



JAN 2019, RICEC

4th  
EDITION

Supported by



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dmg events LLC

# SAUDI ARABIA'S LARGEST HVAC R EVENT

## POST SHOW REPORT

### KEY STATISTICS



**6,444**

TOTAL  
VISITORS



**81**

TOTAL  
EXHIBITORS



**16**

EXHIBITING  
COUNTRIES



**28**

CERTIFIED  
WORKSHOPS



**20%**

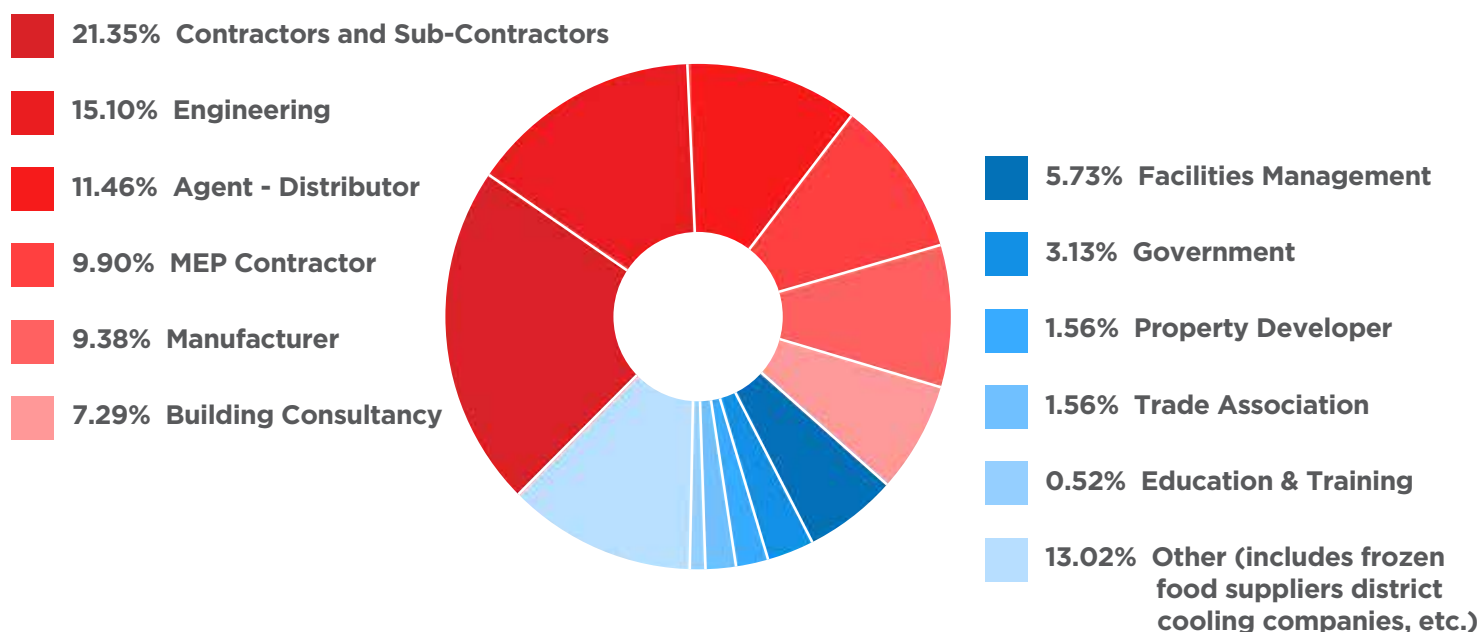
INCREASE  
IN VISITORS



# VISITOR PROFILE



## A SELECTION OF VISITORS INCLUDE



## TOP 3 REASONS FOR VISITING



To discover the latest product innovations and technology



To attend certified workshops conducted by leading industry experts

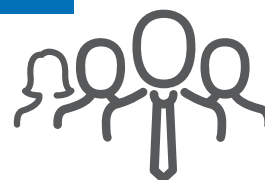


To meet current suppliers

## WHAT VISITORS THOUGHT OF HVAC R EXPO SAUDI

**91%**  
ARE POSITIVE  
THEY WILL  
ATTEND AGAIN

**96%**  
SATISFIED WITH  
EVENT



# COMPANIES THAT ATTENDED



Saudi Aramco



Lulu Group International



Nesma & Partners



Riyadh Municipality



Ministry of Health



Ministry of Interior



Saudi Airlines Catering



Almarai Saudi Arabia



National Housing Company



The Ritz-Carlton



Saudi Binladin Group



Saudi Diyar Consultants



Saudi Electricity Company



Tatweer Buildings Company



National Water Works Company

## WHO VISITED THE EVENT?

- ▶ CEO
- ▶ Managing Director
- ▶ Executive Director
- ▶ Owner
- ▶ MEP Manager
- ▶ HVAC Supervisor
- ▶ Project Manager
- ▶ Civil Engineer
- ▶ General Manager
- ▶ Health Relations
- ▶ Procurement Manager
- ▶ Contract Manager
- ▶ Senior Architect
- ▶ Purchasing Officer
- ▶ Design Engineer
- ▶ Senior Quantity Surveyor
- ▶ Mechanical Engineering Head







# EXHIBITOR PROFILE

## PRODUCTS / SERVICES SHOWCASED

### ► Air conditioning, Heating & Refrigeration Equipment's & Systems

- Air conditioning, Ventilation Systems and Components
- Heating Pumps, Heat Exchangers, and Equipment
- Refrigeration Systems and Equipment
- Hydronic Systems

