



MACTECH
SAUDI ARABIA

The International Exhibition for Metal
Forming Machines, Industrial Tools,
Welding, and Cutting Equipment

30

02

APRIL

MAY

2024

Riyadh International
Exhibition Center

**INDUSTRY
ON THE
MOVE**

www.mactech-ksa.com

SAUDI ARABIA ...THE PERFECT ENVIRONMENT FOR PROSPEROUS BUSINESS

Already looked upon as a major economic player; the Kingdom of Saudi Arabia holds one of the world's largest economies with a GDP exceeding \$834 billion, and growing steadily by 3.2% a year.

Holding 25% share of the total Arab GDP, Saudi Arabia is indisputably the largest free market economy in the Middle East and North Africa; with a continuously expanding young and consuming domestic market providing mega strong purchasing power that gives momentum to the economic diversification activities.



36

Industrial Cities



\$132 Billion

Industrial Investments



36,000

Factories by 2035



4

New Economic Zones



The Kingdom of Saudi Arabia offers easy access to over 400 million consumers within the MENA region, supported by its long-held membership and active participation in the Gulf Cooperation Council and the Greater Arab Free Trade Area; in addition to the Kingdom's membership of the G-20 'Group of Twenty' leading industrialized and rapidly developing economies and the World Trade Organization.

Being the economic powerhouse of the MENA region and the world's 19th largest exporter, the sheer size of the markets that Saudi-based projects serve is "a competitive advantage", allowing different types of businesses to benefit from not only vast but also highly diversified economic activities.



Saudi Arabia Industrial Sector on the Rise

Demonstrating the MENA Region's largest economy; Saudi Arabia provides wide marketplace opportunities for the industrial sector; as one of the key pillars supporting the socio-economic objectives of balancing the country's mega development plans.

Already achieved momentous industrial development evolution; the Saudi government is making way for industrial activities to turn out to be the corner-stone for economic expansion; relying on a firm policy appealing to the world's key industry investors to further kindle the country's phenomenal economic growth.

The Saudi 2030 industrial strategy focuses on ranking the kingdom as leading industrial power that contributes to securing global supply chains, exporting high-tech products to the world, and boosting the industrial sector's flexibility and competitiveness.

The plan will spur the industrial sector's growth and raise the country's factory population to roughly 36,000 by 2035 and establish an industrial economy that attracts investment, helps achieve economic diversification, and increases domestic output and non-oil exports.

The strategy concentrates on 12 sub-sectors to diversify the industrial economy in the kingdom and identifies more than 800 investment opportunities to start a new era of sustainable development for the industry.

By 2030, Saudi Arabia wants to quadruple its manufacturing GDP, raise industrial exports to \$148.34 billion, add \$346 billion to the sector's overall investments, more than double exports of advanced technology goods, and generate tens of thousands of high-quality jobs.

MACTECH EGYPT IMPORTANT FIGURES



**MACTECH ... AN ELITE PHENOMENAL BUSINESS
EVENT WITH OUTSTANDING TRACK RECORD ...
NOW IN SAUDI ARABIA**

The MENA region's mega industrial trade fair high-profile brand "MACTECH" will be organized for the first time in Saudi Arabia; highlighting the complete value chain of the metalworking machinery, CNC machinery, industrial tools, welding and cutting equipment under one roof; signifying the integrated mechanisms of industrial innovations, applications and solutions; establishing the most decisive industrial and technology exchange and transfer trade event all over the Middle East region





MACTECH SAUDI ARABIA DRIVING IN VALUES TO THE INDUSTRY

Setting the standards for "tomorrow's industries"; MACTECH SAUDI ARABIA is a forward thinking event bringing in the most modernized solutions to empower the industrial sector in Saudi Arabia and its neighboring states; providing fresh technologies and innovative technologies aiming at bridging the global technologies into the GCC markets.

MACTECH SAUDI ARABIA will reveal the all-round dynamics of the metalworking machinery, CNC machinery, industrial tools, welding and cutting equipment business; featuring a wide range of applications, trends and technologies from concept to output; creating the most overwhelming trading event in the region.

