



16 - 18 JUNE 2025

RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER (RICEC)

# POST SHOW REPORT



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## CREATING BUSINESS CONNECTIONS BETWEEN KEY BUYERS AND EXHIBITORS IN SAUDI ARABIA'S THRIVING SPORTS INFRASTRUCTURE AND PUBLIC SPACES SECTOR

The launch edition of FSB Sports Show Riyadh was officially opened on 16th June 2025, featuring 154 exhibitors and brands from 25 countries. Participating pavilions included China and Turkiye.

The event attracted 13,110\* buyers and decision-makers, with key disciplines represented by contractors, urban developers, engineers and distributors.

The event also hosted the Saudi Sports and Leisure Summit on 16 June, alongside ActiveSpaces 360 from 17-18 June on the show floor. Together, these platforms featured 41 high-level speakers and attracted a total of 1,119 attendees over three days.

|                             |  |                                     |  |   |  |
|-----------------------------|--|-------------------------------------|--|---|--|
| ATTENDEES<br><b>13,110*</b> |  | EXHIBITORS & BRANDS<br><b>154</b>   |  | EXHIBITING COUNTRIES<br><b>25</b>   |  |
| SPEAKERS<br><b>41</b>       |  | CPD CERTIFIED SESSIONS<br><b>29</b> |  | * Combined with co-located event International Hardware Fair Saudi Arabia |  |

/// Saudi Arabia's progress over the past few years has been remarkable, and FSB Sports Show Riyadh serves as a strong platform to showcase the products and solutions driving that transformation.

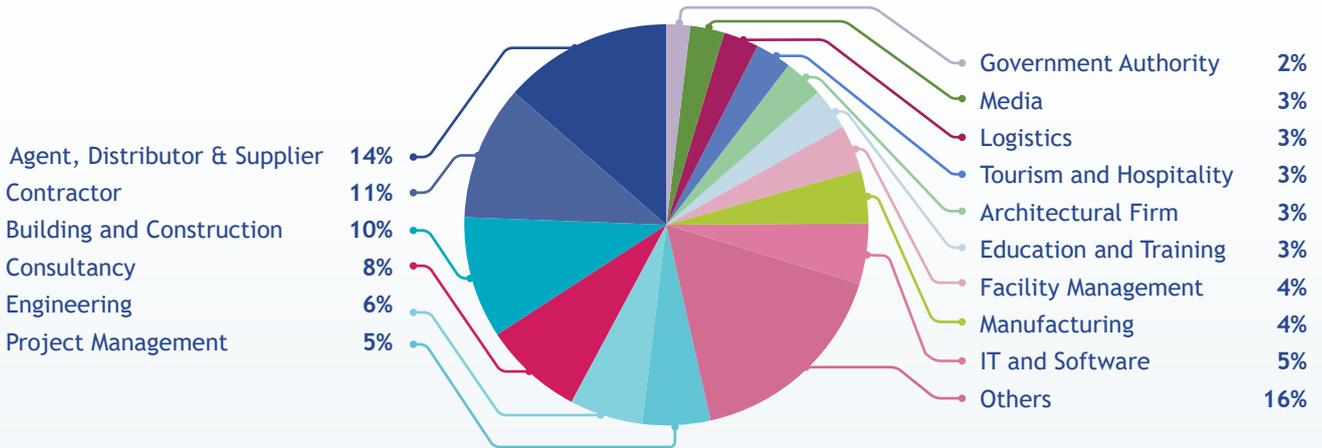
**BILL LENNOX**  
Managing Director, Yardex

**YARDEX**

# WELCOMING 13,110\* BUYERS, DECISION-MAKERS AND KEY PROJECT OWNERS IN SPORTS & LEISURE

\* Combined with co-located event International Hardware Fair Saudi Arabia

## VISITOR NATURE OF BUSINESS:



## MEET TOP DECISION MAKERS FROM CONTRACTORS, URBAN DEVELOPERS, ARCHITECTS AND CITY PLANNERS AT FSB SPORTS SHOW RIYADH

### VISITOR BRANDS THAT ATTENDED:





## 154 EXHIBITING COMPANIES AND BRANDS, PRESENTING PRODUCTS AND SOLUTIONS FROM 27 COUNTRIES

### EXHIBITING COMPANIES INCLUDED:



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### EXHIBITING COUNTRIES INCLUDED:



FSB Sports Show Riyadh is the biggest show for public realm, sport and play and that is the core of what Gebal group and Vinci Play have been doing for decades.

**ROB HETHERINGTON**  
Group Business Development Director, Gebal Group





# SAUDI SPORTS AND LEISURE SUMMIT OVERVIEW

Saudi Sports and Leisure Summit brought senior private and public sector stakeholders together to collaborate and deep dive into the challenges and opportunities around Saudi Arabia’s sport evolution.

