



# CIDEX 2023

المعرض السعودي الدولي للبناء والتصميم الداخلي  
Saudi Int'l Construction & Interior Design Exhibition

26 - 30 November 2023

Dammam - Kingdom of Saudi Arabia

Dhahran Int'l Exhibitions Center



[www.cidex-sa.com](http://www.cidex-sa.com)

## ABOUT CIDEX 2023

CIDEX is one of the leading building, construction and interior design events in Saudi Arabia. It is an annual international event that showcases the products, equipment and services required for the building and construction and for the design, fit out and upgrade of residential, hospitality, office and retail spaces.

From November 26 to 30, 2023, Dhahran Expo will host a community of global industry professionals, companies related to the construction and design sectors, manufacturers, suppliers, distributors, decision makers, buyer and investors who will come together to network, share ideas and market trends, forge new contacts , partnerships, and do business.

## EXHIBITION PROFILE

### Building Materials

- Aggregates
- Aluminum
- Brick
- Concrete
- Hi-tech building materials
- Machinery components & parts
- Marble & granite
- Paints & finishes
- Pipes & fittings
- Porcelain & ceramics
- Prefab housing systems
- Sealants & adhesives
- Steel
- Wood



### Infrastructure

- Cables & electrical
- Drainage systems
- Landscaping
- Ports & airports
- Roads, railways, bridges
- Solid waste management
- Water & sanitation



## Heavy Equipment

- Articulated vehicles
- Asphalt paver
- Cranes
- Diggers
- Drilling & mining equipment
- Dump trucks
- Earthmoving machinery & equipment
- Excavators
- Forklifts
- Formworks & scaffolding
- Premix concrete plant & equipment
- Rollers & scrapers
- Specialized vehicles



## Manpower & Management

- Architecture & interior design
- Cleaning services & systems
- Communications & navigation
- Construction management Consultants
- Facilities management
- Site management
- Work security & safety



## Tools & Equipment

- Air compressors
- Air conditioning plants & equipment
- Construction Equipment, Tools & Hardware
- Escalators, elevators & lifts
- Fire Fighting & Fire Alarm System
- Hand & power tools
- HVAC
- Hydraulic tools
- Pliers
- Power generation
- Safety Equipment & Tools
- Site lighting
- Tube cutters



## Interiors & Furnishings

- Bathroom fittings & fixtures
- Ceilings, internal walls, & partitions
- Doors & windows, hardware & handles
- Flooring
- Glazing / glass partitions & curtain walls
- Gypsum products
- Kitchen cabinets & equipment
- Lighting & accessories
- Roofing



**And many more!**



## MEET YOUR POTENTIAL BUYERS AND BUSINESS PARTNERS

- Agents, Retailers, Distributors, and
- Wholesalers
- Architects
- Building Construction Companies
- Central Purchasing Groups
- Civil, Mechanical & Electrical Engineers
- Design Consultants and Engineers
- Design Studios
- Decorators
- Engineers
- Facility Managers
- Flooring Specialists
- Furniture Traders
- Home Builders and Owners
- Home Decoration Store Managers
- Hospitality Managers
- Hotel Owners
- Interior and Exterior Design Firms
- Design Consultants and Engineers
- Import and Export Companies
- Landscape Artists
- Procurement Specialists
- Product Designers
- Purchasing Authorities of Chain Stores
- Real Estate Developers
- Restaurant Owners
- Retail Buyers
- Urban Planning Officials

## WHY SHOULD YOU EXHIBIT AT CIDEX?

- Access new investment and trade opportunities in Saudi's robust construction and design market.
- Learn about the current and pipelined multi-billion worth of construction and infrastructure projects.
- Meet thousands of potential buyers and potential business partners.
- Get firsthand information about local requirements and the developments in the country's construction and design sectors.
- Leverage the CIDEX platform to promote your brand and products extensively.
- Widen your network and buyer base.
- Grow your market share in one of the fastest-growing industries in the Middle East region.



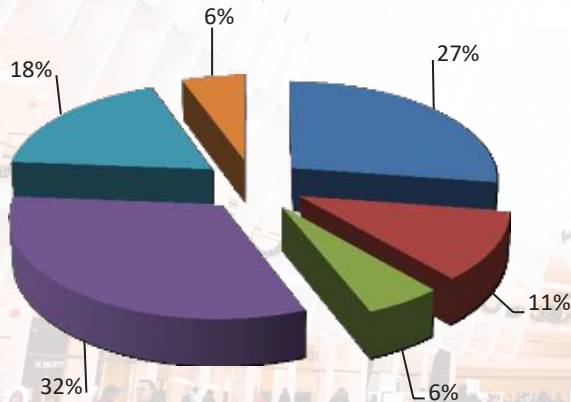
## Increase Your ROI by Being a Sponsor

Get the most out of your participation by leveraging new opportunities for your business through our sponsorship packages that will guarantee high and meaningful return on investment. Promote your brand extensively while saving on advertising cost. Contact us today for our participation packages, which we can customize for you. Explore ideas with us!

