



SAUDI

Airport Exhibition

POST SHOW REPORT

7 - 8 November 2022

Al Faisaliah Hotel, Riyadh, Saudi Arabia

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matarat

Gold Sponsors



Silver Sponsor



Session Sponsor

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Organised by



2022 FACTS & FIGURES



3,000+
Attendees



50
Countries



150+
International Companies



6,500+
Gross SQM



150+
VIP Hosted Guests



1,000+
Pre-scheduled meetings

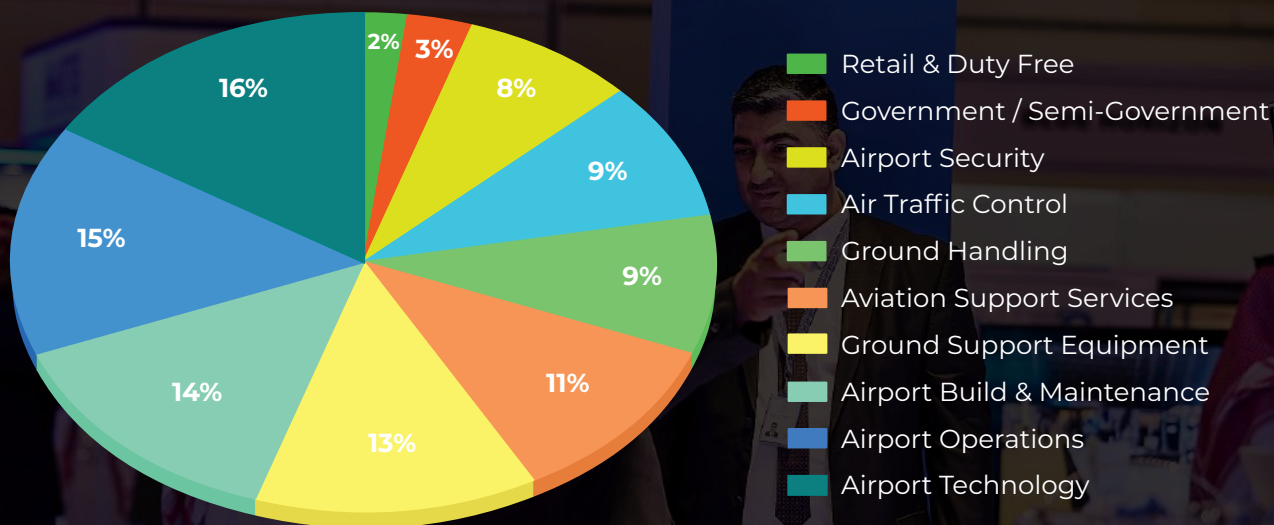


1
Co-located Conference



38
Speakers

EXHIBITOR PROFILE



EXHIBITOR FEEDBACK



SATISFIED WITH OVERALL PARTICIPATION AT THE EVENT



WILL EXHIBIT NEXT YEAR



WERE SATISFIED WITH THE NUMBER OF VISITORS



WERE SATISFIED WITH THE QUALITY OF VISITORS



MET THEIR OBJECTIVES



EXCEEDED EXPECTATIONS



RATED THE EVENT AS VERY IMPORTANT TO THEIR BUSINESS

EXHIBITING COUNTRIES



EXHIBITOR TESTIMONIALS



It was a great event that brought back all the international leaders and stakeholders from the aviation industry in Saudi Arabia.

Eng. Rakan E. Alturki

Planning and Development Director
Ports Projects Management & Development Co (PPMDC)



The first year of the highly anticipated Saudi Airport Exhibition allowed the industry to get together and share some of the latest thinking in the development and innovation of our airports and air traffic management in the region and globally. I look forward to attending the next edition in 2023!

Ivan Baruta

Principal Aviation Consultant
Egis



I was delighted to attend the Saudi Airport Exhibition 2022 and hear some of the finest industry discussions that enlightened me and showed me new perspectives. Looking impatiently for 2023's version of SAE!

Ibrahim Saleh

Regional Vice President
SITA Middle East & North Africa



It was a privilege to attend such a well-organised and run event. The industry was well represented, and Air Traffic Solutions benefited significantly from attending. We look forward to the next event.

Mike Lockwood

Managing Director
Air Traffic Solutions Pty Ltd



We are pleased and privileged to be at Saudi Airport Exhibition. The organization and the attendance have absolutely been fantastic. The local support has been excellent, and we will be back next year.

Mitchell Woollard

Business Development MEA
Park Air Systems



It was a great event, and I had a wonderful opportunity to meet dignitaries from Royal Commission Al Ulla, Neom, Riyadh Airport, Dammam Airport, Red Sea Global, Cluster2, and many more.

