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# Cityneon Holdings signs development deal with Qatar Free Zones

Agreement will enable **advances in production** and **research & development** for the region

News



Words: [Adam Whittaker](#)  
13 hours ago

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Cityneon Holdings, a [global experience entertainment company](#), has signed a deal with Qatar Free Zones Authority (QFZA) to establish a new facility in the Middle Eastern country.

The strategic agreement was signed in Doha to create a facility that will cater to the company's entertainment technology and experience clients, seeing market growth in the Europe, Middle East and Africa (EMEA) zone.

The company, recently recognised as one of Singapore's [best-managed companies](#), will produce large-scale experiences in Qatar as it has done globally, including its [Jurassic World: The Movie Exhibition](#) in Chengdu, China, and the Avengers S.T.A.T.I.O.N. exhibition in Las Vegas.

## New facility

Cityneon's new 15,000 square metre facility will be constructed in the Ras Bufontas Free Zone, featuring an international experience and entertainment technology centre, an R&D innovation lab developing animatronics and robotics, and a production workshop.



Concept visualisation of the new site

The agreement documentation signatures were overseen by Qatar's minister of state and GFZA chairman of QFZA **H.E. Ahmad Al-Sayed**, Secretary-General of Qatar's National Tourism Council and Qatar Airways Group Chief Executive **H.E. Akbar Al Baker**, and Singapore's Ambassador to Qatar **H.E. Jai S Sohan**.

Signees QFZA CEO **Lim Meng Hui** and Cityneon Middle East general manager **Feroz Siddiqui** are looking forward to the new partnership.

Meng Hui says “We are delighted to welcome Cityneon, a leading entertainment technology company that designs and manufactures equipment and robotics for the sector.



“Cityneon’s decision to open its first such facility in the Middle East at Qatar Free Zones is a testament to the strength of our offering and the exciting trajectory of the entertainment technology industry and the tourism sector in Qatar and across the region, in line with Qatar National Vision 2030. Qatar Free Zones provide an ideal environment for international and local companies with the skills and innovation to help build a better future.”

Siddiqui adds “With this new office we embark on our Middle Eastern journey in bringing cheer, joy, laughter and smiles to awe our audiences with our large, immersive and technologically advanced entertainment assets to the region.”

QFZA senior management was also in attendance, with Cityneon’s senior management team, including **Ron Tan**, Executive Chairman and Group CEO, joining virtually from Singapore.

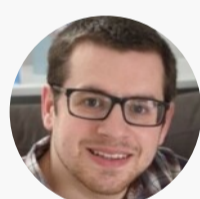
Tan says, “We are pleased to be working closely with QFZA to fast-track our expansion plans in the EMEA region, which is a strategic and important market for the company.

“We see immense potential for our IP business in this region and the strategic location of our new facility in Qatar will be pivotal in addressing the markets that we plan to serve, as well as for us to reach out to potential partners and collaborators for the Group.”

Earlier this autumn, Cityneon announced its latest interactive experience **based on the popular Transformers IP** in a collaboration with Victory Hill Exhibitions set to debut next year.

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