

*The Most Inspiring Business Leaders Revamping the Future - 2025*

How Visionary Leaders Are Reshaping Industries in the AI Era

Interactive Content Marketing: The Future of Engagement in 2025

Group Chief Executive Officer  
Oliver Sanderson Group PLC

REDEFINING LEADERSHIP SEARCH:  
OLIVER SANDERSON'S VISION  
FOR THE FUTURE OF TALENT ACQUISITION

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# Natasha Makhijani: A Visionary Leader Revolutionizing the Executive Search Industry



Natasha Makhijani, Group CEO of Oliver Sanderson Group PLC, exemplifies visionary leadership, blending entrepreneurial spirit with a passion for diversity and inclusion. Her rise from a graduate trainee to the CEO of a globally recognized executive search firm is a powerful story of resilience, innovation, and the pursuit of opportunity for all. Natasha's approach to leadership is grounded in collaboration, trust, and empowering her team to challenge the status quo.

Under her guidance, Oliver Sanderson has become a leader in integrating technology with recruitment, pioneering the Snapp CV platform—a voice-technology-enabled mobile job platform that sets a new industry standard. Natasha's commitment to adapting to change and fostering creativity within her team has helped the firm stay ahead of industry trends, creating an environment where innovation thrives.

Despite challenges, including the personal loss of her partner, Natasha continues to honor their shared vision, focusing on leaving a legacy of empowerment and diversity. Her leadership serves as an inspiration for future leaders, proving that entrepreneurship is not just about business success but about making a lasting impact on people's lives. Natasha Makhijani is shaping the future of recruitment with technology, inclusivity, and a vision to empower the next generation of leaders.

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Group Chief Executive Officer

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Staatliche Museen zu Berlin  
Preußischer Kulturbesitz



# Tutanchamun

König von Ägypten kommt nach Berlin

Eine einmalige Gelegenheit, das ikonische  
Artefakt im Neuen Museum aus der Nähe zu sehen





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Staatliche Museen zu Berlin  
Preußischer Kulturbesitz



## Reise durch die Zeit

Das größte Ereignis des 21. Jahrhunderts in Gizeh und Berlin.

Erlieben Sie die Magie des alten Ägyptens durch die Ausstellung der Nofretete-Statue im Großen Ägyptischen Museum in Gizeh und der ikonischen Tutanchamun-Statue im Neuen Museum in Berlin - zwei Ereignisse, die man nur einmal im Leben erlebt.



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COVER  
STORY

# NATASHA MAKHIJAN

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**Oliver Sanderson Group PLC  
Group Chief Executive Officer**

**PIONEERING LEADERSHIP AND  
INNOVATION IN THE EXECUTIVE  
SEARCH INDUSTRY**





# BUILDING A DIVERSE FUTURE THROUGH TECHNOLOGY AND VISIONARY LEADERSHIP



Natasha Makhijani, the Group CEO of Oliver Sanderson Group PLC, is not just a successful entrepreneur—she is a force driving innovation and leadership in the executive search industry. From her humble beginnings as a graduate trainee to becoming the CEO of a globally recognized executive search firm, Natasha's journey is a remarkable tale of resilience, adaptability, and a deep passion for diversity and inclusion. Her commitment to innovation and her unique approach to leadership have propelled Oliver Sanderson to the forefront of executive recruitment, and she continues to inspire others with her transformative impact on the industry.

In this article, we delve into Natasha's inspiring career journey, the leadership principles she upholds, and her pioneering efforts in integrating digital transformation into recruitment. We explore how her visionary leadership is shaping the future of recruitment, empowering businesses, and creating opportunities for diverse talent globally.

## A Journey Fueled by Passion and Purpose

Natasha Makhijani's path to success is a testament to her passion for people and her unwavering belief in the power of opportunity. "Entrepreneurship is a platform to challenge the status quo, foster innovation, and provide a space for diverse individuals to succeed in their careers." Her early career began on the Graduate Scheme at Hays and Michael Page, where she was able to hone her skills in recruitment and executive search. This environment allowed Natasha to thrive, and she eventually discovered her passion for connecting people with meaningful opportunities.

