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Saudi Arabia advances agricultural innovation and global market expansion

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Famous for its oasis plains and world-renowned date palms, Qassim Province has emerged as a model for Saudi Arabiaâ??s integration of its agricultural heritage with modern sustainable practices. Under the patronage of His Royal Highness Prince Dr. Faisal bin Mishaal bin Abdulaziz Al Saud, the â??Qassim Landâ• initiative was launched to promote **green cities and a circular economy**, supporting the United Nations Sustainable Development Goal 12 â?? responsible consumption and production.

The initiative aims to improve production methods, resource recovery, and the efficient use of agricultural waste, while also expanding exports to global markets. Al Qassim Governorateâ??s experience was recently presented at the United Nations High-Level Political Forum on Sustainable Development Goals in July, where the Saudi Green Building Forum (SGBF) shared successful cases, showcasing Saudi Arabiaâ??s efforts to localize the Sustainable Development Goals in a manner consistent with circular economy principles.

Faisal Al-Fadl, Secretary-General of the SGBF, explained that the Governor of Al Qassim's initiative, documented under the saafÂ® standard framework, aims to promote innovation and sustainable development. He emphasized: "The circular economy is no longer an option, but a necessity to ensure food and environmental security."

Known as the "Arabian Silk Road," the date palm industry in Al Qassim Province has reached markets across multiple continents. To further enhance Saudi Arabia's international standing, His Highness the Governor of Al Qassim Province launched the "International Dates Road" project, connecting Saudi Arabia's date palm production with the historic Silk Road. This project will promote the export of over 578,000 tons of dates annually, solidifying Saudi Arabia's position as a global date

palm trade hub and aligning with the goals of Saudi Arabia's Vision 2030.

The Saudi Green Building Forum, which holds consultative status with the United Nations, is about to open its 15th edition, attracting over 3,000 participants, including companies such as Saudi Aramco, Nesma & Partners, Climatech, Roshan, and Shaker Group. Under the theme "Inspiring Green Action: Advancing Nature-Based Solutions to Achieve the Sustainable Development Goals," the forum will feature 50 speakers and over 20 panel discussions, focusing on green city challenges, promoting multilateral agreements, and further accelerating the localization of the Sustainable Development Goals within the framework of Saudi Arabia's Vision 2030. Funded by the Ministry of Municipality and Housing, the forum will take place from October 1 to 2, 2025, at the Al-Malfa Hall of the Mohammed bin Salman Nonprofit City (MiSK City) in Riyadh, Saudi Arabia