His Royal Highness Prince Saud bin Khalid bin Faisal bin Abdulaziz, Deputy Governor of Madinah Region, at the Social Innovation Forum events.



One of the forum sessions



A view of the audience attending the fourm event

The second edition, titled "Generation of Inspiration," was launched in 2023 in Riyadh, under the patronage of His Royal Highness Prince Faisal bin Bandar bin Abdulaziz, Governor of Riyadh Region.

This edition included more than 40 sessions and accompanying activities, over 30 lectures and workshops, with the participation of more than 200 speakers and experts in the field of social innovation and social entrepreneurship from more than 15 countries around the world.



His Excellency Dr. Abdulaziz Al-Khudhairi chairs one of the forum sessions



His Excellency Dr. Ali Al-Namlah chairs one of the forum sessions



His Excellency Mr. Turki Al-Shabana chairs one of the forum sessions

Asbar Ecosystem

Fifth: Sendian Award for Social Innovation

Sendian Award
for Social Innovation

4 Years

Since 2022

The first award of its kind in Saudi Arabia and the Arab world, and one of the few globally.

It is awarded to initiatives, projects, and institutions based on precise standards, through specialized judging panels.

The award was established in 2022.

4 Years
Since 2022

Sendian Award
for Social Innovation

Asbar also launched the Sendian Award for Social Innovation in 2022, in line with the goals of the 'Social Innovation Forum' to promote innovative ideas that provide effective solutions to improve community life. The award aims to stimulate social innovation, honor social initiatives and social entrepreneurs, and encourage the three sectors (government, private, and non-profit) to contribute and innovate in social work, thus supporting the objectives of Saudi Vision 2030 in fostering innovation. It is the first award of its kind in the Kingdom and the Arab world. The award also aims to expand to include the Arab world and eventually the global level.



· Winners of the Sendian Award (2nd Edition)



· The launch moment of the Sendian Social Innovation Award



· Highlights from the award ceremony honoring the winners



· More highlights from the winners' award presentation

4 Years
Since 2022

Sendian Award
for Social Innovation

Towards a society that meets its needs and serves humanity

Sendian Award for Social Innovation

First award in the field at the level of the Kingdom and the Arab world

Supports social innovation and seeks to integrate it into the culture of society

Connects social innovators with supporting companies and entities

Discovers social innovators

Encourages individuals and institutions to provide innovative solutions

4 Years
Since 2022

Sendian Award
for Social Innovation

Sectors of the Award



Humanitarian Sector



Low-Income Family Development Sector



Public Services Sector



Environmental Sector



Education Sector



Health Sector

Asbar in the Eyes of Officials, Organizations, and International Figures

"My appreciation and thanks to Asbar, and to its leadership, particularly my colleague Dr. Fahd Al-Arabi Al-Harithi, and the Board of Directors. I wish this forum continued success and progress, and may its contributions be valuable, as it brings all scientific entities into a wonderful harmony and alignment.

His Royal Highness, the Governor of Riyadh. (2016)

I am happy to be with my brothers at this wonderful global forum, which we look forward to. I would like to tell my brother Fahd Al-Arabi Al-Harithi and the Board of Directors that Riyadh will not give up Asbar, and that any upcoming forum must be in Riyadh, because we observe beautiful progress and notice useful activities for the community that align with our journey and the goals we aim for, under the leadership of the King and Crown Prince." (2017)

His Royal Highness, the Governor of Riyadh.

I extend my thanks and appreciation to my colleagues at Asbar, and I wish them, God willing, continued success, happiness, and prosperity. I would like to tell you that Asbar holds a special place in the Emirate of the region. We meet with them every year and at various times, keeping us informed about all the new and useful things they have for this nation, its people, and for humanity everywhere.

His Royal Highness, the Governor of Riyadh. (2018)

I am happy to be with my brothers and colleagues at the Fourth Asbar Forum. I thank my brother Fahd Al-Arabi Al-Harithi for the efforts he and his esteemed colleagues on the Board of Directors have made. Truly, I have witnessed this forum from its first session, and I told Dr. Fahd that this forum would continue with such strength, producing and delivering results effectively, and here it is, by the grace of God, yielding important outcomes. I believe that my brother Fahd and his colleagues have fulfilled their promises regarding this forum and how it will reach the future with clear and sound steps and a continuous foundation. The colleagues have contributed greatly this year and in previous years. I congratulate you and them on this achievement, and I also congratulate the leadership for having children who produce honorable work. (2019)

His Royal Highness, the Governor of Riyadh.