Placing innovations in the spotlight; the strategic and the creative concept of MACTECH SAUDI ARABIA being a live multi-technology event is set to cover the broad needs of the wealthy, evolving and dynamic industrial markets of Saudi Arabia and the entire GCC region.

Creating a lucrative venue where productive business partnerships are formed and new technologies are easily transformed, the event plans to become the top regional metalworking machinery, CNC machinery, industrial tools, welding and cutting equipment sourcing event.



Much more than being just a trade show, MACTECH SAUDI ARABIA is an event of great industrial and economic importance; where exhibitors are able to reach a broad spectrum of decision makers and industrialists from 7 countries to sign mega deals out of reliable and consistent marketplace opportunities in one of the world's hottest growing spots.

Charting top multi-dimensional business & trade perspectives; MACTECH SAUDI ARABIA indeed; possesses the reach, expertise and attendee drawing power to target and attract thousands of qualified visitors from all-over the GCC region; structuring the most influential compact trading alliances within the industrial sector.



EXHIBIT PROFILE

MACHINERY

- Sheet Metal Working Machines
- Metal Forming Machines
- Wire and Tube Forming Machines
- Milling Machines and Machining Centers
- Grinding and Polishing Machines
- Drilling and Boring Machines
- Honing and Lapping Machines
- Laser Machines
- CNC Router & Laser Engraving Machines
- EDM and Consumables
- Robotic Process and Automation
- Horizontal and Vertical Lathes
- Metrology Equipment
- Wood Working Machines
- Machinery Parts and supplies

AUTOMATION , MOTION AND DRIVES

- CAD/CAM System and Software
- Industrial IT, Hardware and services
- Robotics Production Technologies and Services
- Transmission and Fluid Power Systems
- Pneumatics and Hydraulic Systems
- Geared Motors Wheels and Gear Systems
- Linear Technology
- Sealing Technologies , Lubrication System For Drive Tech
- Bearings
- Machine Learning
- IOT
- Artificial Intelligence
- Augmented Reality
- Smart Manufacturing
- Digital Factory
- Additive Manufacturing

WELDING & CUTTING EQUIPMENT

- Welding Machines
- Plasma Cutting Machines
- Water-jet Cutting Machines
- Welding Electrodes and Wires
- Plasma Torches and Accessories
- Spare Parts for Welding Machines
- Gas Regulators

INDUSTRIAL TOOLS & EQUIPMENT

- Hand Tools, Power Tools, Precision Tools
- Pneumatic and Hydro – Pneumatic Tools
- Industrial Fasteners
- Abrasive and Adhesives
- Measuring and Testing Equipment
- Surface Treatment
- Airless Spray Equipment & Coating Technologies
- Generators Technologies & Accessories
- Factories Supplement



ADVANTAGES OF EXHIBITING



For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding from local markets into the burgeoning new markets that have emerged in many parts of the world; just like Saudi Arabia and the GCC region.

Some of the benefits and rewards the exhibitors can gain from MACTECH Saudi Arabia, among many others, are:

- Tracking the latest technology trends and ensuring that strategic planning is on- the right path.
- Staying ahead of competitors.
- Gaining inspiration and ideas through interacting with major industry players, disruptors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top qualified buyers.
- Benchmarking against the world's key industrial technology innovators.
- Discovering how competitors are changing their traditional approach to ensure that their offerings exceed expectations.
- Connecting with like-minded progressive strategic partners.
- Building relationships with current and prospective clients, partners and suppliers.
- Taking away new ideas, insights and knowledge out of the comprehensive content.
- Finding out about the most exciting start-ups and technologies that could be pre-arranged for new markets.
- Educating customers with publications and audio-visual materials.





