



SAUDI

Airport Exhibition

THE WORLD'S NEW AVIATION HUB

2023 POST SHOW REPORT

19 – 20 December 2023

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airports

DACO
Dammam Airports Company

Cluster 2
تجمع مطارات الحادي

SCAN ME





2023 FACTS & FIGURES



6000+
Global
Attendees



213
International
Exhibitors



70+
Participating
Countries



250+
VIP Buyers



2000+
Meetings



30
Conference
Sessions



90+
Speakers



600+
Delegates



120
Award
Nominations



8000+
Gross SQM



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SAUDI
Airport Exhibition

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Energy that moves you

Apsco is a leading and trusted energy solutions provider in Saudi Arabia. For over 60 years, we have been producing aviation fuels, motor oils, industrial lubricants as well as innovative energy solutions that are designed to drive progress and promote sustainability.



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Service Centers



Aviation Fueling



Lubricants & Motor Oil



Sustainable Solutions

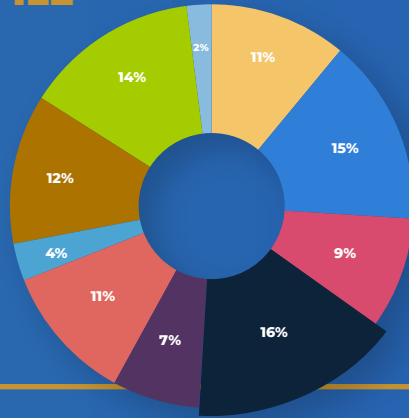
EXHIBITOR SHOWCASE

Saudi Airport Exhibition 2023 featured a diverse range of cutting-edge technologies, solutions and services from leading global and Saudi companies, offering attendees a comprehensive view of the latest industry trends and ideas.



EXHIBITOR PROFILE

- Airport Build & Maintenance
- Airport Operations
- Airport Security
- Airport Technology & IT
- Air Traffic Control
- Aviation Support Services
- Government Organization
- Ground Handling
- Ground Support Equipment
- Retail & Duty Free



EXHIBITOR FEEDBACK

98%

Satisfied with overall participation at the event

96%

Met their objectives

98%

Will exhibit next year

94%

Satisfied with the number of visitors

94%

Satisfied with quality of the visitors

84%

Event exceeded expectations

99%

Rated the event as very important to their business

210+ EXHIBITING COMPANIES FROM 26 COUNTRIES



Austria



Italy **NATIONAL PAVILION**



Slovakia



Bahrain



Malaysia



Spain



China



Ireland



Switzerland



Czech Republic



Norway



The Netherlands



Estonia



Oman



Turkey



Finland



Poland



United Arab Emirates



France



Qatar



United Kingdom



Germany **NATIONAL PAVILION**



Russia



United States of America



India



Saudi Arabia

Exhibitor Testimonials



The show matches the excitement of the Saudi Arabian aviation industry, and we are very glad to have participated two years in a row. We look forward to our participation for the coming year and to see the event grow.

Elie Hannouche
Managing Director,
Bayanat Engineering



The Saudi Airport Exhibition was a successful forum for companies and specialists from the industry to connect and discuss opportunities that bring value to KSA. It was an exceptional event for our company that has recently expanded to the Kingdom.

Samer Rachid
General Manager - Qatar & KSA,
Black Arrow Trading



The second year of the Saudi Airport Exhibition provided a vital platform for industry leaders to delve into the latest developments, showcasing innovation driving regional and global growth; looking forward to the next edition in 2024 as the market undergoes rapid transformation, with GANS committed to supporting its growth and modernisation.

David Adebiyi
Chief Commercial Officer,
Global Air Navigation Services
(GANS)



It's been a wonderful experience participating once again in Saudi Airport Exhibition. The Kingdom's aviation industry is a significant market for us, and we're thrilled to have a concrete opportunity to support its visionary goals through our collaboration with GACA, Matarat and the various Kingdom's aviation stakeholders.

Abdul Razzak Mikati
Managing Director, DTP



The Saudi Airport Exhibition is unquestionably the primary gateway for international operators interested in a rapidly expanding market with highly promising prospects. By participating as an exhibitor and engaging in high-level panel discussions, our Group has had the opportunity to showcase its expertise and experience in airport security and establish business relationships with prominent Saudi companies and organizations.

Massimo Cugusi
International Business Development Manager General Security Italy, Forte Secur Group

Hear what our Exhibitors had to say

English

Arabic

“



We are here with 16 companies of our association. The Saudi market is very interesting because it is full of opportunities in terms of new projects and also investments in the near future. We are very proud to be here and we think that next edition we will be here with more companies.

