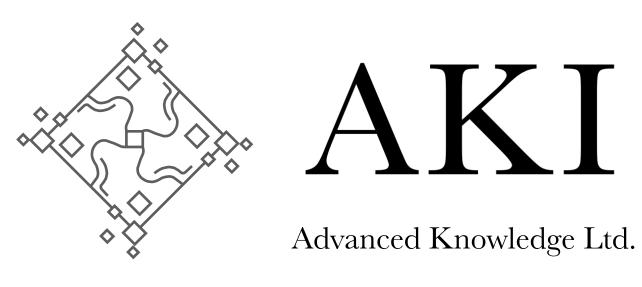
Project's Concept Note



ABOUT US



RIYADH · BARCELONA

OUR MISSION

BUILDING STABLE THRIVING LIVELIHOODS

Smart Real Estate Development

- Smart Neighbourhood & cities from 10 sq. km
- Large scale smart infrastructure projects (min 50 km):
 - Connected Roads & Highways
 - Smart water infrastructure
 - Renewable energy
 - Smart & Circular waste management
 - Nature-as-an-infrastructure



Project's macro-framework



THE OPPORTUNITY

YOUTH OLYMPIC GAMES (YOG) DAKAR 2026

OCTOBER 31 TO NOVEMBER 14, 2026

- The Dakar 2026 Youth Olympic Games is the first Olympic event to be held on the African continent.
- Unique opportunity to strengthen Senegal's image in the world through sport, art and culture.
- Aim to offer a fascinating experience
- Make Dakar " a sports hub " on the scale of the continent.
- Make the YOG an economic engine for Senegal and Africa.







PREPRATIONS FOR DAKAR YOG 2026

GUIDING PRINCIPALS FROM H.E. THE PRESIDENT OF THE REPUBLIC OF SENEGAL

- Importance of the rigorous management of public funds
- Priority to renovating and improving existing infrastructure rather than building new ones.
- Secure high quality of security, accommodation, transport, catering and health related aspects.
- Hold **popular games** in urban areas.
- Minimize the need to travel for attending the events by the local public









