



HANDLING
SAUDI ARABIA EXPO

The International Exhibition for Material
Handling & Storage Equipment



**WE ARE ON
THE MOVE**

30

APRIL

02

MAY

2024

Riyadh International Exhibition Center

www.handlingexpo-ksa.com

SAUDI ARABIA ...THE PERFECT ENVIRONMENT FOR PROSPEROUS BUSINESS

Already looked upon as a major economic player; the Kingdom of Saudi Arabia holds one of the world's largest economies with a GDP exceeding \$834 billion, and growing steadily by 3.2% a year.

Holding 25% share of the total Arab GDP, Saudi Arabia is indisputably the largest free market economy in the Middle East and North Africa; with a continuously expanding young and consuming domestic market providing mega strong purchasing power that gives momentum to the economic diversification activities.



36
Industrial Cities



36,000
Factories by 2035



\$132 Billion
Industrial Investments

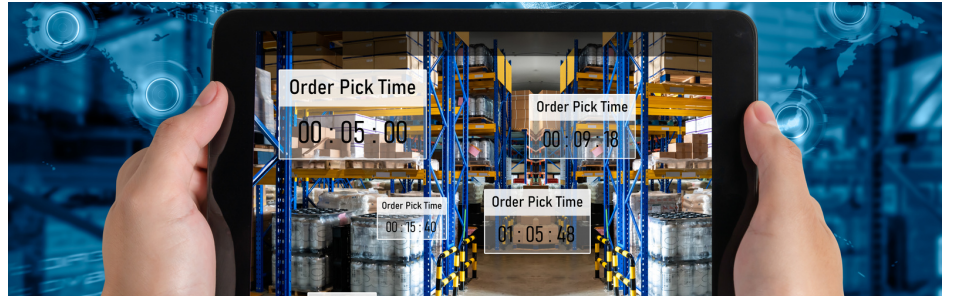
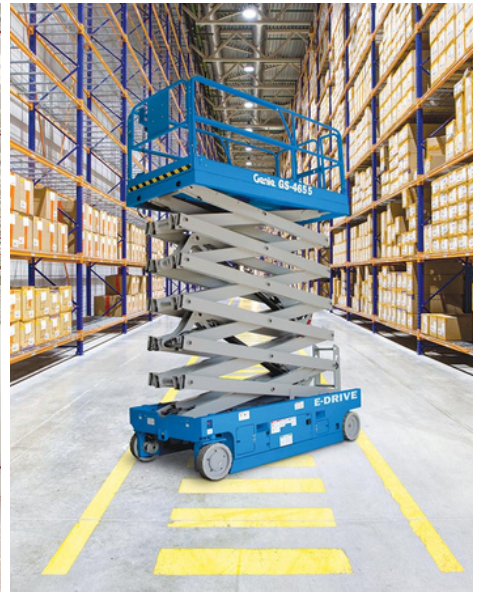


4
New Economic Zones



The Kingdom of Saudi Arabia offers easy access to over 400 million consumers within the MENA region, supported by its long-held membership and active participation in the Gulf Cooperation Council and the Greater Arab Free Trade Area; in addition to the Kingdom's membership of the G-20 'Group of Twenty' leading industrialized and rapidly developing economies and the World Trade Organization.

Being the economic powerhouse of the MENA region and the world's 19th largest exporter, the sheer size of the markets that Saudi-based projects serve is "a competitive advantage", allowing different types of businesses to benefit from not only vast but also highly diversified economic activities.



Saudi Arabia Warehousing Sector Massive Investment Opportunities

The Saudi dry warehousing market grew by 2.8 percent between 2015 and 2020 and will continue to grow until at least 2025. The industrial and retail industries are responsible for the largest percentage of this expansion. The warehousing market is largest in the cities of Jeddah, Riyadh, and Dammam. While Jeddah has a majority of the warehouse revenue share, all three cities play a key role in the expansion of warehousing in Saudi Arabia.

As a result of growth in the retail sector, increased manufacturing activity, and expanding international trade, Saudi Arabia's warehousing needs are growing.

Saudi Arabia's cold storage market is projected to reach \$2.5 billion by 2024. With this growing demand in mind, forecasters see the warehousing market in Saudi Arabia continuing its upward trend. The warehousing market expects a compound annual growth rate increase of 4.1 percent through 2023.

