



RIYADH GAMES EXPO  
معرض الرياض للألعاب

# RIYADH GAMES EXPO

3 - 5 May 2023

Riyadh International Convention and Exhibition Center

organized by



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Under the patronage of H.R.H Prince

## Faisal bin Bandar bin Abdulaziz Al Saud

Governor of Riyadh

” Riyadh International Convention and Exhibition Center will hold the largest event in the field of electronic and sensory games industry in the Middle East on 3rd MAY 2023 The event will be at the Riyadh international Convention & Exhibition Center and will gather the largest international exhibitions specialized in the field:

This exhibition will be held in accordance with the B2B mutual investment base between the largest manufacturers and owners of major brands, in the presence of global icons in entrepreneurship in this field. Note that the evening period will be open to the public and those interested in this field. This foundational course includes several workshops and parallel segments aimed at introducing the culture of the games industry in the region.

“



### Vision

Making RIYADH GAMES EXPO level up to the ranks of the major international fairs specialized in games at the level of quality of organization, the size and type of international participation.



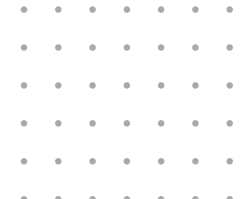
### Our message

Establishing a culture of making different games that responds to the Kingdom's values and aspirations in this field.



### Objectives

- 01 Enriching the local content of games and strengthening partnerships with industry leaders.
- 02 Exchanging experiences and establishing a constructive business relationship.
- 03 Stimulating the creation of local content with a competitive national identity and value.
- 04 Developing national competencies in the field of games and e-sports industry.
- 05 Creating adequate and sustainable jobs for citizens.
- 06 Introducing everything new in the world of various games.
- 07 Providing a tourist and investment agent on exhibition for visitors from outside of the Kingdom.





The city of Riyadh has many of the civilizational pillars that add its national and political position, and in its introduction what it achieved - thanks to God - from global position, quality in life, and huge mourning resources, and the sons of a solid, and a solid, and a solid district, and a long -term service, and a service, and a long -term A preferred destination for investments, and a living environment that provides a decent livelihood for its residents.

#### Targeted Audience:

- 01 Senior businessmen who are specialists and interested in the field, from inside and outside the Kingdom.
- 02 Research and development centers for the games sector in the world
- 03 Specialized international exhibitions.
- 04 Designers, programmers, and those interested in making children's games from all over the world
- 05 Wholesalers and retailers.
- 06 Those coming to visit the exhibition from outside of the Kingdom
- 07 Factory owners to exchange experiences.



The image features a hand holding a smartphone. A semi-transparent map of Saudi Arabia is overlaid on the phone's screen. The background is a light blue-grey color with a network of white lines and dots, suggesting a digital or technological theme. A diagonal green band runs across the top-left corner. The text is centered over the map of Saudi Arabia.

Why a global exhibition  
of games in Saudi Arabia?



- 
- 01 Saudi Arabia is the strongest in Arab market, as it combines purchasing power and population, to achieve the largest revenues in the region  
Exceeding the total revenues of the second and third largest Arab game market (UAE - Egypt) together.
  - 02 The market size of electronic games grew by more than 41% year-on-year.
  - 03 Saudi Arabia has the largest growth in the number of players and the increase in per capita spending.
  - 04 Increasing government support for the gaming sector in both games and e-sports, in terms of encouraging game development and holding competitions.
  - 05 According to the report of the Saudi Federation of Electronic Games, Saudi Arabia is currently home to 23.5 million game lovers, this equates to 67% of the Kingdom's population.
  - 06 Nearly half of the Kingdom's population is under the age of 25, as this generation grew up in a digital environment.