The future for the Kingdom of Saudi Arabia is no longer a dream or a difficult choice, but a reality we live today. It is a course of action that our wise leadership has defined since the launch of Vision 2030 to serve our society and fulfill the aspirations of future generations in achieving comprehensive and sustainable development. This approach is the foundation of the Asbar International Forum, which we are inaugurating today for its fifth session, titled 'The Future of the Future.' The forum has distinguished itself in its previous sessions by bringing together the best minds and gathering leading experts from around the world. We will continue to support this forum, which has become one of the most important scientific platforms both locally and internationally.

His Royal Highness, the Governor of Riyadh. (2020)



His Royal Highness Prince Faisal bin Bandar bin Abdulaziz

Governor

of Riyadh Region,



Prince Dr. Turki bin Saud Al Saud
President of King Abdulaziz City for Science and Technology

"The Asbar International Forum convenes for its third session, titled 'The Future Era: Saudi Arabia Tomorrow,' to discuss some of the elements and goals of the Vision in order to achieve these ambitious objectives. The main themes set by the forum for this session align with its purpose and goals."

(2018)



His Excellency Dr. Ahmed
Al-Essa
Minister of Education

"I thank my colleagues at the Asbar International Forum at Asbar Center for inviting me to attend and participate in this meeting. I am happy to join this group of colleagues who are experts and interested in the field of knowledge, and who have made significant contributions in this area."

(2016)



His Excellency Mr. Bandar bin
Ibrahim Al-Khorayef
Minister of Industry

"It is an honor for me today to be with you at this year's Asbar Forum, a forum that has chosen the distinguished title 'The Future of the Future.' Indeed, in our beloved Kingdom, with Vision 2030, we are truly shaping 'the future of the future.' When we look at the Kingdom's Vision and its content in general, it lays the foundation for how the Kingdom of Saudi Arabia will achieve a prosperous futur."

(2020)



His Excellency Mr. Turki
Al-Shabana
Minister of Media

"I am pleased to join you this evening for the opening of the Asbar International Forum, congratulating the forum on the holding of this fourth session in a row, which provides an important opportunity to discuss many development issues through the realities of the present, in order to move forward with strength and stability towards the future."

(2019)

- Sort by alphabet



His Excellency Dr. Ali Al-Ghufais
Minister of Labor and Social Development

"I thank the brothers responsible for this forum and for the outstanding organization, as well as the gathering, which represents an opportunity for all of us to exchange experiences and knowledge and work towards enhancing and developing them. I also thank the brothers at Asbar Center for Studies and Research and the participants in the forum for their efforts."

(2017)



His Excellency Dr. Mohammed Abu Saq
Minister of State, Member of the Council of Ministers

"Allow me, on behalf of all of you, to greet the Asbar International Forum in its second session, represented by our dear friend and colleague Dr. Fahd Al-Arabi Al-Harithi and all those working at Asbar. I have had the honor of working with Asbar in several forums and workshops, and I know how much professionalism they possess."

(2018)



His Excellency Dr. Nabeel Koshak
CEO and Board Member of the Saudi Venture Capital Company

"This year, the Asbar Forum will focus on the movement in the field of venture capital investment in the Kingdom of Saudi Arabia, the number and size of investments in this high-risk sector. This year is larger than previous years, and we expect growth in the coming years due to the Kingdom's launch of several initiatives to stimulate investment in this sector."

(2019)



His Excellency Dr. Mohammed bin Issa
Minister of Foreign Affairs and Cooperation - Morocco

"I would like to congratulate all those working and everyone who participated in organizing this forum, especially the young men and women."

