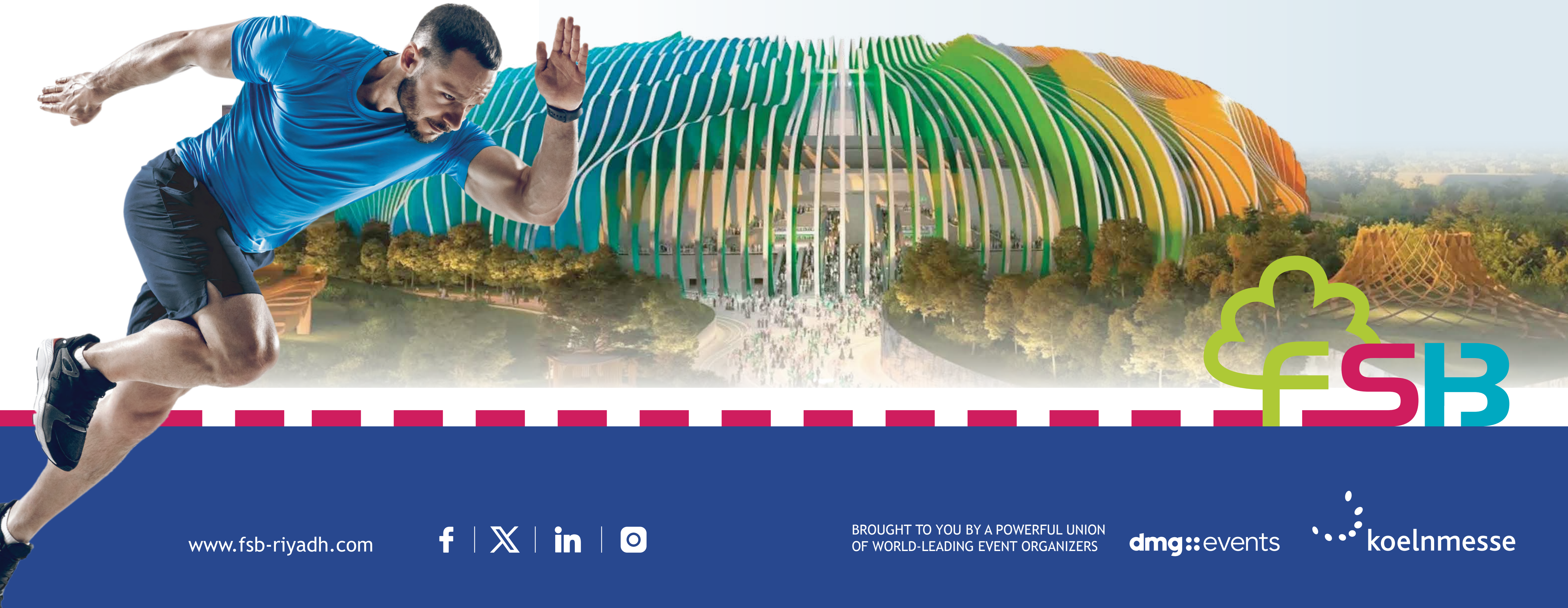




SAUDI ARABIA'S LARGEST TRADE FAIR FOR SPORTS BUILD, LEISURE FACILITIES AND PUBLIC SPACES

16 - 18 June 2025
Riyadh International Convention and
Exhibition Center



www.fsb-riyadh.com



BROUGHT TO YOU BY A POWERFUL UNION
OF WORLD-LEADING EVENT ORGANIZERS

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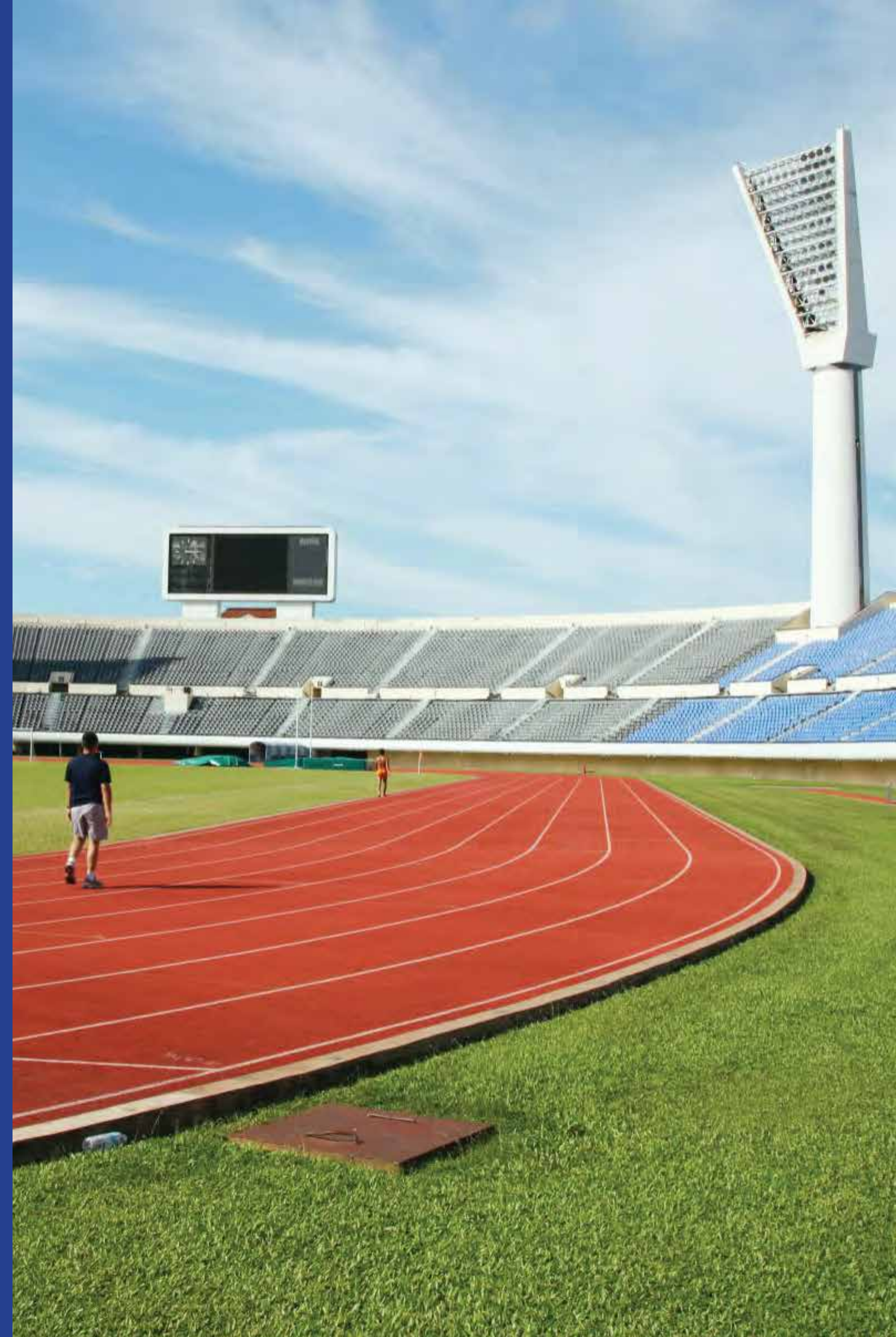
koelnmesse

CHARTING THE COURSE FOR SAUDI ARABIA'S SPORTING LEGACY

The world's leading trade fair for public spaces, sports and leisure facilities, FSB, taking place every two years in Cologne, comes to Riyadh. FSB Sports Show Riyadh, brought to you by Koelnmesse and dmg events, places your brand at the epicenter of the astounding growth in the Saudi Arabian sports facilities sector.

The Saudi Royal Joint Ventures Foundation (SRJF) by PIF, alongside Saudi Arabia's Sports Ministry's commitment to a **\$2.7 billion** program, ensures unprecedented growth in the creation and enhancement of sporting facilities over the next five years. 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.

FSB Sports Show Riyadh, taking place from **16 - 18 June 2025** at **Riyadh International Convention and Exhibition Center**, 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

9,000+
VISITORS

200+
EXHIBITORS

25+
EXHIBITING
COUNTRIES

3
DAYS OF BUSINESS
NETWORKING

Riyadh International Convention
and Exhibition Center



WHY SAUDI ARABIA?

Saudi Arabia's sports infrastructure industry is heading towards unprecedented expansion, spurred by a powerful vision, rising public demand and multibillion dollar investments.



SAUDI SPORTS MARKET VALUE TO REACH OVER \$20 BILLION BY 2030

Ministry of Investment revealed that the size of the sports market in the Kingdom rose to over \$7 billion during the year 2023, compared to \$6.5 billion in 2022.