# SHOW INSIGHTS 2022

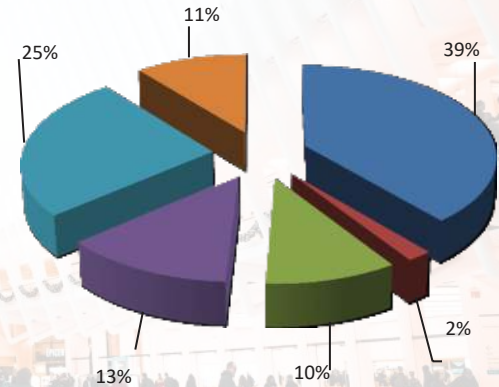
## SHOW INSIGHTS

Visitor Breakdown by Company Activity:



- Distributors, Wholesalers, and Agents 27%
- Urban Design and Landscape 11%
- Building Materials & Special Construction 6%
- Building Interiors & Finishes 32%
- MEP Services 18%
- HVAC 6%

Visitor Breakdown by Job Function:



- CEO/Director/Consultants 39%
- Contractors & Sub-Contractors 2%
- Civil, Mechanical, & Electrical Engineers 10%
- Architects & Interior Designers 13%
- Sales & Marketing 25%
- Others - Household 11%

# SHOW INSIGHTS 2022

## Show at a Glance

**Event Type:** B2B & B2C

**Venue:** Dhahran Int'l Exhibitions Center Dammam -Kingdom of Saudi Arabia

**Frequency:** Annual

**Halls:** Halls 3 & 4

**Floor space occupied:** 7,200 sqm

**Dates:** 27 November – 1 December 2022

**Number of years show has run:** 23rd Edition

**Number of exhibiting companies:** 100 + Exhibitors

**Number of visitors:** 15,686

**Website:** [www.cidex-sa.com](http://www.cidex-sa.com)

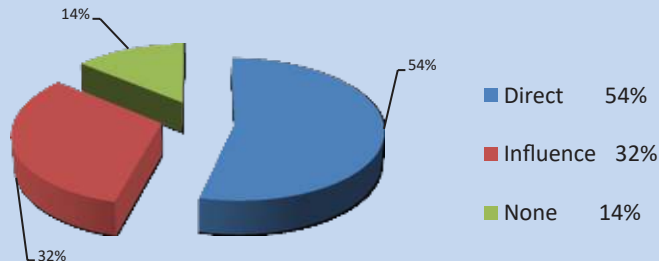
## Exhibitor Feedback

**61%** of exhibitors secured orders at the show

**96%** of exhibitors that secured orders valued from US\$100,000 to US\$500,000

**92%** would like to exhibit again at the CIDEX 2023

## Visitor breakdown by Purchasing Power





## AN OVERVIEW OF SAUDI ARABIA'S CONSTRUCTION AND DESIGN SECTOR

Saudi Arabia's construction market is experiencing continuous growth owing to investments in the transport, research, renewable energy, housing, and tourism sectors. The growing demand for housing in particular, is boosting residential construction, apart from retail, office spaces and residential properties.

Based on a forecast period from 2023 to 2026, this growth will be driven by an increase in oil prices, multi-billion infrastructure projects, on the back of the country's economic diversification strategy and Vision 2030. (Saudi Arabia Market Analysis, Global Data, 2022-2026)

**US\$ 161.3B**

Forecast value of Saudi Arabia's real estate industry in 2023

**Over 4%**

projected construction market CAGR from 2023-2026

**US\$ 819B**

value of current construction projects

The boom in Saudi Arabia's design market is resulting from the number of construction and infrastructure projects that are spurring demand for design products and services. These projects, majority of which are coming from the residential sector, are also opening up opportunities for business, partnerships and investment. Increasing attention is also placed on hospitality-related projects, which are expected to contribute to a surge in design services in the country. (Mordor Intelligence, Saudi Arabia Interior Design Market 2022-2027)

### WHY EASTERN PROVINCE?

- The current and pipelined multi-billion dollar projects in tourism, real estate, and hospitality sectors are creating increasing demand for construction and design products and services.
- Its strategic location makes it a gateway to international trade and tourism.
- It has well-developed road networks, modern highways, railways, pipelines, airports, seaports, transportation that allow access regional and global markets.
- The vibrant local economy is attracting an increasing number of tourists and investors.



## DHAHRAN EXPO: A KEY DESTINATION FOR EVENTS, FESTIVALS, CONFERENCES AND MEETINGS



### Dhahran Expo: Its Role to Serve a Wider MICE Community

Leveraging the vibrancy of the Eastern Province, Dhahran Expo, one of the largest exhibition centers in Saudi Arabia and the only exhibition center in the region, presents a world-class venue to hold events—from B2B meetings, forums, seminars, conferences and exhibitions, to festivals, fairs and concerts.

Its significant role in bringing in international companies, promoting and advancing the meetings industry, attracting foreign investment, and facilitating trade and business is crucial to the goal of placing Saudi Arabia as a promising destination for the Meetings, Incentives, Conferencing, Exhibitions (MICE) industry. On a greater scale, achieving the objectives underlined in the Vision 2030: a vibrant society, a thriving economy and an ambitious nation.

#### ORGANIZED BY



#### For more information:

**Tel :** +966 13 8400000 Ext. 112

**Mobile :** +966 560 733 227

**E-mail :** w.alhussaini@diec.com.sa

[www.cidex-sa.com](http://www.cidex-sa.com)