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رؤية VISION

2030

المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



CTW GLOBAL



CHINA  
TRADE  
WEEK

KSA



Date : 10<sup>th</sup> - 12<sup>th</sup> Dec 2019

Riyadh International Convention  
& Exhibition center

Organized by  Events DMCC



# CTW KSA

## The prominent trading event in Saudi

In 2013, Chinese President Xi Jinping set out the strategy of rebuilding the Silk Road economic Belt and a 21st Century Maritime Silk Road known as the Belt and Road" initiative. The proposal caught the interest of the global community, and quickly gained the support of nations along the route.

CTW is considered one of the most influential and significant international trade platform for premium Chinese products in the wider Africa and MENA region, CTW KSA 2019 will showcase a wide spectrum of the latest developments within various sectors from Construction to consumer electronics. China is Saudi Arabia's biggest business partner with bilateral trade reaching 42.36 billion U.S dollars.

China Trade Week Saudi is a successful 3-day event taking place in Riyadh from 10th-12th of December 2019 at the Riyadh International Convention and Exhibition Centre. Over 100 exhibitors will gather to display their products at the only comprehensive China-focused trade event to be hosted in KSA.

# WHY KSA ?

Saudi Arabia, officially the Kingdom of Saudi Arabia, is a sovereign Arab state in Western Asia consisting the bulk of the Arabian Peninsula. The current population of the country is approximately 33.3 million with a land area of 2,150,000km<sup>2</sup>. The Saudi Arabian economy is the largest in the Gulf region, and Saudi Arabia is the only G-20 member country in the region. The oil sector is the pillar of the Saudi economy, accounting for about 80% of exports, over 80% of government revenue and over 40% of the country's GDP. The country is also the largest oil producer within the Organisation of Petroleum Exporting Countries (OPEC) and the world's second-largest oil producer after Russia.



While Saudi Arabia continues to be a leading oil exporter, it is also setting up a natural gas production. The country's natural gas production was 110.0 billion cubic meters in 2016. Tourism, defense, manufacturing and mining are sectors identified with huge potential under "Vision 2030". The goal includes reinforcing economic and investment activities, increasing non-oil industry trade between countries through goods and consumer products, and increasing government spending on military, manufacturing equipment and ammunition.



Consistent with its economic thrust, the Saudi government also encourages the development of industrial sectors such as production of chemicals, petrochemicals, aluminium and plastics.

# WHY CTW KSA



## GAIN MAXIMUM BRAND EXPOSURE

Over 3000 trade visitors from around KSA, providing an unrivalled opportunity for Chinese exhibitors to participate in a growing Saudi marketplace.



## GENERATE MORE BUSINESS

Over 72% of attendees at CTW KSA are either a decision maker, purchaser or trader, underlining the fact that the event delivers real business opportunities.



## GROW YOUR BUSINESS NETWORK

Be where your customers and partners will be and develop highly engaged relationships through one-on-one interactions with your brand in the background. Also take advantage of our B2B networking sessions.



## LAUNCH NEW PRODUCTS TO MARKET

Fast-track your product launches within one of the fastest growing economies in Africa. Get hands on with decision makers in KSA market and get your product introduced.



## CONFERENCE AND SEMINARS

Engage with a large proportion of your target audience in a short space of time, and explore new ideas, gain product feedback and understand the trends shaping the future of the industry.



## ENHANCE BRAND RECOGNITION

A unique opportunity to differentiate your brand from the competition and create a lasting impression on current and potential customers within a short timeframe.

# CTW GLOBAL PROPOSITION



EXHIBITION



VIP BUYERS CLUB



CONFERENCE



RESEARCH REPORTS



SEMINARS



REGISTRATION SYSTEM



B2B MEETING

# FUTURE PROJECTS IN KSA



## Nuclear Power

Plan to build 16 nuclear reactors over the next 20 years, with the first reactor to be established by 2022.



## Faisaliah Project

2,450 sq. km city in the west of Mecca set for residential units, entertainment centers, an airport and sea port. Completion expected by 2050.



## Red Sea Islands

Transformation of 50 islands and 180 km of coastline into an international tourist destination. Stage one completion by 2022.



## Oil to Chemical complex in Yanbu

The plant will be the world's largest facility to process crude oil into petrochemicals. Production starts in 2025.