Syed Yadullah Hussaini

Head of Marketing and Business Development – KSA
Arab Center for Engineering Studies



Excellent event, very well planned & executed. It was beyond our expectations. Great job! We are delighted to have taken part.

Jamil Atallah

Regional Sales Director Middle East
TKH Airport Solutions



We are thankful that the organisers provided an excellent venue to showcase our product credentials to the target audience handling ground services.

Rajesh Sarangapani

Business Head – MEA Region
Emerald Tyres



It was the busiest and most exciting show I have attended in many years. We are already fielding many inquiries which we would not have had without this show. We are looking forward to the next edition.

Mike West

Consultant
AGL Advancement Group



Saudi Airport Exhibition 2022 was a fascinating event. It combined the intimacy and networking opportunity of a regional show with the professionalism and quality of a much bigger global event.

Jan Willem Kappes

Chief Commercial Officer
Assaia International AG

A HUB TO BUILD CONNECTIONS



150+
VIP Hosted
Guests



30+
Companies



1,000+
Pre-scheduled
Meetings

- AlUla International Airport
- Bahrain Airport Company
- Changi Airport
- Cluster 2
- DAA International
- dnata
- Dubai Air Navigation Services
- Fraport Saudi Arabia
- General Authority of Civil Aviation
- Global Air Navigation Services
- Ground Handling Logistics
- Jeddah Airports Company
- Matarat Holding
- Ministry of Transportation, KSA
- Munich Airport International
- Neom
- Oman Airports
- Red Sea Global
- Riyadh Airports Company
- Royal Commission of AlUla
- Saudi Air Navigation Services
- Saudi Aramco
- Saudi Ground Services
- Saudi Gulf Airlines
- Saudi Private Aviation
- Saudia Airlines
- Swissport Saudi Arabia Ltd
- Tibah Airports Operation Co. LTD
- Yanbu Airport - Prince Abdul Mohsin bin

BUYER TESTIMONIALS



Thanks for the organizing efforts from the team.

Walaa Maher

Center of Excellence Director
Procurement and Supply Chain,
for Saudi Civil Aviation (MATARAT)

Saudi Airport Exhibition ended with lot of success opportunities. Thanks to the organisers for the great efforts! It was a good opportunity for meeting our partners, knowing the future Airport technologies & exchanging of information and experience.

Rayan W. Zuhdi

Electromechanical Chief
Tibah Airports Operation Co. LTD

It was a great event, and everything was professionally run.

Bernard Peries

Senior Construction Director [Airports]
RED SEA GLOBAL

It was a great pleasure to be a part of the first Saudi Airport Exhibition, where you can find all the specialized companies under the same umbrella.

Moatez Chraeif

Baggage Handling Chief
Tibah Airports Operation Co.

Saudi Airport Exhibition was amazing! Everything was well organised, and looking forward to seeing you next year.

Ahmed Alsagoor

Construction Manager, Airport
Projects Delivery
RED SEA GLOBAL

It was such a professional event, and we enjoyed the day and had a number of fruitful meetings. I hope the event goes from strength to strength.

Dominic Storey

Management Partnership Director
DAA International

Thank you so much for the invitation and the outstanding support throughout the event.

José Pedro Sá

Head of Aviation Strategy, Innovation &
Business Development
NEOM

FUTURE AIRPORT DEVELOPMENT AND INVESTMENT SUMMIT



170+
Attendees



38
Speakers



18
Conference
Sessions

KEY SESSION HIGHLIGHTS

- Airport Expansion to Accommodate 300 Million Passengers by 2030
- Pioneering Aviation Sustainability - in Saudi Arabia and across the Middle East
- The Role of the Private Sector in Boosting Aviation Growth
- Airport Security in the Age of Digital, Pandemic and Disruption
- Passenger Centric Thinking to Prepare the Airports of Tomorrow
- Digital Innovation and Development in Aviation
- Developing Robust and Sustainable Air Traffic Management Systems
- Future Airport Planning Amid Innovation and Disruption

SPEAKER TESTIMONIALS



Andrew H.W. TAN

Director and Head, Airport Operations Consultancy
Changi Airports International

Being part of the summit was excellent! Aside from the various insights from other industry panelists, we met many of our Middle East aviation networks and rekindled our strong bonds after the hiatus caused by the pandemic.



Dr Nadine Itani

Lecturer in Air Transport Management and Joint Programme
Leader for ATM Department of Tourism and Transport
University of Surrey

The topics covered by the panels were all relevant to today's airport world. It was fascinating to speak and exchange ideas while exploring different stakeholders' views across the aviation industry.



Lorenzo di Loreto

Managing Director
Munich Airport International

It was a great conference as it gathered key airport market players and established a unique chance to exchange and contribute to the future development of aviation in Saudi Arabia.



