



CTW
SAUDI ARABIA

2nd
edition



CTW SAUDI ARABIA

THE PREMIER B2B EVENT FOR GLOBAL TRADE

11-13 June 2024

**Riyadh International Convention &
Exhibition Center (RICEC)**
Riyadh, Saudi Arabia

Co-located with:

SMART HOMES & FURNISHINGS

Organized by



MIE EVENTS DMCC
— www.mieevents.com —



ABOUT SAUDI ARABIA

Saudi Arabia is a country with a rich history and a promising future in terms of business and investment, obligated to conduct a massive reforming in its economy and society to comply with its Vision 2030. As the world's top exporter of crude petroleum and other key commodities, Saudi Arabia offers lucrative trade opportunities.



SAUDI ARABIA AS THE FASTEST GROWING G20 ECONOMY IN 2022

8.7%

growth in strong oil production

4.8%

growth driven by non-oil GDP

10.7%

growth in FDI inflows

INVESTMENT SECTORS

As part of Vision 2030, a wide range of economic reforms has succeeded

5th

Chemical Industry

Highest chemical production in the world

28.5 Billion SAR

Information Technology

E-commerce market size in Saudi Arabia

20%

Energy & Water

Highest desalination capacity in any country

+63Billion SAR

Mining & Metals

Highest desalination capacity in any country

+183 Billion SAR

Industrial & Manufacturing Industry

Size and growth of KSA F&B market (USD 49B)

+7 Billion SAR

Tourism, Culture & Entertainment

Total investment in entertainment projects (USD +2B)

1.5 Million

Real Estate

Units to build by 2030

57.4 Billion SAR

Transport & Logistics

Maximize the strategic beneficial location into the world

65 Billion USD

Healthcare & Life Sciences

Enhancement of the health service

WHY INVEST IN SAUDI ARABIA?

- Opportunities for local and international investors through its game-changing giga and mega projects
- The Kingdom is developing industrial and economic cities to develop local regions and contribute to economic diversification.
- Access investment opportunities and get registered as an investor in Saudi Arabia
- Saudi Arabia is home to a leading financial sector backed up by a resilient banking system and a large asset base

THE TOP SERVICES IMPORTED BY SAUDI ARABIA



USD 28.8 Billion
Government Services



USD 15.7 Billion
Transportation



USD 7.43 Billion
Refined Petroleum



USD 16.4 Billion
Travel Services



USD 10.4 Billion
Other Services



USD 6.4 Billion
Construction Ser-

WHY CTW SAUDI ARABIA?



EXHIBITION

Generate more business opportunities and be where your customers and partners are. Develop highly engaged relations through one-on-one interactions.



CONFERENCE

Attend our conference session, listen to presentations from top experts on hot topics that matter with global trade.



VIP BUYERS CLUB

As a VIP Buyer you will have exclusive access to the VIP Buyers Lounge at CTW with complimentary Wi-Fi, coffee, tea & water throughout the day.



B2B MATCH MAKING

This Programme creates a proactive pre-show platform enabling exhibitors, pre-registered visitors and walk in visitors to view profiles of participants and select who they want to meet at the event.



GAIN MAXIMUM BRAND EXPOSURE

Over 8000 trade visitors from around Saudi Arabia, providing an unrivalled opportunity for Global Exhibitors to participate in a growing GCC marketplace.



GENERATE MORE BUSINESS

Over 70% of attendees at CTW Saudi Arabia are either decision makers, purchaser or trader, underlining the fact that the event delivers real business opportunities.



