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15 - 17 JUNE 2025

Riyadh International Convention and Exhibition Center (RICEC)

SAUDI ARABIA'S ONLY AND SPECIALISED TRADE FAIR FOR THE HARDWARE AND TOOLS SECTOR



POST SHOW REPORT

WWW.HARDWAREFAIR-SAUDI.COM



BROUGHT TO YOU BY A POWERFUL UNION OF WORLD-LEADING EVENT ORGANIZERS



POWERING GROWTH ACROSS INDUSTRIAL, CONSTRUCTION AND MANUFACTURING SECTORS IN SAUDI ARABIA

Making its debut in Riyadh, International Hardware Fair Saudi Arabia - المعرض الدولي للمعدات والأدوات welcomed 13,110 industry professionals and decision-makers across three days of sourcing, networking and live demonstrations.

Powered by EISENWARENMESSE - International Hardware Fair and Big 5 Construct Saudi, the Saudi edition of the world's largest hardware and tools fair delivered a highly focused platform for sourcing, product demonstrations, and hands-on challenges - designed to meet the procurement needs of contractors, manufacturers and infrastructure developers. Held at the RICEC, Riyadh, the event hosted more than 183 exhibiting brands, including Albawardi Tools and Hardware, Truper, Yato Tools, Genergy Power Products, Gong Fong Enterprise, Stahlwille, and Pecol - giving buyers direct access to global and local suppliers serving the Kingdom's infrastructure, construction and manufacturing boom.

Key features such as the Demo District, Guess the Gear Challenge and the Hardware Hero Challenge energized the halls with live activities, gamified learning and product testing. Together with a growing market demand under Vision 2030, the inaugural edition served as a critical gateway to business in Saudi Arabia's accelerating tools and hardware sector.



Relive the inaugural edition

▶ WATCH VIDEO



COUNTRIES

- ▶ CARPENTRY
- ▶ PAINTING
- ▶ AUTOMOTIVE
- ▶ SAFETY



POST SHOW REPORT

TRUPER



WHERE THE FULL HARDWARE & TOOLS SUPPLY CHAIN GATHER TO SOURCE, CONNECT AND BUILD NETWORKS

TOTAL VISITORS:

13,110*



EXHIBITING COMPANIES & BRANDS:

183



LIVE DEMOS CONDUCTED:

73



EXHIBITING COUNTRIES:

18



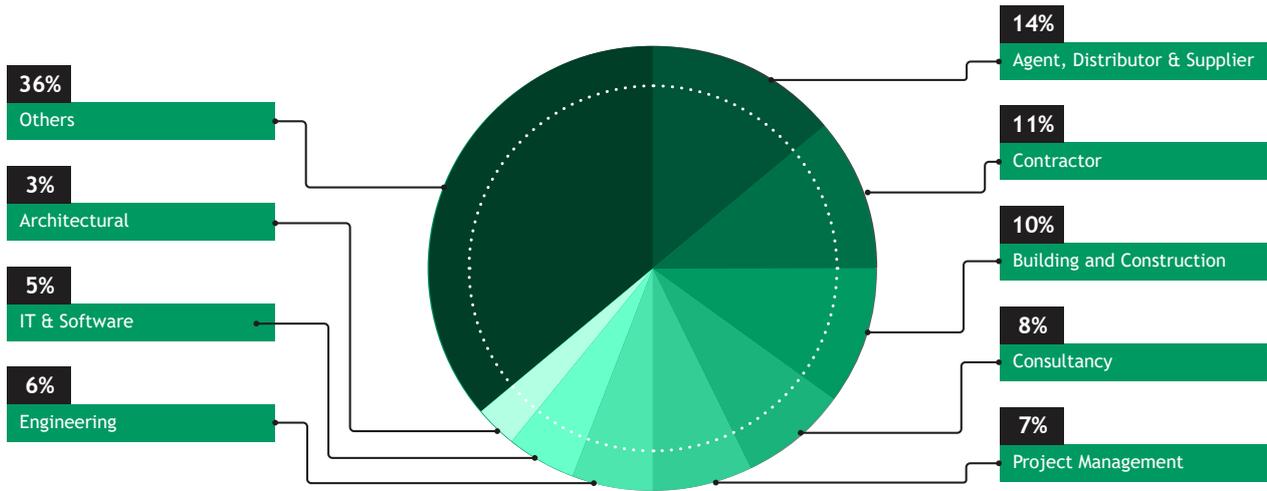
* Combined with co-located event FSB Sports Show Riyadh

Our first participation at the International Hardware Fair Saudi Arabia exceeded our expectations. The event brought us face-to-face with decision-makers and distributors who are shaping the construction industry in the Kingdom. Being part of the only specialized tools and hardware event in Saudi Arabia has opened new doors for us and positioned Al Bawadi Tools & Hardware to play a stronger role in serving the country's fast-growing construction market.