(Source: Argaam)



SPORTS MINISTRY'S \$2.7BN CAPITALS PROJECT

To construct new sporting facilities and upgrade existing facilities 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.

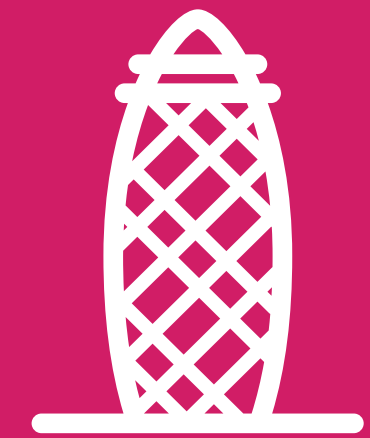
(Source: The Guardian)



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 Middle East and North Africa (MENA) region.

(Source: Al Arabiya)



SAUDI ARABIA TO BUILD WORLD'S TALLEST SPORTS TOWER

The 130-metre Global Sports Tower will have an internal area of 84,000sqm to include more than 30 different sports facilities.

(Source: AGBI)



UPCOMING SPORTS INFRASTRUCTURE PROJECTS DRIVING DEMAND FOR YOUR PRODUCT OFFERINGS



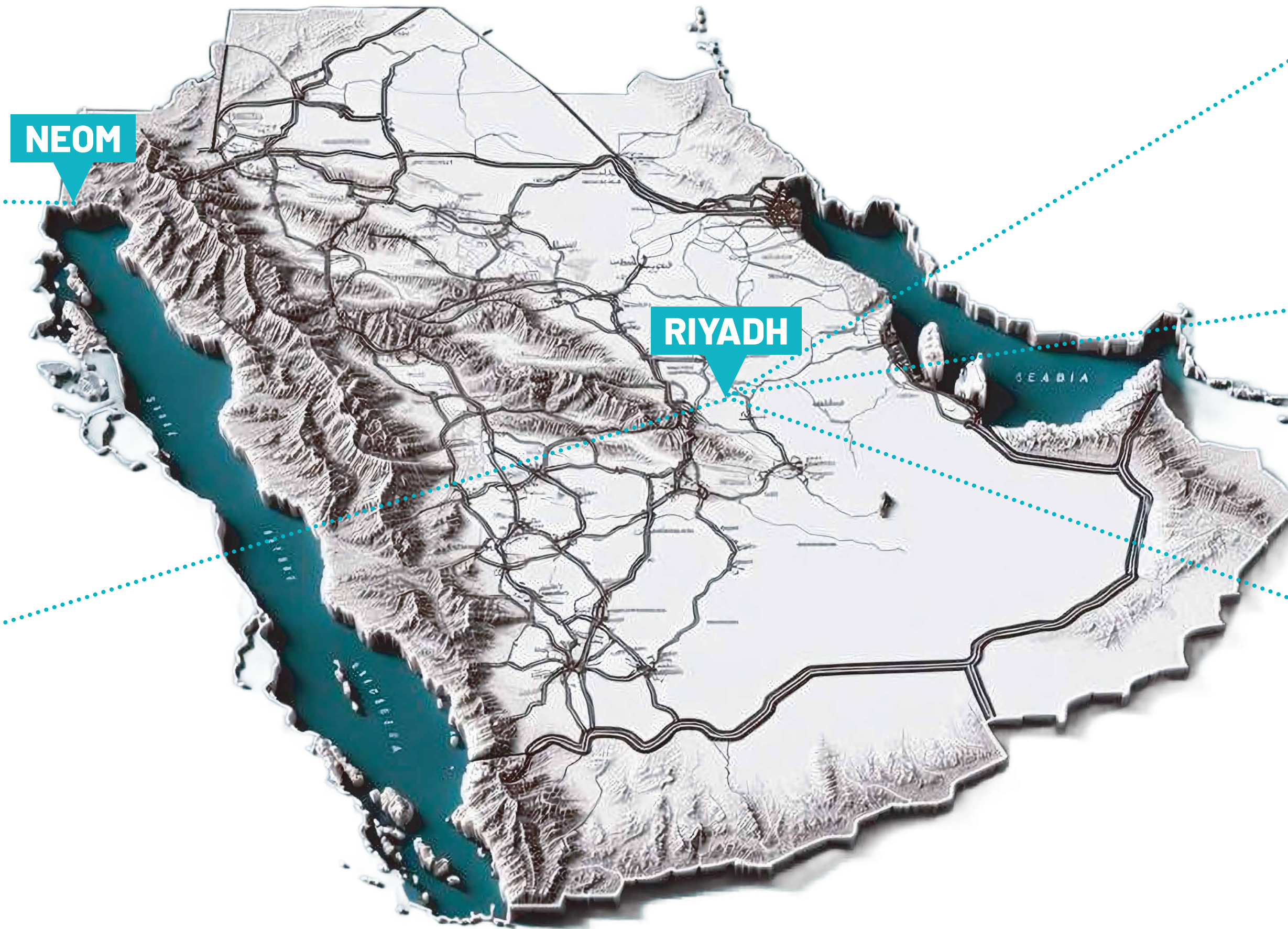
Trojena:

