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May 14, 2025 08:04 UTC

Nemetschek Group Expands into Saudi Arabia to Advance Digital Transformation in the Construction and Media Industries

Munich/Riyadh, May 14, 2025 –

The [Nemetschek Group](#), a leading global provider of software solutions for the AEC/O (Architecture, Engineering, Construction & Operations) and media industries, today announced the launch of its operations in the Kingdom of Saudi Arabia. This strategic move underscores the company's commitment to supporting the region's rapid growth, digital transformation, and sustainability ambitions as part of Saudi Arabia's Vision 2030

The expansion brings Nemetschek's portfolio of industry-leading brands – including Allplan, Bluebeam, Graphisoft, Maxon, Solibri, Spacewell, and Vectorworks – closer to one of the world's most dynamic construction markets. The Saudi construction sector is experiencing unprecedented growth, with over \$1 trillion in mega-projects underway and a strong push for digitalization and sustainable building practices. The Nemetschek Group's solutions will empower local architects, engineers, builders, and creative professionals to deliver projects more efficiently and sustainably through advanced BIM, AI, and digital twin technologies.

Muayad Simbawa has been appointed Managing Director for Nemetschek's operations in Saudi Arabia and will lead the company's regional efforts from Riyadh. He brings a strong background in sales and operations, with deep relationships across the Kingdom. With nearly 20 years of experience in digital transformation, infrastructure, oil & gas, power, and enterprise software, Muayad Simbawa is a seasoned technology leader. Known for leading market entries and building high-performing teams, his leadership will drive innovation in the AEC/O sector and shape the future of construction and design in the Middle East.

The initial focus will be on supporting key giga projects and fostering digital transformation across the built environment. The company's first major appearance in the Kingdom is at the [Saudi Giga Projects 2025 Summit](#) in Riyadh, a key event for senior decision-makers in the country's construction sector. The summit offers a unique platform to showcase Nemetschek's expertise and forge partnerships with stakeholders at the heart of Saudi Arabia's transformation.

“Saudi Arabia is leading the way in global construction innovation, with ambitious developments and a strong commitment to digital transformation. By establishing our presence in the Kingdom under the leadership of Muayad Simbawa, we are dedicated to equipping professionals across the region with the technologies and support they need to build a more efficient, sustainable, and connected future,” says Yves Padrines, CEO of the Nemetschek Group.

“We are excited to bring Nemetschek's world-class solutions to Saudi Arabia, supporting Vision 2030 and the Kingdom's drive towards digitalization and sustainability. Our goal is to collaborate with local partners and customers to unlock new levels of efficiency and innovation across the construction and media sectors,” adds Muayad Simbawa, Managing Director, Nemetschek Saudi

Arabia.

As part of its commitment to the region, the Nemetschek Group will also participate in the upcoming [Saudi Entertainment and Amusement \(SEA\) Expo](#) (20 – 22 May 2025) with its brands Maxon, Spacewell and Vectorworks. SEA is a premier event that brings together professionals from the global entertainment industry. The Expo offers a unique platform for collaboration, where industry leaders can connect, address real-world challenges, and co-create innovative, actionable solutions.

Nemetschek's involvement reflects its broader vision for the Middle East – to serve as a catalyst for digital transformation and sustainability, aligned with the region's ambitious development goals. Through its advanced software solutions, the Group aims to support the evolution of smart cities and future-ready infrastructure across the region.

About the Nemetschek Group

The Nemetschek Group is a globally leading software provider for the digital transformation in the AEC/O and media industries. Its intelligent software solutions cover the entire lifecycle of construction and infrastructure projects and allow creatives to optimize their workflows. Customers can plan, construct, and manage construction projects more efficiently and sustainably, and develop digital content such as visualizations, films, and computer games in a creative way. The software company drives new technologies such as artificial intelligence, digital twins, and open standards (OPEN BIM) in the AEC/O industries to increase productivity and sustainability and continuously expands its portfolio, including through acquisitions and investments in innovative start-ups. More than 7 million users are currently using the customer-focused solutions. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more around 4,000 experts.

The company, which has been listed in the MDAX and TecDAX since 1999, achieved a revenue of EUR 995.6 million and an EBITDA of EUR 301.0 million in 2024. Since the end of 2024, the Nemetschek Group is certified in accordance with ISO 27001, the internationally recognized standard for information security management systems (ISMS).

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