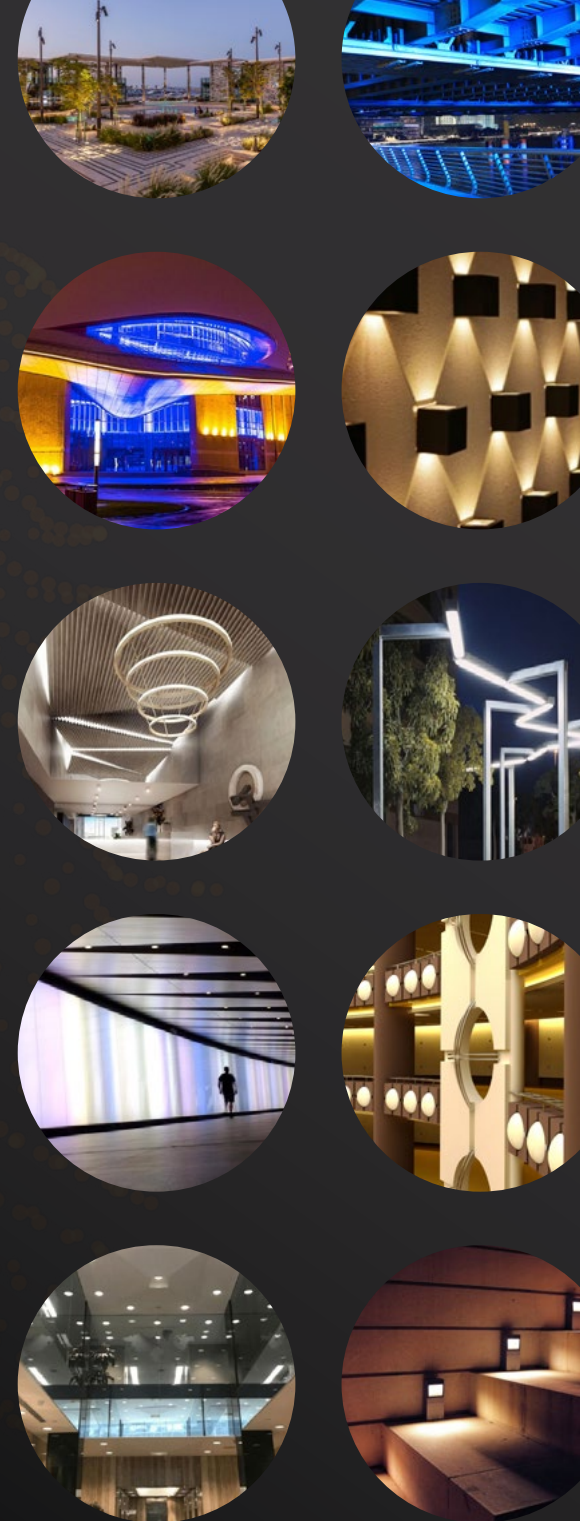


# LIGHTING DESIGN & TECHNOLOGY EXPO

6-8 SEPTEMBER 2022 | RICEC, RIYADH

Saudi Arabia's dedicated exhibition for key professionals  
in the lighting and project management industry



# CAN YOU MEET THE RISING **DEMAND FOR LIGHTING DESIGN & TECHNOLOGY** IN SAUDI ARABIA?

Saudi Arabia has been making great strides with the Kingdom's Vision 2030. The growth of smart cities, development of infrastructure, and increase in government measures towards energy efficiency have increased the demand for quality lighting products and solutions. The Saudi Arabian lighting market value is expected to increase from \$1.3 billion in 2020 to \$3.5 billion by 2030. As buyers are sourcing for the high-valued projects within the country, it is more important now than ever to unite the lighting industry and so for the first time, Saudi Arabia is set to host a dedicated lighting design and technology event.

To be held alongside the Hotel Show Saudi Arabia and INDEX Saudi Arabia, the Lighting Design & Technology Expo will be a host to regional Lighting Designers, Consultants, System Integrators, Engineers, Architects, Hospitality & Hotel Owners, Interior Designers, Fit-out companies, and everyone interested in sourcing quality lighting products & solutions for their upcoming projects.





# MEGA-PROJECTS ARE SHAPING THE FUTURE OF SAUDI ARABIA

الهيئة الملكية لمحافظة العلا  
Royal Commission for AlUla



The Journey Through Time master plan aims to turn Al Ula into a global destination for travellers offering heritage, nature, art and culture. When completed, the project hopes to attract two million visitors every year to the historic Saudi region.



The project will be the first fully integrated, luxury, mixed-use resort in the Middle East and is expected to attract visitors all year round. It has been designed with a strong focus on heritage, culture and conservation and will provide 8,000 new hotel rooms once completed. The project is set to be fully completed by 2030.



Qiddiya will span over 334 square kilometres on the outskirts of Riyadh, offering a mix of attractions ranging from a 20,000-seat cliff-top stadium to a Formula One-standard racetrack. Work has been under way on the \$8 billion dollar project since January 2019, with the first phase slotted to open in 2023.



This major Makkah development is one of the kingdom's largest construction projects, covering an area of 40 hectares and costing \$4.4bn. A mix of towering hotels and residential buildings, once complete, the development will have the capacity to host up to 36,000 guests annually, increasing to in excess of 100,000 during Hajj season.



نيوم NEOM

This \$500bn high-tech city is the flagship project of Saudi Arabia's post-oil diversification plan known as Vision 2030 that seeks to reduce the kingdom's reliance on hydrocarbons. The project is planned for completion by 2025.