Trojena will be an iconic, world-class destination, blending natural and developed landscapes, and offering unique human-centric experiences for residents and visitors alike. Featuring over 100+ indoor and outdoor activities - the destination will house six distinctive clusters to create an activity destination like no other.



Qiddiya:

Qiddiya will be an epicenter of entertainment, sports and culture, welcoming Saudi nationals, residents, and tourists alike. It will offer international sports arenas, concert and entertainment venues, academies for sports and the arts, racetracks, outdoor and adventure activities and family-friendly theme parks.



Riyadh Sports Boulevard

Eight districts offering different experiences shape the Sports Boulevard, including spaces, pathways, and landmarks that promote healthy lifestyles and provide various sports facilities in a contemporary and attractive model.



Saudi Sport Ministry's Capital projects

Saudi Arabia's Ministry of Sport plans to issue tenders for sports stadium expansion and construction, part of a SAR 10.1 billion capital projects program.



Global Sports Tower

The Global Sports Tower is set to be the tallest sports tower in the world, standing at 130 meters. The total internal area is 84,000 square meters. It will include more than 30 different sports facilities and the world's tallest indoor climbing wall which totals 98 meters.

/// FIT FOR THE FUTURE

POTENTIAL HOST STADIUMS FOR THE 2034 FIFA WORLD CUP



NEOM STADIUM
NEOM

Expected Completion date: 2032
Size: 45,000 spectators



KING SALMAN INTERNATIONAL STADIUM
Riyadh

Expected Completion date: 2029
Size: 92,000 spectators



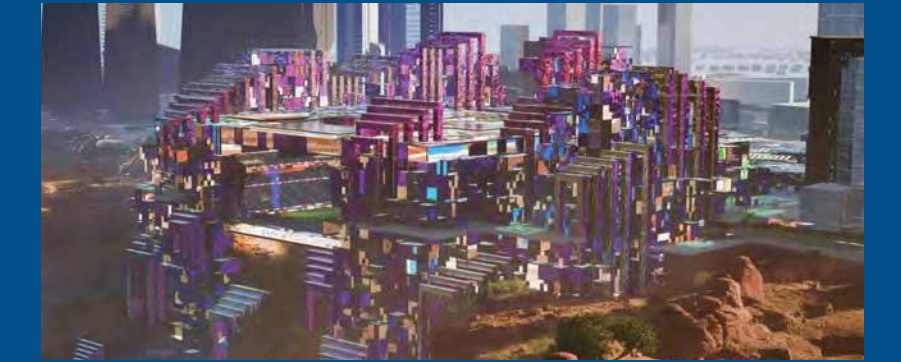
QIDDIYA COAST STADIUM
NEOM

Expected Completion date: 2032
Size: 45,000 spectators



KING FAHD SPORTS CITY STADIUM
Riyadh

Expected Completion date: 2032
Size: 45,000 spectators



PRINCE MOHAMMED BIN SALMAN STADIUM
Riyadh

Expected Completion date: 2029
Size: 46,000 spectators



KING KHALED UNIVERSITY STADIUM
Abha

Expected Completion date: 2030
Size: 22,000 spectators