### ► Air Movement, Ventilation, Ducts & other IAQ Products

- Ducting Systems and Machinery
- Fluids
- IAQ Products (Filters, Humidifiers, etc.)
- Ventilation
- Air Movement

### ► Energy & Specialized Climate Control Systems

- Building Automation System
- Facility Management System
- Control Valves, Sensors and Field Devices
- Energy-Saving Equipment
- Renewable Energy Equipment
- Solar Cooling

### ► Labor-Saving Tools & Instruments, Software, and Business Services

- HVAC Industry Services
- Installation Tools & Equipment
- Insulation Products
- Fittings, Components
- Valves, Pumps, Pipes
- Plumbing Products and Technologies
- Power Generation
- Software
- Tools & Accessories
- Measuring Technology

“

One of the best events we have participated in KSA.”

















**Karim Attieh**  
Marketing Analyst  
**AIC Steel**

“

Riyadh is a perfect choice to host this event as all the ministries and regulatory bodies are all here.”

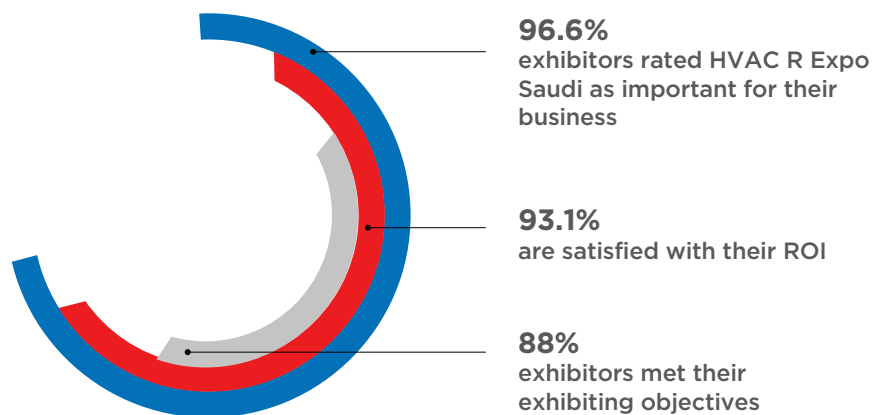
**Giorgio Elia,**  
Vice President,  
**Carrier Middle East**

## 81 EXHIBITING COMPANIES FROM 16 COUNTRIES

-  Belgium
-  Canada
-  China
-  Egypt
-  France
-  Italy
-  Kuwait
-  Malaysia
-  Netherlands
-  Saudi Arabia
-  Singapore
-  South Korea
-  Turkey
-  United Arab Emirates
-  United Kingdom
-  United States



## WHAT EXHIBITORS THOUGHT OF HVAC R EXPO SAUDI



## 2019 EXHIBITORS INCLUDED



# EDUCATIONAL WORKSHOPS CONDUCTED BY INDUSTRY LEADING EXPERTS IN HVAC R

## 28 CPD-CERTIFIED WORKSHOPS

Thousands of visitors attended workshops held across two main theatres at the event, hosted by credible organisations like SASO, GSO, Saudi Council of Engineers (SCE), Carrier, Samsung, Saudi Tabreed, Al Salem Johnson Controls (YORK) and many more

## 4,057 VISITORS ATTENDED WORKSHOPS

All visitors were awarded with a certificate or every workshop attended through the three days of the event.