Saudi Arabia, along with the rest of the world, is seeing a rise in e-commerce. The Saudi e-commerce grew 74 percent during the last two years. This sizzling growth is putting pressure on Saudi Arabia's warehousing sector to provide more space for online retailers.

Saudi Arabia needs more state-of-the-art facilities. Businesses in the e-commerce space need modern warehouses so that they can receive, process, and ship product efficiently, accurately, and quickly.

The retail sector accounts for half of warehousing revenue. It's clear that there is a need for more additional warehousing space to accommodate projected growth.

HANDLING EXPO EGYPT IMPORTANT FIGURES



22
Editions



800+
Brands



32
Countries



20,000
M2 Space



16,000+
Visitors



750+
Regional & International Visitors

HANDLING EXPO MISSION

To keep serving as the MENA region's ultimate technology transfer business trade fair dedicated to material handling and storage equipment, showcasing brands, products and presentation to top-notch targeted groups of industrialists and trade buyers.

The MENA region's mega industrial trade fair high-profile brand "HANDLING EXPO" will be organized for the first time in Saudi Arabia; highlighting the complete value chain of the material handling equipment, warehousing & storage solutions under one roof; signifying the integrated mechanisms of industrial innovations, applications and solutions; establishing the most decisive industrial and technology exchange and transfer trade event all over the Middle East region

HANDLING EXPO VISION

To maintain the rank of HANDLING EXPO as the most important and effective trade event of its kind in the Middle East and Africa, whilst empowering and boosting up industrial activities in the territories where the events interacts.





HANDLING EXPO SAUDI ARABIA THE ULTIMATE TRADE EVENT FOR MATERIAL HANDLING; WAREHOUSING & STORAGE SOLUTIONS

HANDLING EXPO SAUDI ARABIA is about achieving omnipotence; as a quality business setting introducing the most advanced contemporary warehousing and storage solutions and technologies to the well-off markets of Saudi Arabia and the GCC region.

HANDLING EXPO SAUDI ARABIA plans to be the premium industrial trade exhibition serving Saudi Arabia's warehousing sectors; with high levels of competence and dynamism distinguishing it from other trade shows in the region.

Granting exhibitors 360-degree chances to break into one of the world's most attracting profit-zones; HANDLING EXPO SAUDI ARABIA is the most influential trade event; that is anticipated to spectacularly engender mega business deals all under one roof; thus allowing exhibitors to achieve the best return on their investment.

Thanks to its top exclusive conceptions, HANDLING EXPO SAUDI ARABIA outlines the major tendencies and advancements presented by the world's key technology makers within the material handling; warehousing and storage sectors offering non-stop inputs and all-inclusive solutions to entrepreneurs, service providers, quality buyers and trade visitors.

Creating a crystal-clear business path for international, regional and local corporations to be on the leading edge; HANDLING EXPO SAUDI ARABIA will aid technology makers within the material handling; warehousing and storage business segments to source and access exceptional exports, sales and distribution channels within Saudi Arabia and its neighboring states.



Signifying all the ultimate solutions relevant to the material handling; warehousing and storage business segments; HANDLING EXPO SAUDI ARABIA is indisputably; the most persuasive professional trade event within the MENA region; with an unrivaled proficiency to gather broad range of professional entrepreneurs and record-breaking figures of trade visitors.

EXHIBIT PROFILE

MATERIAL HANDLING & TRANSPORTATION EQUIPMENT

- Hoists/ Cranes
- Stings / Forklifts
- Pallet Trucks/ Carts/ Hand Trucks
- Hooks/ Dock Equipment/ Winches/ Drum Handling/ Lift Tables
- Platforms/ Tie-Downs
- Wire Ropes/ Chains/ Scales/ Counters
- Shaves/ Pulleys/ Blocks/ Shims/ Stocks/ Trailers
- Monorails/ Special Purpose Vehicles/ Cargo/ Containers/ Trolleys
- Gear Boxes/ Skids & Skid Boxes
- Labeling Systems/ Palletizers
- Cleaning Equipment

PACKAGING EQUIPMENT

- Plastic Packing/ Palletizers
- Encasing Machines/ Packing Machines/ Box Making
- Machines/ Binding Machines

