



S A U D I
ENTERTAINMENT
AND AMUSEMENT

21 - 23 APRIL 2019
JEDDAH CENTRE FOR
FORUMS & EVENTS



GATEWAY TO SAUDI ARABIA'S ENTERTAINMENT & AMUSEMENT INDUSTRY

www.saudientertainmentandamusement.com



A PLATFORM TO ACCESS THE FASTEST EMERGING ENTERTAINMENT MARKET



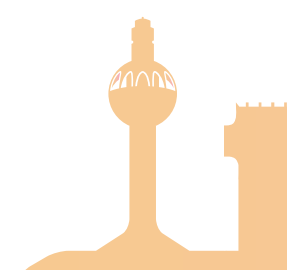
dmg events' leading portfolio of leisure and hospitality exhibitions in the Middle East and Africa brings suppliers, manufacturers and sellers to meet over 100,000 key buyers and decision makers in these lucrative marketplaces every year.

And now in 2019, the portfolio brings you, **SAUDI ENTERTAINMENT AND AMUSEMENT (SEA)** exhibition, a newly launched show to support accelerated industry growth in the run up to the Kingdom's VISION 2030.

SEA will be the Kingdom's first ever trade event dedicated to the entertainment and amusement industry, offering regional and international suppliers an unparalleled platform to display their products to leading industry stakeholders including government authorities and owners, developers and operators of malls, cinemas, theme parks and other entertainment, leisure and tourist attractions.

Exhibiting at **SAUDI ENTERTAINMENT AND AMUSEMENT** will provide you with unique access to buyers and will assist you in establishing contacts and building relationships. With all the projects in the pipeline, we assure you will receive a warm reception from the rapidly growing entertainment market in the Middle East.

**Claim your market share by joining us at
SAUDI ENTERTAINMENT AND AMUSEMENT**
from 21 – 23 April 2019 at the Jeddah Centre for Forums and Events.



SHOWCASE YOUR PRODUCTS

Admission systems ✓ Amusement and entertainment facilities ✓ Amusement and water rides
✓ Carting and dodgem fields ✓ Certification, diagnostics and maintenance of amusement
rides and entertainment equipment ✓ Climbing walls, rope parks, sports entertainment
✓ Coin operated machines / Ticketing systems ✓ Computer system software ✓ Consulting
and training firms ✓ Facilities and ground products ✓ Food and beverage / Food courts
✓ Games and devices ✓ High tech equipment and effects ✓ Kiddie sports and playgrounds
✓ Leisure products and services ✓ Photography ✓ Seating ✓ Security and safety
✓ Show productions ✓ Signage systems ✓ Theatrical equipment and supplies
✓ Tourist attractions ✓ Vending machines ✓ Water related products and services

BRINGING YOU THE RIGHT AUDIENCE

Architects, developers and designers 🛠 Contractors and consultants 🛠 Food and beverage
managers 🛠 Malls and retail managers 🛠 Municipal and local authorities 🛠 Opera house,
theatre and cinema 🛠 Owners, managers, operators from all formats of family entertainment,
leisure and tourists attractions including parks, museums, aquariums, zoos, hotels, resorts etc

WHY SAUDI ENTERTAINMENT AND AMUSEMENT

- 🔗 Align your brand with the evolving market
- 🔗 Get exposure to government bodies and developers at a point when they are seeking solutions and information for their ongoing projects
- 🔗 Get face-to-face and network with industry professionals and explore upcoming opportunities
- 🔗 Be the first one to showcase your products to key buyers and decision makers



We're committed to expanding the Kingdom of Saudi Arabia's entertainment landscape, supported with private/public partnerships while attracting local and international investors to help foster exciting new partnerships to benefit our growing millennial population.

Faisal Bafarat

CEO, **General Entertainment Authority**



WHY SAUDI ARABIA? WHY NOW?

In line with the “VISION 2030”, Saudi Arabia is now embarking upon an incredibly ambitious programme of economic diversification and liberalisation. With an aim to ring in a new chapter in its history, a range of new developments have been made to position the Kingdom as a leisure destination not only for the residents but for the overseas visitors as well.

A few of them include, lifting a decade long ban on cinemas with 350 more to open by 2030, construction of a large entertainment city roughly the size of Las Vegas, building of 16 entertainment complexes, an aquatic centre, three other leisure hubs and more. With an overall investment of **US\$64 billion** in the coming decade, along with major advancements; from fashion to opera, festivals to concerts, and movie watching to film making, the country is all set to make its entertainment ambitions a reality.

SAUDI ENTERTAINMENT AND AMUSEMENT exhibition will gather government bodies, procurement professionals, owners, architects, consultants, and developers involved in entertainment and amusement industry projects to meet local and international suppliers and source products that they need to change the outlook of the country.



General Entertainment Authority is proud to be one of the drivers of transformation in the Kingdom, through its clear purpose to build a world-class entertainment industry that will put the Kingdom of Saudi Arabia on the global tourism and entertainment map.

