



The 2nd Saudi International Exhibition & Conference for Internet of Things

13 - 15 February 2019

Riyadh International Convention &
Exhibition Center

www.saudi-iot.com

The BIGGEST

IoT Exhibition & Conference
in the region

Co-Located Event



CYBER DEFENCE SUMMIT

مؤتمر الأمن السيبراني

RIYADH, SAUDI ARABIA - www.saudicds.com

Organized by



New Horizon

For Conferences & Exhibitions
www.newhorizon.com.sa

SAUDI IoT 2019

Redefining Communications



Welcome to **Saudi IoT** – the flagship event organized by New Horizon for Conferences & Exhibitions, under the governance of Ministry of Communication & Information Technology, focusing on the growth and development of technology in the Kingdom of Saudi Arabia and the region. The 2019 edition of Saudi IoT is expected to be twice as large as the highly successful 2018 edition.

The aim of Saudi IoT is to shine light on the enormous potential offered by the growth of online technologies as well as applications and services built around IoT platforms. Saudi IoT is a tribute to the Kingdom's 2030 Vision, which sees Internet technology as a necessity and calls for smarter ways of doing business and adding value.

Saudi IoT 2019 will showcase new and innovative concepts, offering opportunities for tech entrepreneurs and businesspeople to build partnerships with international firms. Global businesses will also benefit by being able to build a local presence through Saudi partners. This event is an exclusive bridge between regional and international technology players.

The only event of its kind in the region, Saudi IoT presents the perfect opportunity to reach thousands of visitors as well as hundreds of IoT professionals and businesses. Saudi IoT is also an unprecedented opportunity to showcase your products and services, attend conferences and workshops and network with industry leaders over 3 action-packed days.

DON'T MISS OUT
ON THIS UNIQUE,
ONE-OF-A-KIND
EVENT IN THE REGION!

SAUDI IoT 2018

AN ASTOUNDING SUCCESS

The First Annual Saudi International Exhibition & Conference for Internet of Things was held from 28th to 30th January 2018 at Riyadh International Convention & Exhibition Center. It was organized by New Horizon, under the patronage of Ministry of Communication & Information Technology - MCIT, in alignment with the objectives of the Kingdom's Vision 2030.

Hundreds of delegates benefitted from the high-level technical conference and exhibition and got the opportunity to connect with key decision makers and technical experts directly involved in IoT. Expert speakers from the world over shared solution-based case studies and learnings from industry leaders covering technical and business challenges, latest innovations and future trends.

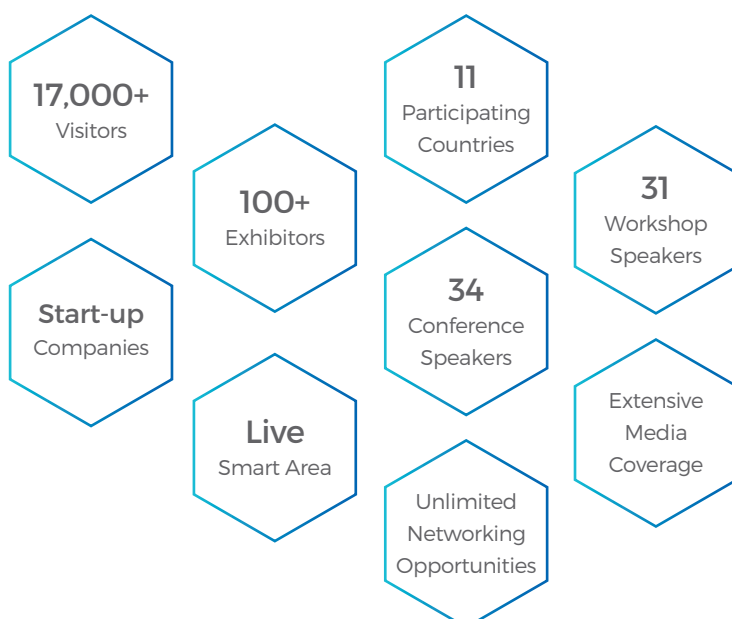
Enriching business opportunities, networking, knowledge sharing, upgrading with the latest industry know-how sums up the essence of Saudi IoT 2018. The event exceeded all expectations and was a spectacular success by all benchmarks, inspiring us to plan a much bigger event for 2019.



SAUDI IoT WAS BIG.
SAUDI IoT 2019
IS GOING TO BE GIGANTIC!

2018

HIGHLIGHTS OF SAUDI IoT 2018





BLOSSOMING OPPORTUNITIES

THE IoT MARKET IN KSA

Saudi Arabia is investing billions of dollars into IoT infrastructure and technologies with the goal of implementing smart, advanced solutions to position the Kingdom as the global leader in IoT technologies by 2030.

