



REDEFINING SPORTS FACILITIES AND LEISURE VENUES IN SAUDI ARABIA: A VISION FOR EXCELLENCE

8 – 10 OCTOBER 2024 | RIYADH FRONT EXHIBITION AND CONFERENCE CENTRE (RFEC)

YOUR GATEWAY TO THE FASTEST EMERGING, MULTI-BILLION DOLLAR SPORTS & LEISURE MARKET IN THE MIDDLE EAST

SSLF Expo is an essential platform for international and local suppliers of sports products and services to interact and do business with 7,000+ key buyers who play an integral role in Saudi Arabia's USD 64 billion emerging sports, entertainment and culture market.

With multiple mega projects under construction, packed with infrastructure related to sports, tourism and more, the demand for suppliers and manufacturers is at an all-time high.

This three-day annual event allows suppliers the rare opportunity to interact face-to-face with engaged industry professionals, create brand awareness, generate leads and sign contracts with the industry leaders.



The Kingdom's Public Investment Fund (PIF) has established a new sports investment company, SRJ Sports Investments Co.

"We are thrilled to announce the establishment of SRJ Sports Investments Company to accelerate the growth of the sports sector in Saudi Arabia and the MENA region, by creating and investing in international sports IP, enhancing the fan experience through hosting major global events and investing in transformative technologies."

- Raid Ismail, Head of MENA Direct Investments at PIF

WHY SAUDI ARABIA?



SIGNIFICANT GOVERNMENT EXPENDITURE IN SPORTS ALIGNED WITH NATIONAL DEVELOPMENT INITIATIVES



INCREASING PRIVATE SECTOR INVESTMENT IN SPORTS



ELEVATED HEALTH CONSCIOUSNESS



8 WORLD CLASS STADIUMS



91 ESTABLISHED FOOTBALL CLUBS



INTEGRATED DIGITALISED AND SMART INFRASTRUCTURE FOR SPORTS FACILITIES

8.7% EXPECTED INDUSTRY GROWTH

VS

3.30% GLOBAL SECTOR GROWTH BY 2026

US\$ 1,128 BILLION US\$ 64 BILLION

GDP makes Saudi Arabia the largest economy in the GCC. Saudi Arabia has welcomed more than 46 million visitors attending entertainment, cultural and sporting events over the last 5 years. The number of sports facilities and indoor stadiums has increased from 157 in 2015 to 213 in 2023.

Saudi Arabia's Sport Ministry has said it is undertaking a \$2.7bn program to build new sporting facilities and upgrade existing ones over the coming five years.

is the value of the Saudi Arabian entertainment, sports and culture market, with revenue in the Sports & Outdoor market projected to reach US\$145.60m this year. Saudi Arabia is projected to spend more in the next 10 years than it has in the past 300 years. Crown Prince Mohammed bin Salman says the local private sector will invest 5 trillion riyals (\$1.3 trillion) between now and 2030 as part of new programme to help diversify the economy.

Sports have been a major focus of the oil-rich kingdom's effort to rebrand as a global business and tourism destination under the Vision 2030 reform agenda pursued by Crown Prince Mohammed bin Salman.

WHY SAUDI ARABIA?

UPCOMING SPORTING EVENTS OVER THE NEXT 10 YEARS



- Golf Saudi Aramco Team Series, Riyadh
- LIV Golf



- Asian Winter Games, NEOM



- Formula 1 Saudi Arabian Grand Prix, Jeddah



- 2034 Asian Games, Riyadh



- Saudi Cup, Riyadh
- Italian Super
- FIFA Club World Cup, Jeddah
- AFC Asian Cup, Jeddah



- Equestrian Global Champions Tour
- Equestrian World Cup



- Asian Indoor and Martial Arts Games, Riyadh



- Dakar Rally Motor Sports



- World Boxing Tour

SAUDI ARABIA PLANS TO BUILD SIX MAJOR SPORTS FACILITIES

Saudi Arabia's Sports for All Federation (SFA) plans to build six major sports facilities across the kingdom with 30-40 courts for various sporting activities that will attract more than 250,000 participants in the first year.

Source: Zawya.com | <https://www.zawya.com/en/business/real-estate/saudi-arabia-plans-to-build-six-major-sports-facilities-b0qxviop>

OPPORTUNITIES THAT LIE AHEAD FOR YOU



NEOM CITY

The challenge is on for NEOM, the next global hub for sport, that holds physical activity and innovation at its very core. NEOM is set to become a top destination for major sporting events, partnering with global sports brands, championing outstanding livability for residents and contributing to NEOM's innovative economy.



JEDDAH CENTRAL PROJECT

Jeddah Central provides an exceptional environment within which residents, workers and visitors can live, work and thrive. This initiative is enhancing lives for the better.



TROJENA

Trojena is the first major outdoor skiing destination in the GCC. Located in the kingdom's highest mountain range, it is part of the country's \$500 billion high tech mega-city NEOM.