CITIES BUILDING FUTURES

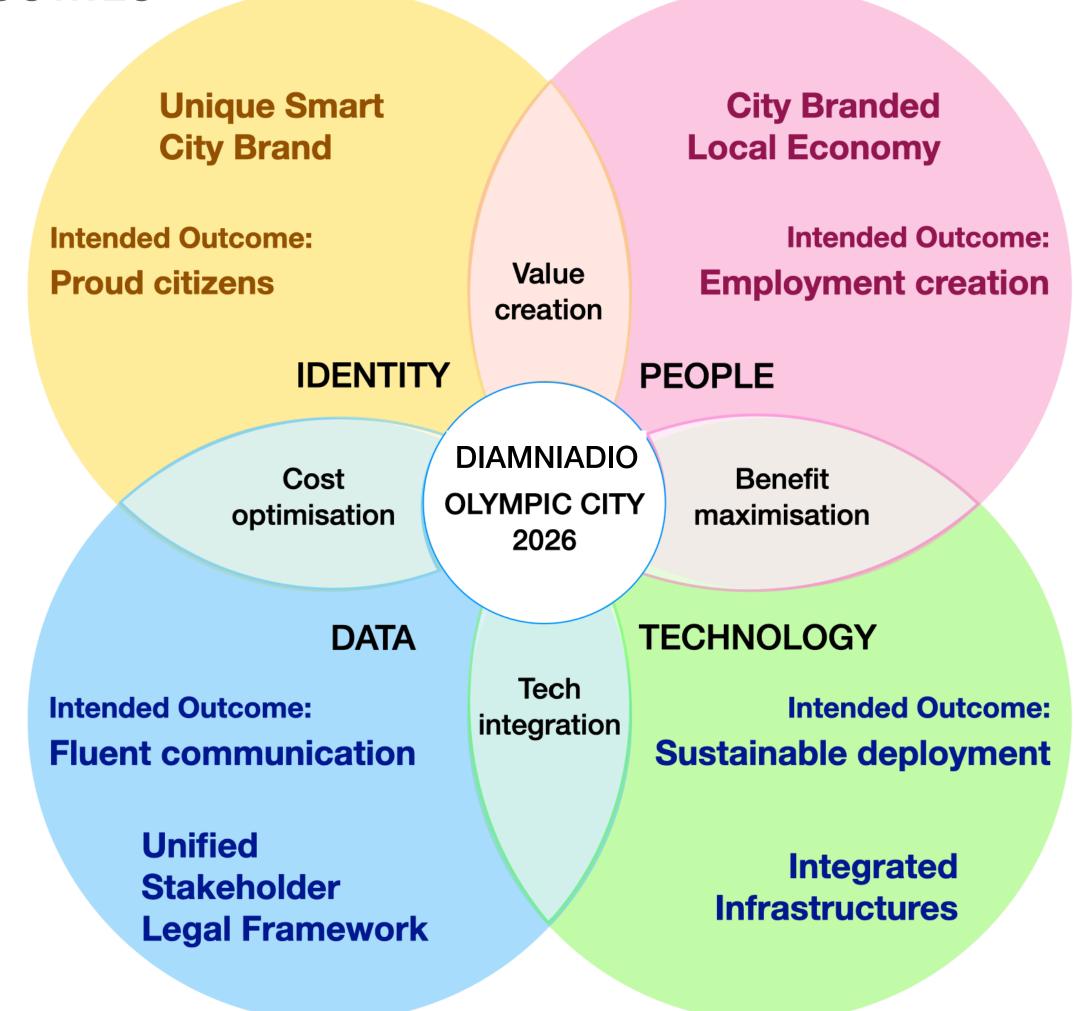
Methodology



NOT ONLY SMART BUT UNIQUE CITY

INTENTED OUTCOMES

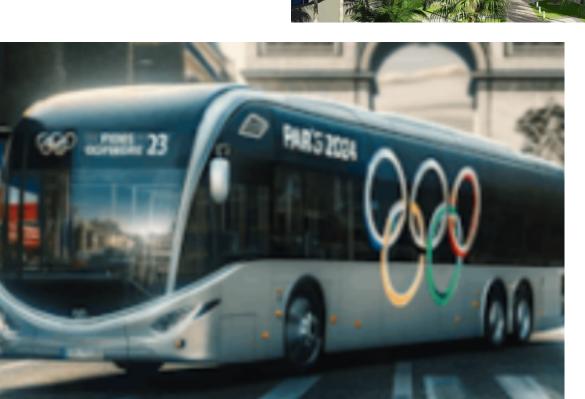
- Unique Smart City Brand: PROUD Citizens
- Integrated Infrastructures: Sustainable deployment
- Unified Stakeholder's Framework: Fluent communication
- City Branded Local Economy: Jobs & Employment creation



SINGLE DEPLOYMENT

PHYSICAL INFRASTRUCTURE







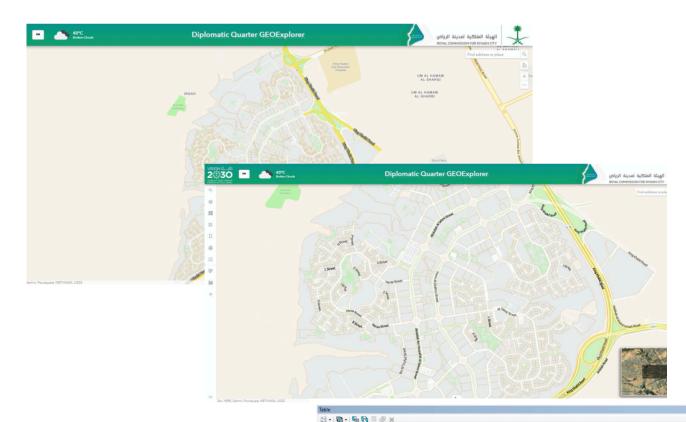
CITIZEN ENGAGEMENT







GIS DIGITAL PLATFORM



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Project's Short Description



PROPOSAL

• Location: Diamniadio, Senegal

• Dakar Olympic City 2026: A mixed-used complex to be built on 10 ha

• **Residents**: 5 000

• Visitors: 5.5 million per year

• Businesses: 500 enterprises

Commercial facilities:

• Commercial center: shops, conference space.

 Public space with coffee-shops and restaurants, play ground, out-door olympic-standard sport facilities for Archery, Table Tennis and Sport Climbing

• Bus station: regional, national and international destinations

• 10 Towers of mixed-use space:

• Hotel with 35.190 beds.

• Offices: 5.600 m²

• Residential: 1.200 units









BRAND DEFINITION

- Brand: DIAMNIADIO OLYMPIC CITY
- Colors: the olympic colors: blue, red, green, yellow and black
- **Keywords**: celebration, joy, friendship, growth and high superation
- Statements:
 - A place where you are cherished and celebrated.
 - A place that challenges you to grow and overcome your limits with joy and friends.
 - A place with a vibrant welcoming community where you can feel your place and where your contribution is celebrated.
 - The most dynamic and vibrant spot in Africa for the international sport's community.





Master Plan Proposal





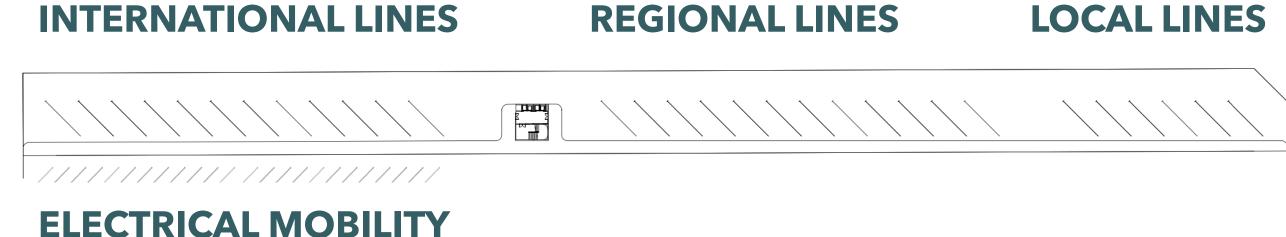
INTERNATIONAL BUS STATION

MOBILITY CENTER FOR THE YOG 2026

- 1. Electric units for mobility in Diamniadio
- 2. Buses for mobility between the Olympic sites in Dakar, Diamniadio and Say

