

The Royal Commission for AIUla and Artefact sign long-term partnership to drive digital transformation in AIUla through data and AI

The partnership will deliver several benefits for AIUla: including AI-powered operations and decision support, next-gen visitor and community services and experiences as well as the creation of highly skilled local jobs in Data & AI.

AIUla, Saudi Arabia, 24 October 2023 - The Royal Commission for AIUla (RCU) and Artefact, a leading data and AI consultancy, have announced a long-term partnership to drive data and AI transformation in AIUla. Uniquely combining data, AI, county development, innovation, and job creation, the partnership will focus on deploying best-practice technology, developing data and AI products, empowering smart services to the AIUla community, visitors, and investors, and transferring data and AI know-how to create highly skilled jobs in AIUla.



Rahul Arya, CEO and Managing Partner, Artefact MENA said: *"With this landmark partnership, we look forward to providing end-to-end products and capabilities that support the promotion of AIUla as a living museum for its community, tourists, investors and the world in a data-driven manner."*

Lawrence Eta, Vice President, Digital & Analytics at the Royal Commission for AIUla: *"Data and AI will play a critical role in helping RCU to achieve the ambitious goals set out in Vision 2030. This partnership with Artefact is a key step in our digital transformation journey. We are confident that Artefact's expertise will help us to leverage the latest technologies for the overall progress of AIUla. We look forward to working together with Artefact to create a brighter future for AIUla."*

Omar Hallak, Partner & Global Public Sector Lead, Artefact concluded: *"We are humbled and honored to be RCU's Data & AI partner of choice. This partnership is a testament of Artefact's unmatched capabilities and thought leadership. Data & AI will play a pivotal role in bringing sustainable and integrated development to AIUla's infrastructure, economy and human capital in-line with Vision 2030. With best-of-breed technologies and know-how, we are committed to AIUla's vision for its community and visitors."*



The partnership will focus on several key initiatives, including deploying the latest technology and products in Data & AI as well as implementing a comprehensive data and AI transformation and governance program to ensure ethical and responsible use of data. In-line with Saudi Arabia's drive towards economic diversification and job creation, Artefact will establish a data and AI academy to train and upskill local talent.

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RCU was established by Royal Decree in July 2017 to protect and safeguard AIUla, a region of outstanding natural and cultural significance in northwest Saudi Arabia. RCU is embarking on a long-term plan to develop and deliver a sensitive, sustainable transformation of the region, reaffirming its position as a world-heritage destination for culture and tourism.

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ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide.
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