NEW MURABBA STADIUM
Riyadh

Expected Completion date: 2032
Size: 45,000 spectators



ROSHN STADIUM
Riyadh

Expected Completion date: 2032
Size: 46,000 spectators



KING ABDULLAH SPORTS CITY STADIUM
Riyadh

Expected Completion date: 2023
Size: 62,241 spectators



ARAMCO STADIUM
Al Khobar

Expected Completion date: 2026
Size: 46,000 spectators



SOUTH RIYADH STADIUM
Riyadh

Expected Completion date: 2032
Size: 47,060 spectators



KING ABDULLAH ECONOMIC CITY STADIUM
Riyadh

Expected Completion date: 2032
Size: 45,000 spectators



PRINCE FAISAL BIN FAHD SPORTS CITY STADIUM
Riyadh

Expected Completion date: 2027
Size: 46,864 spectators



JEDDAH CENTRAL DEVELOPMENT STADIUM
Jeddah

Expected Completion date: 2027
Size: 45,794 spectators



KING SAUD UNIVERSITY STADIUM
Riyadh

Expected Completion date: 2032
Size: 46,000 spectators



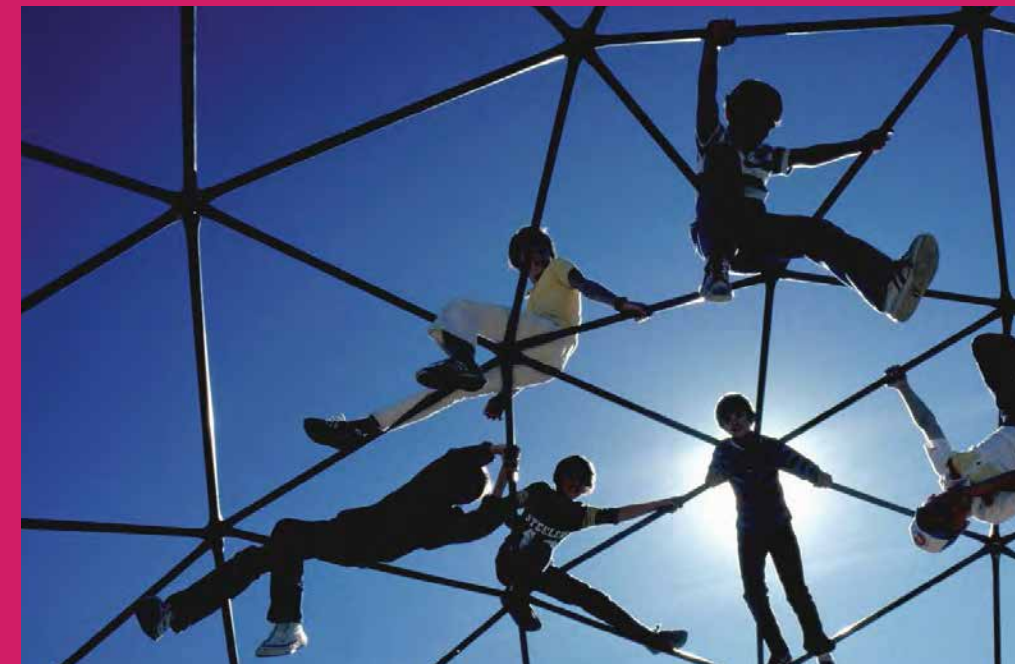
URGENT DEMAND FOR PRODUCTS AND SOLUTIONS FROM PLANNING TO ASSET DELIVERY

Bringing FSB's global presence to Saudi Arabia.



SPORTS FACILITIES & EQUIPMENT

- Fittings and Equipment for Sports Facilities
- Turnkey Sports Facilities
- Sporting Goods



PLAYGROUND AND LEISURE FACILITIES

- Playground Planning and Equipment
- Leisure and Adventure Centers
- Outdoor Fitness



URBAN DESIGN - LANDSCAPE ARCHITECTURE

- Design Elements
- Open Space Design
- Urban design for parks, residential areas and town squares.



SPORTS SURFACE

- Artificial Turf
- Surfaces – sport, heavy footfall and decorative
- Floor Coverings



SPORTS BUILD PROFILE

Customized solutions to meet Saudi Arabia's growing demand for sports infrastructure



CONSTRUCTION OF STADIUMS AND ARENAS

- Turnkey Sports Facilities
- Seating, Stairs and Fencing
- Lighting and Roofing Systems



VENUE ACCESSIBILITY

- Access Controls
- Ticketing Systems
- Turnstiles
- Traffic and Parking Systems/
Car Parks



FIRE, SAFETY AND SECURITY

- Fire and Security
- CCTV and Crowd Management Products
- Security Barriers and Bollards



MAINTENANCE

- Surface Maintenance
 - Groundskeeping Equipment
 - Safety and Protective Gear
-