## KEY SECTORS



Medical & Laboratory Equipment



Auto Parts



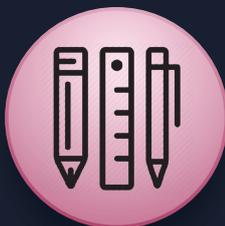
Hotel & Interior Design



Mother & Child Care Products



Consumer Electronics



Stationery

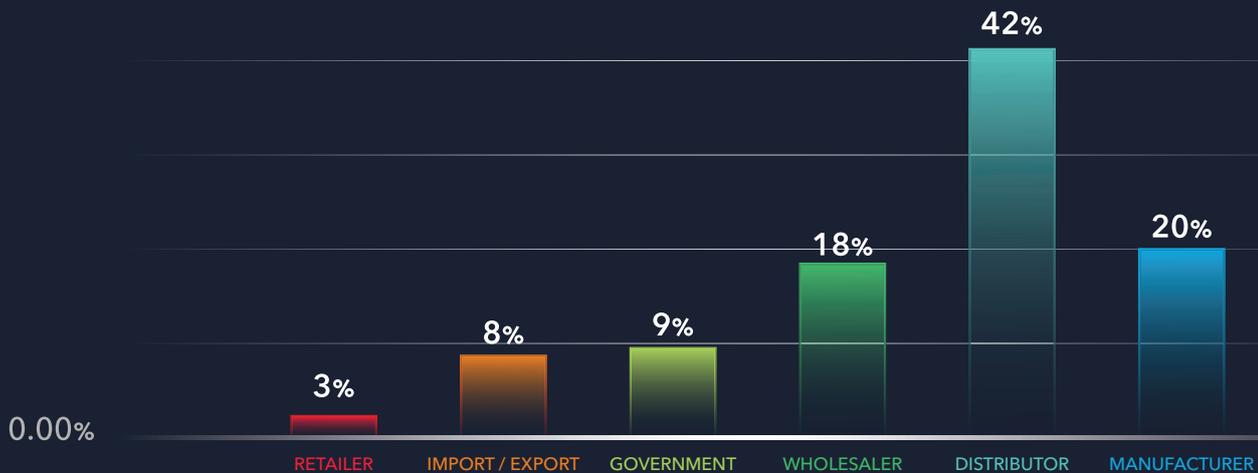


Agriculture & Food



Cosmetics

# VISITOR PROFILE



# WHAT TO EXPECT IN CTW KSA 2019



# CTW PORTFOLIO

- CTW is in **10 countries** in GCC & Africa
- CTW has an average of **50% increase YOY** on Exhibitors
- CTW has an average of **40-50% increase YOY** on Visitors
- CTW has **more Partnership & Stakeholders YOY**
- CTW is expanding **1-2 New Territories** Per year
- CTW **Matched partners growth 50% YOY**
- CTW has **5 co-located shows** in 2019
- Lighting, Construction, Hotel, Interior Design and more
- Developing own **Event Eco-System & Standards**
- Country/Province **Delegation increase YOY**

**MIE & CTW**  
**NO.1**  
**"MARKET INTELLIGENCE**  
**PLATFORM"**  
**FOR**  
**CHINA TRADE GLOBALLY**



ABOUT  | **CTW** GLOBAL

# CHINA TRADE WEEK (CTW):

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*The successful industry leading China Trade Week (CTW) Portfolio connects local businesses with the most innovative Chinese firms, manufacturers, ICT providers and stakeholders. In support of China's Belt and Road Initiative (BRI), CTW organizer MIE Events DMCC, Dubai, provides a comprehensive framework for organising and managing multi-national economic development and trade platforms. We have been organising CTW platforms since 2012 in the Middle East and Africa, including Ethiopia, Kenya, Ghana, South Africa, Nigeria, UAE and Morocco. The continuous support and commitment of public and private institutions for CTW, ensures that very best of Chinese Manufacturing, Infrastructure, Innovation and ICT sectors are represented throughout the CTW Portfolio. MIE Events DMCC is a 20-year-old organisation and is part of Shanghai-based MIE Groups, a Business to Government Consultancy, which operates 8 offices across China with the International Head Quarters based in Dubai, United Arab Emirates. In 2020, CTW will be expanding the portfolio and take it to the next level through expanding to Zimbabwe, Azerbaijan and Rwanda. MIE Groups global aim is to become the leading market intelligence platform in relation to BRI and China Global Trade. MIE Groups global aim is to become the leading market intelligence platform in relation to BRI and China Global Trade.*



ETHIOPIA



KENYA



GHANA



SOUTH AFRICA



NIGERIA



ALGERIA



RWANDA



KSA



MOROCCO



CTW

KINGDOM OF SAUDI ARABIA

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