(2016)

- Sort by alphabet



Mr. Salman Joudah
Former Editor-in-Chief of Al-Wafd Newspaper

"Firstly, I am very pleased to attend this fourth session of the Asbar International Forum, and I believe that this forum is establishing its reputation year after year. If this is the fourth session, I imagine that the maturity demonstrated in the sessions of this year suggests that it is a forum with 10 years of experience, not just 4 years. This year, the forum raised an important slogan, 'The Inspiring Saudi Arabia.' I congratulated Dr. Fahd on this slogan because it is truly significant and reflects the reality of this stage in the history of the Kingdom of Saudi Arabia."

(2019)



Dr. Khalid bin Suleiman Al-Rajhi
Vice Chairman of the Board of Directors, Al-Rajhi Holding Company

"Asbar Forum is considered a milestone, and in its fourth session, it will focus on two very important matters: development and the future. Undoubtedly, focusing on the future is important and essential in serving development in the Kingdom of Saudi Arabia."

(2019)



Mr. Ali Jaber
General Manager of the MBC Group

"I thank the Asbar International Forum (Global) for hosting me today, and there was an important session about the future of media and the challenges it faces, from fake and misleading news to artificial intelligence, which works against us as journalists, to social media and its impact on the media. There are two perspectives: a pessimistic view and an optimistic view. I am one of those who hold the optimistic view, believing that media will continue, and all technology will ultimately serve its benefit."

(2019)



Dr. Abdullah Walid Abah
Professor of Philosophical Studies - Mauritania

"First and foremost, I extend my sincere thanks to my dear friend Dr. Fahd Al-Arabi Al-Harithi for this kind invitation to this prestigious forum, which has become an event in this thriving country, which is our country, the country that all hearts yearn for, and the country that we are confident will be the locomotive for progress and modernization in all Arab countries."

(2018)

- Sort by alphabet



Prof. BishSanyal - MIT

I would like to congratulate the Asbar World Forum on two wonderful days of brainstorming and very nice presentations. This is my first visit to the Kingdom, and what I saw impressed me very much, especially the level of energy and the level intellectual engagement of all the participants.



Ms. Sacha Rabel

Head of the UNESCO Delegation to Riyadh

"I thank the Asbar Forum organizers for inviting us to share our perspectives at this distinguished forum; it is our pleasure to be here, and we look forward to assisting the Kingdom of Saudi Arabia in the field of artificial intelligence."



Dr. Tawfiq Jalassi

Representative of UNESCO

Your royal highness prince Faisal bin Salman governor of Madinah and patron of the social innovation forum, Mr. khalid Al Khudair vice chairman of the board of directors of the Riyadh bank, Dr. Abdullah Ad Dahlan president of the university of business and technology, Dr. Fahad Al Harthy chairman of the board of directors of the Asbar center, excellencies, ladies and gentleman, I am pleased to speak at the openings of the social innovation forum and I would like to commend Saudi Arabia for its reputation as a hub for innovation.



Dr. Kim Zietlow -Senior Consultant

Business Development Manager

I'm honoured and very much looking forward to participate in the Asbar world fourm 2019 under the title "Towards the future", many important topics relevant to the Saudi society, economy and natural environment will be discussed.

- Sort by alphabet



Dr. Thomas Perterson
University of California

I would like to thank the organizers of the Asbar World Forum for all the work they have put into organizing this conference and providing all the support.



Prof. Richard Lester - MIT

So the theme of this year's Asbar conference is creativity and innovation, my message to the Saudi participants in this conference and those who are interested in this conference is of going to be about how to stimulate economic growth through innovation



Mr. Arundeep Pradhan
President, AUTM Foundation

I want to thank the organizers of the Asbar World Forum, and the participants and panellists here for what I think have been very successful discussions.



Prof. Finn E. Kydland, Economic Policy and Sustainable Growth

Thank you for Asbar World Forum.
Prof. Finn E. Kydland, Economic Policy and Sustainable Growth

- Sort by alphabet

Agreements and partnerships with local and international universities, organizations, and government entities

The center is in communication with over 1,000 think tanks, research institutes, and universities both domestically and globally.

Ministries and Government Entities



Private and Scientific Companies and Organizations



Media Platforms and Channels































Private and Scientific Companies and Organizations



































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Thank you