However, it was Natasha's diverse upbringing and experiences that played a significant role in shaping her entrepreneurial mindset. She saw entrepreneurship not only as a career path but as a way to challenge existing norms and create a platform for growth. Driven by her vision and her desire to help her and her friends to succeed, she ventured into the world of executive search and founded Oliver Sanderson, a firm that would focus on connecting people with meaningful opportunities.

## Pivotal Moments: From Trainee to CEO

Natasha's career took a significant turn when she joined Hays and Michael Page. Her rapid ascent through the ranks was a result of her hard work, adaptability, and unwavering dedication. By 2011, Natasha made the decision to establish Oliver Sanderson, a firm that specializes in senior leadership recruitment. This one-woman venture quickly transformed into a global success story in the recruitment industry.

For Natasha, this entrepreneurial leap was not just career growth. It was an opportunity to create a firm that would serve as a platform for growth and diversity. "Innovation is the key to business success. At Oliver Sanderson, we are constantly learning and evolving to stay at the cutting edge of executive search and recruitment," Natasha shares. Under her leadership, Oliver Sanderson has garnered a reputation for delivering unparalleled services to high-profile organizations.



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# OLIVER SANDERSON

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G R O U P P L C

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EXECUTIVE & INTERIM SEARCH

## LEADERSHIP PRINCIPLES: FOSTERING PASSION AND COLLABORATION

Natasha's leadership style is built on a foundation of trust, integrity, and open communication. She believes that great leadership is not just about giving orders but inspiring and empowering a team to work toward a common goal. "As a leader, it is vital to be open-minded, constantly learning, and open to others guiding you. Nobody knows everything, and there is always room to learn from others in the industry," Natasha explains.

Her emphasis on passion, drive, and energy as core leadership qualities has helped her create a thriving corporate culture at Oliver Sanderson. Natasha fosters an environment where active listening, continuous learning, and talent cultivation are prioritized. She believes that success is achieved when the leadership team stands shoulder-to-shoulder with the rest of the company, setting clear goals, supporting each other through challenges, and celebrating milestones.





# NATASHA MAKHIJANI

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Oliver Sanderson Group PLC  
Group Chief Executive Officer

## Navigating Challenges: Adaptability in the Face of Adversity

No entrepreneurial journey is without its challenges, and Natasha's path has been no exception. The COVID-19 pandemic brought unforeseen obstacles, forcing Natasha to make tough decisions for the future of Oliver Sanderson. Budget cuts, reduced workforce, and shifting client priorities were just a few of the challenges she faced. "The pandemic reinforced the importance of technology, adaptability, and resilience. It also highlighted the significance of flexibility and the ability to embrace change," Natasha reflects.

Despite the adversity, Natasha's leadership ensured that Oliver Sanderson emerged from the pandemic stronger. She shifted the company's focus towards becoming leaner and more adaptable, embracing the necessity for a more flexible business model. Through this period of uncertainty, Natasha's resilience and strategic thinking ensured that the company remained focused on its core mission—delivering exceptional recruitment services while adapting to the rapidly changing business landscape.

## Embracing Innovation: A Digital Transformation in Recruitment

At the heart of Natasha's leadership is a commitment to innovation. She has long been a proponent of integrating technology into the recruitment process to make it more accessible, efficient, and inclusive. This drive for innovation culminated in the launch of Snapp CV, the world's first voice-technology-enabled mobile jobs platform. By utilizing Amazon Alexa's capabilities, the platform streamlines the recruitment process and provides candidates with a more intuitive and user-friendly experience.

"At Oliver Sanderson, we are constantly learning and fostering creativity to stay at the cutting edge of executive search and recruitment," Natasha says. Through Snapp CV, Natasha demonstrated her commitment to ensuring that technology and innovation were at the forefront of the business's operations. The platform not only helped facilitate the hiring process but also set a new benchmark for the industry in terms of accessibility and transparency.

## Adapting to Change: Keeping Pace with a Rapidly Evolving Industry

The recruitment industry is constantly evolving, and Natasha understands the importance of staying ahead of the curve. She emphasizes the need for agility, proactivity, and embracing digital transformation. As market trends shift and new technologies emerge, Natasha believes that companies must be willing to adapt or risk falling behind.

