

10th

ANNIVERSARY

POST SHOW REPORT
2023



The 10th International Exhibition for
**Steel Fabrication, Metal Forming, Welding,
Finishing & Machine Tools Exhibition**

“Products - Technology - Services”



FABEX SAUDI ARABIA 2023

The **No. 1** Premium Industrial Show
BIGGER, BETTER, STRONGER

15-18 October 2023

Riyadh International Exhibitions Centre, Riyadh - Saudi Arabia

Platinum Sponsor:



Machinery Platinum Sponsor:



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10th**ANNIVERSARY****POST SHOW REPORT
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FABEX Saudi Arabia 2023

Triple Space and Overwhelming Success Year!



In 2023, FABEX Saudi Arabia 2023 alongside with Metal & Steel Saudi Arabia 2023 was inaugurated officially by his Excellency H.E. Eng. Khalid Al-Salem- President of Royal Commission for Jubail and Yanbu on 15th October 2023 at Riyadh International Convention & Exhibition Center – RICEC.

The show has set an ambitious but realistic goal to provide every stakeholder related to the steel, metals and manufacturing industry and related sectors with game-changing insights, knowledge, connections and fresh business opportunities.

Significant high demand from international and local suppliers has already shown at 2023 edition. It proved that this exhibition is the first choice of all industry professionals. The four-day exhibition has witnessed a remarkable presence of more than 11618 potential visitors from 17 countries and 450 companies participating from 22 countries around the world.

Saudi Arabia is undergoing its most significant period of new steel capacity investment for a decade to capitalize on booming demand driven by

Saudi Vision 2030. According to the Saudi Arabia's Ministry of Industry and Mineral Resources recently, it has secured \$6 billion for a steel plate mill complex projects for the shipbuilding, oil and gas, construction and defense sectors and a "green" flat steel complex that will supply the automotive, food packaging, machinery and equipment, and other industrial sectors.

The event offered new technologies and innovative products, including the very latest technologies, induction furnaces, equipment, and live-machines displays. Further to new business opportunities with industrial visitor profile including key decision makers, manufacturers, producers, agents, consultants, users and governmental bodies have been created during four days.

The exhibition's success marks a pivotal restoration of physical meetings as the unprecedented networking opportunity to aid in the growth of businesses.

Following the success of FABEX / Metal & Steel Saudi Arabia 2023; many exhibitors had already booked their stand for 2024.

10th ANNIVERSARY

**POST SHOW REPORT
2023**



**OUR BIGGEST
EDITION YET**



450

Exhibitors from
26 Countries

40%

For the first time ever,
recorded visitor growth
from regional and
international markets

200%

Larger show size
than previous editions

11618

Visitors from
17 countries



EXHIBITOR SUMMARY

450
exhibitors

26
countries

The **10th** edition of FABEX Saudi Arabia alongside with Metal & Steel and Mach Saudi Arabia concluded with remarkable success. Although the overall situation in the kingdom of Saudi Arabia, The exhibition welcomed the leading regional companies of the industry with the world's leading providers of technologies, products & services.

The remarkable edition was made prestigious by the increasing number of foreign participation of over 450 exhibitors from

- | | | |
|---|--|--|
|  Saudi Arabia |  UAE |  Jordan |
|  Egypt |  Turkey |  Germany |
|  Italy |  Poland |  Netherlands |
|  Switzerland |  Russia |  Austria |
|  Belgium |  Japan |  France |
|  India |  China |  Taiwan |
|  Thailand |  UK |  USA |
|  Canada | | |

Success stories started new decade from this year's exhibition confirmed that the strategy implemented to assist in creating an enabling environment for business networking and development.

Exhibitors are impressing visitors with the quality live displays of new industry technology and products.