MADE FOR EVERYBODY

CONNECTING YOU WITH THE RIGHT DECISION-MAKERS

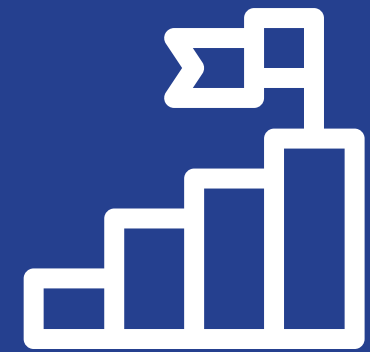
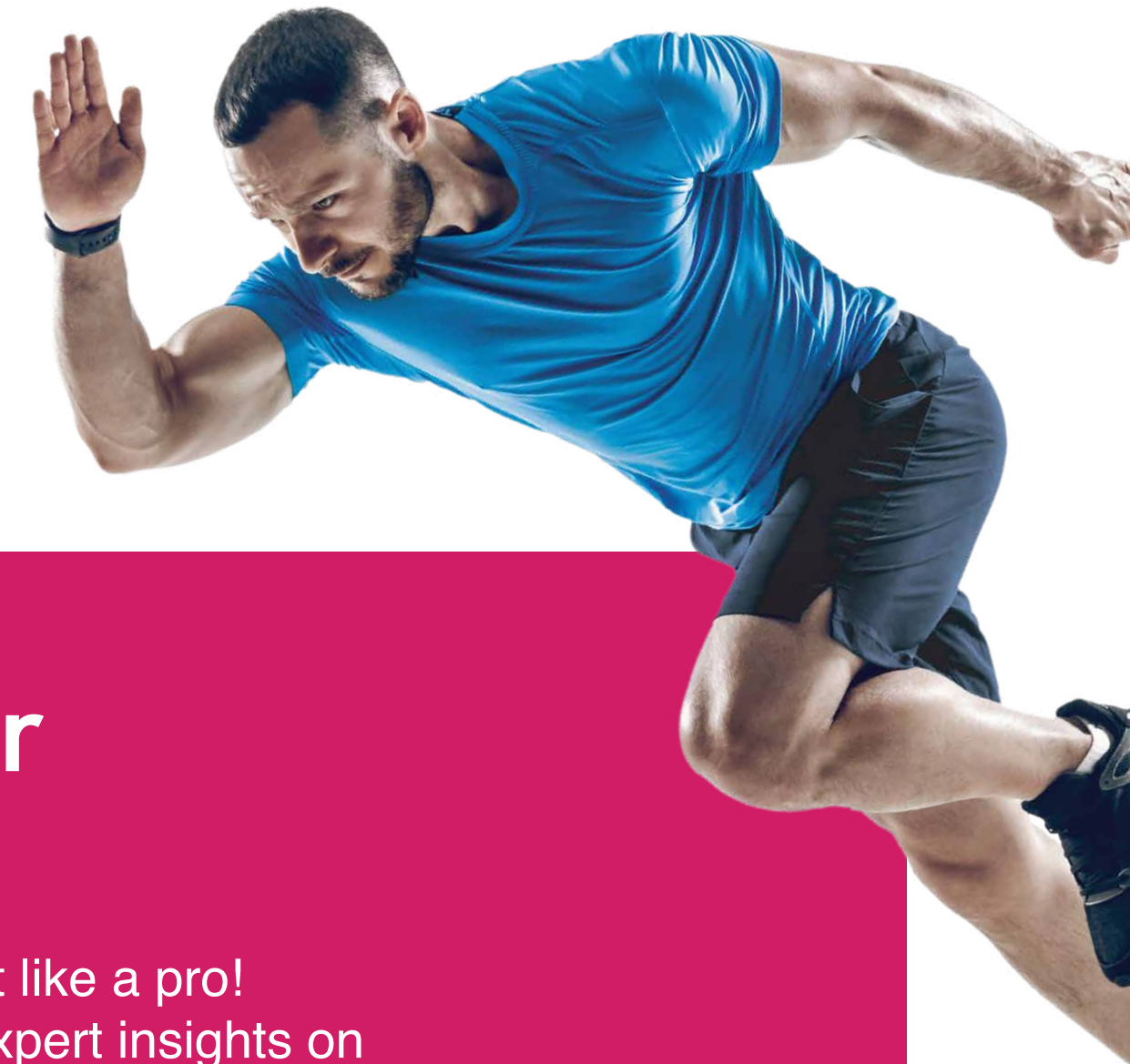
An unparalleled sourcing and networking opportunity in Saudi Arabia enabling you to build business relationships that will reap long-term benefits with decision-makers from the Kingdom's sports industry including:

- Architects
- City, State and National Sports Authorities
- Construction Project Managers
- Contractors
- Engineers
- Event Promoters
- Government Representatives
- Gyms and Fitness Centers
- Investors
- National Sports Associations
- Planning Economic Development Agencies at City and State Levels
- Private Management Firms and Venue Operators
- Schools and Universities
- Security and Safety Consultants
- Specialist Designers and Contractors
- Sports Facilities Management and Maintenance Companies
- Tenant Team and Sports Clubs
- Urban Planners



GROW YOUR BUSINESS WITH US

Exhibitions are the most powerful platform to help you grow your business through essential face-to-face connections. FSB Sports Show Riyadh 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, meaningful networking and hot prospects to make your business boom.



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.



Meet serious buyers

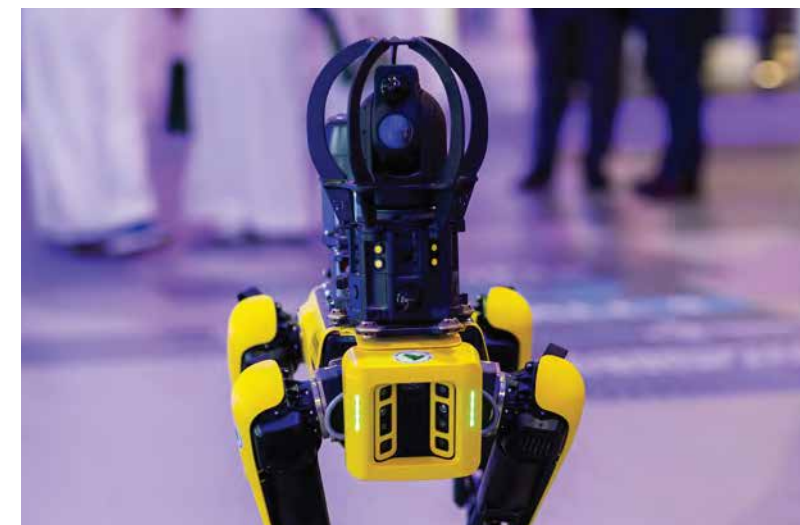
Our event brings the industry's VIP buyers under one roof, giving you a direct line to serious dealmakers, where connections spark and partnerships ignite.



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



CONGRESS IN PARTNERSHIP WITH IAKS

IAKS is the leading global non-profit organization for professionals from the sports, leisure and recreation facilities industry. For the first time in the Middle East, the renowned IAKS Congress comes to Saudi Arabia, addressing pressing needs and trends in the industry, from facilities design and venue regulations, to public health, sustainability and inclusivity in sports.

TECH ARENA

Step into the future of sports infrastructure and facilities 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.

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.

WORKSHOPS

Sessions will consist of free to attend panel sessions and presentations from experts in the sports infrastructure and facilities industry.



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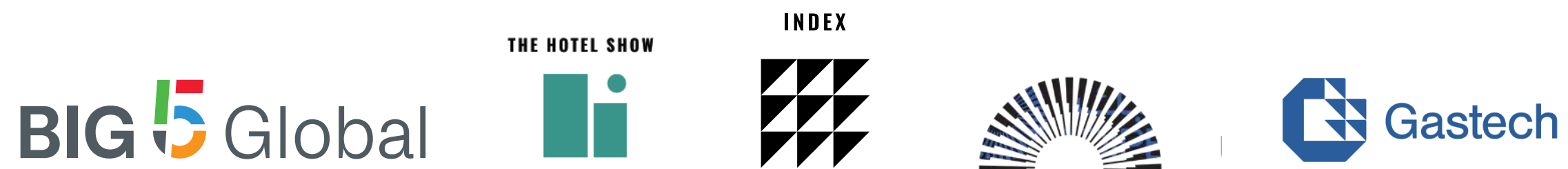


The city-centre trade fair Koelnmesse at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two million visitors from 220 nations.



dmg::events

dmg events' 10+ years presence and local expertise in Saudi Arabia creates a foundation for high-quality face-to-face events driving vital business connections and Vision 2030 objectives. dmG events' flagship events include:



**BOOK
YOUR
STAND
TODAY**

