

materials handling

SAUDI ARABIA

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Messe Frankfurt Exhibition GmbH

Embracing Industry 4.0 – The Changing Role of Technology

www.materialshandlingKSA.com

**Profiling new opportunities attached
to the Kingdom's push to become the
MENA region's No. 1 logistics hub**

24 – 26 November, 2020

Jeddah Center for Forums & Events (JCFE),
Jeddah, Saudi Arabia



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EXHIBITIONS
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Why the time is now

Highlighting 4 key facts that will shape the materials handling and warehousing market over the next decade:

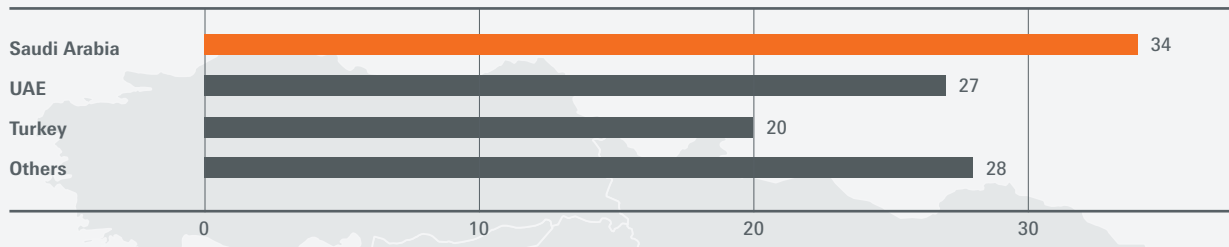
1. Saudi Arabia is uniquely positioned (geographically and economically) to leverage its strategic location **as a high-value export gateway hub to service multiple high-value destinations across Africa, Asia and Europe.**
2. The National Industrial Development Logistics Programme (NIDLP) was launched in 2019 (as part of Saudi Vision 2030) and is the platform that the Kingdom will use to facilitate new investment in the logistics sector **(US\$36 billion over the next 10 years).**
3. The Kingdom is committed to investing in transport-related infrastructure to transform the country into a regional logistics hub (provision for the **construction of new airports, new freight stations and 2,000 kilometres of railway lines for freight and passenger transport has already been announced**).
4. Al Khomra is the new mega-logistics park in Jeddah and was opened in October 2019. It will support activities around shipping, freight distribution and transport of goods, **and covers over 2.3 million square meters (making it the country's biggest logistics zone).**



Why the Kingdom is key

Logistics and Warehousing Market Revenue Share, By Country

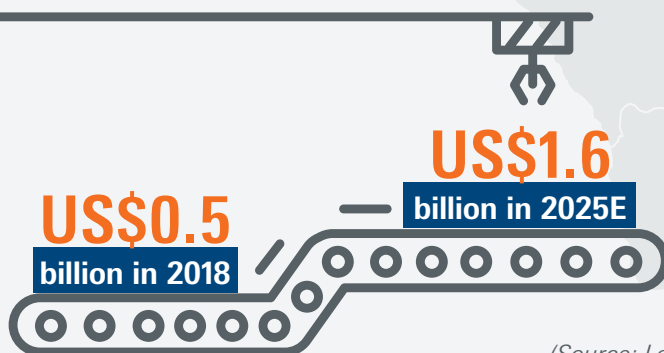
(all figures in %)



(Source: 6WResearch)



Middle East Warehouse Automation Market



Middle East E-Commerce Market



(Source: LogisticsIQ)



About our exhibitors

68%

Were able to connect with relevant visitor groups at the show

63%

Were satisfied with the quality of visitors

42%

Were successful with generating immediate sales

Key Exhibiting Brands in 2018



About our visitors



Job Titles

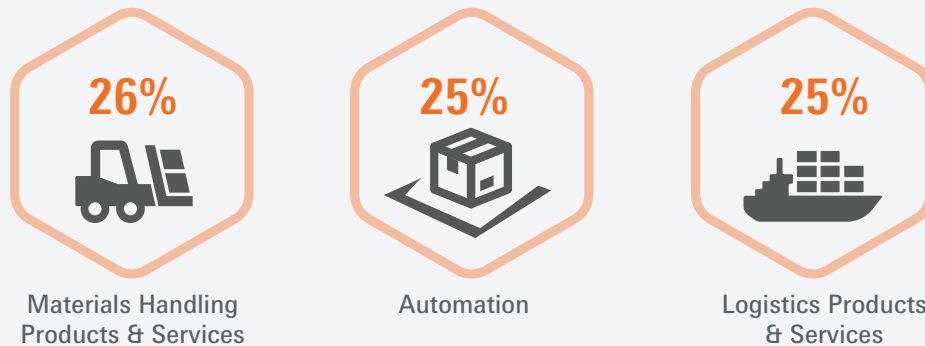
CEO
Vice President
Managing Director
Founder and Owner
Warehouse Supervisor
Supply Chain Director
General Manager
Vice President Operations

