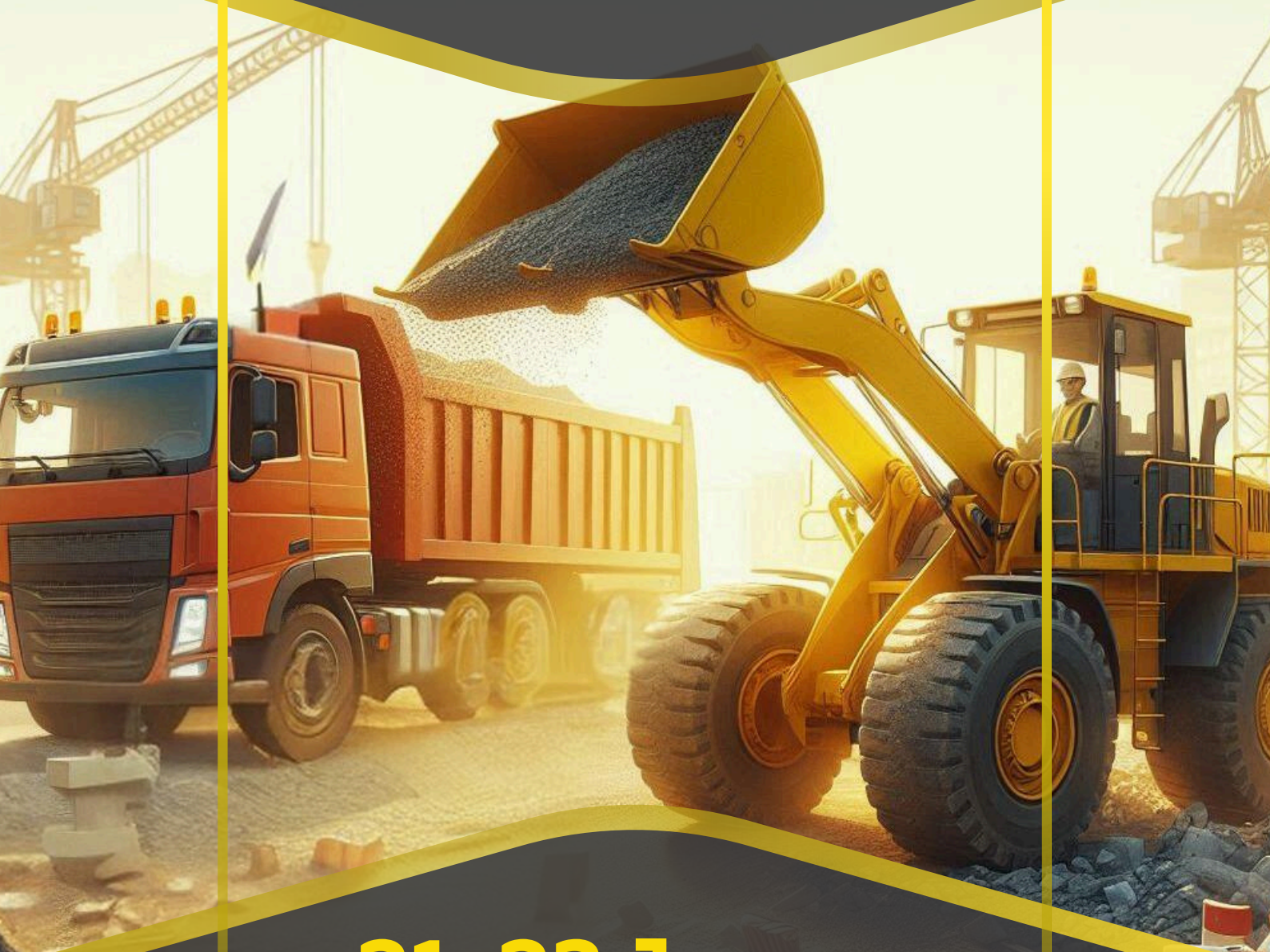




**The International Exhibition for  
Earthmoving Equipment**



**21-23 January  
2025**

**RIYADH INTERNATIONAL  
EXHIBITION CENTER-KSA**

# SAUDI ARABIA.. A BOOMING CONSTRUCTION SECTOR

As of 2023, Saudi Arabia's construction market is estimated at a staggering USD 65.58 billion, and it's not just about the numbers. Behind this boom lies a vision, a dream to diversify the economy and create a global hub of innovation and development.

The construction sector became key to this new vision. With the ambitious Vision 2030 plan, modern cities and tourist spots were on the drawing board. This change led to a surge in construction and infrastructure projects.

Riyadh, the capital city, is at the heart of this growth. As the political and economic nerve center of the country, Riyadh is undergoing a massive construction boom. From iconic skyscrapers and sprawling transportation networks to world-class healthcare facilities and sustainable residential communities, the city's skyline is rapidly evolving.

Saudi Arabia's heavy construction equipment market is expected to grow at a compound annual growth rate (CAGR) of around 4.5% from 2024 to 2030

Saudi Arabia's growing population and urbanization will drive huge demand for modern residential, commercial, and recreational facilities. Earthmoving equipment is instrumental in land preparation, site development, and landscaping for such projects, making it indispensable for the construction sector

Saudi Arabia is poised to become a regional leader in the infrastructure development, offering extremely vast opportunities for both domestic and international earthmoving equipment makers to explore new profit zones.