These inspiring conversations, panel discussions and immersive learning experiences support the government’s ambitious Saudi Vision 2030 targets of providing its citizens with top of the line stadiums, arenas and leisure facilities.

|   |                           |                                      |
|---|---------------------------|--------------------------------------|
| <b>CERTIFIED PROFESSIONALS</b> <b>309</b> | <b>SPEAKERS</b> <b>22</b> | <b>HIGH-LEVEL SESSIONS</b> <b>12</b> |
|---|---------------------------|--------------------------------------|

## CONFERENCE THEMES:

|  |  |  |   |
|--|--|--|---|
| <br><b>PUBLIC-PRIVATE COLLABORATION</b> | <br><b>SUSTAINABLE &amp; ADAPTIVE SPORTS INFRASTRUCTURE</b> | <br><b>TECHNOLOGY &amp; SMART FACILITY MANAGEMENT</b> | <br><b>SAFETY, ACCESSIBILITY &amp; LONG-TERM USABILITY</b> |
|--|--|--|---|

Speaking at the Saudi Sports & Leisure Summit was exciting! I tremendously enjoyed the Q&A session, where we addressed community engagement questions and regional activation principles with both attendees and the audience.

**ALANOOD ALOTHAIMEEN**  
 Director of Strategies and Policies, Saudi Sports for All Federation





# 890 SPORTS INFRASTRUCTURE PROFESSIONALS CERTIFIED AT THE EVENT: A FUTURE SPONSORSHIP OPPORTUNITY

Taking place on 17 and 18 June 2025, Saudi Arabian industry-experts witnessed active participation in ActiveSpaces 360. The audience comprised of contractors, architects, project managers, urban planners and property developers. ActiveSpaces 360 not only facilitated a valuable exchange of knowledge but also offered a networking platform for industry professionals to interact with experts in the field.

|                         |            |          |           |                        |           |
|-------------------------|------------|----------|-----------|------------------------|-----------|
| CERTIFIED PROFESSIONALS | <b>890</b> | SPEAKERS | <b>19</b> | CPD-CERTIFIED SESSIONS | <b>17</b> |
|-------------------------|------------|----------|-----------|------------------------|-----------|

## CONFERENCE THEMES:

|  |  |  |  |
|--|--|--|--|
|  <p><b>SMART AND SUSTAINABLE SPORTS FACILITY CONSTRUCTION</b></p> |  <p><b>TECHNOLOGY AND INNOVATION IN FACILITY MANAGEMENT</b></p> |  <p><b>URBAN ACTIVATION AND INCLUSIVE RECREATIONAL SPACES</b></p> |  <p><b>CLIMATE-RESILIENT AND SUSTAINABLE OUTDOOR FACILITIES</b></p> |
|--|--|--|--|



Participating as a speaker at ActiveSpaces 360 during the FSB Sports Show Riyadh was an inspiring experience. Engaging with such passionate presenters and forward-thinking audiences made it both personally rewarding and professionally enriching.

**ABDULAZIZ M. SABR**  
King Salman Park Foundation

محافظة الملك سلمان  
King Salman Park





# FEATURED SPEAKERS



**ABDULAZIZ M. SABR**  
Venue Operation Senior Manager,  
The King Salman Park Foundation



**ALANOOD ALOTHAIMEEN**  
Director of Strategy and Policies,  
Saudi Sports for All Federation



**ALWALEED ALKEAID**  
Founder, Saudi Sports  
Professionals Network



**FAWAZ ALAYBAN**  
Head of Procurement,  
Al Hilal Club Company



**HRVOJE CINDRIĆ**  
Global Urban Strategies Lead,  
Buro Happold



**IRINA KORNEYCHUK**  
Associate Partner, FaulknerBrowns  
Architects, United Kingdom



**DR. KAM AL-MAZRUI**  
Director of Sport and Events,  
KSA, Mott MacDonald



**KLAUS MEINEL**  
Secretary General, IAKS -  
International Association for  
Sports and Leisure Facilities



**ENG. MESHAL ALDEAIJY**  
Strategy Advisor, Strategic  
Planning & Execution Advisor



**MOHAMMED MOUSA**  
President, Al Bawani Services



**PAUL GOODALL**  
Associate Principal,  
Populous



**RAZAN AL-AJMI**  
Saudi Arabia's First Female  
Skydiver, Founder, Saudi Skydive



**STEFAN DIDERICH**  
Director General, ESTC EMEA  
Synthetic Turf Council, Belgium



**SULTAN ALSAAD**  
CEO, Levelz Gaming Group



**TAUFIQ BAMATRAF**  
Consultant - Sports Programs  
Manager, SportsHub - Leejam  
Sports Company



**TOM PINNINGTON**  
Director, The Sports Consultancy,  
United Kingdom

# LASTING IMPRESSIONS WERE CREATED THROUGH IMMERSIVE VISITOR EXPERIENCES

## EVENT HIGHLIGHTS:



▶ Watch Video



▶ Watch Video



▶ Watch Video



## RACING SIMULATOR

Attendees got behind the wheel and raced against the clock in a high-octane virtual showdown where precision, speed and control were everything.