For Oliver Sanderson, adapting to change meant monitoring industry trends closely and investing in cutting-edge technologies. Through ongoing research and development, the company has positioned itself as a thought leader in the recruitment industry. Natasha's approach to business is rooted in a constant pursuit of knowledge and the willingness to invest in new tools and technologies that will benefit clients and candidates alike.

## Legacy and Empowerment: Creating Opportunities for Future Leaders

As Natasha looks toward the future, her vision extends beyond business success. She is driven by the desire to leave a lasting legacy of empowerment, innovation, and positive change. The passing of her partner, Ash Daswani, in 2022 brought a deeply personal loss, but Natasha remains resolute in honoring his legacy by continuing to share their shared vision for Oliver Sanderson.

"I hope to leave a legacy of impact, innovation, and empowerment," Natasha says. "By building a business that prioritizes diversity and excellence, I want to inspire future leaders to dream big, embrace change, and make a positive difference in the world." Natasha is determined to uphold the core values and mission that she and Ash built together, ensuring that the company remains a catalyst for change in the recruitment industry.

## Balancing Professional and Personal Life: Leading by Example

As a CEO, Natasha recognizes the importance of maintaining a balance between her professional responsibilities and personal well-being. She encourages her team to prioritize self-care, set boundaries, and find harmony between their career and personal commitments. By leading through example, Natasha cultivates an environment where work-life balance is not just encouraged but actively promoted.

Her approach to leadership fosters a culture of flexibility and mutual respect, ensuring that employees feel supported both professionally and personally. Natasha's commitment to work-life balance serves as a reminder to entrepreneurs everywhere that personal well-being is just as important as business success.



## Conclusion: A Visionary Leader Shaping the Future of Recruitment

Natasha Makhijani's journey as an entrepreneur and leader is a testament to the transformative power of innovation, resilience, and passion. Through her leadership at Oliver Sanderson, Natasha has redefined the executive search industry, setting new standards for recruitment while emphasizing the importance of diversity, technology, and adaptability.

Her unwavering commitment to empowering others and creating opportunities for diverse talent continues to inspire leaders across industries. Natasha's story is a reminder that success is not just about achieving personal milestones; it's about making a lasting impact on others and creating a legacy that transcends time. "Entrepreneurship is a platform to challenge the status quo, foster innovation, and provide opportunities for diverse individuals to succeed in their careers," Natasha concludes. And with her continued leadership, Natasha Makhijani is doing just that—transforming the future of recruitment and shaping the path for future leaders to follow.



Vive una experiencia  
única de 35 etapas.  
51 municipios y 7 comarcas.

# Gandy Hair!

Play the game,  
get the hair!







# VISIONARY

HOW VISIONARY LEADERS  
ARE SHAPING  
INDUSTRIES IN THE  
FUTURE



The advent of artificial intelligence (AI) has become a defining moment for industries worldwide. Once considered a futuristic concept, AI now permeates our daily lives, driving significant innovation and efficiency. Visionary leaders play a pivotal role in this transformation, leveraging AI not only to optimize processes but also to create entirely new business models, redefine consumer experiences, and address societal challenges. This article explores how forward-thinking leaders across various sectors are harnessing AI to reshape industries and outlines the lessons they offer for the future.

**THE AI REVOLUTION  
A CATALYST FOR  
CHANGE**



# Y LEADERS

DERS ARE RESHAPING  
N THE AI ERA



**SOLUTION:  
T FOR**

Artificial intelligence, encompassing machine learning, natural language processing, and robotics, has evolved rapidly over the past decade. Its transformative potential is evident across industries, from healthcare and finance to retail and entertainment. But while AI technology itself is powerful, its true impact lies in how it is deployed—a task that visionary leaders undertake with strategic foresight and innovative thinking.

# INDUSTRIES TRANSFORMED BY VISIONARY LEADERSHIP

## 1. Healthcare: AI for Precision and Preventive Care

In healthcare, leaders are employing AI to revolutionize patient care and medical research. For example:

Dr. Eric Topol, a prominent cardiologist, has advocated for using AI to personalize treatment plans based on genetic and lifestyle data. Machine learning algorithms can now analyze patient records and predict potential health issues, enabling preventive measures.