# EARTHMOVING RIYADH EXPO... CONNECTING EARTHMOVING PROFESSIONALS

Earthmoving Riyadh Expo, is the premier international exhibition showcasing the latest innovations and technologies in earthmoving equipment.

As the construction and infrastructure sectors in Saudi Arabia continue to experience unprecedented growth, participating in this prestigious event is essential for earthmoving industry professionals and solution providers.

At Earthmoving Riyadh Expo, exhibitors have the unique opportunity to showcase their cutting-edge machinery, equipment and solutions to a targeted audience of key decision-makers, investors, and industry experts from across the entire GCC region.



The event provides a dynamic platform to connect with potential clients and explore lucrative opportunities in the Saudi Arabian market.

The exhibition serves as a gateway to one of the most lucrative markets for earthmoving equipment in the world; with the kingdom's ambitious development plans, such as the Saudi Vision 2030 initiative, will drive extensive investments in infrastructure, energy, and construction projects, the demand for advanced machinery is higher than ever before.

Participating in Earthmoving Riyadh Expo allows companies to position themselves at the forefront of this burgeoning market and capitalize on the numerous opportunities it presents.

Moreover, Earthmoving Riyadh Expo offers unparalleled networking opportunities, enabling participants to engage with industry peers, exchange knowledge and insights, and stay abreast of the latest trends and developments shaping the sector. From informative seminars and workshops to interactive demonstrations and product launches, the event fosters collaboration and innovation, empowering attendees to drive growth and success in their respective fields.

# EXHIBIT PROFILE



## Earthmoving sector

- Excavators
- Wheel Loaders
- Backhoe Loaders
- Bulldozers
- Skid-Steer Loaders
- Motor Graders
- Crawler Loaders
- Trenchers
- Scrapers
- Soil Drill and Power Tools
- Dump Trucks
- Asphalt Pavers
- Heavy Duty Trucks
- Crane Trucks
- Tanker Trucks
- Mini Loaders
- Wheel Loaders
- Cement Mixers



## Commercial Vehicles and Trucks

- Ambulance & Medical Vehicles
- Trailers and Semi-Trailers
- Vans
- Fire Fighting Vehicles
- Buses & Mini - Buses
- Bank Vehicles
- Caravans and Campers
- Body Makers for Truck Trailers
- Oil Field Vehicles
- Light Trucks and Pick-up Trucks
- Special Utility Vehicles
- Heavy Trucks
- Tipper Trucks
- Vehicles for Passengers Transport
- Electrically Operated Vehicles
- Tower Trucks
- Cement Trucks
- Tank Trucks

# ADVANTAGES OF EXHIBITING AT EARTHMOVING RIYADH EXPO

Elevate your brand on a global stage

Unlock unparalleled business prospects

Connect with a diverse and vibrant market

Secure lucrative deals and partnerships

Explore new heights of success

Join a league of industry pioneers

Stay ahead of competition

Strengthen your global presence

Explore new export horizons

Form partnerships and strategic alliances

Collect leads and contacts for potential sales

Develop business connections with customers and partners.





# VISITORS PROFILE

- Government Officials
- Municipality Officials
- General Contractors
- Purchasing Managers
- Businessmen
- Trade Buyers
- Heavy Equipment Retailers
- Site Managers
- Civil Engineers
- Road and Infrastructure Developers
- Public Building Administrations
- Consulting Offices
- Associations
- Property Developers
- Associations
- Specialized Media

# 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 Earthmoving Riyadh Expo 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

Earthmoving Riyadh Expo 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 selected local stations will serve as an extra reminder for visitor audiences to get involved with Earthmoving Riyadh Expo as an unpatrolled industrial event.

## Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at Earthmoving Riyadh Expo and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



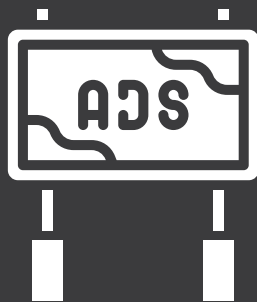
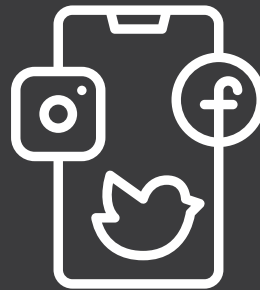


## Mobile Marketing

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

## Social Media

From daily show updates to sponsored posts, Earthmoving Riyadh Expo 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.

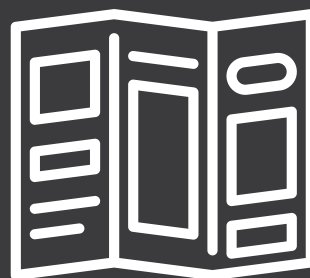


## Outdoor Promotion

We will also ensure that the Earthmoving Riyadh Expo brand receives the maximum exposure through huge outdoor campaigns including billboard displays in some selected locations to ensure that visitors get every incentive to attend the event.

## Targeted Trade Invitations

50,000 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 Earthmoving Riyadh Expo and have adequate time to plan their upcoming visit in advance and arrange appointments for important discussions.





# 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.



# ORGANIZED BY



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Wathba Foundation for organizing  
and organizing exhibitions