



SAUDI
ENTERTAINMENT
AND AMUSEMENT

DEDICATED PRODUCT SECTORS



RIDES



WATER RELATED EQUIPMENT & SUPPLIES



FACILITY, GROUNDS & ARTICIPATORY EQUIPMENT



GAMES & DEVICES



HI-TECH & THEATRICAL EQUIPMENT



SECURITY EQUIPMENT & SAFETY



CONSTRUCTION & CONSULTANTS



FOOD & BEVERAGE



150+
EXHIBITORS



25
EXHIBITING COUNTRIES



5,107
ATTENDEES



2.4
MILLION PR & MARKETING REACH



WHAT THE INDUSTRY HAS TO SAY

"This is our second year exhibiting and we're very happy with the outcome of the show. Everyone from Saudi who is important to the entertainment & leisure industry has visited the event. Our business looks very positive."

Zamperla Middle East
Yasser Joneid – General Manager

"We have been very busy at the event with lots of fascinating leads and interesting people that we have met. We're looking forward to next year's show because this is a great market and we're excited to be involved in its growth."

WhiteWater
Jamie Charlesworth – Regional Director of Operations

"We are an active organisation in this industry and we're exhibiting for the second time at SEA. We're very happy with the results and the very good turnout of visitors. We look forward to participating next year as well."