André Martins

Partner and Head of Transportation and Services
Oliver Wyman for India, Middle East and Africa

I was delighted to be part of the summit, which enables sharing perspectives on the opportunities that emerge from the growth of Saudi Arabia's aviation sector, as well as the need for strong collaboration to enable the success of the sector and aspirations for Saudi Arabia.



Giulio De Carli

Managing Partner
One Works

It was a privilege to speak about our experiences in the dialogue and international collaboration required for sustainable success. This is especially true for the rapid adoption of new mobility and sustainability technologies, as we have seen with the emergence of Urban Air Mobility networks (for which we are currently designing) and airports looking to become regional energy producers.



Federico Lorenzo Forte

Public Relations Manager
General Security Italy

The event has been a fantastic opportunity to confront the most advanced realities in the airport sector, with one of the most dynamic markets in the world.



Dr. Azzam Qari

Chief Executive Officer, Fuels
The Arabian Petroleum Supply Co. - APSCO

Participating in the Saudi Airport Exhibition gave APSCO a chance to highlight its innovation, efficiency, and sustainability initiatives, which contribute to the industry's growth by highlighting the latest solutions aligned with sustainability objectives and stakeholders' interests while fulfilling our obligations towards our communities.



Raymond A. Melee

AIA NCARB, Global Aviation Sector Manager
Bechtel Infrastructure Corporation

The launch of Saudi Airport Exhibition was a great success bringing the airport owners and the entire supply chain together as Saudi Arabia works to achieve its Vision 2030.



Michael Schneider

Executive Vice President of Airports
Siemens Logistics

The forum and exhibition were a great opportunity to continue and further enhance our relationships with leaders of the Aviation Market in Saudi Arabia. We are enthusiastic about contributing to this sector's ambitions and growth plans.



Volker Brandt

CEO
TRAMAK GmbH

One of the busiest and well-organised exhibitions I attended in the last couple of years, with high-quality visitors, audience, and panelists that made our session time enjoyable and great to remember.

VISITOR PROFILE

- > Air Cargo Operations
- > Air Navigation Service Providers
- > Airlines
- > Airport Developers
- > Airport Operators
- > Airport Planners
- > Airport Project Teams
- > Airport Retail and Catering
- > Airport Security
- > Airports
- > Architects
- > Aviation Consultants
- > Border Security
- > Cargo Terminals
- > Civil Aviation Authorities
- > Civil Defence
- > Construction Industry Suppliers
- > Consultants
- > Contractors
- > Customs
- > Education and Training
- > EPC
- > Facilities Management
- > FBOs
- > Ground Handlers
- > Homeland Security
- > Immigration
- > Industry Associations
- > Investors
- > IT Developers & Service Providers
- > Law Enforcement Agencies
- > Logistics Companies
- > Military
- > National & Local Government
- > Passenger & VIP Service
- > Press & Media
- > Regulation & Safety Bodies
- > Systems Integrators

VISITOR FEEDBACK



**SATISFIED
WITH OVERALL
PARTICIPATION AT
THE EVENT**



**PLAN TO ATTEND
NEXT YEAR**



**WERE SATISFIED
WITH THE NUMBER
OF EXHIBITORS**



**WERE SATISFIED
WITH THE QUALITY
OF EXHIBITORS**



**MET THEIR
OBJECTIVES**

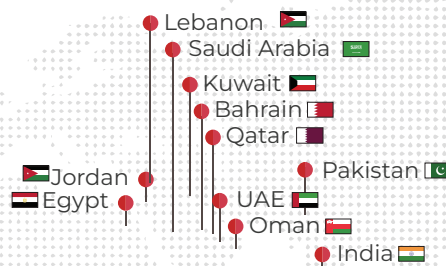


**EXCEEDED
EXPECTATIONS**



**RATED SAE AS
IMPORTANT FOR
THEIR BUSINESS**

TOP COUNTRIES REPRESENTED BY THE ATTENDEES



INTERNATIONAL MEDIA COVERAGE



Display Advertising

Over **150** premium ad placements on online media channels.

Trade Publications

Over **30** ad placements across **16** international trade publications.

Website

168,483 traffic, **106,777** sessions, and **81,260** unique visitors.

SMS

Over **25,000** contacts reached via SMS campaign across GCC region.

Mobile App

Over **1,000** downloads of SAE official event mobile app.

WhatsApp

Activated WhatsApp campaign to over **20,000** contacts in Saudi Arabia.

Email

Over **40,000** unique contacts were reached in our extensive email campaign.

PR & Media Coverage

PR value of **AED 1,014,903** with total circulations and impressions of **262,595**.

Social Media

Over **7,000** followers on Facebook with over **20,000** page visits.

Over **1,700** LinkedIn members with **223,700** impressions.

Referral Marketing

Generated **762,684** impressions and **540** posts from top advocates in less than **2** weeks.

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Silver Sponsor



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