Operations General Manager
Technical Director
Project Director
Business Development Director
Sales Director
Consultant
Regional Sales Manager
Procurement Director

Purchasing Head
Head of Supply Chain and Logistics
Country Manager
Divisional Head
Export General Manager
Head of Logistics
Procurement Specialist

Head of Strategy and Business Development
Industrial Projects Manager
Planning and Warehouse Head
Production and Planning Head
Purchase Head
Regional Sales Manager
Warehouse Supervisor

Key Areas of Interest



From Key Brands

Abdul Latif Jameel Logistics
Agility
Al Amoudi Group
Al Fanar
Alkhorayef Group
Almajdouie Logistics Company
Alshaya Co.
AMD Logistics
Aquat Food Industry
ARAMEX
ARLA FOODS
Binzagr Co.
Danube
DP World
Economic Cities Authority
Europa Holdings Company
Faculty of Engineering - Jeddah University
Fetchr
General Automotive Services
Ghassan Ahmed Al Sulaiman

Ikea Jeddah
Glaubetech
Hassan Al Qahtani
Hilton World & Resorts
IATCO
IKEA
IKK Group
Jamjoum and Chalhoub Group
Jeddah Ship Repair
Jefco Group
Jotun
Jumbo
Kalmar Global
Kanoo Terminal Services Ltd.
King Abdullah Port
King fasil specialist hospital
Kuehne+ Nagel
Landmark Arabia Retail
Legrand
Lulu Group International

Madar Building Materials
Middle East Plastic Industries
National Aquaculture Group
National Medical Care Company
Olayan Energy Co. Ltd.
Panda Retail Company
Pepsi
Petro Rabigh
Pinehill Arabian Food
Raboo Aal-Jazirah Co.
Radwa Treding
Rafa Gulf
Reliance Arabia
Reliance Reginal Est
Saline Water Conversion Corporation
San Watches International
Saudi Aramco
Saudi Bin Laden Group
Saudi Cable
Saudi Diesel Equipment Co. Ltd.

Saudi Electricity Company
Saudi Modern Foods Factory
Saudia Airlines
Schenker Saudi Arabia
Sea Power for Marine Services
Seder Group
Tamer Group
Tetrapak Arabia
Transport Ministry
Umm Alqura University
Unified Lubricants Company
Unilever
United Industrial Co.
United Yousef M.Naghi Co. Ltd.
Yanbu Aramco Saynopec Refining
Yasref
Yusuf Bin Ahmed Kanoo
Zahid Tractor

New for 2020

scalex

The New Supply Chain+Logistics Forum

A two-day conference on developing supply chain and logistics excellence in Saudi Arabia and the wider GCC. The agenda will showcase the latest disruptive technologies, discuss evolving regulation and provide a platform for stakeholders to discuss best practice implementation strategies.

Key Themes

Building end-to-end integrated transportation networks (developments in related hard / soft infrastructure, equipment and services)

Smart sustainable integrative chains (end-to-end supply chain solutions underpinning key business sectors, including retail, agriculture and automotive industries)

Supply chain management solutions (assessing the latest operative and analytical systems that underpin the development of world-class customer-centric supply chains)

Achieving optimal hypermodality (intermodal + multimodal + digital = personalised 'last mile' logistic strategies, allowing end-users to build their own door-to-door digital-based solutions)





Designed for Senior Representatives:

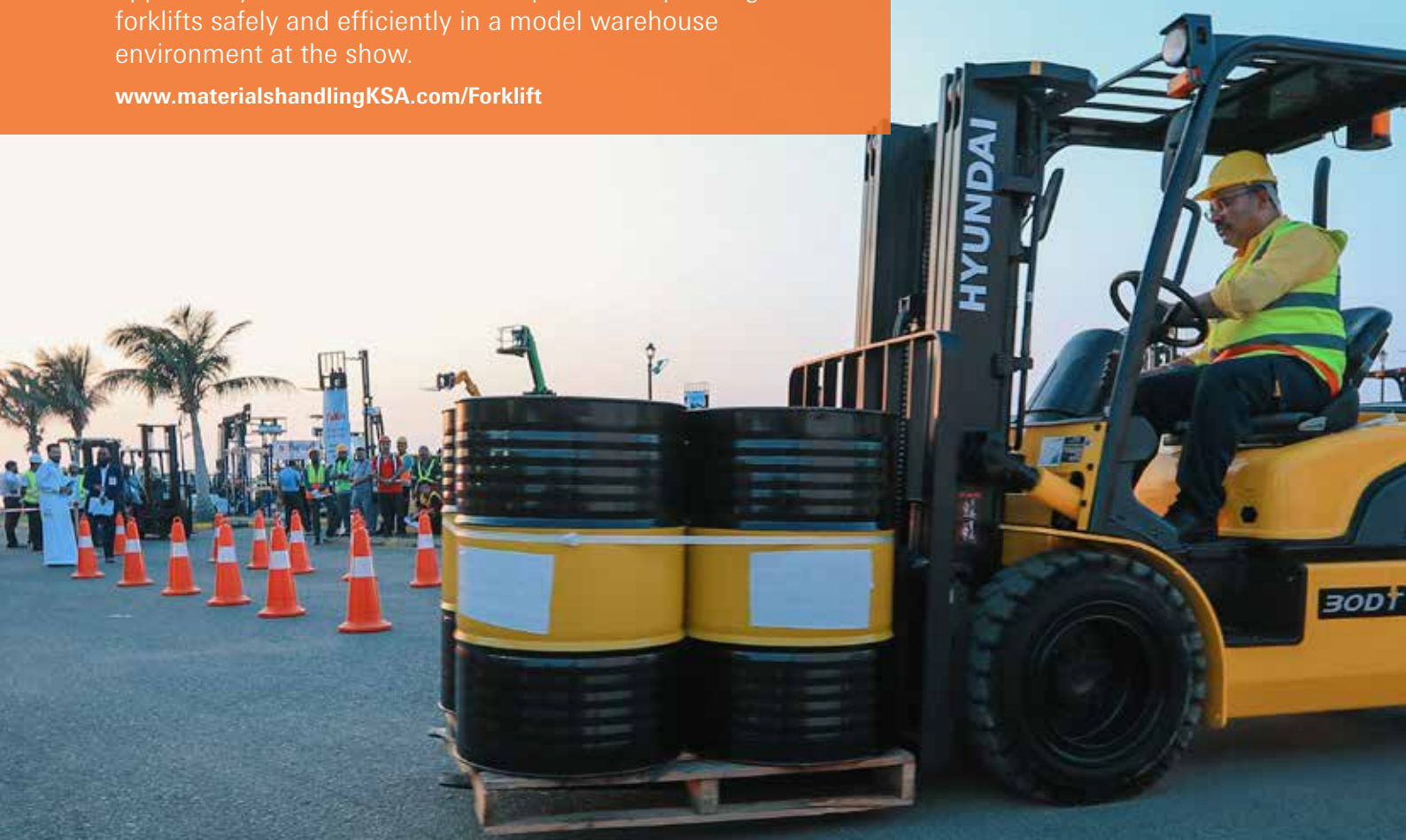
- Relevant government stakeholders
- Government transport operators (Road / rail / ports / aviation)
- Freezone / warehouse owners and developers
- ICT sector 'enablers'
- Automation and technology providers
- Relevant service and application providers
- Beneficial cargo owners (particular sectors of interest: Retail / Agriculture)
- 3PL providers
- Supply Chain consultants

Back by Popular Demand!

Forklift Operator of the Year Challenge

The Forklift Challenge provides local operators a unique opportunity to demonstrate their expertise at operating forklifts safely and efficiently in a model warehouse environment at the show.

www.materialshandlingKSA.com/Forklift



Products showcased



Materials Handling & Lifting Equipment

- Cranes & Hoists
- Telescopic Lifts, Scissor Lifts, Boom Lifts
- Pipe Layers
- Industrial Trucks & Hydraulics
- Forklifts & Hand Lift Trucks
- Stackers, Trolleys & Carousels
- Dock Levellers & Loading Ramps
- Wheels, Castors & Tyres
- Batteries & Lubricants
- Conveyors & Handling Equipment
- Loading / Unloading Equipment
- Racking