## GOLFING SIMULATOR

Attendees experienced the perfect blend of precision, power and leisure at our Virtual Golf Simulator Zone.

## WHAT OUR VISITORS HAD TO SAY:

/// A busy event with good presentations in an excellent facility. ///

/// It was a great opportunity to connect with industry leaders, discover cutting-edge products, and exchange ideas with fellow attendees. ///

/// The range of innovative sports surface materials, advanced facility solutions, and cutting-edge equipment showcased the future of sports infrastructure. ///



/// The exhibition keeps pace with the needs of talent training through two main knowledge programs: the Saudi Sports and Entertainment Summit and ActiveSpaces 360.

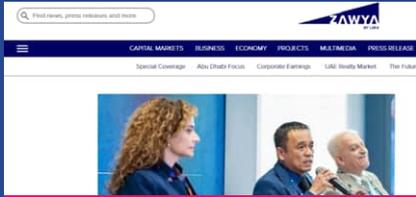
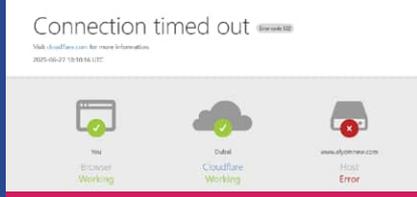
PUBLICATION - TIMEOUT RIYADH



# MARKETING CAMPAIGNS ENSURING YOUR INVESTMENT DELIVERS VALUABLE RETURN

|   |  |  |  |   |
|---|--|--|--|---|
| <p><b>7.96M</b></p> <p>DIGITAL CAMPAIGN TOTAL REACH</p> | <p><b>3.07M</b></p> <p>EMAILS SENT</p> | <p><b>4.5K</b></p> <p>TELEMARKETING CALLS PLACED</p> | <p><b>1.04M</b></p> <p>WHATSAPP MESSAGES DELIVERED</p> | <p><b>1.6M</b></p> <p>WEBSITE VIEWS</p> |
|---|--|--|--|---|

**MEDIA COVERAGE INCLUDED:**

|   |  |   |
|---|--|---|
|  <p><b>Makkah Newspaper</b></p>           |  <p><b>Saudi Press Agency</b></p> |  <p><b>Arab News</b></p>  |
|  <p><b>ME News 247</b></p>               |  <p><b>Zawya</b></p>             |  <p><b>Al Riyadh</b></p> |
|  <p><b>Al-Youm Al-Jadeed</b></p>         |  <p><b>Timeout Riyadh</b></p>    |  <p><b>Waaynk</b></p>    |
|  <p><b>Saudi Arabia News Gazette</b></p> |  <p><b>KSA News</b></p>         |   |



# THANK YOU TO OUR SPONSORS & PARTNERS

## SPORTS FACILITIES INTEGRATED SOLUTIONS PARTNER



## FOUNDING PARTNERS



## THEATRE SPONSOR



## KNOWLEDGE PARTNER



## ACTIVESPACES 360 SESSION PARTNERS



## ARCHITECTURE PARTNER



## SIMULATOR PARTNER



## GOLFING PARTNER



## MEDIA PARTNER ON SPORTS SURFACES



## MEDIA PARTNERS



# GET INVOLVED NOW

WHY EXHIBIT AND SPONSOR **FSB SPORTS SHOW RIYADH IN 2026**



15 - 17 JUNE 2026

RIYADH INTERNATIONAL CONVENTION  
AND EXHIBITION CENTER



**NETWORK DIRECTLY WITH INDUSTRY LEADERS AND DECISION-MAKERS, CREATING OPPORTUNITIES FOR STRATEGIC PARTNERSHIPS AND COLLABORATIONS THAT CAN DRIVE YOUR BUSINESS GROWTH**



**POSITION YOUR COMPANY AS A MAJOR CONTRIBUTOR TO SAUDI ARABIA'S SPORTS INFRASTRUCTURE AND LEISURE FACILITIES SECTOR, ENHANCING YOUR BRAND'S VISIBILITY AND INFLUENCE**



**UTILIZE THE PLATFORM TO LAUNCH NEW PRODUCTS OR ENHANCE SALES OF EXISTING PRODUCT LINES LEVERAGING FACE-TO-FACE INTERACTIONS WITH YOUR TARGET AUDIENCE**



**GAIN COMPETITIVE INTELLIGENCE THAT CAN GIVE YOU AN EDGE IN THIS VIBRANT MARKET FULL OF TANGIBLE OPPORTUNITIES**

THE FOLLOWING EXHIBITORS HAVE ALREADY RE-CONFIRMED THEIR PARTICIPATION FOR 2026:



ALWASAIL



**EXHIBIT NOW**

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# SECURE YOUR SPOT AT FSB SPORTS SHOW RIYADH 2026

 **15 - 17 JUNE 2026** RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER

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