

# Saudi Arabia

## Welcomes Your Meetings

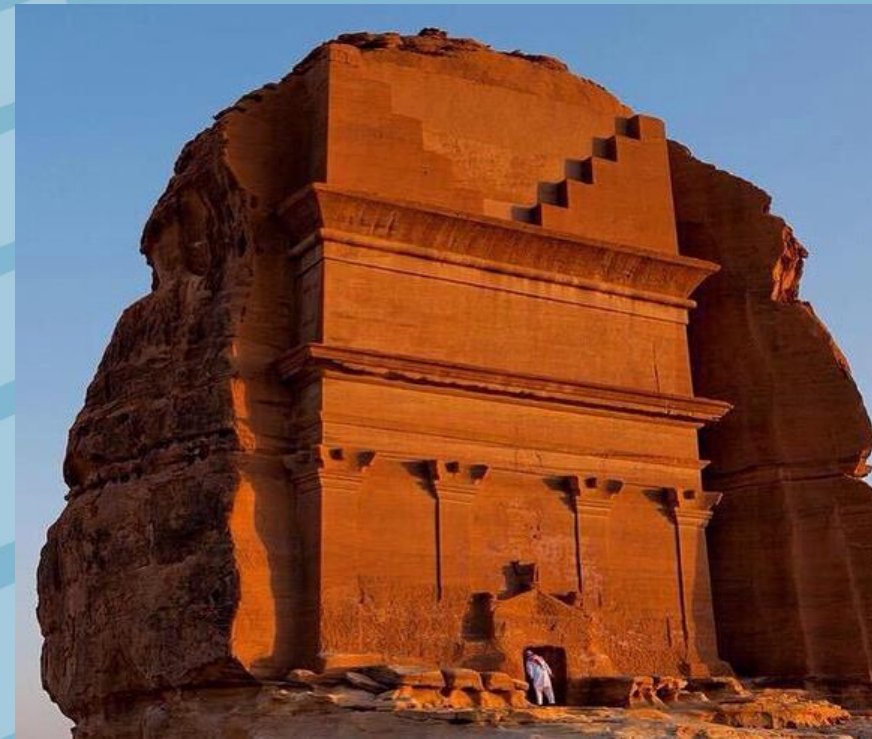




# Saudi Arabia Deeply Rooted History



## Madaen Saleh 3000 BC



# Saudi Arabia Deeply Rooted History



Alshuwaimis – in Hayil  
10000 BC





# Saudi Arabia Deeply Rooted History



- The village of Faw: 700 km away from Riyadh city.
- 4 BC.
- The most important archaeological sites on the level of the Arabian Peninsula, if not the world, for the embodiment of the Arab city before Islam with all its components of housing, roads, markets, cemeteries and wells.