GROW YOUR BUSINESS NETWORK

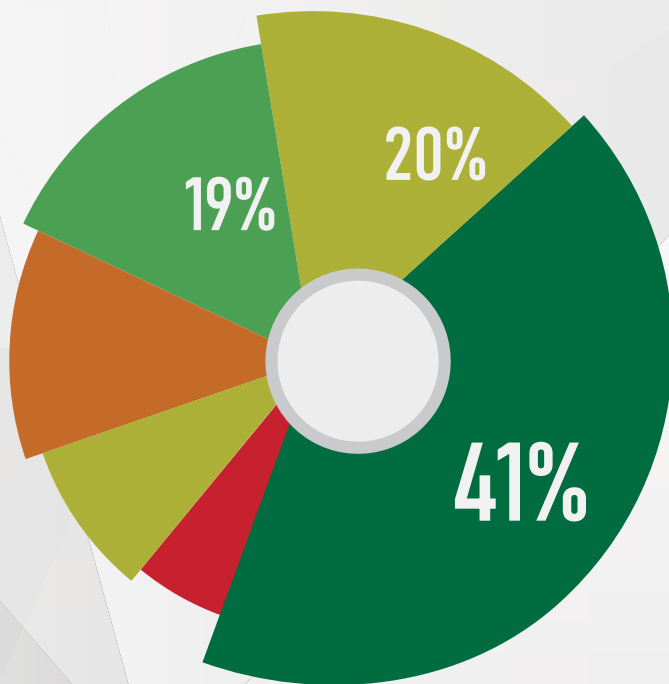
Be where your customers and partners are and develop highly engaged relationships through one-on-one interactions with your brand in the background. Also take advantage of our B2B platform.



LAUNCH NEW PRODUCTS TO MARKET

Fast-track your product launches within one of the fastest growing economies in the Saudi Arabia. Get hands on with decision makers in the GCC market.

VISITOR PROFILE



MANUFACTURER	20%
WHOLESALE	19%
IMPORT/EXPORT	10%
DISTRIBUTER	41%
GOVERNMENT	4%
RETAILER	3%

90% of the expected visitors are involved in the purchasing decision

40% of the visitors are from other CTW Global events & region

Overall, more than **60%** of expected B2B Matchmaking

Over **95%** are focusing on major sectors in Saudi Arabia.

CTW Saudi Arabia will represent over **10** industry sectors

75% focus on new partnership development

Country



KSA

Products



4000+

Exhibitors



300+

Visitors



20000+

Media



30

Matchmaking



600

Seminars



12

Sectors



10

KEY SECTORS

1



Agriculture

2



Travel & Tourism

3



Food & Beverage

4



Banking & Finance

5



IT & Telecom

6



Construction &
Building Materials

7



Trade & Commodities

8



Transportation & Logistics

9



Auto Parts & Accessories

10



Mining

11



Furniture & Interior

12



HVAC

13



Water & Environment
Treatment

14



Clothing & Textile

15



Electronics

16



Plastic & Packaging



The successful Pan-Global industry leading CTW – Connecting Trade Worldwide Portfolio brings together local SMEs businesses with the most innovative firms, manufacturers, producers and stakeholder. MIE Events has developed and organized CTW platforms since 2012 in the Middle East and Africa, including Kenya, Ethiopia, Ghana, South Africa, Nigeria, UAE, Oman, Morocco, and Tanzania. The continuation and development of CTW UAE's Global Edition bring this successful portfolio back to the UAE & focuses on the lucrative & diversified market opportunities in the UAE & GCC markets.

In support of the China Silk Road Initiative, CTW organizer MIE Events DMCC, Dubai, provides a comprehensive framework for organizing and managing multi-national economic development and trading platforms. The continuous support and commitment of public and private institutions for CTW, ensures that very best of wide range of multi-industry and sectors are represented at the CTW Saudi Arabia.

THE VENUE

The Riyadh International Convention & Exhibition Center (RICEC), owned by the Riyadh Chamber of Commerce & Industry is a modern and state-of-the-art convention and exhibition facility designed to help businesses showcase their true potential and capabilities to the world.

Whether you are an exhibitor, visitor or event organizer, RICEC is the right place for you equipped with modern amenities and international standard facilities to support the achievement of your business goals.

Facilities at RICEC includes VIP Suite, Conference Auditorium, Press and Media lounge, organizers and contractor's offices etc., with ample parking that can accommodate thousands of vehicles.



MIE GLOBAL PLATFORMS

ABOUT MIE GROUPS

- Founded in 2000: Professional exhibitions, trading and consulting organization.
- 2 International Offices in Dubai
3 Offices in Africa
8 Offices across China
- Organized over 100,000+ international trading companies to exhibit in the Middle East & Africa.
- Helping business growth of global entrepreneurs around the world.



For more information, please contact:

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