AI-powered tools like IBM Watson Health assist in diagnosing diseases more accurately and rapidly, reducing diagnostic errors and improving outcomes.

These advancements not only enhance patient care but also reduce costs, making healthcare more accessible and efficient.







## 2. Finance: Enhancing Accuracy and Security

Financial leaders are at the forefront of AI adoption, particularly in fraud detection, risk assessment, and personalized financial planning:

Companies like JPMorgan Chase have implemented AI algorithms to detect fraudulent transactions in real-time. Fintech startups such as Betterment and Wealthfront utilize AI-driven robo-advisors to provide personalized investment recommendations, democratizing wealth management.

By automating routine processes and enhancing decision-making accuracy, AI is enabling financial institutions to offer faster, more reliable services.

## 3. Retail: Redefining Customer Experience

Retail giants like Amazon and Walmart exemplify how visionary leaders integrate AI to revolutionize the customer experience:

AI-driven recommendation systems analyze consumer behavior to suggest products, boosting sales and customer satisfaction.

Innovations like cashier-less stores, such as Amazon Go, showcase how AI can create seamless, futuristic shopping experiences.

Moreover, predictive analytics helps retailers optimize inventory management and reduce waste, contributing to sustainable practices.

## 4. Entertainment: Personalization and Immersive Experiences

AI is transforming how we consume entertainment, from streaming platforms to video games. Visionary leaders in companies like **Netflix** and **Spotify** harness AI to:

Personalize content recommendations, keeping users engaged for longer periods.

Develop interactive experiences, such as AI-generated storylines and virtual reality environments.

These innovations have redefined consumer expectations and pushed the boundaries of creativity in the entertainment industry.

# TRAITS OF VISIONARY LEADERS DRIVING AI ADOPTION

Visionary leaders share several key traits that enable them to harness AI effectively:

### 1. Future-Oriented Thinking

They anticipate future trends and encourage organizations to capitalize on emerging technologies. For example, Satya Nadella at Microsoft prioritized AI research in cloud computing, positioning the company as a leader in the AI space.

### 2. Collaboration and Adaptability

Visionary leaders foster collaboration between humans and AI, ensuring that AI complements rather than replaces human capabilities. They adapt their strategies based on evolving trends.

### 3. Ethical Considerations

Ethics is a cornerstone of visionary AI leadership. Leaders like Arvind Krishna at IBM emphasize the importance of developing responsible AI systems that avoid bias and protect user privacy.

### 4. Risk-Taking and Innovation

By embracing calculated risks, visionary leaders are not afraid to experiment with new technologies. Elon Musk, for instance, has championed AI-driven innovations at Tesla, from self-driving vehicles to AI-powered manufacturing.



# VISIONARY LEADING AI

Key traits that  
include:

1. Position their  
emerging  
technology. Satya  
Nadella, CEO of  
Microsoft, is  
known for his  
focus on AI and cloud  
computing, positioning  
Microsoft as a leader in  
these areas.

2. Foster  
collaboration between  
AI and human effort.  
Visionary leaders  
encourage a balance  
between automation  
and human feedback and  
input.

3. Promote  
ethical leadership in  
AI. Leaders like  
Ginni Rometty of IBM  
focus on developing  
AI responsibly, addressing  
bias and protecting  
privacy.

4. Embrace  
continuous learning.  
Visionary leaders  
invest in AI applications,  
experiment with AI-  
driven tools, and  
encourage autonomous  
learning and improving  
processes.





## Challenges and Opportunities in the AI Era

While AI offers immense potential, leaders must navigate several challenges:

### 1. Ethical Dilemmas

AI systems can inadvertently perpetuate biases present in training data. Visionary leaders must invest in developing transparent and fair algorithms.

### 2. Workforce Transformation

AI's automation capabilities raise concerns about job displacement. Leaders can address this by:  
Upskilling employees to work alongside AI tools.  
Creating new roles centered around managing and interpreting AI insights.

### 3. Data Privacy and Security

As AI relies heavily on data, safeguarding user privacy and preventing breaches is critical. This requires robust cybersecurity measures and adherence to data protection regulations.

