

CityscapeGlobal

STADIUMS AND ATTRACTIONS KSA

A Cityscape Global Feature

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SAUDI ARABIA, STADIUMS & ATTRACTIONS: LOOKING FORWARD

The Saudi Arabian entertainment, sports, and culture market is currently valued at US\$64 billion, indicating a significant potential for growth in the industry. In line with this, the Sports & Outdoor market is projected to generate revenue of US\$145.60 million this year alone.

This increased investment is part of Saudi Arabia's broader vision for economic diversification and the transformation of the country's social and cultural landscape. As the government aims to reduce its dependence on oil revenues, promoting entertainment and sports has become a key strategy to attract tourism, enhance quality of life for its citizens, boost the economy, and create employment opportunities.

Driven by the government's 2030 vision along with public private partnership, the industry is being led by key players such as the Ministry of Sport, PIF and Qiddiya and Expo 2030 to name a few. Saudi Arabian stadium construction industry is about to experience a sustained industry wide boom.



GIGA PROJECTS & ECONOMIC IMPACT

Significant investment is expected in the stadiums and attractions sector in **Saudi Arabia** the impact to local communities.



UPCOMING GIGA PROJECTS

From the Formula 1 Saudi Arabian Grand Prix and the FIFA Series in Jeddah to the Spanish and Italian Super Cup in Riyadh, Saudi Arabia hosts some of the world's largest sports events.

The Saudi Ministry of Sport has a program for stadium construction and expansion valued at SAR 10.1 billion (around \$2.7 billion) [MEED: Market snapshot of Saudi's stadium and expo projects].

Riyadh Expo 2030: The world's largest and oldest event is coming to the Kingdom, set to attract 40 million visitors and over a billion participants on its Metaverse platform.

AFC Asian Cup 2027: The first-ever Asian Cup in Saudi Arabia will be joined by 23 nations, with 3 new stadiums built and 4 renovated in Riyadh, Al-Khobar and Dammam.

World Cup 2034 Bid: Though Saudi Arabia's World Cup bid wasn't chosen, their proposed investment of \$2.7 billion in stadiums showcases the potential for future stadium projects.

King Salman Sports City in Jeddah: With a capacity of 62,000 seats, this multi-use sports complex has hosted various international football matches, F1 Grand Prix, international boxing and major golfing tournaments.

OTHER KEY FUTURE PROJECTS INCLUDE:



The Sports Boulevard, spanning 135 km, aims to provide a comprehensive sports infrastructure and promote an active lifestyle among Saudi citizens and residents.



NEOM, the city in the making, will host the Asian Winter Games 2029 at the \$500 billion mega-project Trojena, solidifying Saudi Arabia's place in the global sports community.



Qiddiya, the world's first mixed-use gaming and esports district, is set to become the country's premier destination for entertainment, sports, and culture.

THESE DEVELOPMENTS DEMONSTRATE THE KINGDOM'S DETERMINATION TO ESTABLISH ITSELF AS A MAJOR PLAYER IN THE SPORTS AND ENTERTAINMENT INDUSTRY.

WHY JOIN STADIUMS KSA

At Cityscape Global

Stadiums and Attraction KSA plays a crucial role in facilitating business opportunities for global, regional, and local suppliers. By connecting them with thousands of key buyers, it acts as a platform for collaboration and growth, and brings together industry leaders, pioneers, disruptors, and world experts in stadium design, build and management.

ELEVATE YOUR BRAND

Join a vast array of suppliers who will be showcasing their latest innovations at the stadiums KSA zone: from seating manufacturers to sound system providers, this new zone will be in the spotlight for industry stakeholders.

MEET INDUSTRY INFLUENCERS

Connect with representatives from leading stadium equipment companies along with key industry influencers before and during the show and generate high-quality leads for your business.

LEARN ABOUT INDUSTRY TRENDS

Network with industry professionals and gain valuable insights into current trends and future developments in stadium design and operation.

WHO SHOULD EXHIBIT

- Stadiums & Arenas
- Audio and PA Systems
- Turnkey Sports Facilities
- Playground Equipment
- Theme Parks Ride & Equipment
- Sports Surfaces & Equipment
- Sports Ground Maintenance
- Sports Medicine & Rehabilitation
- Public Spaces
- Street and Outdoor Facilities
- Security & Ticketing
- *eSports and Gaming Platforms*
- *Digital Services and Technology Providers*

WHO VISITS

- Facility Management providers
- Government
- Investors
- Design & Architects
- Sports Ministries
- Developers
- Consultants
- Engineers
- Specifiers



CONFERENCES THEMES



Redevelopment

This track will explore innovative design strategies aimed at revitalizing mega event venues and stadiums, turning them into vibrant community hubs.



Diversification

Beyond major sporting events we will look at multi-purpose venues for concerts, conventions, and other events.



Sustainability

As we see with projects like the King Abdullah Sports City, incorporating sustainable design and construction practices attracting international investment and expertise we will bring the leading minds together to discuss new ways to solve old problems.

WHAT TO EXPECT AT CITYCAPE GLOBAL 2024



350+

EXHIBITORS



13K+

INVESTORS AND
FINACIERS



200

INSTUTIONAL
INVESTORS



500+

SPEAKERS



6

STAGES



7

CONFERENCES



12

FEATURES



BOOK YOUR STAND

Space only **\$713 USD** per sqm.
(min stand size **18sqm**)

Show Ready Package **\$1,006 USD** per sqm.
(min stand size **9sqm**)

(Plus admin fee and 15% VAT)

Please contact the sales team for further information.

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