Warehousing Equipment

- Smart Automation
- Robotics
- Warehouse Drones
- Scanning Technologies
- Warehousing Racking & Shelving Systems
- Storage & Retrieval Equipment
- Warehouse Management Systems
- Warehouse Flooring
- Warehouse Cleaning & Maintenance
- Warehouse Safety & Security Systems
- Warehouse Boxes & Trays
- Industrial & Warehousing Doors, Shutters & Panels
- Cold Store Doors

Industry Bodies

- Industry Associations
- Logistics Hubs & Free Trade Zones
- Trade Facilitation & Development Bodies
- Industry Institutions

Specialist Service Providers

- Access Control & ID systems
- Advisory / Consultation Firms
- ICT Solutions & Integration
- Safety & Protection

Transport and Logistics

- Trucks (Light / Medium / Heavy Commercial Vehicles)
- E-Mobility
- Batteries
- Tires
- Telematics
- Software
- Lubricants
- Transport Systems
- Container Manufacturers
- Courier Services
- Freight Forwarding Companies
- Intralogistics Solutions
- Logistics Companies & Service Providers

Ports & Port Equipment

- Port Authority
- Port Equipment Manufacturers
- Terminal Operators
- Logistics Solution Providers
- Software Suppliers
- Finance, Legal, Planners, etc.

Value-Added Logistics Services

- Packaging Machinery & Wrapping
- Inspection Equipment
- Weighing Equipment
- Pallets, Plastics or Metal Containers
- Re-Packaging
- Bar-Coding – Printers & Scanners
- Labelling / Tagging
- Pallet Wrappers
- Packaging Tapes & Industrial Films
- Tracking Equipment
- Integration Systems
- Mobile, Wireless Telecommunications
- Labelling, Identification
- Packaging, Process & Automation Control
- Robotics Systems
- Storage Systems & Equipment

Visitor profile

- Automation Companies
- Builders / Contractors
- Construction Companies
- Consultants
- Distribution Equipment & Service Companies
- Electrical & Electronics Companies
- Free Zones
- Freight & Cargo Companies
- Government Bodies
- Importers & Exporters
- Institutions & Associations
- Logistics Companies
- Manufacturers
- Oil & Gas Companies
- Packaging & Converting Companies
- Ports & Airports
- Road Transport Companies
- Shipping Lines
- Software Companies for Warehouse Systems
- Supply Chain Companies
- Third Party Logistics Companies
- Warehousing & Inventory Companies
- Wholesalers & Retailers

Reasons to Exhibit



GCC automated materials handling equipment market is expected to grow at a **CAGR** of **8.6%** and reach **US\$498.5** million by **2023**.

Saudi Arabia is one of the region's largest and fastest growing markets for warehousing and supply chain solutions with massive local investments in infrastructure.

Regular exhibitors include reputable international and domestic brands such as Hyster, Hyundai, Crown, SSI Schaefer, SPAN and many more.

Materials Handling Saudi Arabia is well-established as the destination to meet qualified buyers within the region.

As a one-stop platform for a vast array of industries, the show provides an opportunity to showcase a diverse range of products and solutions.

Pricing Structure

Space costs

Row stand (one side open)	USD 405 per sqm
Corner stand (two sides open)	USD 415 per sqm
Peninsula stand (three sides open)	USD 425 per sqm
Island stand (four sides open)	USD 435 per sqm

***pricing excludes 5% VAT**

Shell scheme stand construction

Shell scheme (without furniture)	USD 75 per sqm
Furniture package	USD 250 per bundle

Shell scheme with basic furniture
(1 table, 2 chairs, 1 lockable cabinet)

Book your stand now!

For more details, contact:

International

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Background information

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensure that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts + Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries.

For more information, please visit our website at www.messefrankfurtme.com

About ACE Expos

Al Harithy Company for Exhibitions (ACE Expos) is a full services event management company headquartered in Jeddah, Saudi Arabia. Established over 40 years ago, we are proud to be the pioneers in exhibition venues and the organisers of international trade shows Kingdom-wide spanning multiple industries and sectors. ACE Expos has also played an international role in organising exhibitions in the United Kingdom, Lebanon and Uzbekistan; we handle a diverse portfolio, offering 360-degree solutions to a number of industries, encompassing Event Management, Promotions, Exhibitions and Event Communications. Our team boasts over 100 skilled professionals and more than 550 successful exhibitions to date, a fact that establishes ACE Expos' competitive edge.

Messe Frankfurt Middle East GmbH

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