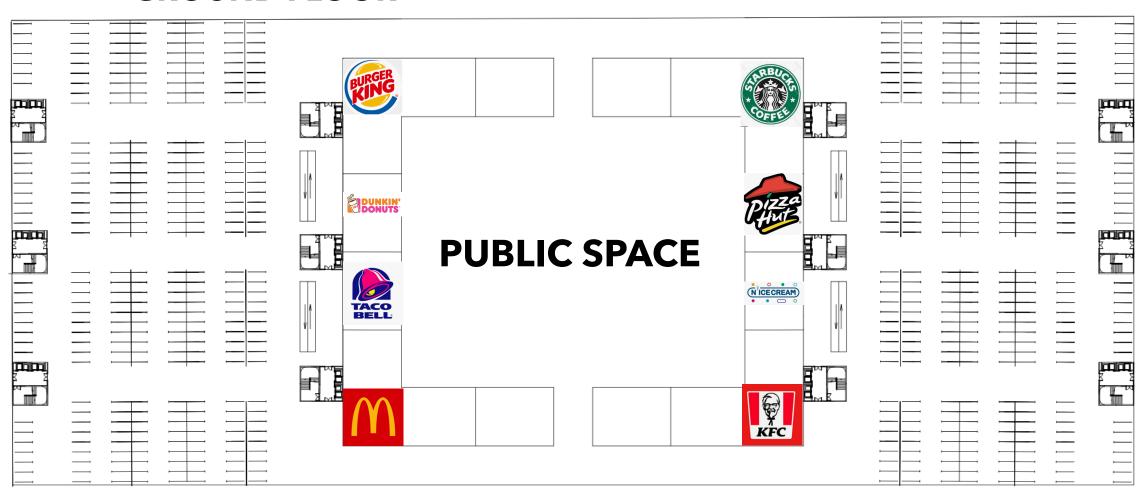






COMMERCIAL CENTER

GROUND FLOOR



GROUND FLOOR1. Parking: 533 slots

LOGISTIC 3.

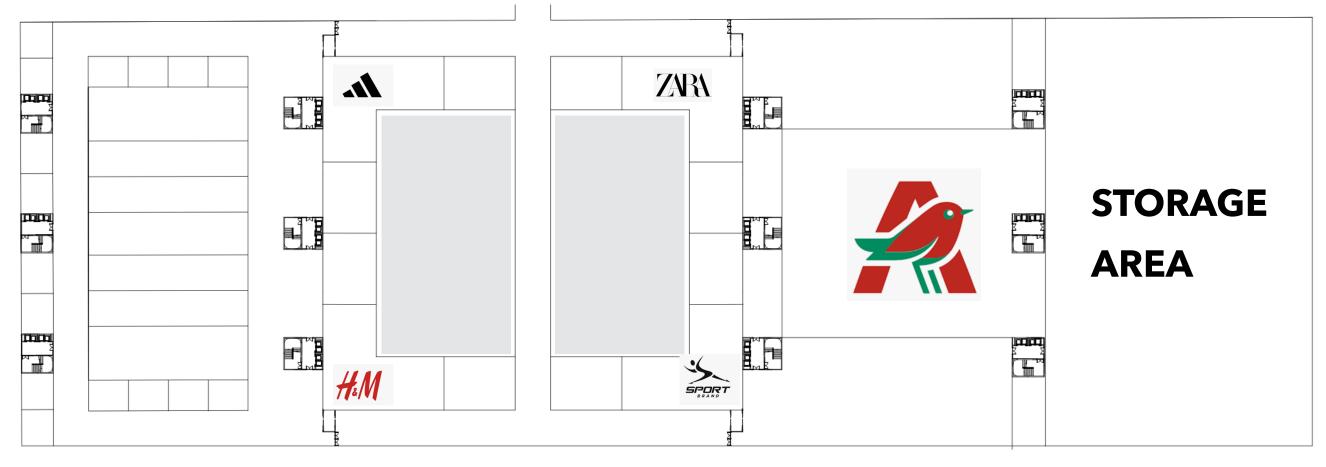
AREA

- 2. Food Court: 12 big brands
- 3. Public space: play-ground, Tennis and Archery facilities
- 4. Logistic area
- 5. Waste management area