STORAGE EQUIPMENT

- Conveyor Systems
- Storage Racks/ Lockers
- Safety Storage/Storage Cabinets
- Bin Box/ Shelving/Wire Partitions
- Workbenches/ Machine Tables
- File Cabinet
- Computer Workstations
- Panel Systems
- Bulk Containers
- Storage Tanks/ Tool Boxes

COMMUNICATION EQUIPMENT

- Voice Headsets
- Light & Computer Aids
- Smart Cards/ ID
- Systems/ Bar Coding
- Optical Character Recognition
- Radio Systems
- Frequency Tags/ Magnetic Strep
- Vision Machines



ADVANTAGES OF EXHIBITING

For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding from local markets into the burgeoning new markets that have emerged in many parts of the world; just like Saudi Arabia and the GCC region.

Some of the benefits and rewards the exhibitors can gain from HANDLING EXPO Saudi Arabia, among many others, are:

- Tracking the latest technology trends and ensuring that strategic planning is on- the right path.
- Staying ahead of competitors.
- Gaining inspiration and ideas through interacting with major industry players, disruptors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top qualified buyers.
- Benchmarking against the world's key industrial technology innovators.
- Discovering how competitors are changing their traditional approach to ensure that their offerings exceed expectations.
- Connecting with like-minded progressive strategic partners.
- Building relationships with current and prospective clients, partners and suppliers.
- Taking away new ideas, insights and knowledge out of the comprehensive content.
- Finding out about the most exciting start-ups and technologies that could be pre-arranged for new markets.
- Educating customers with publications and audio-visual materials.



VISITORS PROFILE

- Businessmen and Investors
- Corporate Executives
- Distributors of Equipment
- Engineering Specialists
- Freight and Cargo Specialists
- Government Bodies
- Site Managers
- Warehouse & Operation Managers
- Wholesalers and Retailers
- Importers and Exporters
- Logistics Companies
- Plant Managers
- Procurement Managers
- Maintenance Managers
- Manufacturers and Industrialists
- Research and Development Specialists
- Industrial Associations



PROMOTION CAMPAIGN



Media Campaigns

With over 20 years of experience in promoting a wide range of events in and looking after the media, The organizers are planning to maximize event coverage for HANDLING EXPO SAUDI ARABIA through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.



Online Presence

HANDLING EXPO SAUDI ARABIA will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with HANDLING EXPO SAUDI ARABIA as an unpatrolled event.



Outdoor Promotion

We will also ensure that the HANDLING EXPO SAUDI ARABIA brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.



Targeted Trade Invitations

30,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for HANDLING EXPO SAUDI ARABIA and have adequate time to plan their visit in advance and arrange appointments for important discussions.



Social Media

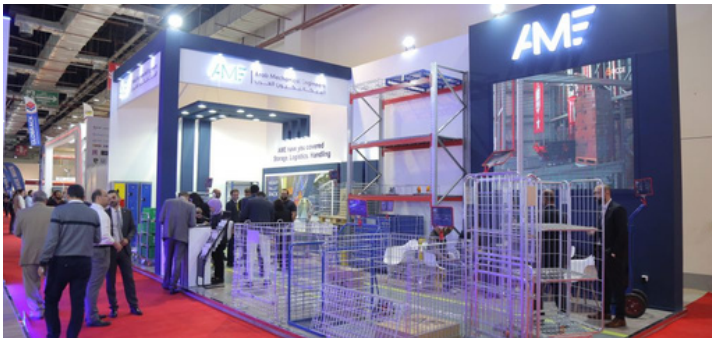
From daily show updates to sponsored posts, HANDLING EXPO SAUDI ARABIA news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event.



Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on HANDLING EXPO SAUDI ARABIA keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the industrial sector.

SCENES FROM HANDLING EXPO EGYPT



THE VENUE

The Riyadh Exhibition Center is located on the Olaya Road and King Fahd Highway near the junction with the Riyadh Ring Road. Riyadh Exhibition Center is an exhibition and conference center of international standards.

Riyadh Exhibition Center is a modern international complex consisting of 10,000 sqm, air-conditioned space and 10,000 sqm. outside exhibition space.

Facilities at Riyadh Exhibition Center include: VIP suite, press suite, restaurant, conference suite, exhibitor service centre, shipping offices, on-site stand contractor and ample parking.



ORGANISED BY



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Wathba Foundation for organizing
and organizing exhibitions