



# THE LARGEST GATHERING OF THE ENTERTAINMENT & LEISURE INDUSTRY IN THE REGION

Saudi Entertainment and Amusement (SEA) Expo co-located with Saudi Light and Sound (SLS) Expo took place from 16 - 18 May 2022, at the Riyadh International Convention and Exhibition Centre.

The two shows benefited from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days at the largest gathering of the entertainment, leisure and pro light and sound industries in the region.

## TOPLINE REPORT 2022

### EVENTS AT A GLANCE



181

EXHIBITORS



41

EXHIBITORS



62

SPEAKERS



314

VIPs



“

We had a massive show, and it has been incredibly busy for us. The Saudi Entertainment industry is growing at a rapid pace. We are fortunate to be here at Saudi Entertainment and Amusement Expo and be able to meet with entrepreneurs, establish businesses, learn more about the market and showcase our technologies.

**Renee Welsh**  
CEO  
EMBED

”

### THE SEA SUMMIT

The SEA Summit is a major influencing conversation that contributes to evolving Saudi Arabia into a global powerhouse of entertainment. The Kingdom of Saudi Arabia is leading the way in encouraging collaboration and action that will lead to a strong and sustainable future for the entertainment and amusement industry.

The SEA Summit gathered some of the most eminent leaders from the sector to share experiences and provided insight on how the region's most successful game-changers are tackling the current situation, and where they foresee potential business opportunities.



WATCH: SEA EXPO EVENT HIGHLIGHTS

## NEW DATES 28 - 30 MAY 2023 RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

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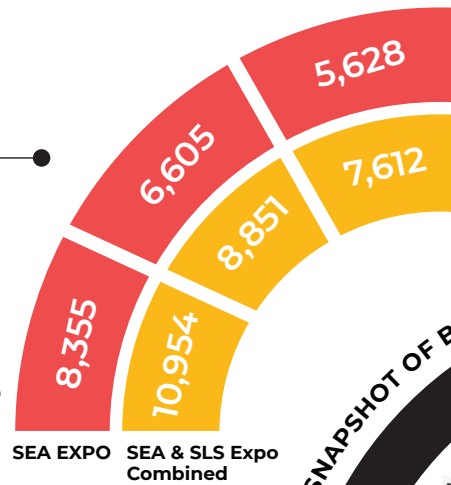
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## ATTENDEE VOLUME BREAKDOWN SEA EXPO AND SLS EXPO

SEA TOTAL  
UNIQUE  
VISITORS

SEA TOTAL  
VISITS  
(EXCLUDING  
EXHIBITORS)

SEA TOTAL  
PARTICIPANTS  
(INCLUDING  
EXHIBITORS AND  
REVISITS)



## TOP THREE REASONS VISITORS ATTENDED



TO EXPLORE  
NEWLY-LAUNCHED PRODUCTS  
AND INNOVATIONS



TO MEET AND NETWORK  
WITH OTHER INDUSTRY  
PROFESSIONALS



TO IDENTIFY  
NEW POTENTIAL  
SUPPLIERS



“

The 4th edition of the SEA Expo trade show exceeded all expectations. High level, decision makers from all the major players in the entertainment industry make this a must attend show in the trade show calendar. The SEA is truly the biggest and best when it comes to the entertainment industry in the entire MENA region.

**Robert Cirjak**  
Founder/CEO  
Wibit Sports GmbH

”

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