## Lessons for Aspiring Visionary Leaders

For those looking to lead in the AI era, several lessons emerge from industry trailblazers:

### 1. Invest in Continuous Learning

Staying abreast of AI developments is essential. Leaders should seek opportunities to understand the technology's capabilities and limitations.

### 2. Foster a Culture of Innovation

Encouraging creativity and experimentation within teams ensures that organizations remain agile and open to new ideas.

### 3. Emphasize Collaboration


Successful leaders recognize the value of cross-disciplinary collaboration, combining AI expertise with domain-specific knowledge.

### 4. Prioritize Ethical Leadership

Building trust with stakeholders requires a commitment to ethical practices, particularly when implementing AI-driven solutions.







# THE ROAD AHEAD: A VISION FOR AI-DRIVEN INDUSTRIES

As AI continues to evolve, the role of visionary leaders will become even more critical. These individuals will guide their organizations through uncharted territory, ensuring that AI serves as a tool for innovation, inclusivity, and societal benefit.

From reshaping traditional business models to addressing global challenges like climate change and healthcare disparities, the possibilities are endless. With the right leadership, the AI era holds the potential to usher in a new age of progress and prosperity for industries and society as a whole.





Merced

Car of the future has a voice recognition system and a panoramic windshield. Then it's



Mercedes-Benz

...system, a virtual reality stereo system and a  
...It also heals you while you drive.



# INTERACTIVE CONTENT MARKETING:

## THE FUTURE OF ENGAGEMENT IN 2025

As we march into 2025, the landscape of digital marketing is evolving faster than ever. Amidst the noise of traditional advertisements and static content, interactive content marketing has emerged as a powerful strategy to captivate audiences, foster deeper engagement, and drive meaningful conversions. In this blog, we delve into the transformative potential of interactive content, exploring its benefits, the types that are dominating the market, and how businesses can effectively integrate it into their strategies.







## What is Interactive Content Marketing?

Interactive content marketing involves creating content that requires active participation from the audience rather than passive consumption. Unlike static blogs or videos, interactive content engages users in real-time, encouraging them to click, swipe, answer, or explore. This two-way communication enhances the user experience and fosters a sense of personalization and connection.

### Key Characteristics of Interactive Content

- **Engagement-Driven:** Encourages active participation.
- **Real-Time Interaction:** Provides instant feedback or results.
- **Personalized Experience:** Tailored to the user's input or preferences.
- **Data-Rich:** Captures valuable user insights for analytics.

### Why Interactive Content is the Future

#### 1. Captures Attention in a Crowded Market

With information overload at an all-time high, capturing and retaining attention has become a daunting challenge. Interactive content stands out because it offers an engaging experience that static content cannot match.

#### 2. Boosts Engagement Rates

Studies show that interactive content generates twice as much engagement as static content. Tools like polls, quizzes, and interactive videos encourage users to spend more time on your platform, boosting metrics like time-on-page and click-through rates.

#### 3. Enhances Personalization

Personalization is a critical factor in modern marketing success. Interactive tools like calculators or recommendation quizzes use real-time user data to offer personalized insights, making the experience more relevant and valuable.

#### 4. Facilitates Data Collection

Interactive content is a goldmine for data collection. It allows businesses to gather insights on user preferences, behavior, and needs, which can inform future marketing strategies and product development.

#### 5. Encourages Social Sharing

Content that is fun and engaging is more likely to be shared. Quizzes, interactive infographics, and gamified experiences are prime candidates for virality, amplifying your brand's reach.














# TOP INTERACTIVE CONTENT FORMATS FOR 2025

## 1. Quizzes and Assessments

Quizzes like “What’s Your Marketing Persona?” or assessments like “How Green Is Your Business?” are excellent for engaging users while subtly guiding them through your value proposition.

## 2. Interactive Videos

Interactive videos allow users to choose their journey. For instance, a brand could create a “pick-your-story” style video that tailors product recommendations based on the user’s choices.

## 3. Calculators

From mortgage calculators to ROI estimators, these tools provide practical value by delivering personalized results based on user inputs.

## 4. Polls and Surveys

Interactive polls and surveys are quick to complete and offer instant gratification with results. They are also a great way to collect user opinions and preferences.