H.E. Ahmed Aqeel Alkhateeb

Chairman Of The Board - **General Entertainment Authority**

STAGGERING PROJECTS UNDERWAY

AL-QIDDIYA ENTERTAINMENT CITY

The launch of **US\$500 million** entertainment city almost as big as Las Vegas located southwest of Riyadh, is a major development that will include theme parks, resorts, hotels and residential units on about 100 miles of sandy coastline on the Red Sea. At a total size of 334 square km, its first phase is due to open to the public in 2022.

NEOM CITY

Announced in Riyadh in October 2017 with its first phase due to be completed in 2025, this unprecedented project worth **US\$500 million**, will build a new megacity on the Red Sea near Saudi Arabia's northeast border with Egypt and Jordan and cover an area some thirty-three times the size of New York City.

SIX FLAGS BRANDED THEME PARK

Amidst the wide ranging social reforms, Saudi Arabia's Public Investment Fund and Six Flags, the theme park company, inked the deal to develop and design a branded theme park in the Kingdom's first entertainment, sports and cultural destination.

MAJID AL FUTTAIM VOX CINEMA & AMC ENTERTAINMENT HOLDINGS

Majid Al Futtaim, the mall-operator behind Ski Dubai, will invest **US\$533 million** to open 600 multiplex cinemas in the next five years in Saudi Arabia, starting with Riyadh Park Mall in the coming days. In addition to this, US-based Entertainment Holdings, plans to open 100 cinemas more by 2030.

HAYY: CREATIVE HUB - A CULTURAL CENTRE

Hayy Creative Hub, a **US\$400 million** complex in Jeddah spread on 17,000 sqm, aims to be a community-based incubator for contemporary art, comedy, theater, and filmmaking. To be open in 2019, Hayy is envisaged to bring together the diversity of the city's artistic and cultural communities in one place.





The Saudi Film Council aims to develop a dynamic sector and a thriving environment for the film and content industry in the Kingdom through strategic and sustainable development mechanisms.

Ahmed Al-Mazeed

CEO - **General Authority For Culture**

NEW FACE OF THE KINGDOM

SAUDI FILM COUNCIL AT CANNES FILM FESTIVAL

The Saudi General Authority for Culture (GAC) recently announced the creation of Saudi Film Council which will boost the film and creative content sector in Saudi Arabia. The council's recent participation at Cannes, the first time for an official Saudi Arabian body, is a direct result of the Kingdom's strategy to develop local Saudi content production.

SAUDI ARABIA HOSTS FIRST-EVER CONCERT BY FEMALE PERFORMER

With the recent move to all musicians to perform live as a result of reforms launched by Crown Prince Mohammed bin Salman, Lebanese singer Hiba Tawaji performed in Riyadh in December 2017. For the first time in the country's history, a female singer was allowed to perform solo at a public concert.

ALL THAT JAZZ: SAUDIS ATTEND COUNTRY'S FIRST JAZZ FESTIVAL

Bands from Riyadh, Beirut and New Orleans were welcomed by Saudi Arabia to perform at the first ever Jazz festival in the country. In addition to the recent efforts, General Entertainment Authority announced it will stage more than 5,000 shows, festivals and concerts in 2018, double the number of last year.









SAUDI ENTERTAINMENT AND AMUSEMENT SUMMIT

Saudi Arabia's 2030 vision has paved the way for growth in the entertainment industry which is unprecedented in the Kingdom. Saudi Entertainment and Amusement Summit will host a series of workshops and keynotes to address the opportunities and challenges in this rapidly growing market with fresh ideas and unique perspectives.

The three day summit will comprise of both regional and international stakeholders discussing how to grow and develop the ongoing entertainment and amusement industry. Topics will vary from foreign direct investment to acquiring the skill sets necessary for success in the entertainment and amusement industry. Saudi Entertainment and Amusement Summit is a must attend event – free for all visitors attending the exhibition.



STAND PRICING

 <p>SPACE ONLY \$385 per sqm</p>	 <p>SHELL SCHEME \$435 per sqm</p>	 <p>INFLATABLES \$290 per sqm</p>	 <p>ADMINISTRATION & EXHIBITOR INSURANCE \$150</p>	 <p>MARKETING & PR PACKAGE \$450</p>
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***10% EARLY BIRD DISCOUNT APPLICABLE UNTIL 10TH SEPTEMBER 2018**

<h3>GET IN TOUCH</h3>	<p>FOR SAUDI ARABIA Islam Hassaballah - Senior Sales Executive T: +966 012 697 0290 M: +966 55 538 0785 E: IslamHassaballah@dmgevents.com</p>	<p>FOR OTHER COUNTRIES Mohammed Faisal - Sales Manager T: +971 4 445 3606 M: +971 56 534 5871 E: MohammedFaisal@dmgevents.com</p>
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