



SPORTS BUILD SHOW

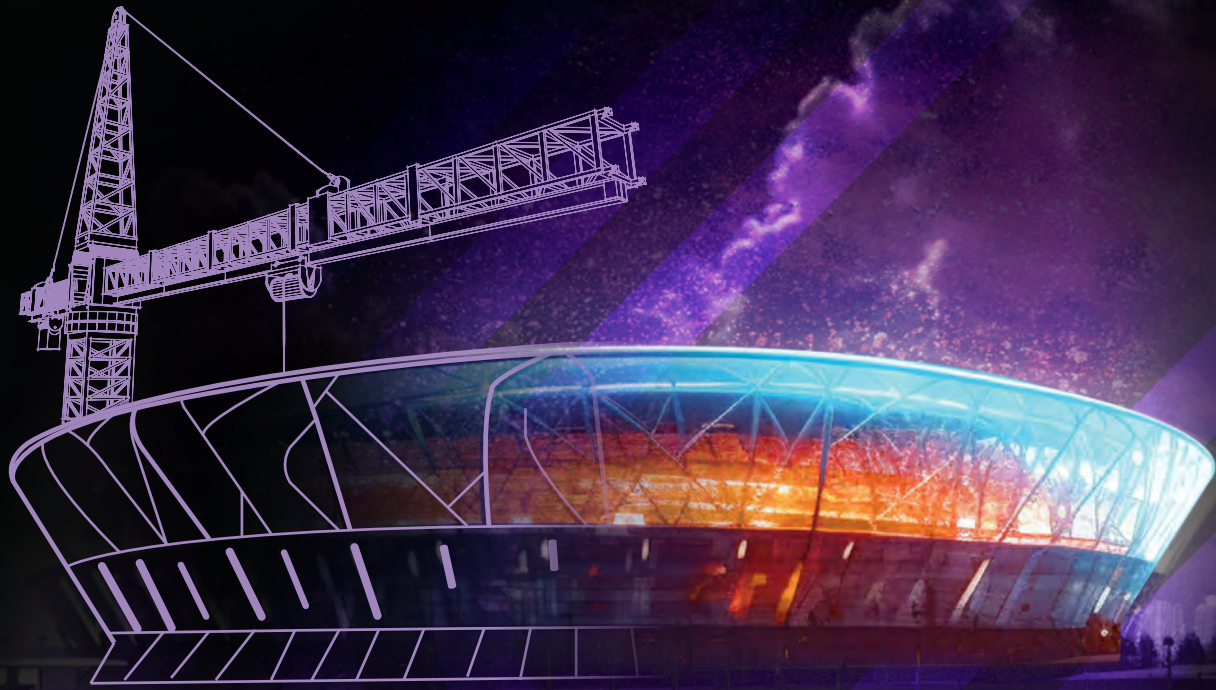
Brought to you by:



8 - 10

October 2024

Riyadh Front Exhibition
& Conference Center



Constructing Saudi Arabia's sporting legacy


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Set your business for success in the thriving Saudi Arabian sports construction sector with Sports Build Show, powered by Big 5 Construct Saudi. Co-located with the Saudi Sports and Leisure Facilities Expo, this event not only places your brand at the forefront of the remarkable growth in the industry but is further fortified by legacy and experience of Big 5 Construct Saudi.

Spearheaded by Saudi Royal Joint Ventures Foundation (SRJF) and fueled by the Sports Ministry's commitment to a SR10.1 billion (\$2.7 billion) program, the next five years promise unprecedented growth in the creation and enhancement of sporting facilities. This ambitious initiative is pushed further by Vision 2030's pursuit of sporting excellence and the aspiration to host the FIFA World Cup in 2034.

Sports Build Show powered by Big 5 Construct Saudi, taking place from 8 – 10 October 2024, is your chance to connect with industry professionals, architects, developers, and key decision-makers actively seeking products and solutions for these ambitious projects.

What to expect at Sports Build Show

 **7,000+**
Visitors

 **100+**
Exhibitors

 **3 days**
Networking

 **7mn+**
Marketing reach



Saudi Sports Unleashed



Trojena, NEOM

Host of the Asian Winter Games in 2029, the new year-round tourist destination will consist of a series of facilities such as the ski village, ultra-luxury family and wellness resorts, a wide range of retail stores and restaurants. In addition, the resort will include sports activities, including a ski slope, watersports and mountain biking, as well as an interactive nature reserve.



Sports Boulevard

The Sports Boulevard extends for 135 kms, across the city of Riyadh, connecting Hanifah valley in the West with Al Salai Valley in the East. The Sports Boulevard has safe, green pathways for pedestrians along the whole project. There are special routes for professional and amateur cyclists, horse riding paths, and designated sites for sporting activities, which include a Sport Tower – a high rise building that has courts for different indoor sports.



