



## Fahd Hamidaddin

Fahd Hamidaddin has been Chief of Investment, Strategy & Tourism Marketing at the Saudi Commission for Tourism & National Heritage (SCTH) since early 2019 playing an instrumental role in opening Saudi Arabia to international tourism through strategic oversight of a multi-layered and large-scale marketing communications campaign to launch the new e-Visa and Visit Saudi brand.

From 2012, Fahd was Chief Commercial Officer (CCO) at King Abdullah Economic City (KAEC), where he led on marketing, corporate communications and sustainable development projects.

Prior to this, Fahd was Chief of Marketing & Competitiveness at SAGIA, where he was responsible for SAGIA's overall marketing strategy. In this role, Fahd won 5 international awards for communications and advertising campaigns, and online marketing strategy.

### Contact data

#### Fahd Hamidaddin

Chief of Investment, Strategy & Tourism Marketing  
Saudi Commission for Tourism & National Heritage (SCTH)

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### Event

#### [Visit Saudi And Lonely Planet In Conversation: Charting A New Tourism Destination](#)

Wednesday, March 4, 2020, 12.00 - 12.45

CityCube Berlin, Cube Club

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.