HVAC R Expo 2019 in Riyadh was amazing, specially the certified workshops. I will surely attend this wonderful event in 2020.

**Khaled El Moursi,**  
Cold Stores Projects Director,  
**Advance Refrigerators Company**

## SPECIAL THANKS TO OUR EVENT AMBASSADORS



We take pride in our HVAC R Expo Saudi ambassadors who endorse the event, stating important reasons why they feel HVAC R Expo Saudi is an event they can't miss out on. This in turn guides peers of similar job profiles to make a decision to attend too.

A handful of visitors were spotted wearing an Ambassador badge at the event and we will continue to share their message with our audiences.





## EVENT PROMOTIONS

**2.2MM**   
**EMAIL REACH**

More than 2.2MM event-related emails circulated among prospective GCC visitors

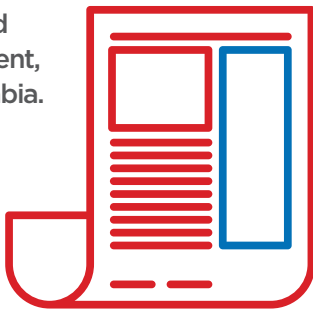


**43,891** **UNIQUE**  
**USERS**

visited HVAC R Expo Saudi's website

**213,522** **DAILY**  
**e-NEWSLETTER**

copies were delivered over 3 days of the event, all based in Saudi Arabia.



**77,000+**  
**WhatsApp**

messages broadcasted



**2,000**

**SHOW GUIDE COPIES**

were distributed during the event



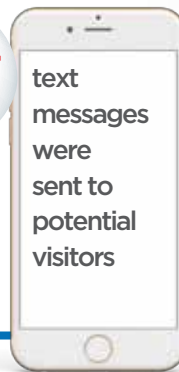
**in** **2.72** **MILLION**  
**IMPRESSIONS**

**g+** **DIGITAL COVERAGE & BRAND REACH:**  
Over 2.72 million impressions were received across various digital platforms; Facebook, Instagram, Google, Twitter, YouTube & LinkedIn



**94,386+**  
**SMS**

text messages were sent to potential visitors



## MEDIA PARTNERS

**climate control**  
KEY PERSPECTIVE ON THE REGION'S HVAC INDUSTRY

**expo**  
professional exhibitions

**REFRIGERATION**  
**PORTAL**

**عين الرياض**  
Eye Of Riyadh

**املاك**  
AMLAH

**MEP**

**MY** Solution  
Info.com

**GN**  
GineersNow

**Silverline Networks LLC**  
your partner in the global e-Market

**暖通空调**  
Journal of HV&AC

**Coowor.com**  
HVACR trade starts here.

**airconditioning-systems.com**

## EVENT SUPPORTED BY

**مكة الرياض**  
Riyadh Chamber

**SASO**  
الهيئة السعودية للمواصفات والمقاييس والجودة  
Saudi Standards, Metrology and Quality Org.

**هيئة التقييس**  
لجول مجلس التعاون دول الخليج العربية  
GCC Standardization Organization

**SCS**  
Saudi Council for Scientific Research

**رؤية 2030**  
الملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

“Participating in HVAC R Expo Saudi puts us in direct contact with decision makers and customers to whom we showcase our latest products and solutions. We are very pleased with the turnout and the quality of visitors at the show. HVAC R Expo Saudi is the perfect place to meet the Saudi buyers and is therefore an important exhibition for the industry.”

**Mr. Hosam Nassar,**  
ZI Corporate Events Manager,  
**Zamil Industrial**



# JOIN US IN 2020

11 - 13 February 2020  
Riyadh International Convention & Exhibition Centre - RICEC



## TALK TO THE TEAM

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