VISITORS PROFILE

- Factory Owners
- Automation Specialists
- Businessmen and Investors
- Engineering Groups
- Financial Institutions
- Government Bodies
- Importers and Exporters
- Workshop Owners
- Wholesalers & Distributors
- Trade Buyers
- Industrial SME's
- Academic Institutions
- Industrial Plant Managers
- Industrial Associations

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 MACTECH SAUDI ARABIA 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

MACTECH SAUDI ARABIA 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 select local stations will serve as an extra reminder for visitor audiences to get involved with MACTECH SAUDI ARABIA as an unpatrolled industrial event.

Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at MACTECH SAUDI ARABIA 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.



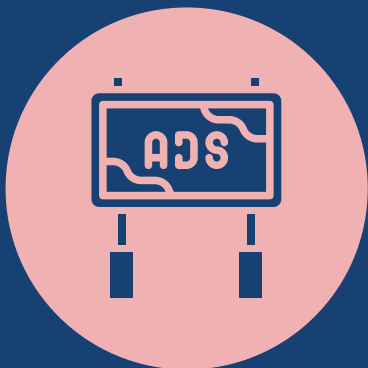


Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on MACTECH SAUDI ARABIA 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, MACTECH SAUDI ARABIA 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

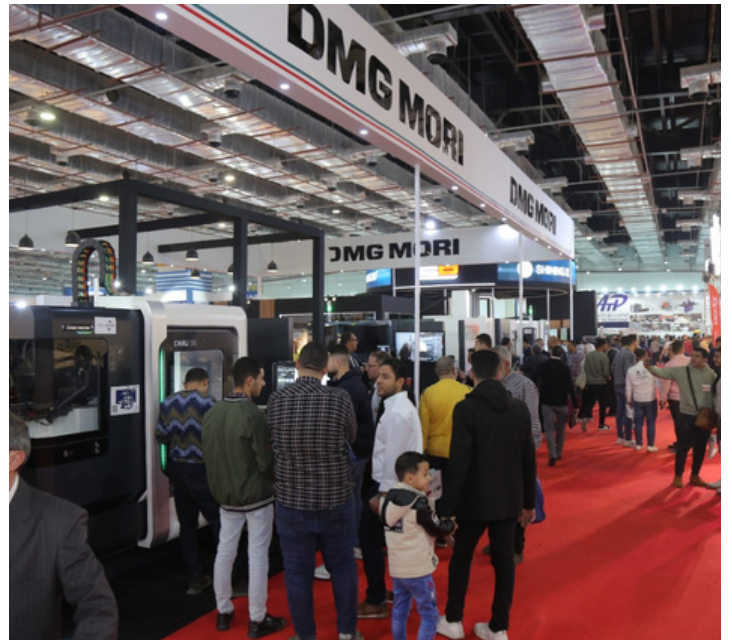
We will also ensure that the MACTECH SAUDI ARABIA brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.

Targeted Trade Invitations

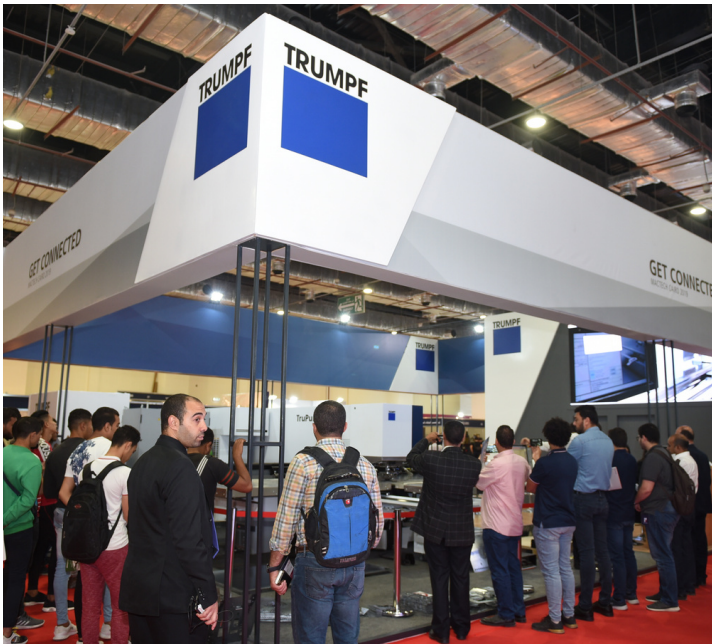
50,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for MACTECH SAUDI ARABIA and have adequate time to plan their visit in advance and arrange appointments for important discussions.