Rocco Marcuccio
Manager Advisor, Airtech Italy

“



Saudi Airport show is a great opportunity for a meeting between vendors and customers working in the Airport business, including government bodies; we share the latest solutions and technologies to develop Airports operation services for improving passenger experience in addition to security solutions; we are delighted to participate for the second year and looking forward for the next edition in 2024.

Eng. Yasser Kusibati
Project Executive Manager, Arab Security

“



As a Battery Company Head Quartered in India and exporting to over 53 countries , Specializing in batteries for Airport Maintenance, UPS, Forklifts, Oil and Gas, Solar , BESS and Golf Carts, the recently concluded Saudi Airport Exhibition provided us an excellent opportunity to showcase our products. Given the Kingdom of Saudi Arabia's emergence as a significant hub in the Gulf region, we look forward to participating in the Saudi Airport Expo scheduled for November 2024.

T Radhakrishnan Nair
Vice President - International Sales,
Microtex Energy Private Limited

“



TCT participated in the first ever Saudi Airport Exhibition in 2022 and it also participated in the second edition of the exhibition in 2023. It was obvious from day one that this exhibition will be the next big Airport Exhibition in the whole region.

As a Saudi company that specializes in the Aviation Business in Saudi Arabia, TCT is firmly interested in building strong and long business partnership with the exhibition and be part of this amazing journey"

Tariq Ba-Abbad
COO, TCT for Maintenance Services,
Jeddah, Saudi Arabia

“



The Saudi Airport Show is a must for any business operating in the aviation industry across the KSA and ME region. Having exhibited again this year this event is now firmly established as a cornerstone in the annual LundHalsey event calendar for this sector.

With unequalled opportunities to meet the key players in ATM & ATC in one venue, to engage in meaningful conversations, whilst also staying updated with industry developments across the region, I can only recommend this exhibition to other businesses who are looking to make valuable, long-term connections in the aviation industry.

Charles Evett
CEO, LundHalsey Console Systems



FACE OF A NATION



19-20 DEC 2023



SAUDI AIRPORT EXHIBITION



Booth 520

VISITOR OVERVIEW

The event attracted a diverse and dynamic audience comprising aviation industry professionals, government officials, academics, and international representatives. Through their active engagement and diverse backgrounds, the participants enriched discussions, fostering a global exchange of ideas and facilitating valuable networking opportunities.



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

99%

Satisfied with overall participation at the event

96%

Met their objectives

88%

Satisfied with the number of exhibitors

94%

Satisfied with quality of the exhibitors

88%

Event exceeded expectations

95%

Rated the event as very important to their business

6000+ GLOBAL ATTENDEES FROM 70+ COUNTRIES



Bahrain



Italy



Saudi Arabia



China



Jordan



Spain



Denmark



Kuwait



Turkey



Egypt



Lebanon



United Arab Emirates



France



Netherlands



United Kingdom



Germany



Oman



United States of America



India



Qatar

* top 20 participating countries



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SCREENING SOLUTION PROVIDER

For The Aviation Industry

At Saudi Airport Exhibition 2023, we will present our latest innovations in airport screening solutions, automation and sustainability for future proof end to end baggage screening solutions including check point, hold baggage, trace detection etc.

Our experts will be more than happy to share insights on how to improve efficiency of our baggage screening operations with smarter use of data and available options, as well as how to transform the baggage screening system to become truly sustainable-for the environment, people, and business. In addition, we will share our vision and implemented technologies including AI technology. AI is continuous to evolve, we believe these topics play an important role in achieving end to end integrated baggage screening operations for airports.

MEET US ON STAND NO. 500/600

www.metco-sa.com



BUSINESS MATCHMAKING PROGRAMME

The Business Matchmaking Programme was the strategic cornerstone of the Saudi Airport Exhibition 2023, offering personalized networking opportunities and curated sessions to facilitate purposeful connections among industry professionals. Attendees leveraged this platform to engage in tailored meetings, fostering collaborations and driving future innovations within the aviation sectors.



