



Porsche Saudi Arabia sponsors Forbes Women Middle East Summit

19/12/2024 Saudi Arabia | Porsche Saudi Arabia, through SAMACO Motors, supported the second Forbes Women Middle East Summit, which was held at the Riyadh International Convention and Exhibition Centre on 18-19 December 2024. A fleet of 20 cars, including all-new, fully electric Macan SUV, chauffeured VIPs and delegates.

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Following the success of the inaugural Forbes Women Middle East Summit, which attracted more than 400 delegates in Saudi Arabia, the event returned for its second edition with the support of Porsche Saudi Arabia.

"The Forbes Women Middle East Summit proved to be a perfect opportunity for female entrepreneurs

to grow their ideas and create new journeys, so we were excited to support its return for a second year. This great initiative blended perfectly with Porsche's vision to support women behind the wheel in Saudi Arabia," said Rashad Embaby, the General Manager for Porsche Saudi Arabia.

"Empowering women and supporting driven females is one of our key brand objectives, and the timing was perfect as it coincided with the release of the all-new Macan SUV, which has the highest concentration of female owners among our entire Porsche model range."

The new Macan delivers up to 639 PS and 1,130 Nm of torque, achieving up to 613 km of range in WLTP with a battery that could be charged from 10 to 80 percent in approximately 21 minutes at a suitable fast-charging station.

The Forbes Women Middle East Summit brought together prominent leaders, visionaries, and influential figures from across the region and the world, celebrating success across diverse sectors and fostering dialogue, collaboration, and empowerment.

The summit featured inspiring discussions and panels with a distinguished group, including H.R.H. Princess Lamia Bint Majed Saud Al Saud, Secretary General and member of the Board of Trustees at Alwaleed Philanthropies; H.H. Princess Prof. Mashael Bint Mohammed Al Saud, Senior Earth Scientist and Chairwoman of the Celiac Association Board of Directors (KSA); and H.H. Princess Doaa Bint Mohammed, CEO of the Al Mahra Education Company and Former Supreme President of the Arab Women's Authority, among others.

The agenda included sessions that highlighted the entrepreneurial journeys these women and others had undertaken to reach the top of their respective fields, as well as strategies for success, effective marketing and branding techniques, and leveraging data and digital tools for growth.

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