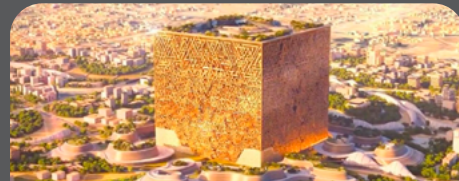
KING SALMAN PARK

King Salman Park is being developed in Riyadh's green lung, becoming an inviting and colorful destination, rich in nature and is accessible to all. It will be a hub to imagine, innovate, collaborate and create a new world of possibilities and experiences.



QIDDIYA PROJECT

Qiddiya, a Public Investment Fund project, is set to become the capital of Entertainment, Sports and Arts. It will be a disruptive destination that offers outstanding sports and training facilities to host major international and local sporting competitions and events across a variety of sports.



THE MUKAAB

Defining Riyadh's new skyline, The Mukaab will attract visitors from across the world with its 80 incredible state-of-the-art entertainment, dining, and retail venues. The world's largest modern downtown inner-city building of over 19km² is set to be big enough to hold 20 Empire State Buildings.



SAUDI DOWNTOWN COMPANY

With 12 projects located in 11 regions across Saudi Arabia, Saudi Downtown Company is redefining urban lifestyle through vibrant downtown destinations. As a master and lead developer, the company delivers unique and diverse opportunities in the commercial, recreational, and residential real estate sectors, while embracing the culture and heritage of that region.



SPORTS BOULEVARD

A widespread destination boasting 8 Districts and 50 sports facilities that attracts cyclists, pedestrians, professional amateur cyclists, and horse riders, alongside art and culture enthusiasts and eco-friends, altogether, on paths and spaces that create a healthy lifestyle.

Saudi Arabia's Crown Prince and Prime Minister Mohammad bin Salman has launched the sports clubs investment and privatization project, as part of the kingdom's ambitious Vision 2030 reform program that seeks to diversify the economy away from heavy reliance on oil revenues. The project seeks to raise Saudi Pro League's commercial revenues from SAR450m in 2022 to over SAR1.8bn annually.

WHAT TO EXPECT AT SSLF EXPO 2024



4M
Marketing
Reach



110+
Exhibitors



1X
Summit



5,000
Visitors



NETWORKING
Events



SSLF Expo connects the owners, investors, designers, and builders of both new and existing sports venues, with the products and services needed to run them successfully.



GENERATE GOOD
QUALITY LEADS



FORGE NEW
RELATIONSHIPS



ELEVATE YOUR BRAND'S
VISIBILITY



EXPLORE POST-SHOW
BUSINESS OPPORTUNITIES

One of the many Saudi Vision 2030 Realization Programs, Quality-of-Life Program, aims to host approximately 400 sporting events annually, through 100 sports federations backed by the Ministry of Sports.

SHOWCASE YOUR PRODUCTS AT SAUDI SPORTS & LEISURE FACILITIES EXPO 2024



STADIUMS & ARENAS



TURNKEY SPORTS FACILITIES



PLAYGROUND EQUIPMENT



SPORTS SURFACES & EQUIPMENT



SPORTS GROUND MAINTENANCE



SPORTS MEDICINE & REHABILITATION



PUBLIC SPACES



STREET / OUTDOOR FACILITIES

8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

01

Get your brand in front of thousands of decision makers from the entire sports and leisure facilities industry

03

Meet and partner with the best sports and leisure companies in the region

05

Discover new market opportunities especially geographically

07

Establish partnerships and collaborations

02

Create and reinforce leadership in the Saudi Arabian market

04

Launch new products, initiatives and segments

06

Market, prospect, sell

08

Rapidly expand your database of sales leads



POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE



CHOOSE YOUR STAND PACKAGE



SPACE ONLY: US\$459 (PER SQM)

- Empty space to build on to
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App



SHELL SCHEME PACKAGE: US\$529 (PER SQM)

- Stand Walls (Aluminum Connectors)
- Fascia with company name
- Carpet
- Lights
- Electricity
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App



UPGRADED SHELL SCHEME PACKAGE: (WOOD) US\$569 (PER SQM)

- Upgraded stand walls (wooden frame)
- Fascia with company name
- Carpet
- Lights
- Electricity
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App

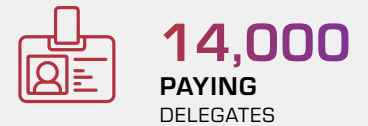
AN EXPERIENCED ORGANIZER YOU CAN TRUST

Headquartered in Dubai, UAE since 1989 with operations in Saudi Arabia, Egypt, Singapore, Canada, South Africa and the UK, dmg events is an international exhibitions and publishing company. We attract more than 425,000 visitors to our portfolio of 84 exhibitions each year.

We have expanded our operations to achieve impressive growth in emerging and mature markets by the strategic acquisition of complementary businesses and by geo-cloning our flagship events where we adapt our core event brands to work across new countries and cultures.

Our 300 member team nurture professional communities for diverse industries including Construction, Energy, Coatings, Transport, Hospitality & Interiors. Our events are a focal point, supported by conferences, certified workshops, technical seminars and industry publications.

Through all of this work our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.



OUR RAPIDLY GROWING PORTFOLIO IN SAUDI ARABIA



Organised by **dmg & KAO UN**



SSLF

SAUDI SPORTS AND
LEISURE FACILITIES

EXPO

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