FIRST FLOOR

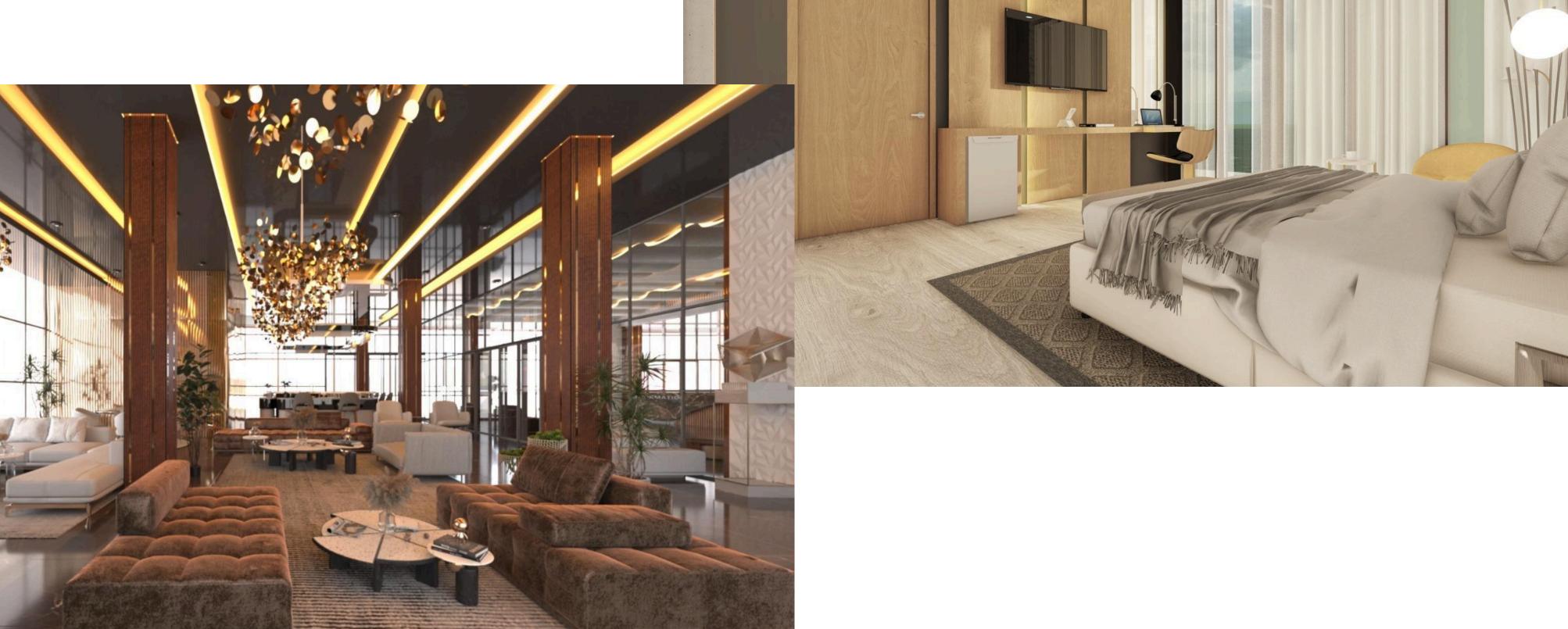
FIRST FLOOR

- 1. 1 supermarket
- 2. Shops: 35 units
- 3. Storage area



HOTELS

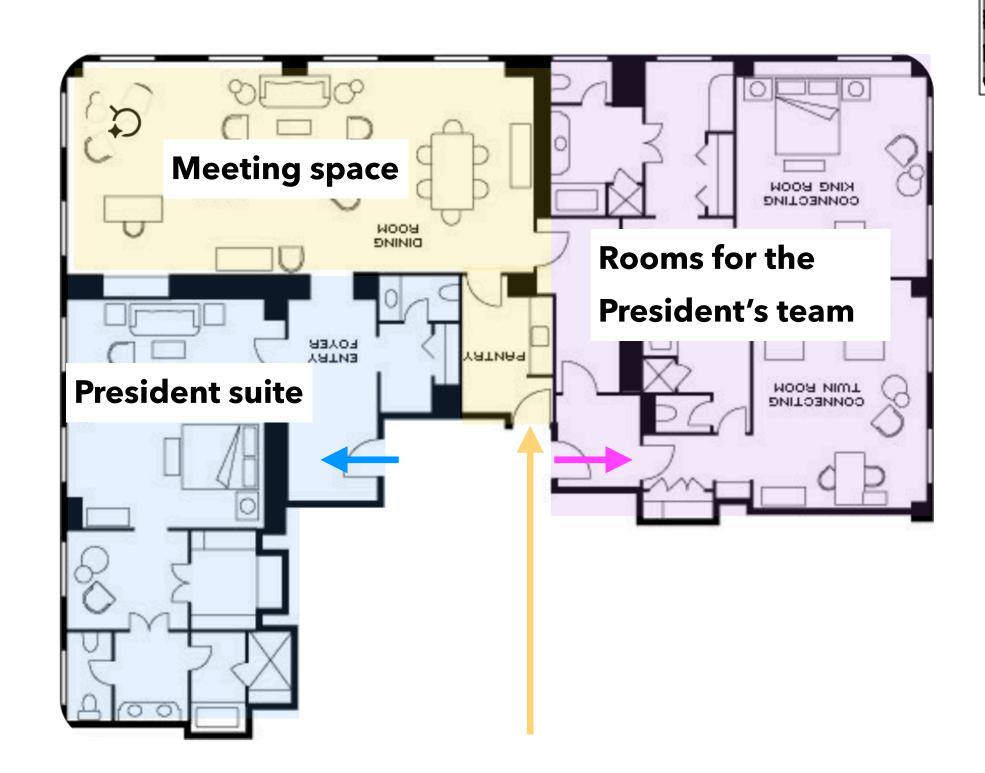
The best accommodation experience in Africa

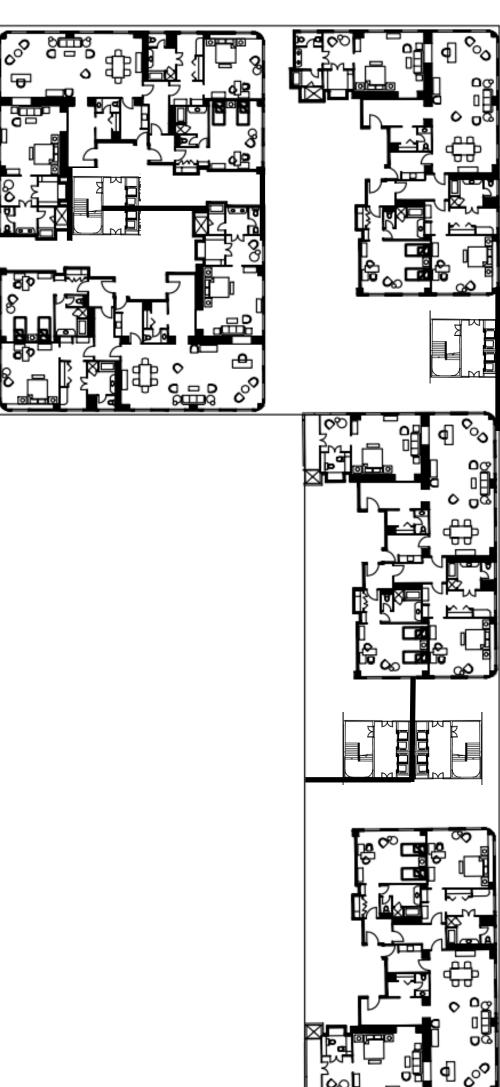


HOTELS

Presidential Accommodation

- 20 units
- Room area: 100 m²
- Independent entrance for each room
- High security and privacy