250+
VIP Buyers



2000+
Procurement
Meetings

SAUDI ARABIA

- Air Connectivity Program
- ALTANFEETHI
- Cluster2
- daa International
- Dammam Airports Company (DACO)
- flyadeal
- flynas
- General Authority of Civil Aviation (GACA)
- Jeddah Airports Company (JEDCO)
- King Salman International Airport
- Madinah Aviation Consortium
- Matarat Holding
- Ministry of Tourism, Saudi Arabia
- Ministry of Transport and Logistic Services, Saudi Arabia
- NEOM Airports
- Public Investment Fund (PIF)
- Red Sea Global
- Riyadh Air
- Riyadh Airports
- SAL - Saudi Arabian Logistics
- Saudi Air Navigation Services (SANS)
- Saudi Airlines
- Saudi Aramco
- Saudi Ground Services Company
- The Royal Commission for Riyadh City
- Tibah Airport Operations Company

INTERNATIONAL

- Afghanistan Ministry of Transport & Aviation
- Airports Authority of India
- Almaty International Airport
- Baghdad International Airport
- Cairo Airport Company
- Civil Aviation & Met Authority of Yemen
- Civil Aviation Authority of Sri Lanka
- dnata (UAE)
- EAS (Egyptian Aviation Services S.a.e.)
- Egyptian Airports Company
- Global Air Navigation Services (GANS) UAE
- JSC Aviation Administration of Kazakhstan
- Maldives Airports Company Ltd
- Maldives Civil Aviation Authority
- Ministry of Aviation, Pakistan
- Ministry of Interior, Bahrain
- Najaf International Airport
- Office National Des Aeroports Morocco
- Oman Airports
- Pakistan Civil Aviation Authority

Buyer Testimonials

“

The event was truly remarkable, showcasing the latest innovations, and cutting-edge technologies, and fostering meaningful connections within the aviation community. I look forward to future events and collaborations, and I am confident that the positive impact of this exhibition will resonate within the aviation industry for years to come.

Chairman, Civil Aviation Authority of Sri Lanka

“

We learned a lot in the two days that we spent at the exhibition and have come back much more confident that our various issues are expected to be resolved in due course of time through our interaction with high quality organizations and your team.

Director CAA/FP Outsourcing of Airports, Pakistan Civil Aviation Authority

“

Many thanks for the generosity, warm reception, and care that we experienced during our presence at the exhibition and for your great effort and appropriate organization of the events.

Chairman and Managing Director, Egyptian Aviation Services S.a.e.

“

Congratulations for the exhibition success and great organization. I really enjoyed participating in this event and I had the chance to meet very interesting people and companies, see new concepts, technologies and innovation. I'll come back to my country full of ideas I saw and opportunities I discovered.

FES Airport Manager, Morocco (Office National Des Airports)

“

I thoroughly enjoyed attending and participating in the exhibition. Not only did it provide a great platform for showcasing our airports, but it also gave me the opportunity to connect with numerous local and international investors and operators who share a keen interest in our industry.

The event was well-organized, and I appreciated the effort put into ensuring everything ran smoothly. The diverse range of exhibitors and the insightful presentations added immense value to the overall experience.

Director of Commercial Planning and Business Development, JEDCO

“

It was a pleasure to participate in SAE 2023, meeting the leading experts of aviation and other fields which provided great insight of current technology and future developments in industry. The platform was of great value which helped us to connect with the key persons to expand our companies need for current and future projects.

We also recommend more and more organizations to participate as it will help to connect better with institutions to improve each other's situation in the current market.

Electromechanical Chief, Tibah Airports

“

The event was well-organized, with a diverse range of exhibitors showcasing cutting-edge airport technology and innovation. I was particularly impressed by the focus on sustainability and the use of smart technologies to enhance the passenger experience.

I would also like to commend the organizers for creating a welcoming and inclusive environment for all attendees. The event was well-attended by a diverse group of professionals from around the world, and I was able to network with many interesting people and learn about their experiences in the aviation industry.

Head of Foreign Relations Department, Afghanistan Ministry of Transport and Aviation

“

Thank you for the warm hospitality extended to us and the excellent arrangements made for us throughout our stay. We look forward to the next Saudi Airport Exhibition.

Deputy Managing Director, Maldives Airports Company

“

We thank you for the hospitality and hope that such exhibitions and visits will be repeated for our benefit and knowledge.

Head of Operations, Ministry of Interior-Airport Police Directorate - Bahrain

“

Saudi Airport Exhibition was a precious experience for sharing experience and a good way to have good communication with aviation industry experts. Wishing the entire team all the best and more success in the future. Thank you for good services and hospitality.

Director of Civil Aviation Institute, Afghanistan Ministry of Transport and Aviation

“

Thank you for the hospitality and warm reception. It was a wonderful organization.

BIAP Directors Office Manager, Baghdad International Airport

“

Thank you for the efforts, which made it easy for us to get benefit from the exhibition and the ease of moving between the participants to get benefit from what they have.

Maintenance Supervisor, Saudi Arabia Cluster 2

“

Attending Saudi Airport Exhibition was a wonderful experience. Thank you for all the support during our stay.