10th

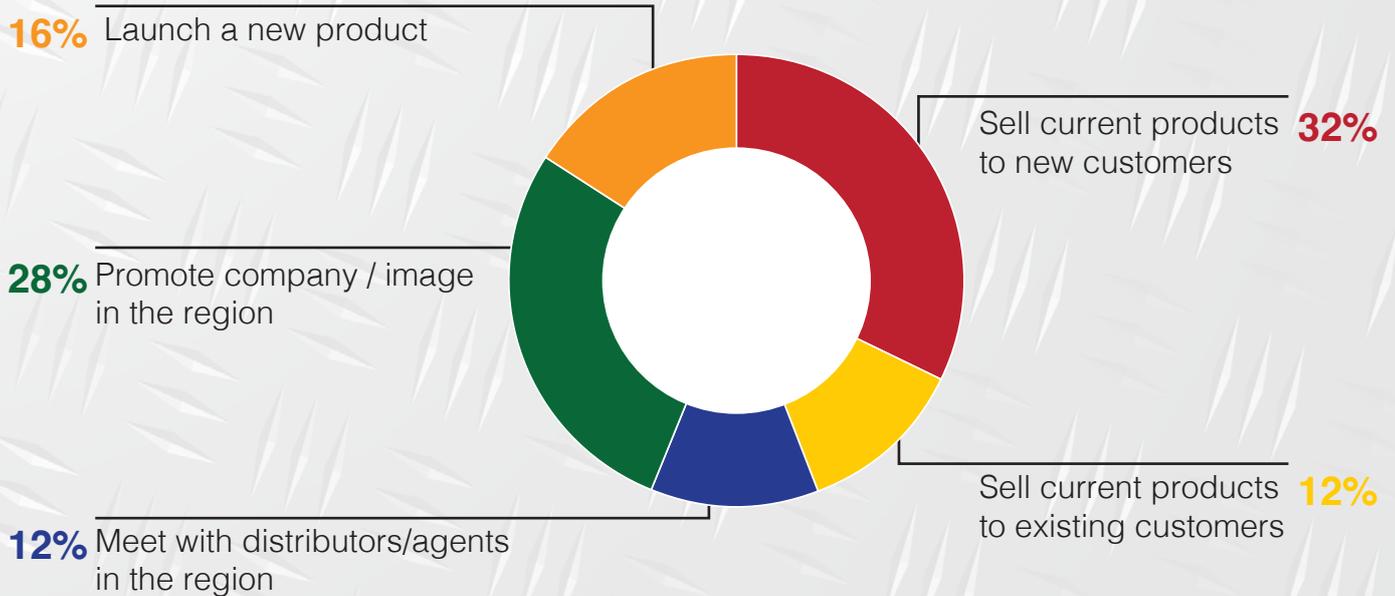
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POST SHOW REPORT 2023

2023 REPRESENTS NUMEROUS TECHNOLOGY & PRODUCTS CATEGORIES

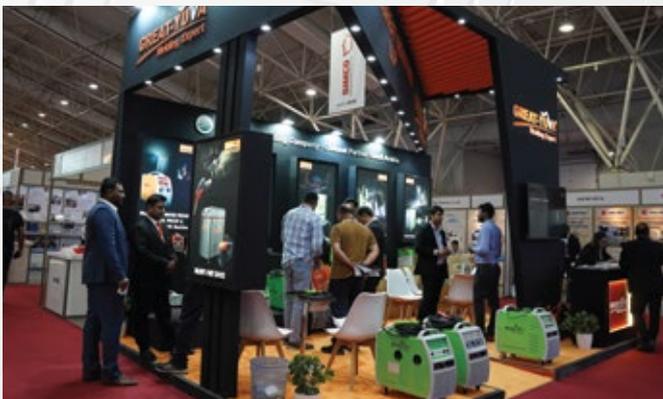


REASONS FOR EXHIBITING





“We have been participating in Metal & Steel / FABEX since 2020 & the growth of this year’s exhibition is remarkable – the number of visitors & deals that took place is amazing. This year we launched new products” **Mr. Akram Bajameel – AINafie Steel, KSA**



Gaining valuable support and participation at all levels, the platform reflected the lucrative future of the manufacturing industry

10th SUCCESSFUL YEAR!