% 67

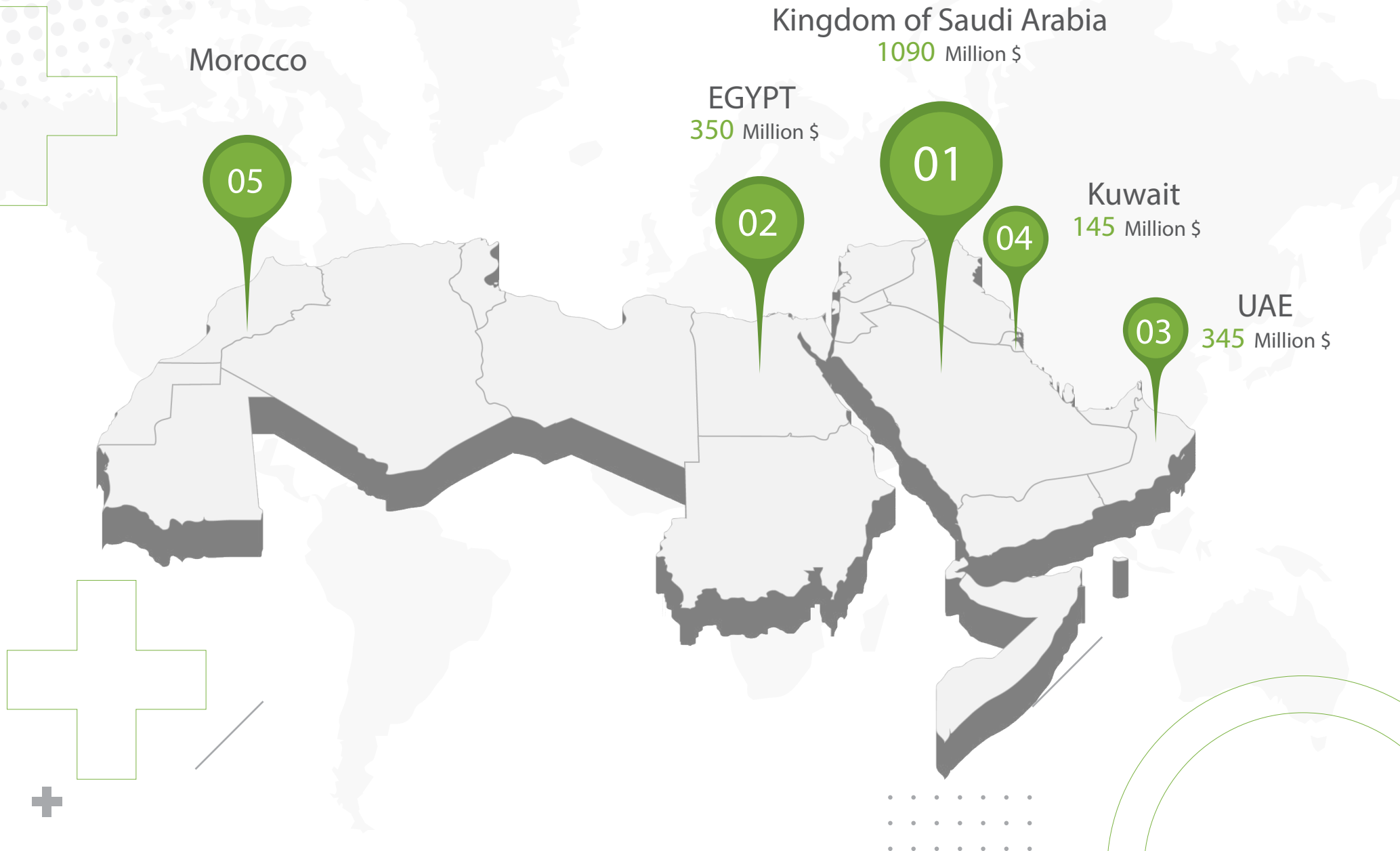
of Saudi People play electronic games continuously



% 41

The annual growth of the games market in K.S.A

● The largest Arab market for electronic games for the year 2020







## ● Market size and varieties:

# 1

### Soft toys

soft toys represent 12% of the toy market globally. demand growth is increasing by 6%, according to a report Fact MR website for reports and research.



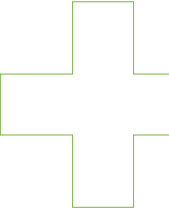
## % 06

Annual growth rate of demand  
According to MR.Fact report



## % 12

The percentage of soft toys  
from The global market



# 2

### Strategic games

when it comes to strategic games, they have acquired 13% of the gaming market in the Arabian Gulf, and it has risen to 635 million dollars.