# Saudi Arabia Deeply Rooted History



Almaa' Mountains- in Aseer  
more than 4 centuries





# Saudi Arabia Deeply Rooted History



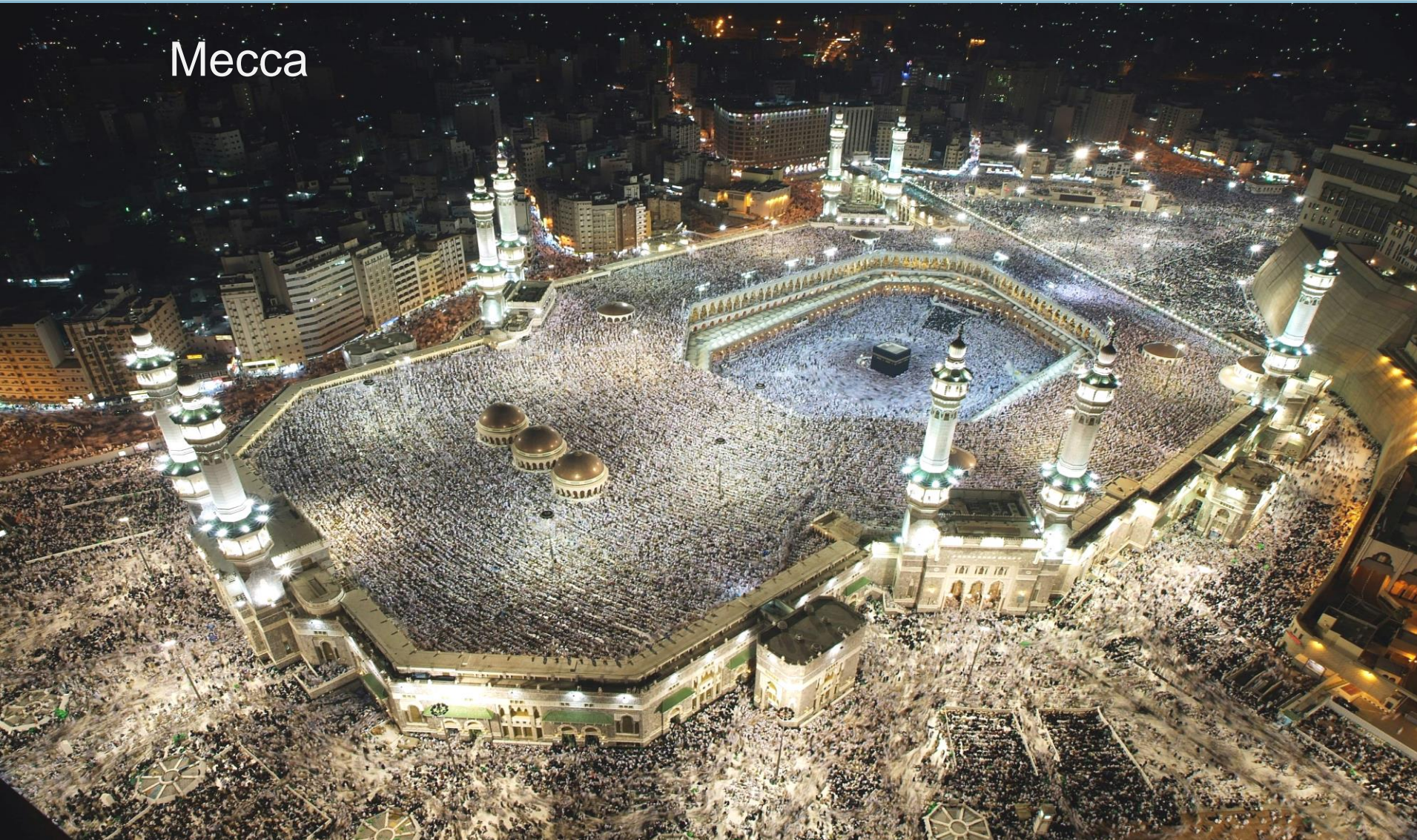
## Historical Jeddah Before 647 AD



Omar bin Alkhattab Mosque in  
Aljouf - 627 AD



Mecca







## The Heart of Arab and Islamic Worlds

Madinah



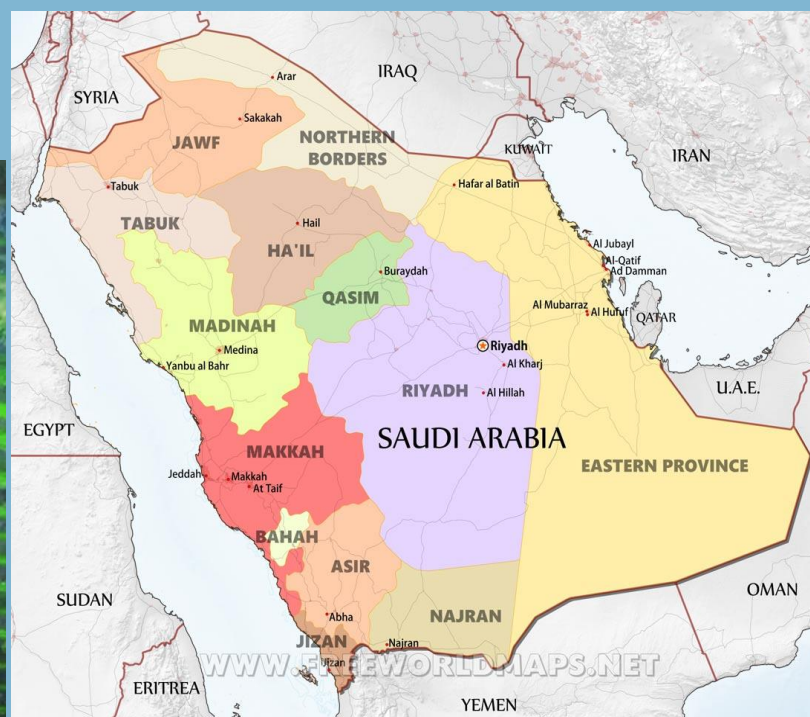


# Saudi Arabia

## General Information



- Population: 31.7 million (20.1 Saudi – 11.6 Non Saudi)
- Size: 2.25 million km square meter
- 13 provinces – 148 Cities
- Borders: 8 Countries – Red Sea – Arab Gulf
- Universities: 35



CAPITAL CITY  
Riyadh

CURRENCY  
Saudi Arabian Riyal (SAR)