Saudi Sport Ministry's Capital projects

- Increasing the capacity of the 68,752-capacity King Fahd International Stadium in Riyadh to 92,000 seats.
- Expanding the seating capacity of Riyadh's 22,188-capacity Prince Faisal Bin Fahd Stadium to 45,000.
- Increasing the 26,000-capacity Prince Mohammed Bin Fahd Stadium in Dammam to 30,000 seats.
- Increasing the seating capacity for the 15,000-capacity Prince Saud Bin Jalawi Stadium in Dammam to 45,000.
- Constructing a new, sustainable New Riyadh Stadium to the North of Riyadh with 45,000 seats.

Qiddiya

Qiddiya, a Public Investment Fund initiative, is to be the capital of for Entertainment, Sports, and Arts. As a dynamic destination, it will provide top-notch sports facilities for hosting major international and local competitions across various disciplines.

Your products are in high demand

Sports Build Show will help you leverage the booming sports infrastructure industry and allow you to meet prospective buyers to expand business in the region.



» Specialist design and construction services



» Catering systems and units



» Parking systems/car parks



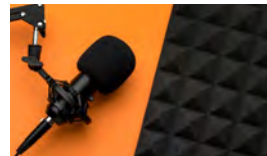
» Lighting systems



» Roofing systems



» Stairs



» AV – sound amplification and proofing



» AV – Screens, scoreboards and display units



» Seating systems



» Fencing



» Ticketing systems, access control and turnstiles



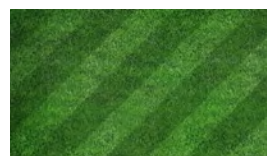
» Fire and Security



» CCTV and crowd management products



» Surfaces – sport, heavy footfall, hygiene, decorative



» Turf



» Maintenance and cleaning

Why Saudi Arabia?

With Government's massive growth plans, rising demand, and ministry investment, the sports infrastructure industry in Saudi Arabia is heading toward unprecedented expansion.

SRJ Sports Investment Company established by PIF

SRJ Sports is an entity that is poised to accelerate the growth trajectory of the sports sector across Saudi Arabia and the MENA region.

(Source: Al Arabiya)

Meet the who's who in the industry

An unparalleled networking opportunity in the Saudi industry to enable you to build business relationships that will reap long-term benefits with decision-makers including:



Architects



Engineers



Contractors



Specialist Designers
& Contractors



Security & Safety
Consultants



FM & Maintenance
Companies



Catering Consultants



Venue Operators



Tenant Teams & Sports
Clubs



Planning Economic
Development Agencies
at City & State Levels



Private Management
Firms



Security/Safety
Officers



City, State & National
Sports Authorities



Sport Associations



Event Promoters

Sports Ministry's \$2.7bn capitals project

to construct new sporting facilities and upgrade existing over the next 5 years.

(Source: Meed)

Saudi Arabia's bid for FIFA World Cup 2034

Saudi Arabia has been confirmed as the sole bidder to host the 2034 men's World Cup.

(Source: The Guardian)

Saudi sports market value to reach \$22.8bn by 2030

The market size to exceed \$27.2 billion when other sports games continue to be developed.

(Source: Argaam)

Grow your business with us

Exhibitions are the most powerful platform to help you grow your business through essential face-to-face connections. Sports Build Show provides the fastest and most cost-effective platform to expand your brand into Saudi Arabia's profitable market.



Supercharge your leads and business

The event offers exhibitors tailored marketing opportunities, turbocharged networking, and a goldmine of hot prospects to make your business boom.



Meet serious buyers

Our event brings the industry's VIP buyers under one roof, giving you a direct line to serious dealmakers, where connections spark and partnerships ignite.



Expand to your full potential

Enter the Saudi Arabian market like a pro! Our event is your gateway to expert insights on local regulations, equipping you with the ultimate roadmap to navigate this booming industry.



Put your products in the spotlight

Unleash the wow factor at our event, where exhibitors seize a one-of-a-kind chance to flaunt their cutting-edge offerings and innovations to top-tier buyer profiles in the industry.

Features to attract high-value purchasers



Tech Arena

Step into the future of sports infrastructure at our exclusive “Tech Arena.” This specialized area is dedicated to showcasing the latest and most cutting-edge technological advancements from businesses within the industry.



Center Stage

Your 15 minutes in the limelight! A slot and a chance to let your company soar as you demonstrate your product, its unique features, benefits, and leave a lasting impression on potential customers, partners, and industry influencers.



Buyer Lounge

Settle into our dedicated space - buyer lounge where you can effortlessly connect with your prospects in a serene and relaxed environment.



Product Demos

As an exhibitor, draw visitors in with live product demos on the show floor! Bring your innovative products closer to the buyers in this hands-on environment, allowing more engagement with potential customers.



Certified workshops

CPD-certified sessions will consist of panel sessions and presentations.

Co-located with Saudi Sports Leisure and Facilities Expo



SSLF Expo is an essential platform for international and local suppliers of sports products and services to interact and do business with **5,000+ 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.