AMAALA

This mega-project along the Red Sea, in the Tabuk province, will border the city of Neom and the Red Sea Project within the Prince Mohammed bin Salman Natural Reserve, helping to establish a new luxury tourism destination. The project is expected to be completed in 2028.

More than  
**SR12 TRILLION**  
(\$3.2 trillion) is set to be  
invested in Saudi Arabia  
by 2030 as the Kingdom  
seeks to diversify its  
economy away from the  
oil sector.

# MEGA-PROJECTS ARE SHAPING THE FUTURE OF SAUDI ARABIA



Ad Diriyah is located on the outskirts of Riyadh, and is set to become a major tourist destination. The \$17bn development will encompass several luxury resorts, including major international hotel brands, as well as more than 100 dining and entertainment options.



The \$2.7bn development will be largely walkable, and feature entertainment, leisure, retail and education facilities, as well as homes and offices. Al Widyān will be targeting young families, students, creatives and entrepreneurs with its mix of 20,000 high and low-rise housing units.



At four times the size of New York City's Central Park, Riyadh's King Salman Park will stretch over a 13.4-square-kilometre area on the site of the old airport, and will be linked by the bus and metro lines of the city.



Saudi Arabia's second city is set for its own metro system by 2025, with three lines currently under development.



ROSHN

A national community developer and Public Investment Fund project, ROSHN is focused on contributing to the demands for increased homeownership across Saudi Arabia.



The Riyadh Metro is one of the largest urban transport projects in the world, with six lines covering an area of 176km and 85 metro stations across the city.



# SAUDI ARABIA'S **VISION 2030**

The Saudi Vision 2030 is a strategic framework to reduce Saudi Arabia's dependence on oil, diversify its economy, and develop public service sectors such as health, education, infrastructure, recreation, and tourism. The development of Saudi Arabia's infrastructure is critical in supporting the Vision 2030 goals and the government is planning to invest heavily in developing the Kingdom's infrastructure in the coming years.

Futuristic cities, an increase in hotels & accommodation, and the opening of foreign headquarters in Saudi Arabia are some of the contributing factors of the Kingdom's Vision 2030 that have led to the increase in demand for lighting products and solutions.



# LIGHTING DESIGN & TECHNOLOGY EXPO 2022

Lighting Design & Technology Expo will cater to the growing demands of the stakeholders in the kingdom. The event will cater to but not restricted to the following product groups:

Infrastructure & Lighting For Public Realm

Exterior Lighting Products & Accessories

Decorative Lighting Products & Accessories

Indoor Lighting Products & Accessories

Intelligent Lighting Products & Solutions

Lighting Controls & Components

Switches & Other Accessories

Home & Building Automation

LED Lamps & Smart Technologies





# WHAT TO EXPECT

AT LIGHTING DESIGN & TECHNOLOGY EXPO  
IN SAUDI ARABIA?

**50+**  
LIGHTING  
BRANDS

**10+**  
COUNTRIES

**20+**  
SPEAKERS





# A PLATFORM TO MEET PROFESSIONALS IN THE DESIGN AND TECHNOLOGY SECTOR



**Giga Project  
Owners**

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**Lighting  
Consultants**

---



**Architects &  
Contractors**

---



**Hospitality &  
Hotel Owners**

---



**Procurement  
Companies**

---



**Interior  
Design Studios**

---



**Fit-out  
companies**

---



**System  
Integrators**

---



**Technical Directors  
& Engineers**

---



**Government  
& Municipalities**

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# BE INSPIRED BY SOME OF THE WORLD'S TOP THINKERS



**ALI HAMMAD**  
General Manager  
Nationalization Projects  
Ministry of Tourism



**ANDREW MCEVOY**  
Head of Tourism  
NEOM



**MARLOES KNIPPENBERG**  
CEO  
Kerten Hospitality



**JAY ROSEN**  
Chief Financial Officer  
The Red Sea Development  
Company and AMAALA



**BASTIEN BLANC**  
Managing Director -  
KSA & Bahrain  
IHG



**ANTON BAWAB**  
Head of Operations  
The Red Sea Development  
Company



**ALESSANDRO TEDESCO**  
Global Chief Operating Officer  
febc Group



**IMRAN CHANGEZI**  
Director Business  
Development - Hospitality  
DGDA



**HASSAN AHDAB**  
President of Hotels  
Operations  
Dur Hospitality



**RABIH FEGHALI**  
KSA Chair  
Hospitality Asset  
Management Association

(Some of the speakers from The Hotel Show Saudi Arabia 2021)

# LIGHTING DESIGN & TECHNOLOGY EXPO 2022 ADVISORY BOARD



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(Lighting SME),  
The Royal Commission of Riyadh City



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**MARTIN VALENTINE FSL MIES**

Global Lighting Solutions Specialist



# CO-LOCATED WITH

Lighting Design & Technology Expo will be collocated alongside the Saudi Infrastructure Expo, The Hotel Show Saudi Arabia and INDEX Saudi Arabia making it a unique proposition for the exhibiting companies.



**SAUDI  
INFRASTRUCTURE  
EXPO**

THE  
**HOTEL  
SHOW**  
SAUDI ARABIA

**INDEX**  
SAUDI  
ARABIA



The Saudi Infrastructure Expo will showcase the systems and infrastructure needed for the creation of truly smart cities in the Kingdom of Saudi Arabia.

The Kingdom's hotel and hospitality industry reunite to discuss the trends and future of the sector with the most influential and forward-thinking people in the hospitality industry.

INDEX Saudi Arabia is the Kingdom's flagship interior design, furniture and fit-out trade event where interior brands meet interior designers, retailers, distributors and fit-out contractors.

## **TO BOOK A STAND, PLEASE CONTACT US AT:**

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