Acting Director Aerodromes / Senior Civil Aviation Inspector, Civil Aviation Authority - Sri Lanka

“

We thank you for the facilities you provided us, and the exhibition was very wonderful, and we will reflect this in improving the level of airports in Yemen. We will meet, God willing, in upcoming events.

Planning and Projects General Director, Civil Aviation and Meteorology Authority of Yemen

“

Thank you for the invitation and all support during our visit. The event went very well and it was really valuable for me.

COO, Almaty International Airport



SOLVING FIRE

WHAT WE DO?



Fire Rescue
and Firefighting
Services



Security
Systems and
Services



Fire Protection
& PPE



Fire Protection
Equipment



GLOBAL AVIATION ISSUES CONFERENCE

The Global Aviation Issues Conference at Saudi Airport Exhibition 2023 brought together industry leaders and experts to tackle pressing challenges and explore future trends in aviation. The conference addressed critical issues shaping the industry's trajectory through insightful sessions and collaborative discussions.



250+ Conference Delegates



49 Speakers



20 Conference Sessions

KEY SESSION HIGHLIGHTS

- Current State and Future of Aviation – Regional and Global Connectivity
- Airline Industry Trends and Challenges
- Regulatory Frameworks and International Cooperation
- Emerging Technologies in Aviation
- Resilience and Crisis Management in Aviation
- Digital Transformation and Aviation 4.0
- Aviation Security and Cybersecurity
- Human Capital and Workforce Development
- Sustainable Aviation: Addressing Environmental Challenges
- Collaborative Approaches to Aviation Problem Solving

Supported by





WOMEN IN AVIATION GENERAL ASSEMBLY

The Women in Aviation General Assembly celebrated and advocated for gender diversity within the aviation sector. Through inspiring discussions and networking opportunities, it highlighted the significant contributions of women and emphasized the importance of inclusivity in driving industry advancements.



350+ Conference Delegates



26 Speakers



10 Conference Sessions

KEY SESSION HIGHLIGHTS

- Women Empowerment under Vision 2030
- Empowering Women in Training & Workplace
- Enhancing Customer Experience by Improving Operational Metrics
- Delivering New-Age Solutions for the Travel and Logistics Sector
- The Impact of Localisation and Opportunities for Women in Saudi Arabia
- Ensuring Women Remain at the Forefront of the Digital Aviation Ecosystem
- Transformation of Women's Role in Saudi Arabia
- Establishing a Clear Pathway for Women to Participate in Aviation Careers
- Career Opportunities for Women in the Sustainable Future of Aviation

Supported by



Speaker Testimonials

“

The Global Aviation Issues Forum hosted by the International Association of Airport Executives was quite well received by bringing up important topics germane to the continued success of the civil aviation industry both in Saudi Arabia and worldwide. I personally was impressed with the quality of the speakers at this and the Women in Aviation event at the Saudi Aviation Exhibition, as well as the vendors who participated in the event, and the promotion team. I know that the event will be even larger next year.



Dr. Dan Wong

Associate Professor and Aviation Program Leader, Department of Management

“

Platforms like Saudi Airport Exhibition underscore the pivotal role that airports play in contemporary society. As crucial hubs connecting people and goods, airports are at the heart of our interconnected world. The FAA works with its international partners to promote safety and sustainability, not only for the smooth functioning of air travel but also for maintaining the integrity and resilience of the supporting infrastructure that keeps our world moving forward.



Mohammad T. Kushan

Senior Representative
Middle East and North Africa
Federal Aviation Administration

“

Attending Saudi Airport Exhibition was an exceptional experience that left an indelible mark on my perspective of the aviation industry. This premier event, touted as the largest dedicated airport gathering in the Kingdom, truly lived up to its reputation.



Mohammed Salem Awadh

Corporate Planning Director,
Yemenia - Yemen Airways

“

It was a privilege to get to moderate a session on Aviation Security and Cybersecurity at the Global Aviation Issues Conference during Saudi Airport Exhibition 2023. The panel was formed of some of the leading industry experts and the delegates very positively received the opinions and ideas from the session.



Eng. Nabeel Ashram

Aviation Expert and Consultant,
Former Director of Operations-King Abdulaziz International Airport,
Jeddah

“

The SATS Group is committed to continuing to support the professional development of women in aviation by building on its existing cargo terminal operations in Riyadh, Dammam and Jeddah.



Emma Deane

Regional Vice President of Business Development, WFS A Member of the SATS Group, Worldwide Flight Services (WFS)

“

The aviation industry is progressing and developing, and our vision is that if you are able to make a difference, you are able to overcome the impossible.