Modern Accommodation

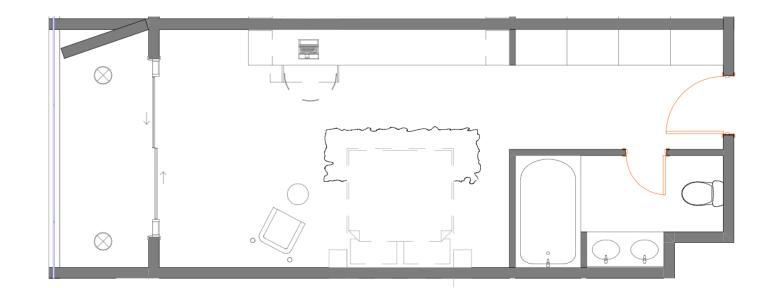
• 2 towers (15 floors)

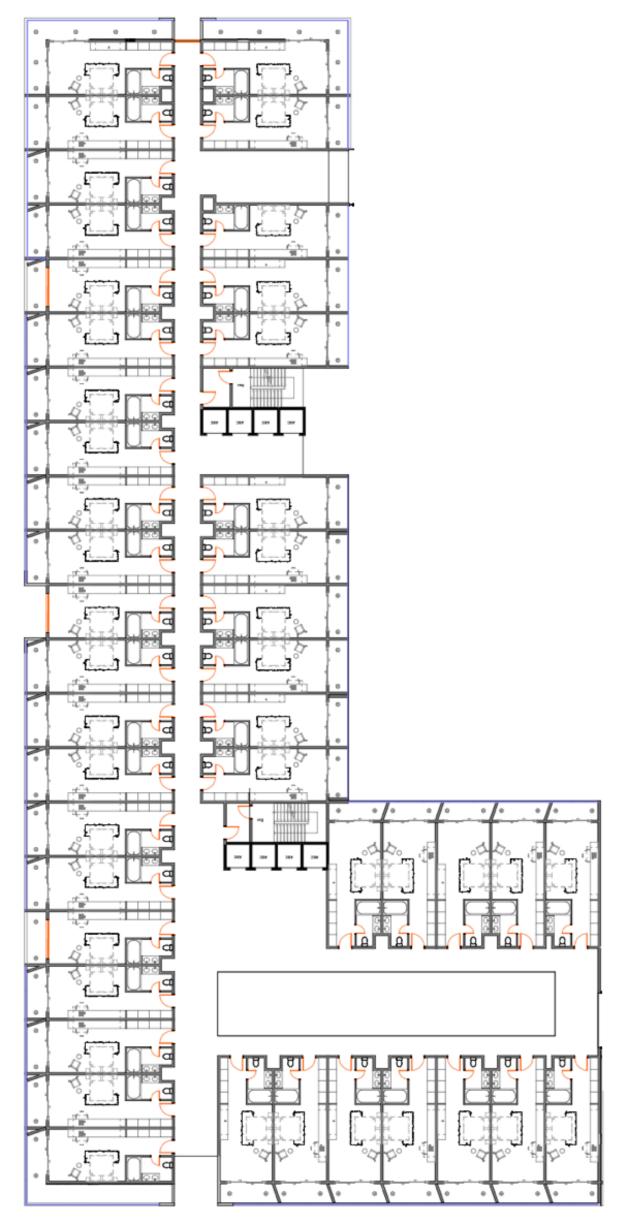
• Total surface : 78.840 m²

• 1.076 double rooms

• Room's area: 33 m²

Lobby and services







HOTELS

Modern Accommodation

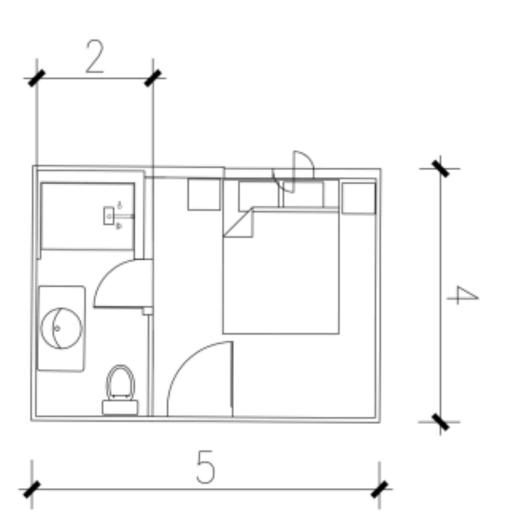
• 2 towers (15 floors)