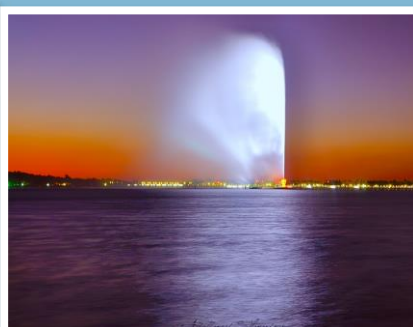
LANGUAGE  
Arabic



# Saudi Arabia Economy



- Member of G20
- Member of OPEC
- GDP: \$690 billion
- 176 companies in the stock market – \$ 43.2 billion assets
- 250 professional and scientific associations
- (3) Industrial Hubs - (1) Economic City – Financial District
- Inbound Tourism: 18 million trips spent \$22 billion
- 5 & 4 Stars hotel rooms: 41,100 (187 Hotels)





# Saudi Arabia Vision 2030



البرنامج الوطني للمعارض والمؤتمرات  
Saudi Exhibition & Convention Bureau  
secb.gov.sa

On 25 April, Riyadh published Vision 2030, its strategy to cut dependence on oil. The plan is centred on three pillars: Saudi Arabia remains at the heart of the Arab world; it can become a global investment power; and it can use its location to become a hub for trade.



**SR1,000bn**  
Non-oil government  
revenues by 2030,  
up from SR163bn in 2016



**30m**  
Annual umrah visitors  
by 2030, up from 8m  
in 2016



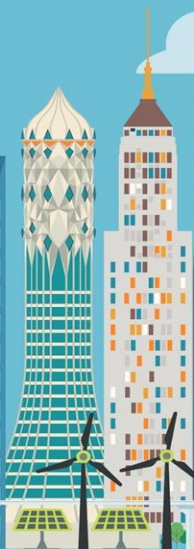
Public  
Investment  
Fund assets  
**SR7,000bn**  
2030  
**SR600bn**  
2016



Private sector  
contribution to  
GDP

**65%**  
2030

**40%**  
2016



**75GW**  
Power generation  
capacity by 2020, up  
from 57GW in 2016



**50%**  
Non-oil exports as  
% of GDP by 2030,  
up from 16% in 2016



**30%**  
Female labour force  
participation in 2030, up  
from 22% in 2016

**7%**  
Unemployment rate in 2030,  
down from 11.6% in 2016





# Saudi Arabia

## Accessibility – Airports & Visa

### Airports:

- International Airports: 5 – Flights: 577,819 – Passengers: 72 million
- Local Airports: 13 – Flights: 131,000 – Passengers: 13 million

### Visa:

- Visa can be collected from any embassy or consulate (5 days process)
- Exhibitors & Speakers Visa: one month
- Business Visa
- Commercial Visa: 2 years multiple – by invitation (online)
- Special services for Europe and America





# Saudi Arabia

## Meetings Industry - Venues



Type	Number
Convention Centers	1
Exhibition Centers	10
Conference centers	32
Hotel Ballrooms	187
Hotel meeting rooms	410
Social Event Venues	110

### Future Venues:

King Salman International Conference Center in Madinah;  
King Abdullah Financial District in Riyadh  
King Khaled International Airport in Riyadh – Convention District  
King Abdullah Economic City in Rabiqh  
King Abdulaziz Airport in Jeddah- Convention District





# Saudi Arabia

## Meetings Industry – Business Events



Number of Visitors to  
Licensed Events

**4413396**

**2016**



Total Number of  
Licensed Business  
Events

**8758**



Peak Seasons  
**May**



Growth Percentage in  
business events  
number comparing  
with the 2015

**%12**



Active economic sectors  
in business events

**Educational - Health Care -  
Professional services**



Peak seasons  
for business events  
**Fourth Quarter**



Provinces with the largest  
number of business events

**Riyadh Province 48%**  
**Makkah Province 31%**  
**Eastern Province 18%**





# Saudi Arabia

## Meetings Industry - Opportunities

**755 initiatives costing \$100 billion dollars between 2016 and 2020 can generate hundreds of business events.**

- |  |                                  |
|--|----------------------------------|
| <b>1) Agriculture</b>                      | <b>12) Hajj &amp; Umrah</b>      |
| <b>2) Architecture and Construction</b>    | <b>13) Law and Legal</b>         |
| <b>3) Communication and Technology</b>     | <b>14) Manufacturing</b>         |
| <b>4) Consumer Goods and Retail</b>        | <b>15) Media and Publishing</b>  |
| <b>5) Ecology and Environment</b>          | <b>16) Healthcare</b>            |
| <b>6) Economics and Commerce</b>           | <b>17) Professional Services</b> |
| <b>7) Education</b>                        | <b>18) Real Estate</b>           |
| <b>8) Energy and Public Utilities</b>      | <b>19) Safety and Security</b>   |
| <b>9) Financial Services and Insurance</b> | <b>20) Transportation</b>        |
| <b>10) Food Service</b>                    | <b>21) Sport</b>                 |
| <b>11) History and Antiquities</b>         | <b>22) Travel and Tourism</b>    |

# Saudi Arabia SECB

The Saudi Exhibition and Convention Bureau (SECB) is a government agency created to *support* the Saudi Meeting Industry.

