



## **AMAALA PARTNERS WITH THE PRINCE ALBERT II OF MONACO FOUNDATION, THE CENTRE SCIENTIFIQUE DE MONACO AND OCEANOGRAPHIC INSTITUTE TO PROTECT AND PRESERVE MARINE ENVIRONMENT**



H.E. Mr Bernard Fautrier (Vice President, CEO, The Prince Albert II of Monaco Foundation), Mr Nicholas Naples (CEO, AMAALA Company), HSH Prince Albert II of Monaco, Mr Turki Al Sudairi (Board Member, AMAALA Company), Pr. Patrick Rampal (President of The Centre Scientifique de Monaco), Mr Robert Calcagno (CEO, The Oceanographic Institute) sign partnership agreement in Monte Carlo (pictured from L-R)



Exterior of Marine Life Institute at AMAALA



Colourful coral and rich marine life at AMAALA

**RIYADH – 3 OCTOBER 2019** – AMAALA, the ultra-luxury development situated along Saudi Arabia's Red Sea coast, which is focused on integrated wellness and healthy living, signed a partnership agreement on Friday 27th September with The Prince Albert II of Monaco Foundation, the Centre Scientifique de Monaco and Oceanographic Institute.

The VIP Signing Ceremony took place at the Oceanographic Institute on the final evening of the Monaco Yacht Show and was attended by HSH Prince Albert II of Monaco, AMAALA Chief Executive Officer Nicholas Naples, the AMAALA Advisory Board, select partners of the brand and esteemed guests. The signing was followed by a VIP dinner prepared by 3-Star Michelin Star Chef Mauro Colagreco.

This follows a framework agreement signed last year at the Monaco Yacht Show to explore areas of mutual collaboration. Together the partners will work on oceanographic and marine life research and conservation initiatives to benefit the world's oceans with four opportunities identified for joint projects: coral reef management, iconic species protection, Marine Protected Areas (MPA) enforcement, and fighting plastic pollution.

Chief Executive Officer Nicholas Naples of AMAALA said: "We are very selective with whom we align, as is The Prince Albert II of Monaco Foundation. Their mission to raise awareness of the impact of human activities on the natural environment, encourage more environmentally-friendly behaviour, and promote innovative solutions, makes the Foundation a natural fit for AMAALA. We are committed to fully sustainable development throughout the design, build, and operation phases, which includes being net carbon neutral from the start of operations. We plan to create a coastal oasis that not only flourishes but a place that elevates the role of responsible tourism globally."

H.E. M Bernard Fautrier, Vice President and CEO of the Prince Albert II of Monaco Foundation said: "The impact of human activities on the ocean has been devastating, and through our partnership with AMAALA, we look to come together and raise awareness of that impact, integrating environment preservation and sustainability into the heart of the future. Monaco has long-been committed to the

environment, and we look forward to working alongside AMAALA to safeguard the biodiversity of the Red Sea, taking actions for future.”

Professor Patrick Rampal of Centre Scientifique de Monaco added: “We are very pleased to have entered into this partnership with AMAALA, which will allow us to pursue innovative areas of research in a previously undiscovered location. This project will allow us to, collaboratively, better understand the biology of corals in order to better protect their ecosystems. The Red Sea corals offer exceptional characteristics, in particular their resistance to environmental stresses, which will be interesting to explore with Saudi researchers.”

This event marks the first partnership for AMAALA which is anchored around the three pillars of wellness and sports, art and culture, and sun, sea, and lifestyle. The destination of AMAALA, referenced by the press as part of the Riviera of the Middle East, is dedicated to sustainable building practices, with environment preservation and enhancement paramount to the success of the ambitious project. Developing sustainable yachting practices will also be a goal for AMAALA. Only 2,005 miles from Monaco which equates to six days of cruising on average, AMAALA is the ideal haven for sailors and water lovers to extend the Mediterranean yachting season.

The signing was the culmination of participation in the Monaco Yacht Show where AMAALA also hosted its inaugural Advisory Board Meeting. AMAALA, who participated in the third Monte Carlo Gala for the Global Ocean, welcomed its Advisory Board Members and select guests to the celebration.

This major fundraising event gathers international artists and philanthropists for an exclusive gala in favour of the Foundation’s worldwide initiatives dedicated to a sustainable ocean. Long-time champion for climate change action Robert Redford was honoured for his global environmental contributions.

AMAALA is part of The Red Sea Collection which, alongside NEOM and The Red Sea Project, participated at the Monaco Yacht Show for the second year. The Red Sea Collection showcased the Kingdom’s west coast, one of the world’s pristine paradises, to the superyacht industry and sailing lovers and sponsored two key show events – The Yacht Summit and the Inaugural Awards Gala, both on 24 September.

## **About AMAALA**

Designed to evolve and elevate the very best in travel, AMAALA, located in Saudi Arabia along the Red Sea will boast world-class facilities across three sites. AMAALA will allow travellers to immerse themselves in the finest wellness, art, culture, sports and fitness offerings, and will redefine the tourism experience by presenting expertly curated journeys of holistic self-transformation.

The 3,800-square kilometre (1,460-square mile), year-round resort community with its unique heritage, progressive vibe and diverse landscape includes 2,500 hotel keys and more than 800 residential villas, apartments and estate homes, alongside 200 high-end retail establishments, fine dining, wellness and recreation.

Pristine ecosystems and world-class yachting allow visitors to extend the Mediterranean diving and sailing season into September and beyond. With close proximity to major destinations in the region including Riyadh, Dubai and Istanbul, AMAALA will become the heart of “The Riviera of the Middle East.”

For more information, please visit: [www.amaala.com](http://www.amaala.com) or follow AMAALA on Twitter at [@WelcomeToAmaala](https://twitter.com/WelcomeToAmaala) and [LinkedIn](https://www.linkedin.com/company/amaala).

**-ENDS-**

## Contacts

Siobhan Graham  
Group Account Director  
Hill+Knowlton  
E: [siobhan.graham@hkstrategies.com](mailto:siobhan.graham@hkstrategies.com)  
T: +971 4 553 9543

Julia Gajcak  
Head of Communications and Events  
AMAALA  
E: [jgajcak@projects.pif.gov.sa](mailto:jgajcak@projects.pif.gov.sa)  
T: +966 53 258 0725