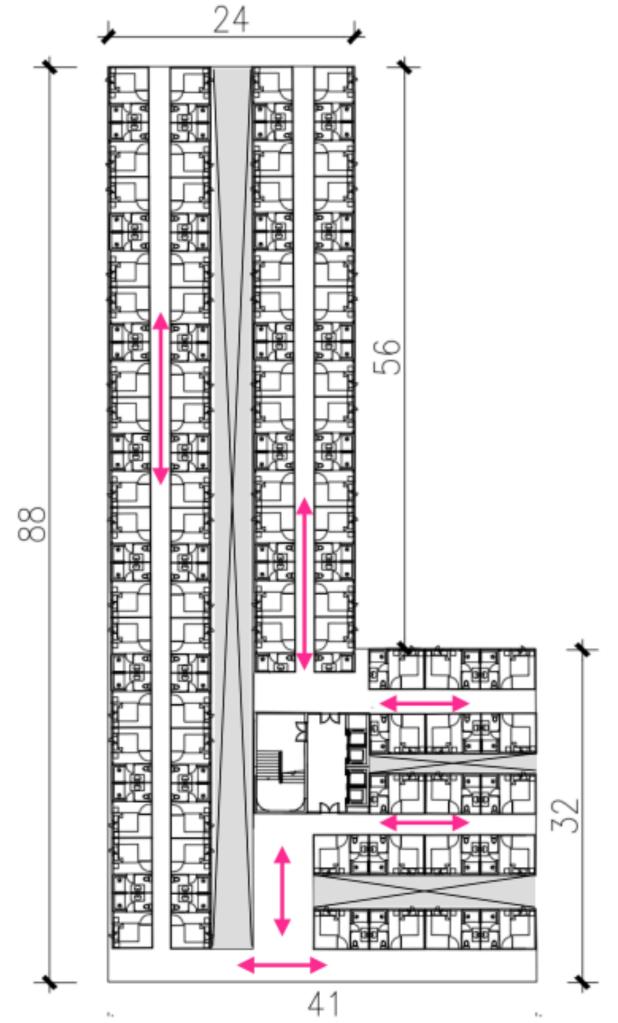
• Total surface : 79.680 m²

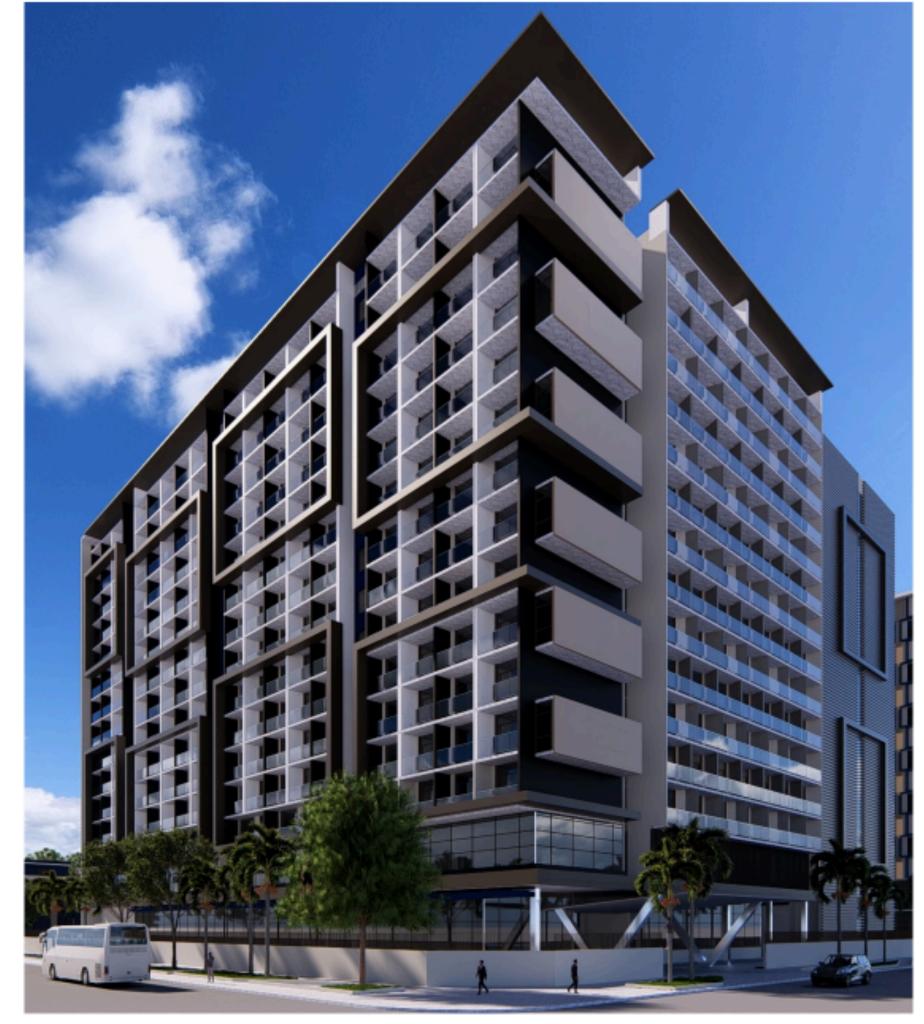
• 1.704 double rooms

• Room's area: 20 m²

Lobby and services







RESIDENTIAL APARTMENTS

RESIDENTIAL APARTMENTS

360 units (30% social housing)