## 635 Million \$

حجم سوق الالعاب الاستراتيجية  
من السوق الخليجي



## % 13

Percentage of strategic  
games from the Gulf market



● Market size and varieties:

3

**Video games**

The worth of the video game market in Saudi Arabia, the UAE and Egypt will double from 1.76 billion in 2021 to 3.14 billion dollars in 2025. The industry, which received a huge boost during the Corona pandemic, will add new growth markets to its global map according to a report issued by global research firm Niko Partners.



**1.76** billion dollar

The video game market in Egypt, Saudi Arabia and the UAE in 2021



**3.14** billion dollar

The video game market in Egypt, Saudi Arabia and the UAE in 2025

4

**Electronic games**

the worth of the electronic games industry in the world jumped to 129 billion dollars, from 1.95 billion players in 2015 to more than 2.7 billion players, with an average age of more than 30 years. The Saudi market earned more than one million dollars for the year 2021 according to Strategy & Middle East report. It is expected to reach \$6.8 billion by 2030.

The number of electronic game players in Saudi Arabia has reached 3 million users and followers

million Player **03**

number of electronic game players in KSA in 2021

billion dollar **6.8**

Electronic games market in the world by 2030

billion Player **2,7**

Number of electronic game players in the world in 2021



● Market size and varieties:

5

Movement games

Movement games market became increasingly popular with the spread of giant markets and parks, and their percentage exceeds 30%, with a capital of more than 5.2 billion dollars.



2.5 billion dollar

Movement games market is from the Gulf market



% 30

Percentage of Movement games from The global market







# Advertising plan:

- The proactive campaign before the launch of the exhibition (preparatory period):
- Media Campaign: (The launch of the exhibition)
- Media Campaign: (Final)
- A detailed media report on the exhibition and the closing day.
- **The final promo of the exhibition.**
- TV report on the exhibition



- 01 Launching a teaser (promo) advertising campaign about the exhibition and its activities.
- 02 An online advertising campaign that is being prepared to shoot a promo (teaser) and launch it as part of a campaign in each of:



Social media channels, exhibition's accounts in Instagram, Twitter, and YouTube



Google search engine

Communication channels for the exhibition's coverage (advertisements).

Official and private satellite channels in the Kingdom

Satellite channels outside the Kingdom



Exhibition stand and ticket reservations

- 03 The campaign at the start of the exhibition session and scientific forums until the last day.
- 04 Making daily brochures of the exhibition's activities, details of the participants, **distributing prizes and publishing them in the communication channels social exhibition.**
- 05 Daily coverage of events, attendees, and guests of honor by participating media agencies such as **satellite channels**
- 06 Local, international, and social media channels specialized in exhibition coverage.
- 07 **TV reporter interviews the most important attendees, sponsors, guests of honor, dignitaries, and exhibition spokespersons**  
Exhibition cooperating with participating international companies.
- 08 Photos and videos of the participants and visitors.
- 09 **Editing press and media news daily and publishing it on the exhibition's social networking sites** Filming events and supporting sponsoring accounts.



## Our Partners



TOKYO  
GAME SHOW

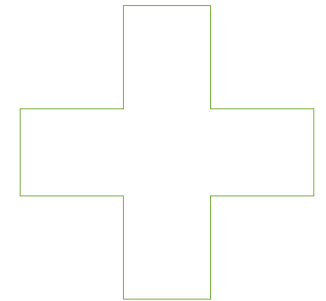


toyfair  
everywhere

Booking.com



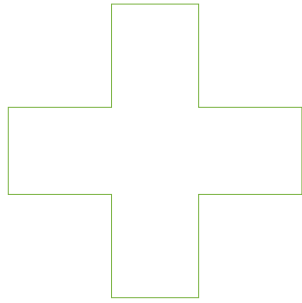
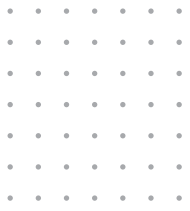
FAST  
FORWARD  
Logistics at Speed





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