Warehouse of Games
Nabil Kassim – CEO

SELECTION OF TOP VISITORS

COMPANY NAME	JOB TITLE	COMPANY NAME	JOB TITLE
2.0 CONCEPTS	DIRECTOR OF INNOVATION	JLL	DIRECTOR RETAIL MENA
AAENCC	PROJECTS DIRECTOR	JUMP UP	COMMERCIAL DIRECTOR
ABDULLAH AL OTHAIM ENTERTAINMENT COOPANY	MAANGER OF ENTERTAINMENT CENTRE	LEGACY GLOBAL	ENTERTAINMENT & PRODUCTION HEAD
ABDULLAH AL OTHAIM INVESTMENT CO.	MALL MANAGER	LULU INTERNATIONAL ATYAF MALL	MALL MANAGER
ADIRONDACK STUDIOS	MANAGING DIRECTOR	LULU SAUDI HYPERMARKET LLC	MARKETING MANAGER
AJLAN & BROS HOLDING GROUP	INVESTMENT DIRECTOR	LUXURY ENTERTAINMENT CO.	ASSISTANT COO
AL HOKAIR GROUP	HEAD OF PROJECTS DEVELOPMENT	MAD DESIGN COMPANY	MANAGING DIRECTOR
AL OTHAIM LEISURE & TOURISM	HEAD OF MARKETING	MAF VENTURES LLC	DIRECTOR OF OPERATIONS LEC
ALDAKHEEL ALAKARIA	FINANCIAL AND ADMINISTRATIVE DIRECTOR	MAJID AL FUTTAIM	CEO OF MAJID AL FUTTAIM
ALFARDAN BOATS COMPANY	DIRECTOR	MAJID AL FUTTAIM PROPERTIES	SHOPPING MALLS DEVELOPMENT MANAGER
ALGARAWI GROUP	VICE PRESIDENT OF BD	MAWTEN ARABIA	CHIEF COMMERCIAL OFFICER
ALHOKAIR	DIRECTOR OF SALES	MINISTRY OF EDUCATION	PUBLIC RELATIONS
ALMUTLAQ REAL ESTATE INVESTMENT	EXECUTIVE DIRECTOR OF ASSET DEPARTMENT	MIRAGE RECREATIONAL SERVICES LLC	OWNER
ALOBAIKAN	CHAIRMAN	MMOC EVENT COMPANY	DIRECTOR OF INTERNATIONAL BUSINESS
ALRASHID COMPANY	DEVELOPMENT DIRECTOR	MOTION4FUN	COO
ALSAHEL AMUSEMENT PARK	ASSISTANT AMUSEMENT MANAGER	NAIF ALRAJHI INVESTMENT CO.	HEAD OF INVESTMENTS
ALSAWAT GROUP	CEO	NATIVE SOLUTIONS - AL ASILA CO	PROCUREMENT DIRECTOR
ALTHELIM INTEGRATED SERVICES CO.	BUSINESS DIVERSIFICATION CONSULTANT	NEOM	ENTERTAINMENT SECTOR HEAD
ALWALEED ENTERTAINMENT	DIRECTOR GENERAL	OSOOL ENTERTAINMENT INVESTMENT COMPANY	CHIEF IMAGINEER ARCHITECT
ARC	CEO	OTHAIM HOLDING	HEAD OF LEASING
ASATEER ENTERTAINMENT	DIRECTOR OF OPERATION	PASSION EXPERIENCE COMPANY	BUSINESS DEVELOPMENT AND STRATEGY MANAGER
ASBAR FORUM	SUPERVISORY COMMISSION CHAIR	QIDDIYA INVESTMENT COMPANY	DIRECTOR AUDIO SYSTEMS TECHNOLOGY
BALUBAID COMPANY	ENTERTAINMENT MANAGER	QIDDIYA INVESTMENT COMPANY	PRESIDENT PARKS AND ATTRACTIONS
BAWABET ALMARAH COMPANY	OPERATION MANAGER	REED MIDEM	HEAD OF BUSINESS DEVELOPMENT AND STRATEGIC
BENCHMARK	VP	REEL CINEMAS	GENERAL MANAGER
BLACK CINEMA PRODUCTIONS & EVENTS	EVENTS AND MEDIA DIRECTOR	RIKAZ PROPERTIES	CHIEF OPERATING OFFICER
BLACK PRODUCTION ESTABLISHMENT	DIRECTOR PRODUCTIONS	ROWINA	EXECUTIVE DIRECTOR
BOBS SPACE RACERS	VP INTERNATIONAL SALES	SABSRE	DIRECTOR OF FINANCE AND INVESTMENT
BRIILLIANT	MANAGING DIRECTOR	SALINI IMPRGILO	ENGINEER
CBRE	DIRECTOR CONSULTING	SARAYA	PURCHASING MANAGER
CROP MARKETING AGENCY	MARKETING DIRECTOR	SARH ENTERTAINMENT CO. (JUMP UP)	OPERATION DIRECTOR
CURRIE & BROWN	ASSOCIATE DIRECTOR	SAUDI BROTHERS COMMERCIAL COMPANY	EVENT DEVELOPMENT MANAGER
DALLAH ALBARAKA HOLDING CO.	URBAN PLANNING SPECIALIST	SAUDI BUILD CO	EXECUTIVE DIRECTOR
DIFFERENT SPEED	MARKETING AND BUSINESS DEVELOPMENT	SAUDI ENTERTAINMENT VENTURES	DIRECTOR OF ENTERTAINMENT PRODUCTION
DYNAMIC ENGINEERING CONSULTANT	KSA OPERATION DIRECTOR	SHERBINY HOLDINGS	DEPUTY CHIEF COMMERCIAL AND OPERATING OFFICER
EJAZ TRAVEL AGENCY	CORPORATE TRAVEL EXECUTIVE	SPANISH EMBASSY	TRADE AND INVESTMENT ADVISOR
EL-SEIF ENGINEERING CONTRACTING CO.	PROJECT MANAGER	TAKAMOL HOLDING	EXECUTIVE SECRETARY
EMBASSY OF BELGIUM	FIRST SECRETARY AND DEPUTY HEAD OF MISSION	TAMIMI STRUCTURE	DESIGN ENGINEER
EMBASSY OF CANADA	TRADE COMMISSIONER	TASHEEL	BUSINESS DEVELOPMENT DIRECTOR
EVENT ZONE FOR ENTERTAINMENT	DIRECTOR OF OPERATIONS AND CREATIVE	THE RED SEA DEVELOPMENT COMPANY	DIRECTOR OF ATTRACTIONS ENTERTAINMENT
FURSSAN TRAVEL	HEAD OF EVENTS	TRANSPORT MINISTRY	GENERAL ADMINISTRATION OF PLANNING
GULF TAYBAT	DEPUTY DIRECTOR GENERAL	U.S. DEPARTMENT OF COMMERCE	SENIOR COMMERCIAL ADVISOR
HUAWEI	IMPLEMENTATION MANAGER	VERGIN MEGASTORES	HEAD OF SERVICES AND ENTERTAINMENT
IWB GLOBAL	CHAIRMAN	WASMAN CONTRACTING	PROJECTS ENGINEER
JHG	REAL ESTATE DEVELOPMENT MANAGER	X ARCHITECTS	HEAD OF BUSINESS DEVELOPMENT

BOOK PRIME FLOORSPACE



SAVE THE DATE 01-03 FEBRUARY
2021
RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER



International

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