

SAUDI PROJECTS

Construction, Building & Design

2-5 June
2024

Riyadh Front Exhibition &
conference Center
Saudi Arabia

The International Exhibition for Construction & Building Materials

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The International Exhibition for Construction and Building Materials "Saudi Projects", is the flagship event for the construction industry in Africa and the Middle East.

It is a top regional meeting point that brings together leading manufacturers, traders, and decision-makers in the construction sector. The event covers building materials, concrete, heavy equipment, earthmoving machinery, coating, flooring, ceramic, metal, and all related sectors. The experts behind this event have previously organized the most important construction event in Egypt, "Egypt Projects," and the largest industrial events in Saudi Arabia, including "Metal and Steel," "Fabex," and "Windorex."The show has a clear vision and purpose.

The focus is on providing an international platform that attracts exhibitors, visitors, and buyers from over 40 countries. The event aims to discuss and overcome the significant challenges of the construction industry while showcasing the latest trends in high-tech machinery and sustainable products.

ABOUT SAUDI PROJECTS



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WHY SAUDI ARABIA?

Saudi Arabia's construction market is a key player in the region, with a projected growth rate of over 4% from 2024 to 2027. The market was valued at \$133.1 billion in 2022 and is expected to achieve an average annual growth rate (AAGR) of more than 5% from 2025 to 2027.

This growth is fueled by ambitious initiatives such as Vision 2030, which is driving the construction industry to new levels.

The housing sector in Saudi Arabia has seen significant growth, and there are opportunities for involvement. The Saudi government's Sakani program has already enabled the construction of thousands of affordable housing units. By participating in this booming market, you can tap into a demand that, according to industry sources, is not slowing down.

Currently, over 5,200 construction projects are underway in Saudi Arabia, valued at USD 819 billion. Furthermore, Saudi Arabia's tourism and entertainment sectors have thrived due to exciting mega-projects like NEOM, Qiddiya, and the Red Sea Project. These ambitious projects have garnered global attention, attracting both local and international investors.



WHY EXHIBIT?



Global Exposure:

Showcase your products and services to a diverse audience of local, regional, and international buyers in the construction industry.

Brand Revolution:

Elevate your brand awareness through a powerful online/offline marketing program and media exposure.

Networking Opportunities:

Connect with prospective customers in both domestic and international markets, creating opportunities to increase your sales.

Customer Loyalty Building:

Strengthen customer loyalty by inviting existing clients to attend your product presentations and learn about exclusive pitching offers.

Competitor Insight:

Stay ahead of the curve by gaining insights into the latest trends and movements within the industry, allowing you to understand and surpass your competitors.

WHY VISIT?

Exhibitions are a great way to obtain product and supplier information. They allow you to test a supplier's claims by examining their products, questioning their creators, and comparing and contrasting their performance. Visitors attend Saudi Projects exhibition for multiple reasons. Firstly, it is a recognized platform for new product launches and an efficient way to stay updated with the latest innovations. Secondly, attendees can collect a wide range of competitive information on products and suppliers in a short amount of time, making it an extremely useful source of purchasing information. Thirdly, the exhibition provides a rich source of new ideas and applications, which plays an essential role in strategic planning and business generation. Lastly, Saudi Projects Exhibition attracts a broad cross-section of representatives from buyers and sellers, trade associations, and the media, which provides ample opportunities for networking.



MAIN SECTORS ON DISPLAY



**Construction
Chemicals
and Insulation
Materials**



**Flooring and
Finishing
Materials**



**Scaffolding
and Metal
Industries**



**Elevators &
Escalators**



**Cement and
Construction
Equipment**



**Sanitary ware
and Fittings**

ABOUT THE ORGANIZERS

Arabian German Exhibitions & Publishing Ltd (AGEX) was established in 2004, and since then we are proud to have been behind the success of a large number of national and regional events. AGEX is a multi-dimensional company dedicated to organizing International Fairs & Conferences. Being ideally the most effective platform doing business in the Middle East and Gulf Area we help promote more exposure to top regional buyers and decision-makers looking to do business together. We organize the biggest industrial Event in Saudi Arabia “fabex – Metal and steel “for more than 8 years and the most important construction Event in Egypt “Egypt Projects “for more than 7 years.



SECURE YOUR SUCCESS.

INVEST IN SAUDI PROJECTS

Book Your Stand Now!

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