Growth projections for 2018-2020 are very optimistic, with the market showing signs of resilience. The fragmented vendor environment is typical of emerging industries, with technology companies, service providers, systems integrators and telecom operators all vying for a share of the market. This scenario presents exciting opportunities for local, regional and global IoT players to build mutually beneficial partnerships.

The Kingdom sees technology as a key tool to unlock new opportunities for economic growth and to address social challenges through digital transformation. This is the driving force behind the emphasis on IoT, blockchain, AI, smart solutions and other cutting-edge technologies. KSA has already achieved success in data-driven innovation in education, energy, renewable energy, environmental management, health care, open data, smart cities, and smart manufacturing.

It is predicted that by 2020, more than 250 'things' will connect to the Internet each second, and that 99% of physical objects will connect with the IoT. Automated end-to-end business processes will enhance competitiveness across industries. Learning from the experts who drive the digital transformation that is dramatically altering different industries worldwide will help the Kingdom diversify its economy and generate more jobs for Saudi citizens. This is why technology is one of the key drivers for transformation in the Kingdom's Vision 2030.

SAUDI IoT 2019

Over twice as large as the 2018 event, to accommodate all the companies, visitors, speakers and sponsors who were unable to take advantage of the previous event. More diverse areas of technology offered, with emphasis on sharing the latest IoT trends, knowledge and opportunities. Strong focus on encouraging tie-ups between technology players.

KEY OBJECTIVES OF SAUDI IoT 2019

- To explore the potential and benefits of IoT across all aspects of the Saudi economy
- To substantiate how IoT offers opportunities to accelerate the Kingdom's growth & economy while improving the quality of life
- To be instrumental in enabling the development and deployment of the Internet, which eventually plays a significant role in ensuring the success of IoT
- To help create comprehensive IoT strategies to ensure that the technology develops cohesively and rapidly in the region
- To enable both the private and public sectors to take full advantage of the coming wave of IoT and digital transformation
- To ensure that consumers and businesses do not face barriers in adapting to the growing demands of digital transformation
- To aggregate available technologies and devices to maximize the potential of their IoT ecosystems
- To define and implement National Strategies for the Internet of Things
- To address the challenges and threats of IoT
- To tap the opportunities presented by the latest IoT trends
- To ensure efficient device management & scalability to meet future needs and security

IF YOU WISH TO BE PART OF THE CONFERENCE SESSIONS AND WORKSHOPS, PLEASE LET US KNOW AT THE EARLIEST SO THAT WE CAN ACCOMMODATE YOUR REQUEST.



RIDE THE CREST
OF THIS GIGANTIC
WAVE IN TECHNOLOGY



WHY YOU SHOULD PARTICIPATE IN SAUDI IoT 2019

- Catch up with your current customers
- Meet and develop new customers
- Demonstrate your technology and equipment
- Strengthen and expand your business network
- Catch the attention of leading industry experts, international media, young professionals & students
- Obtain qualified leads and opportunities
- Promote new business opportunities and alliances

HIGHLIGHTS OF SAUDI IoT 2019

Immaculate IoT Conference

Biggest Technology Exhibitors

Interactive Workshops

25 Countries

30,000+ Visitors

Start-up Companies

4 Tech Stations

300+ Exhibitors

Expert Speakers

Country pavilions

Unlimited Networking Opportunities

JOIN THE VEHEMENT
WAVE OF
TECHNOLOGY

SAUDI IoT Conference 2019

The Saudi IoT Conference and Workshops will take place concurrently with Saudi IoT 2019. The conference and workshops will bring together decision makers, experts and IoT visionaries who will share the latest trends and insights.

Building on the success of the previous conclave, the Saudi IoT Conference will be a premier platform for sharing, discussing and witnessing cutting-edge research in all aspects of technology related to the Internet of Things. The Saudi IoT 2019 Conference will be the one and only authentic platform to discover how the world of IoT is redefined in the region, and how IoT is changing the everyday life and the digital journey of organizations.

At the Saudi IoT Conference, you will experience insightful keynotes, case studies and breakout sessions focusing on smart solutions and tools, technologies and resources to benefit digital transformation programs. The focus will be to discover what is ideal for the Kingdom's digital journey, allow the Internet of Things to redefine communications and eventually ignite profound business transformation.