Dr. Eng. Suaad Al Shamsi

Technical Advisor,
Women in Aviation Middle East Chapter

“

Kudos on a stellar Saudi Airport Exhibition! The global aviation experts' convergence was a testament to your meticulous planning. Grateful for fostering collaboration. The event provided an invaluable platform for networking and knowledge exchange, leaving a lasting impact on all participants.



Capt. Qadar Sarfraz

Pilot and Chief Executive Officer
Airman's Ground

“

The creativity and innovation showcased in your exhibition captivated everyone who had the pleasure of experiencing it. It was evident that you invested significant time and effort into ensuring that your presentations were not only visually stunning but also informative and engaging.



Dr. Eng. Neyara Radwan

Associate Professor-
AL MAAREFA UNIVERSITY,
Riyadh, Saudi Arabia

THE ITALIAN WAY TO EXCELLENCE IN THE AIRPORT INDUSTRY



Air Tech Italy (ATI) is the leading Trade Association representing Italian companies specialized in supplying products, technologies and services for airports, airlines and air-traffic control.

Air Tech Italy is the first stop for aviation companies from all over the globe looking for top-quality Italian aviation companies. The main goal of the Association is to provide “integrated solutions” to civil aviation organizations, airport operators or airlines, leveraging on Italian high tech competences, expertise and skills.

The association was founded in July 2020 under the patronage of ENAC (Italian Civil Aviation Authority) to bring together the most successful Italian companies in the field of aviation.

Internationalization, Innovation and Sustainability are the main drivers of ATI Members, we focus on finding joint projects where our Members can engage in the creation of future oriented aviation projects.

ATI supports its Members in building networks and creating new relationships, providing them with practical assistance in the frame of finding the right business data, organizing events and participating in business missions and international trade fairs.

Air Tech Italy



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www.airtechitaly.com
info@airtechitaly.com



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Rome, 00165 ITALY



AIRPORT EXCELLENCE AWARDS

The Airport Excellence Awards at Saudi Airport Exhibition 2023 recognized outstanding achievements and celebrated excellence, innovation, and best practices across the global aviation industry. The Awards honored notable innovations in critical areas, from expanding infrastructure to pioneering sustainable practices and enhancing passenger experiences. The ceremony highlighted industry leaders, projects, and initiatives that exemplified excellence in driving positive change and advancements.

WINNERS



PASSENGER EXPERIENCE



SUSTAINABILITY AND ENVIRONMENT



GROUND SUPPORT SOLUTIONS



INNOVATION & TECHNOLOGY



INFRASTRUCTURE EXPANSION

1ST RUNNER UPS



PASSENGER EXPERIENCE



SUSTAINABILITY AND ENVIRONMENT



GROUND SUPPORT SOLUTIONS



INNOVATION & TECHNOLOGY



INFRASTRUCTURE EXPANSION

2ND RUNNER UPS



PASSENGER EXPERIENCE



SUSTAINABILITY AND ENVIRONMENT



GROUND SUPPORT SOLUTIONS



INNOVATION & TECHNOLOGY



INFRASTRUCTURE EXPANSION

MAKING SEAMLESS POSSIBLE



More seamless, efficient, and secure

All across the world, SITA is digitally transforming journeys from end-to-end. Thanks to our unrivalled experience and solutions, we're making travel more seamless and efficient for all — throughout airports and across borders.



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the whitepaper

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Marketing and Communication

Saudi Airport Exhibition's strategic marketing and communication campaign proved to be a resounding success, echoing the effectiveness of a well-executed 360-degree approach. Throughout pre-show, show-day, and post-show exposure, we achieved comprehensive engagement.

Over the event's two days, it garnered significant local and global attention. Through media outreach, we facilitated insightful interviews with our spokespeople across Saudi Arabia and worldwide.



Display Advertising

Over 200 premium online media placements for deeper audience engagement.



Global Reach

Attendees were engaged from 125+ countries through our global communications platforms.



Email

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



Website

The website drew 191,408 visits, 72,627 sessions, and 44,898 unique visitors.



Mobile App

1,000+ downloads of SAE official event mobile app.

Public Relations & Media



US\$919,387.24
PR value



833,753
Impressions

Online & Social Media



14,000+
Followers



5.9M+
Impressions



600,000+
Google Ads
Impressions

Referral Marketing



Generated
US\$105,728.28
ROI



744 referrals
from top
advocates



17,925 clicks

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Gold Sponsors



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Supporters



Media Partners





SAUDI
Airport Exhibition

SAVE THE DATE

11 – 12 NOVEMBER 2024

Contact our sales team for space and sponsorship information or to finalise your booking:

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