EXHIBITORS TESTIMONIALS

92%

Suppliers exhibit to generate new sales

Over 60%

re-booked onsite for 2020

US \$
10.5m

Worth of business deals generated as a result of the show

83.3%

View the event as important to meet business objectives



“We are delighted to be here at this exhibition. We are confident that, with the Kingdom being an appealing market for investors especially after Vision 2030”

Mr. Rajev S, Fabricast Arabian Trading, KSA

”

“FABEX Saudi Arabia 2023 has been very busy 4 days with high quality leads generated. The event was truly spectacular, inspiring and full of ideas - an extensive range of products worldwide, represented by equally passionate professional & innovations” **Mr. Mohamed El Chobier – Saudi Industrial Machinery Co. Ltd. SIMCO, KSA**

”



“It’s our first time in FABEX Saudi Arabia. One of the most important events in Asia. In fact, it’s a collection of events clustered into one event.

FABEX collects so many machinery, brands, technologists, Manufacturers, agents, distributors and exhibitors under one roof.”

Mr. Arfaz Gani, DBMSC-STEEL FZCO/ ESSEN STEEL INDUSTRY, UAE

”



“We came here to FABEX for the first time in Saudi Arabia. We got very successful responses from this event and we are very hopeful that we will supply our customers with the best quality since we found many customers in this event. and for sure we will come again next year.” **Mr. Mohammed Kohla, AL-Jazera Factories For Steel Products Co, KSA**

“The exhibition is number 1 in Saudi, so I think it is very interesting and that’s why we have been coming regularly with 3 big booths.. We are able to provide visitors with a live demonstration and we have already sold machines, and that’s what really gets those orders in. Overall, we were very satisfied.” **Mr. Mohammad Showman – GUMACO, KSA**



“This is a really well attended event and it’s great to see so many international suppliers present a great range of products, materials. We are delighted to be here and congratulations on the success of the show.” **Mr. Markus Hofer , Lincoln Electric (UK) Ltd**

“We have been participating in this exhibition for long years. It is growing year by year. Exhibitor number is always increasing and they participate from all around the world. This show became the most important shows in the sector. We benefit from it and expanded our market. We will book bigger booth next year as well” **Mr. Rami Nasser - Rawabi Integrated Gas.**



“We are a billion-dollar company. We have never seen such a show opening, made over 100 high quality contacts and fully expect to generate a high business deals. As the largest machinery platform in the Saudi Arabia, FABEX is making a huge positive impact and has clearly positioned itself as the industry leader” **Mr. Harun R. KOC , Durmazlar Makina San ve Tic. A.Ş., Turkey**

10th ANNIVERSARY

**POST SHOW REPORT
2023**



**WHERE KEY BUYERS, ENGINEERS AND MANUFACTURERS GO TO FIND,
SPECIFY AND PURCHASE NEW EQUIPMENT**



VISITOR SUMMARY

11618
Number of Visitors

11618 visitors networked and discovered new products and opportunities at the 10th powerful edition of FABEX Saudi Arabia 2023 and Metal & Steel KSA 2023 over the 4 days. There was strong support from local visitors and significant attendance from Gulf countries and increasing visiting numbers from worldwide.

A strong focus on strategic media campaign, outdoors, digital communications, and engaging with visitors through social media, also played a significant role in attracting visitors to this year's event 2023.

94%

of our visitors confirmed they will attend next edition

91%

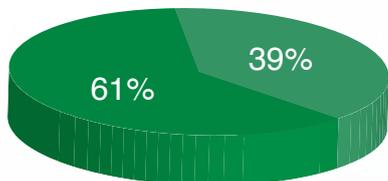
of our visitors learned about new products

88%

of our visitors were successful in establishing new contacts and relations for the future

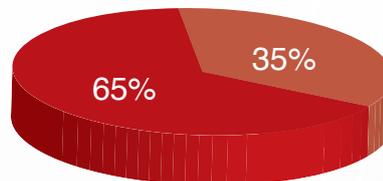
“This is our third time to be here. FABEX Saudi provides a very good opportunity for us to make business with steel manufacturers in Saudi Arabia. We will participate next year as usual” **Mr. Nilotpai Kundu, PP Rolling Mill/POMINI Long Rolling Mills , Italy and India**





Positive buyer response:

- Intended to order at exhibition - 61%
- Likely to purchase within 1 year from exhibition period - 39%



Quality of products & range:

- Visitors found the products they were looking for - 65%
- Visitors wished to see more products - 35%