CONFERENCE TOPICS

Blockchain	Manufacturing
Smart Cities	Industry 4.0
Augmented Reality	Smart Transportation
Virtual Reality	Supply Chain
Artificial Intelligence	Healthcare
Robotics	Smart Government
Smart Mobility	Cyber Security
Smart Homes	Energy & Utilities



JOIN THE KINGDOM'S
TECHNOLOGICAL
TRANSFORMATION



EXHIBITOR PROFILE



BE AT THE FOREFRONT OF
THE SAUDI IoT
TRANSFORMATION

Saudi IoT 2019 will showcase the latest trends and technologies in IoT from around the world. With over 30,000 expected visitors, this will be a rare opportunity for you to showcase your technology, products and services to the region's most important audiences. The exhibition is technically designed to maximize value and opportunity for every type of exhibitor.



Government



Smart Grid
Area



Telecommunications



M2M
Solutions



Hardware
Manufacturer



Industrial
Automation



Healthcare



Security



System
Integrators



Energy



Transportation,
Supply Chain



Cloud
Computing



Database
Management



Smart
Machines &
Robots

SAUDI IoT FLOOR PLAN

Since the floor plan is the most vital success factor in any exhibition, our technical experts have designed a floor plan that yields the best results for you. The Saudi IoT floor plan is designed to facilitate:

- Smartly differentiated areas for each industry
- Meaningful face-to-face dialogues with key prospects
- Opportunities to share/announce/launch your products & services

While we are doubling the exhibition space available for 2019, we anticipate another sell-out and request you to book your space at the earliest. If you missed the opportunity last year to exhibit at Saudi IoT, please remember that booths usually sell out in the first 2-3 months.

VISITOR PROFILE

Tech entrepreneurs, investors, industry leaders and policy makers will all congregate at Saudi IoT 2019. The event will bridge the gap between these key players and help them connect and explore opportunities to contribute to the Kingdom's digital strategies to boost economic development across sectors. The event will also bring in thousands of businesspeople who wish to explore the opportunities in IoT and build partnerships with industry leaders and startups.



BY INDUSTRY:



AUDIENCES ARE ALREADY ENTHUSIASTIC ABOUT SAUDI IoT 2019. THE SAUDI IoT WEBSITE REGISTERED OVER 70,000 VISITORS JUST IN THE MONTH OF MAY.

PLEASE RESERVE YOUR PLACE AT THE WORKSHOPS AND CONFERENCE SESSIONS OF YOUR CHOICE EARLY - SPACES ARE LIMITED AND AVAILABLE ON A FIRST-COME-FIRST-SERVED BASIS.

SPONSORSHIP OPPORTUNITIES

Being a sponsor for Saudi IoT 2019 is an unmissable opportunity to be part of the region's premier IoT event. Besides promoting your technology, products and services, sponsorship will gain you wide media coverage and endless opportunities to keep your brand in the limelight throughout the event. Sponsors' logos will be featured across all media advertising, including print, audio-visual, e-media and social media channels. All this, coupled with enhanced networking opportunities, ensure that sponsors get the best ROI on their sponsorship investment.

Powered by: 275,000 USD
Lead Sponsor: 190,000 USD
Digitization Sponsor: 150,000 USD
Diamond Sponsor: 135,000 USD
Platinum Sponsor: 110,000 USD
Innovation Sponsor: 105,000 USD
Gold Sponsor: 95,000 USD
Silver Sponsor: 80,000 USD
Bronze Sponsor: 30,000 USD
Tech Station Sponsor: 33,000 USD
Demo Area Sponsor: 24,500 USD
Workshop Sponsor: 22,500 USD

This year, we will do our best to accommodate as many sponsorship requests as possible. To avoid disappointment, please ensure your sponsorship proposals are received in the Saudi IoT office before 15 December, 2018.

ABOUT US

NEW HORIZON for Conferences & Exhibitions is a top notch event Organizing & Management Company with its presence in Riyadh. Aptly named, New Horizon was established to explore new frontiers in conceptualizing and organizing events in Saudi Arabia. Since its founding, the company has constantly been setting benchmarks and blazing new trails for others to follow. As a Preferred Event Organizing & Management Company, we are known for designing and staging the most effective and appropriate events for Saudi audiences as well as for international audiences.



أفق جديدة لتنظيم المؤتمرات والمعارض
New Horizon For Conferences & Exhibitions



A WALK WAY TO
SUCCESS...

Saudi IoT

Redefining Communications

Co-Located Event



Government Partner



وزارة الاتصالات
وتقنية المعلومات
MINISTRY OF COMMUNICATIONS
AND INFORMATION TECHNOLOGY



Organized by

New Horizon
For Conferences & Exhibitions
www.newhorizon.com.sa

+966 11 293 3488

info@saudiio.com

P.O. Box: 61922, Riyadh - Kingdom of Saudi Arabia

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