## 5. Augmented Reality (AR) Experiences

AR allows users to visualize products in their space or try on virtual makeup or clothing. This immersive experience bridges the gap between online and offline shopping.

## 6. Interactive Infographics

Infographics that allow users to click, hover, or zoom on specific data points make complex information more accessible and engaging.

## 7. Gamification

Incorporating game elements like badges, leaderboards, and rewards can significantly boost user engagement. For example, fitness apps often use gamification to motivate users to hit their goals.



## How to Develop an Interactive Content Strategy

### 1. Understand Your Audience

Start by identifying your audience's preferences, pain points, and interests. Use analytics tools, surveys, and customer feedback to gather insights.

### 2. Define Clear Goals

What do you want to achieve with your interactive content? Whether it's lead generation, brand awareness, or customer education, your goals will shape the type of content you create.

### 3. Choose the Right Formats

Select interactive formats that align with your audience's preferences and your goals. For instance, AR experiences might be ideal for retail, while quizzes could work well for educational content.

### 4. Prioritize Mobile Optimization

With the majority of users accessing content via mobile devices, ensure that your interactive content is mobile-friendly for a seamless user experience.

### 5. Leverage Analytics

Use analytics tools to track how users interact with your content. This data will help you refine your strategy and optimize future campaigns.

# CASE STUDIES: BRANDS LEADING THE WAY

### 1. Sephora's Virtual Artist

Sephora's AR-powered Virtual Artist app lets users try on makeup products virtually. This innovative tool not only enhances the shopping experience but also reduces product return rates.

### 2. BuzzFeed Quizzes

BuzzFeed has mastered the art of viral quizzes. Their interactive and often humorous quizzes drive millions of shares and keep users engaged for extended periods.

### 3. HubSpot's Website Grader

HubSpot's Website Grader is a free tool that evaluates your website's performance and provides actionable insights. It's an excellent example of how interactive tools can generate leads.

## Trends Shaping Interactive Content in 2025

### 1. AI-Driven Personalization

Artificial Intelligence is taking personalization to the next level by analyzing user behavior in real-time to deliver hyper-relevant content.

### 2. Voice-Activated Interactions

With the rise of voice assistants like Alexa and Siri, voice-activated content is becoming a key component of interactive marketing.

### 3. Blockchain for Data Privacy

As concerns about data privacy grow, blockchain technology is being explored to ensure transparent and secure data collection.

### 4. 5G-Enabled Experiences

The widespread adoption of 5G technology is enabling faster and more immersive interactive experiences, from live-streaming AR to real-time gaming.





## The ROI of Interactive Content

Interactive content offers measurable returns on investment by:

- **Driving Conversions:** Personalized recommendations and tools can nudge users toward purchase decisions.
- **Increasing Brand Loyalty:** Engaging and valuable content builds stronger relationships with your audience.
- **Enhancing SEO Performance:** Interactive content boosts user engagement metrics, improving search engine rankings.

## Getting Started: Tools and Platforms

To kickstart your interactive content journey, consider these popular tools:

- **Typeform:** Ideal for creating engaging quizzes and surveys.
- **Ceros:** A platform for building interactive infographics and microsites.
- **Outgrow:** Provides templates for calculators, quizzes, and more.
- **Zappar:** Specializes in AR experiences.
- **H5P:** Offers tools to create interactive presentations and videos.

## Conclusion

As we embrace 2025, interactive content marketing is no longer a luxury but a necessity. It bridges the gap between brands and consumers, offering a dynamic and personalized experience that static content cannot match. By understanding your audience, setting clear goals, and leveraging the right tools and technologies, you can harness the power of interactive content to elevate your marketing strategy and foster deeper connections with your audience.





نيوم، NEOM

# Unveiling Earth's Exceptional Tapestry

Let's cherish and protect the Earth, for it is a precious gift that deserves our love and care. Join us in celebrating its diversity, exploring its mysteries, and preserving its magnificence for generations to come. Remember, there is no planet quite like ours. Here is the Earth, our unique and irreplaceable home.

Saudi  
Welcome  
to Arabia





نيوم NEOM

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Welcomes  
to Arabia





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