

STONE & SURFACE

SAUDI ARABIA المملكة العربية السعودية

11-13

FEBRUARY 2020

RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER

THE KINGDOM'S PREMIER
EVENT DEDICATED TO THE STONE
AND SURFACE DESIGN INDUSTRY

www.stoneandsurfacesaudi.com

#STONESURFACESAUDI

ATTRACTING VISITORS FROM THE FOLLOWING SECTORS



HOSPITALITY



HEALTHCARE



LEISURE



RETAIL



GOVERNMENT



EDUCATION
INSTITUTION



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THE GATEWAY TO SAUDI ARABIA'S MULTI-BILLION CONTRACT BUSINESS MARKET

Now in its fourth year, Stone & Surface Saudi is the Kingdom's only event dedicated to its natural stone and surface design industry. Stone & Surface Saudi offers an invaluable opportunity for international and local suppliers of stone, marble, ceramics and surface design products and solutions to connect with the key buyers and decision-makers responsible for Saudi Arabia's multi-billion dollar active construction projects.

Year after year the event attracts thousands of highly influential consultants, contractors, architects, designers and other procurement professionals working at the heart of upcoming and ongoing megaprojects from the hospitality, healthcare, leisure, retail, government and education institution industry.



WE ARE MOVING TO RIYADH

We are delighted to announce that Stone & Surface Saudi will be moving to Riyadh for its 2020 edition. After its successful three years in Jeddah, and lengthy discussions with the industry regarding the need for a focused event in Riyadh, we have responded and will bring Stone & Surface Saudi to **Riyadh International Convention & Exhibition Center (RICEC) from 11 – 13 February 2020**, co-located with FM Expo Saudi and HVAC R Expo Saudi.

WHY RIYADH?

- Commercial capital of Saudi Arabia
- Most populated city in Saudi Arabia with approximately 4.2 million people
- Over 30 active projects worth USD 1 billion or more
- \$44.3 million USD worth of projects in the early stages of construction
- Over 25% of all construction activities in Saudi Arabia are taking place in Riyadh

FEATURED GIGA PROJECTS IN THE REGION

THE RED SEA PROJECT

Phase 1 of the scheme is due to complete in 2022 and includes **14 luxury and hyper-luxury hotels** that will comprise 3,000 rooms, all across five islands and two inland resorts.



QIDDIYA

Located 40km from Riyadh, Qiddiya will be more than **twice the size of Walt Disney World Orlando in Florida, US**, and will feature a Six Flags-branded theme park, hotels, and amusement and leisure facilities.

ESTIMATED PROJECT VALUE: USD 4 Billion

ESTIMATED COMPLETION DATE: 2022

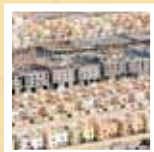


RIYADH METRO

The Riyadh Metro is a rapid transit system under construction in the city of Riyadh, the capital of Saudi Arabia. It will consist of six metro lines spanning a total length of 176 kilometres, with 85 stations.

ESTIMATED PROJECT VALUE: USD 23 Billion

ESTIMATED COMPLETION DATE: Q2, 2021

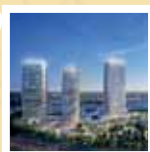


DAHIYAT AL FURSAN

The project involves the **construction of 100,000 houses** and infrastructure works. The project will also include construction of apartments, townhouses, education buildings, commercial buildings, research & development centres.

ESTIMATED PROJECT VALUE: USD 20 Billion

ESTIMATED COMPLETION DATE: Q2, 2020



THE AVENUES - AL MALQA

The project involves the construction of a 1.7 million sq mtrs shopping mall. The project will also include 2 residential towers, 2 hotel towers, a medical tower and office units.

ESTIMATED PROJECT VALUE: USD 1.9 Billion

ESTIMATED COMPLETION DATE: Q2, 2020



MALL OF SAUDI

The project involves the construction of a mall spread over an area of 866,000 sq mtrs including indoor snow parks and 300,000 sq mtrs of shops, restaurants, entertainment areas, residential hotels and serviced apartment buildings.

ESTIMATED PROJECT VALUE: USD 3.2 Billion

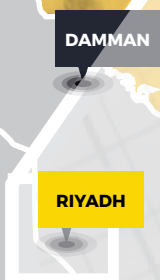
ESTIMATED COMPLETION DATE: Q1, 2022

JEDDAH TOWER

Among the region's most closely watched supertalls currently under development, the **200-floor-plus tower** will feature more than 750 residential units, hotel rooms, and serviced apartments, in addition to 3,190 parking spots and close to 60 elevators.

NEOM

The centrepiece of Saudi Arabia's gigaproject ecosystem and the Vision 2030 economic diversification programme, the **\$500bn (SAR1.9tn)** Neom is among the kingdom's most globally renowned projects at moment.