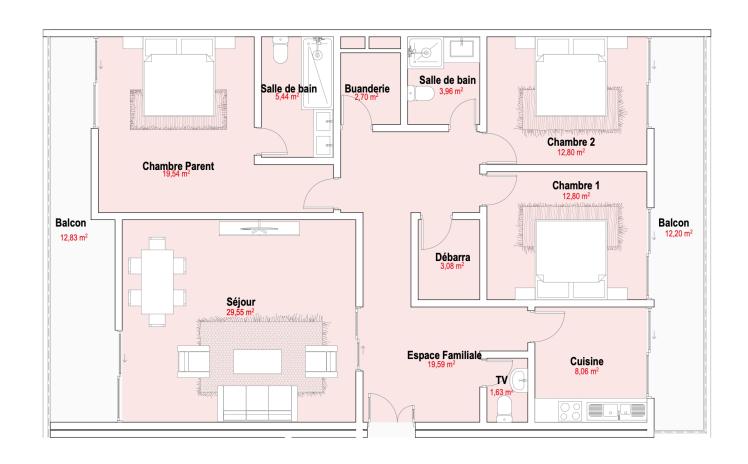
3-bedrooms apartments : 120 units

2-bedrooms apartments : 120 units

• 1-bedroom apartments : 120 units



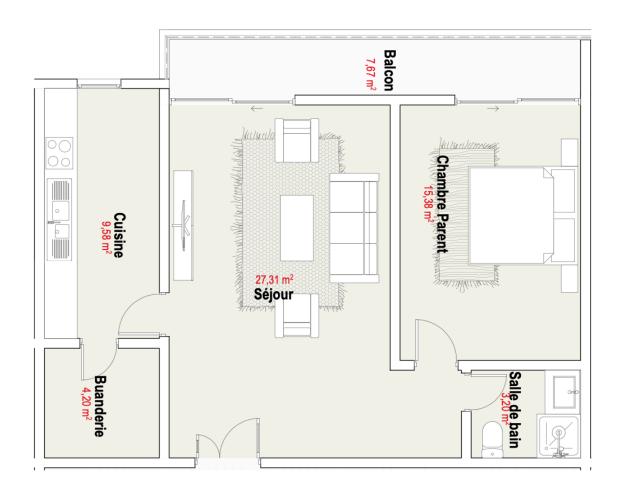
3-BEDROOMS APARTMENTS



3-BEDROOMS APARTMENTS



1-BEDROOM APARTMENTS





Proposed Economy Model



STAKEHOLDER'S GROUPS

• Visitors:

- Citizens from Dakar & Senegal
- Tourist from Africa
- International tourists
- Business professionals
- Visiting students & researchers

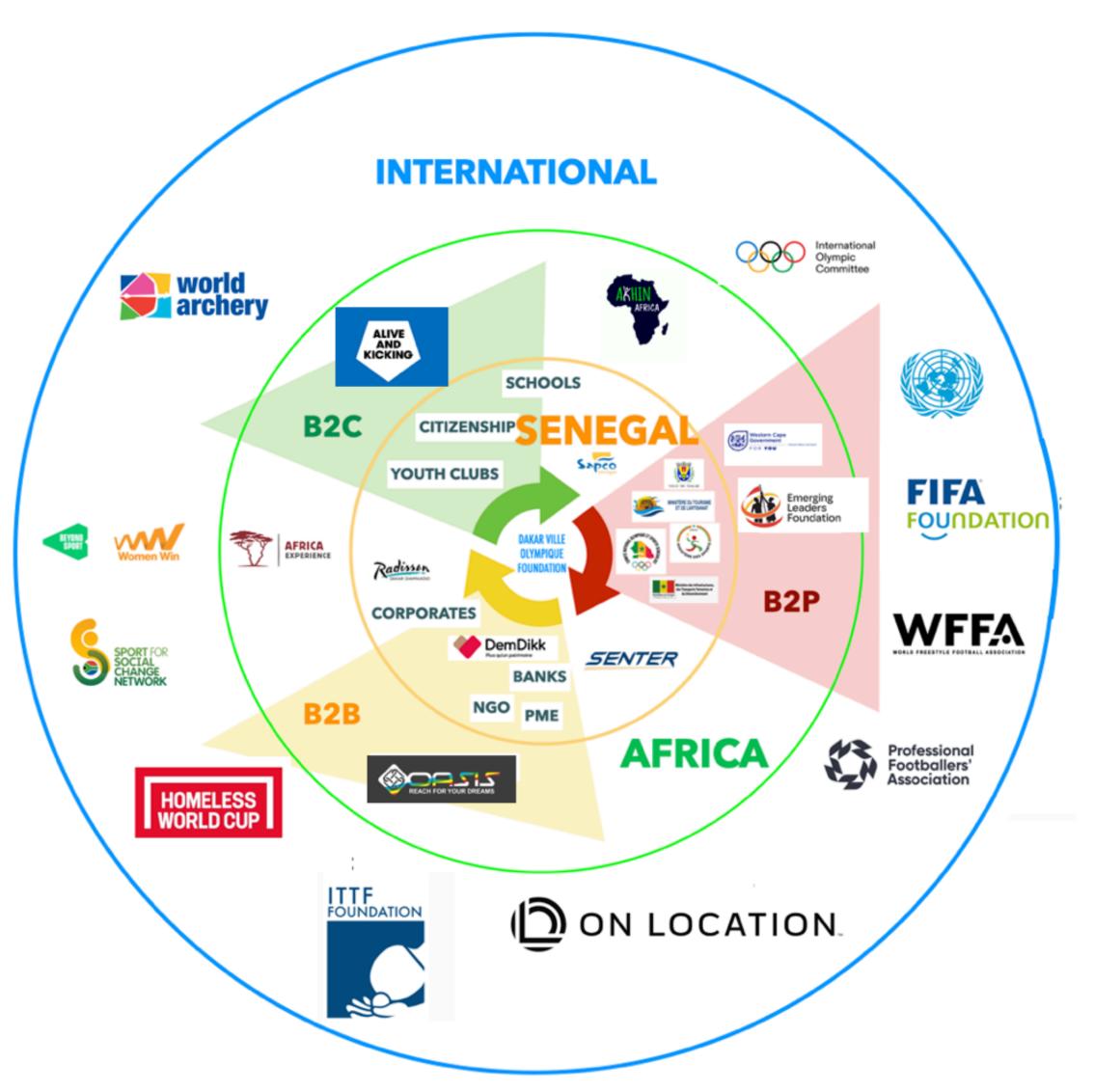
• Residents:

- Famílies
- Young professionals
- Students
- Start-ups & SMEs
- Multinational Brands & Corporations
- International organizations & NGOs