SCENES FROM MACTECH EGYPT



SCENES FROM MACTECH EGYPT

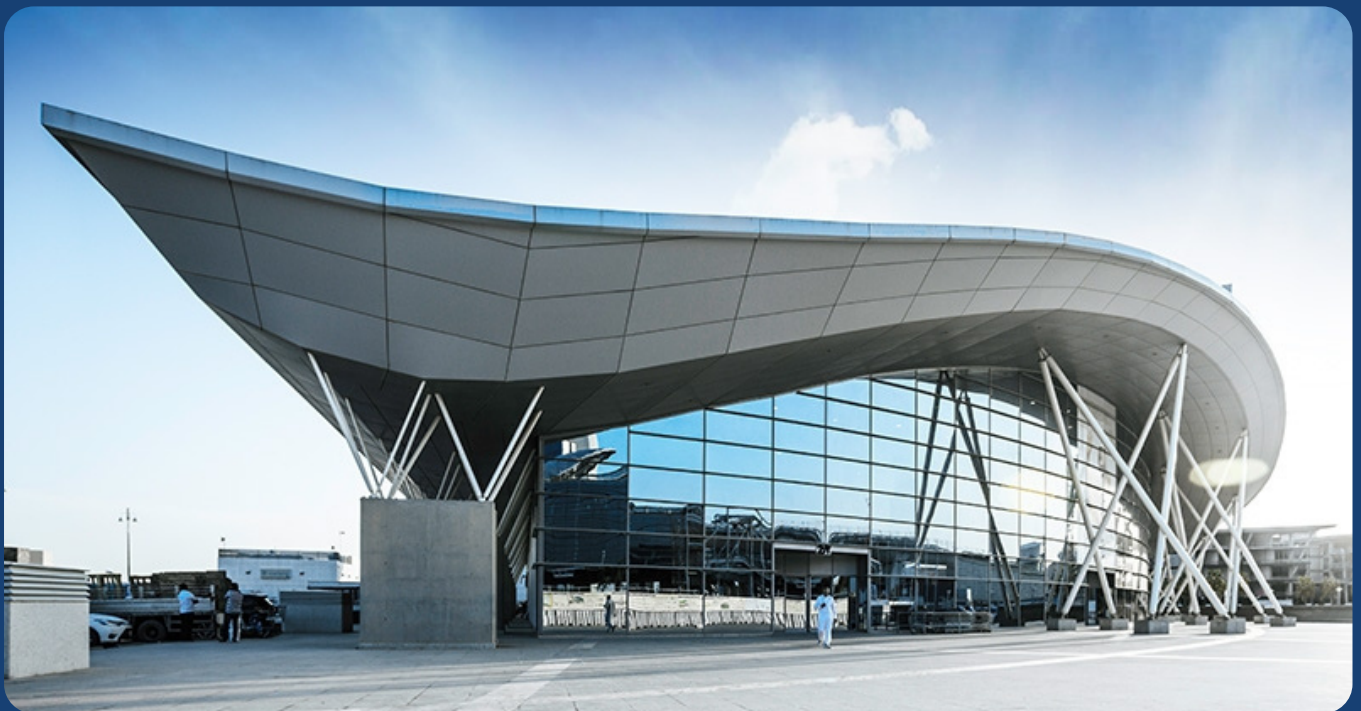


THE VENUE

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.



ORGANISED BY



Mobile: (+20) 100 105 0641 / (+20) 122 322 7456

Tel: (+202) 252 47996 / 252 64499

E-Mail: info@ifg-eg.com

Website: www.ifg-eg.com



مؤسسة وئبة لإقامة وتنظيم المعارض
Wathba Foundation for organizing
and organizing exhibitions