## SECB Vision:

To be a pioneer in developing the Saudi meetings industry, which will have a positive effect on the country's economy.

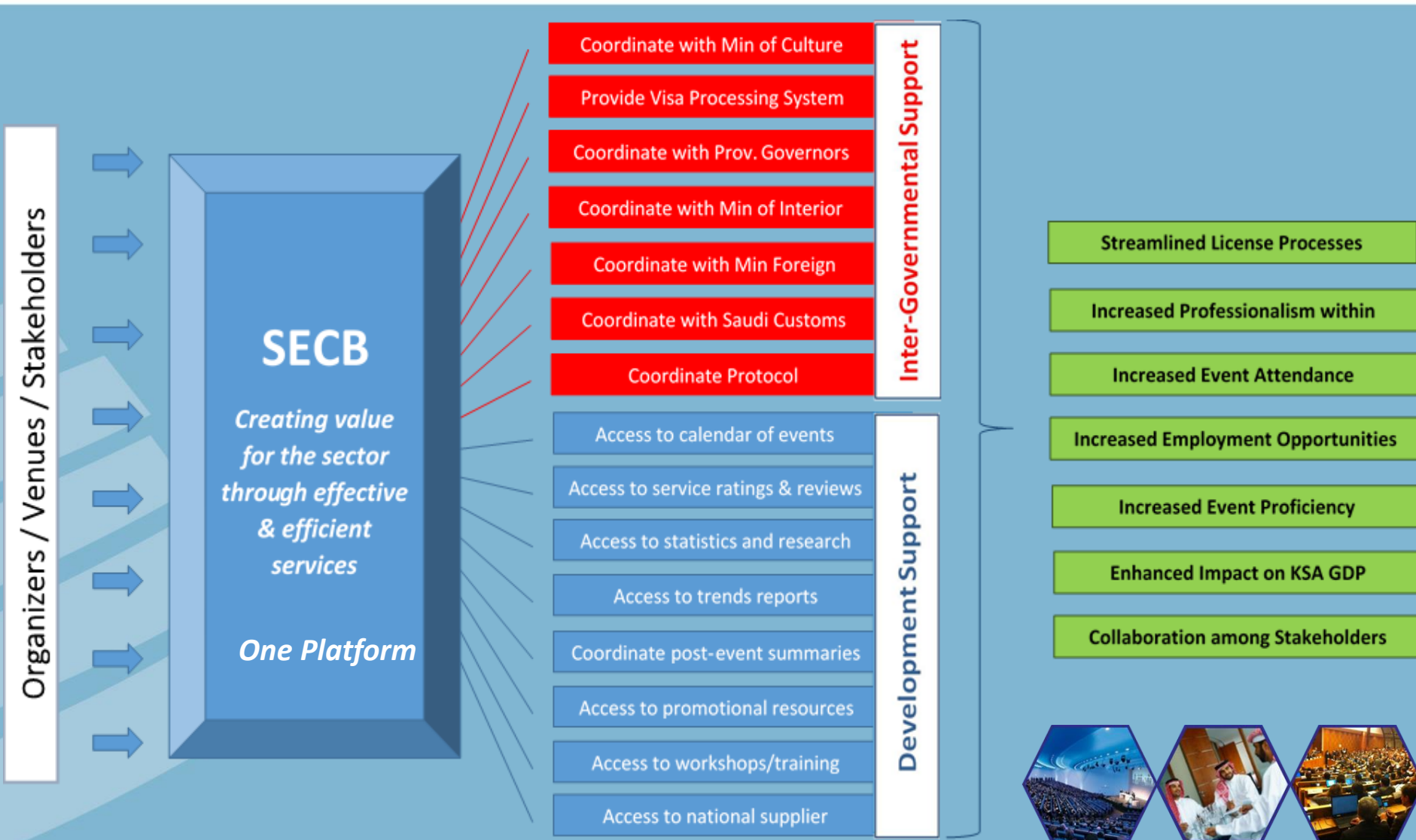
## SECB Mission:

SECB shall apply industry best practices in overseeing the Saudi meetings industry and in developing the related internal and external environments to accomplish the country's economic, cultural and social objectives.