ECOSYSTEM



ECONOMIC SECTORS

Revenue model's mix: rent, services, data, impact, business creation

MAIN INDUSTRIES

BUSINESS OPPORTUNITIES

- Real Estate
- Retail
- Telecommunication
- Utilities
- Transportation
- Personalized Services

TOURISM

BUSINESS OPPORTUNITIES

- Accommodation
- Food & Beverage
- Retail & Merchandising
- Entertainment
- Sports
- Services: telecomm, cleaning, transport

ENTERTAINMENT

BUSINESS OPPORTUNITIES

- Events
- Cinema & Concerts
- Retail & Merchandising
- Education
- Sports & E-Sports
- Food & Beverage

DATA ECONOMY

BUSINESS OPPORTUNITIES

- Data Marketplace
- Al Economy
- Integrated Market Ecosystems
- Tracking & Certification
- Impact Economy
- Digital defence

CITIZEN ENGAGEMENT



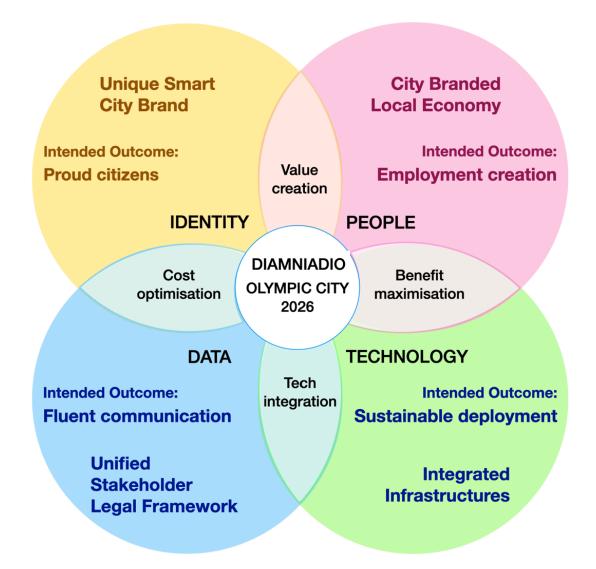




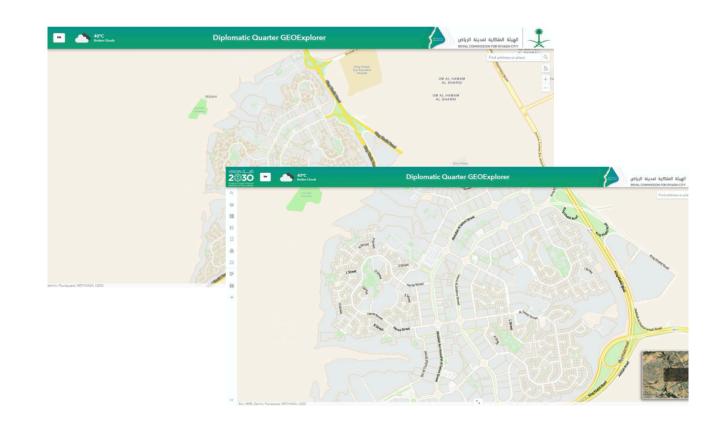


PHYSICAL INFRASTRUCTURE





GIS DIGITAL PLATFORM



LOCAL ECONOMY

MAIN INDUSTRIES

- Real Estate
- Retail
- Telecommunicatio

BUSINESS OPPORTUNITIES

- Utilities
- TransportationPersonalized Services

TOURISM

BUSINESS OPPORTUNITIES

- Accommodation
- Food & Beverage
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- Entertainment
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ENTERTAINMENT

BUSINESS OPPORTUNITIES

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DATA ECONOMY

BUSINESS OPPORTUNITIES

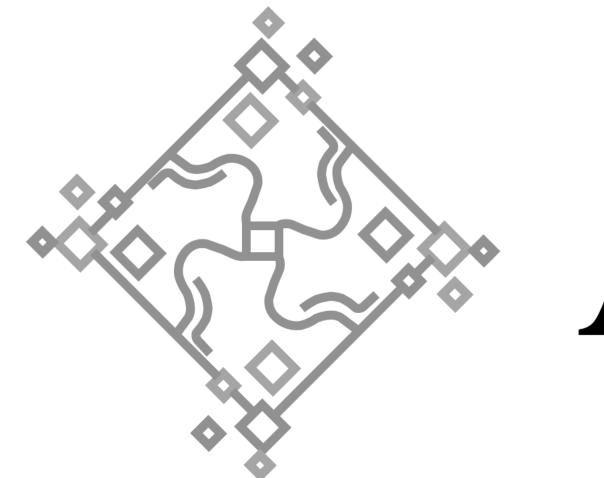
Data Marketplace

- Al Economy
- Integrated Market Ecosystems
- Tracking & Certification
- Impact Economy
 Digital defence

NEVER SEEN SUCCESS

INTENDED IMPACT

- Social Impact: Support a wide participation at the YOG's event by providing accommodation and services for:
 - **4-15K** athletes.
 - **500K** attending spectators.
 - 50K new jobs.
- Impact on the International Promotion and National Brand of Senegal:
 - International promotion campaign: to engage international organisations to open offices in the Complex.
 - Become an international destination for tourism.
- Environmental Impact: The First building complex with a tree for each resident.
- Economic Impact:
 - Engage 100+ international sports organisations, brands and businesses to open offices in the Complex.
 - Run a Start-up program, create **50 new companies** to serve at the YOG.





Advanced Knowledge Ltd.

Head Office RIYADH

Office EUROPA

KAFD 2822, Riyadh 13519

Av. Diagonal, 433 Bis 1°2a

Kingdom of Saudi Arabia

08036 Barcelona, Spain