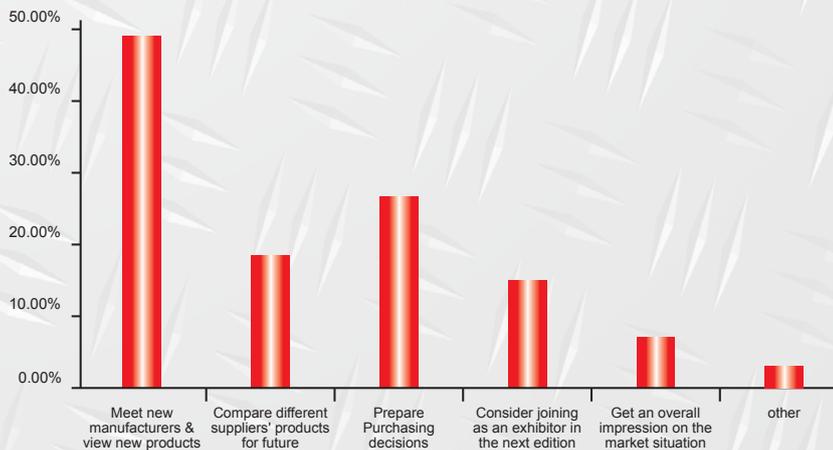
Visitors Satisfaction



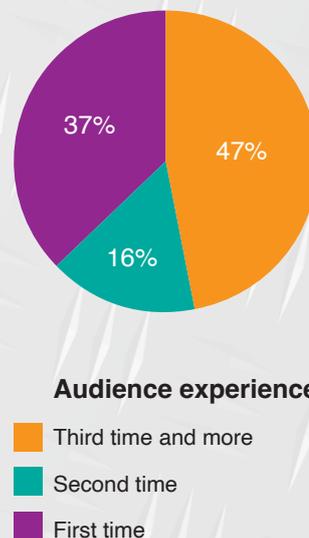
Of Visitors who agree that this event is fully representation of the industry.



Visiting Reasons



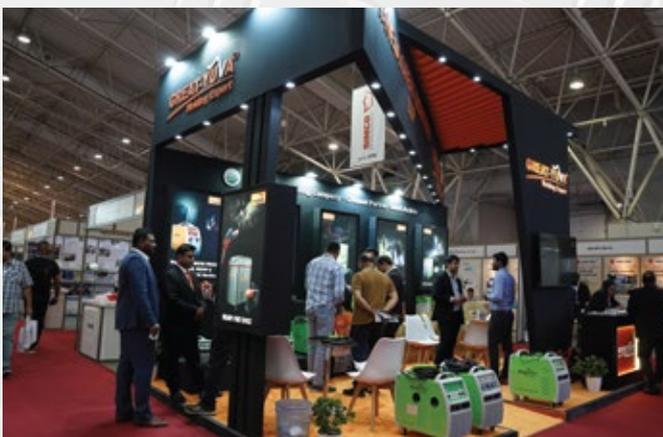
Visitor's Experience





“This is our first time here in Riyadh. FABEX is a great machinery show; it really surpassed my expectation in terms of how this is organized. Given that this is my first time, I think the interactions we have had for the last few days have been very interesting and we sold already some machines. We will participate next year with double space” **Ms. Linda Lu, GWEIKE TECH CO., LTD, China**

“This is our first time to be here. We had good results from our participation in FABEX Saudi this year. Interested customers visited our booth. FABEX Saudi is a good exhibition for us. We had good meetings and we renew our participation for 2024” **Mr. Reaven Fernandes, Concast (India) Private limited a company of Primetals Technologies Limited, India / Germany / Austria**



10th

ANNIVERSARY

POST SHOW REPORT
2023



Thank You

Sincere appreciation to all exhibitors, visitors, supporting organizations and industry partners for making FABEX Saudi Arabia 2023, Metal & Steel Saudi Arabia 2023 and Mach Saudi Arabia 2023 –a successful and memorable event. We look forward to your continued support at the next edition in **2024**.

**SEE YOU NEXT YEAR
2024**

SAVE THE DATES **13-16**
October
2024

Organized by: **AGEX**  **Arabian German**
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