Attended by 13,110 key decision-makers and industry specialists from Saudi Arabia, actively sourcing solutions to enhance project delivery, efficiency and cost-effectiveness

VISITOR NATURE OF BUSINESS:



VISITING COMPANIES INCLUDE:



FILL OUT THIS SHORT FORM TO SECURE YOUR STAND FOR 2026



183 INTERNATIONAL AND LOCAL SUPPLIERS. ONE POWERFUL SHOWCASE.

The 2025 edition brought together 183 exhibiting companies showcasing a wide spectrum of products including hand tools, power tools, fixing and fastening technologies, furniture fittings, decorative metalwares, safety solutions and workshop and factory equipment.

EXHIBITING COMPANIES INCLUDED:



CONTACT US TO ENQUIRE

ABOUT EXHIBITING OR SPONSORSHIP OPPORTUNITIES

EXHIBITING COUNTRIES/REGIONS:

KSA	AUSTRALIA	BAHRAIN	CHINA	CZECH REPUBLIC
GERMANY	HONG KONG	INDIA	ITALY	KUWAIT
MEXICO	OMAN	PORTUGAL	SPAIN	TAIWAN
TURKEY	UAE	USA		

DEALS, DEMOS AND DIALOGUE, ALL IN ONE PLACE

From live demos and interactive challenges to standout exhibitor moments and international showcases, this year's edition brought the world of hardware and tools to life across every hall.



> EXHIBITOR SPOTLIGHT ALBAWARDI TOOLS & HARDWARE

Celebrating excellence on and off the show floor, Albawardi Tools & Hardware was crowned winner of the event's first-ever Exhibitor Challenge, recognized for their outstanding promotional efforts, active participation, and commitment to making the event a success. Their win sets a new benchmark for industry collaboration and event marketing.



> LIVE DEMOS AT THE DEMO DISTRICT

The Demo District was a crowd magnet throughout all three days, with 20+ top hardware brands bringing their tools to life through live, hands-on demonstrations. Attendees had the rare chance to test products in real time - gaining confidence in quality before placing a single order.



> HARDWARE HERO CHALLENGE

One of the most engaging zones of the show, the Hardware Hero Challenge invited visitors to roll up their sleeves and take on a series of speed-based, hands-on tasks. From one-handed hammering to drilling under pressure, hundreds participated in the daily competition to prove their skills - with exciting prizes and the title of Hardware Hero on the line.



> GUESS THE GEAR

The ultimate test of tactile tool knowledge! Visitors stepped up to the mystery box challenge to identify concealed tools by touch alone. The rules were simple: no peeking, just feel and guess. The feature was a daily crowd-pleaser, sparking laughs, debates and some surprisingly accurate guesses.

Our participation in the first International Hardware Fair in Saudi Arabia was a very positive experience. The organization and the level of participation, both from exhibitors and attendees, exceeded our company's expectations, and we were able to confirm the strong potential that Saudi Arabia holds for the future development of our brand. We received a high volume of visitors and our brand was very well received, particularly given that we are coming from Mexico.



MARKETING CAMPAIGNS THAT DELIVER RESULTS

> 368.3 MILLION

PR CAMPAIGN REACH

> 164 MILLION

EMAILS SENT

> \$10.5 MILLION

PR VALUE ACHIEVED

MAKING HEADLINES



FEATURED IN OVER 139+ MEDIA OUTLETS, INCLUDING:



SPECIAL THANKS TO OUR 2025 SPONSORS & PARTNERS

> POWERED BY



> FOUNDING PARTNER



> KNOWLEDGE PARTNER



Delegation der Deutschen Wirtschaft für Saudi-Arabien, Bahrain und Jemen
German-Saudi Arabian Liaison Office for Economic Affairs (GESALO)
مكتب الإتصال الألماني السعودي للشؤون الاقتصادية

> KEY PROJECT INTELLIGENCE PARTNER



> MEDIA PARTNERS



Global Sourcing Media



Since establishing our presence in the Saudi market in 2015, Tornado XP has been committed to serving the Kingdom's construction sector with reliable tools. Participating in the International Hardware Fair Saudi Arabia has taken us a step further by opening new channels and reaching fresh customer segments. The event has helped us go the extra mile in expanding our footprint and maximizing our market share in a sector that continues to grow at pace.





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BE PART OF #IHF SAUDI ARABIA 2026

15 - 17 JUNE 2026

RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER (RICEC), SAUDI ARABIA

Interested in exhibiting, sponsoring,
or getting involved in next year's edition?

> REGISTER YOUR INTEREST

TO EXHIBIT NOW



For further enquiries, contact us at
info@hardwarefair-saudi.com or ihf-saudi@koelnmesse.com

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