# Saudi Arabia SECB's Value Proposition





- Saudi Meetings industry classifications and definitions.
- (PPPs) in for business events
- Electronic Gate- One stop platform
- Saudi Exhibition and Convention Association
- Saudi Meetings Industry Convention
- Saudi Event Management Academy (SEMA)
- Saudi Envoy Program
- Simplifying the visa process for participating in business events in Saudi Arabia .
- Simplifying the customs temporary clearance of exhibited products.
- Saudi Speakers Bureau



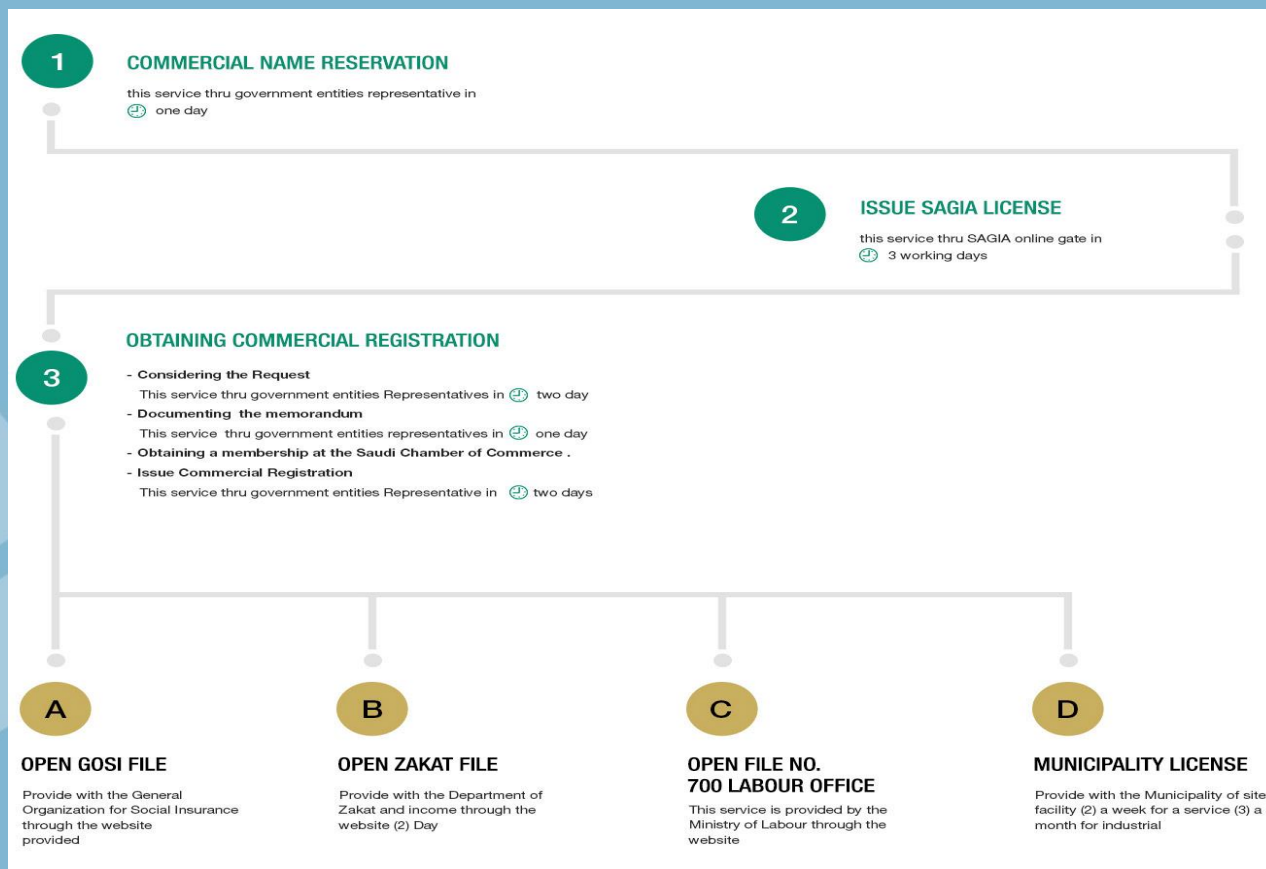


# Saudi Arabia

## How to organize Events?

Option 1: Partner with Saudi event management Company

Option 2: Open business in Saudi Arabia (event management) through  
SAGIA



# Saudi Arabia

## Welcomes Your Meetings