DAMMAN

RIYADH

VISITOR INFORMATION

2019 EDITION IN NUMBERS



12,714*

TOTAL PARTICIPANTS

*including co-located events The Hotel Show Saudi Arabia and Saudi Entertainment and Amusement



72%

visitors have direct purchasing authority of at least \$50,000



84%

visitors attended the show to discover latest innovation, and source products and services



91%

exhibitors were satisfied with their participation in Stone & Surface Saudi



SELECTION OF ATTENDEES

Architect Engineer	DAR Al Handasah
Architecture Engineer	Ministry of health
Consultant	Saudi Aramco
Contracts Engineer/QS	Parsons
Design Architect	Saudi Diyar Consultatns
Executive Director	Inhabit Group
Executive Manager	Saudi architects
Founder Architect	Alaa Qahtani Architects
Head Of Project Department	RIVA Development Company
Lead Design Architect	Nesma & Partners Co. Ltd
Procurement Section Head	Al Bawani Construction
Project Director	Abraj Al Iman Construction and Trading Co. Ltd.
Project Manager	Arabian Construction Company (ACC)
Project Procurement Manager	NESMA & PARTNERS CONTRACTING COMPANY
Projects Engineer	Neom

INDUSTRY BUYERS YOU WILL MEET IN 2020



HOSPITALITY



HEALTHCARE



LEISURE



RETAIL



GOVERNMENT



EDUCATION INSTITUTION



RESIDENTIAL HOUSING



I visited the show to look for marble and ceramic options in the market for our upcoming project and was pleased with what I found. This is my first time at Stone & Surface Saudi and shows like these makes it easy to source products for industry professionals like me.

Amin Abdalla

Project Manager, Fans Contracting Est.
VISITOR



As a purchasing professional in the contracting industry, events like Saudi Stone & Surface help us procure the right material for the right project. I visited the show this year to find stone and marble products for our projects, and managed to find good options! I have also met with prospect suppliers for us to work with in the future. I definitely recommend the show and will be back again next year.

Ali Alqahtani
Purchasing, Aljazai Est.
VISITOR

NATURE OF BUSINESS OF BUYERS

Agents/Distributors/Suppliers	8.6%
Architectural Practice	5.4%
Building Consultancy	4.8%
Contractor	12.9 %
Engineering	7.4%
Facilities Management	4.7%
General Trading	9.0%
Government	3.4%
Interior Design Agency	5.0%
Landscaping	3.6%
Manufacturer	4.8%
Maintenance - Repair & Overhaul	3.2%
Project Management	15.9%
Real Estate Developer	6.2%
Other	5.10%

THE PRODUCTS BUYERS ARE LOOKING TO SOURCE

Architectural Exterior & Interior Surface Materials	8.80%
Composite / Resilient Flooring	13.0%
Technology & Equipment	8.7%
Textile Covering (Wall To Wall)	15.2%
Wall Covering	11.4%
Wood Flooring	16.0%
Abrasives, Adhesives & Coatings	8.1%
Machinery, Tools And Equipment	12.7%
Materials	2.1%
Services	1.4%
Other	2.6%

FEATURED BUYERS FROM PREVIOUS EDITIONS



WHY EXHIBIT IN 2020?

- ▲ Generate news sales leads
- ▲ Meeting and network with existing customers
- ▲ Launch a new brand, product or service
- ▲ Increase brand awareness
- ▲ Test the market for a new product
- ▲ Conduct market research
- ▲ Find new distributors and resellers



We brought our product Skinrock® to Saudi Arabia, and were very excited to be at Stone & Surface Saudi! Lots of people, lots of possible clients, everybody is very interested!

Loana Blum
General Manager
Skinrock (Austria)

EXHIBITOR

PRODUCT SECTORS DISPLAYED AT THE EVENT



**STONE, MARBLE
AND CERAMICS**



**ABRASIVES, ADHESIVES
AND COATINGS**



**WALL COVERING AND
WOOD FLOORING**



**MACHINERY, TOOLS
AND EQUIPMENT**



**EXTERIOR & INTERIOR
SURFACE MATERIALS**



**COMPOSITE/RESILIENT
FLOORING**



**TEXTILE COVERING
(WALL TO WALL)**



**DECORATIVE
PAINTS**



CERTIFIED EDUCATIONAL CONTENT

A wide range of educational sessions will be offered free of charge to all visitors. Covering subjects as such innovation and new regulation, these sessions are CPD-certified and designed to attract a high volume of stone and building interior related construction professionals seeking information and new products.

Book a stand near a workshop theatre relevant to you and ensure a constant flow of targeted buyers. Get in touch for our floor plan and prime location options.

ABOUT THE VENUE

The Riyadh International Convention & Exhibition Center (RICEC) is a newly developed state-of-the-art convention and exhibition facility designed to serve your business needs. Located on King Abdullah bin Abdul Aziz Road at Al Waha district, RICEC is only 15 minutes from King Khalid International Airport along the Eastern Ring Road.

A modern and superior venue, RICEC will give Stone & Surface Saudi the stage to further enhance and elevate the event. Join us in 2020 to be associated with this world-class event and venue.



We have seen high attendance at our booth during Stone & Surface Saudi, and have met a lot of decision makers at executive levels, including owners, from construction companies and hospitality brands. I think it was a win-win situation to participate in this exhibition, as it gave us a good opportunity to present our products and to meet enthusiastic people who are keen to explore products. Thank you dmg events!

Kamal Konso
Country Manager
DuPont (LEVANT, Saudi Arabia, Yemen)
EXHIBITOR



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ENQUIRE ABOUT EXHIBITING

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