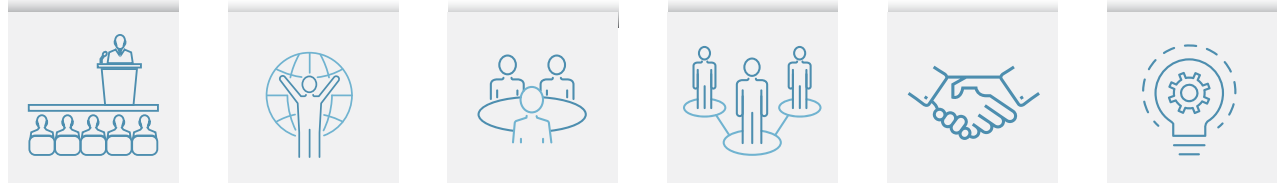




# الملتقى السعودي لصناعة الاجتماعات

## SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)

2 - 4 جمادى الآخرة 1439 الموافق 18 - 20 فبراير 2018 قاعة الملك فيصل للمؤتمرات - فندق انتركونتيننتال الرياض



## دعوة للمشاركة والتسجيل

### ANNOUNCEMENT

تنظيم



الشريك الأكاديمي



الإشراف  
والشراكة الإستراتيجية



الشريك الرئيسي



SAUDIMIC.COM

## Introduction

### Saudi Meetings Industry Convention (SMIC):

The idea behind organizing the Saudi Meetings Industry Convention came as an initiative by the National Program for Exhibitions and Conventions which was established by virtue of the Cabinet decision number (246) of 17 Rajab 1434 AH. The National Program seeks to achieve the Forum vision of becoming a pioneering event in the Middle East and a main confluence for all the players in the meeting industry sector in the Kingdom. The Convention is organized in partnership with and under the patronage of a group of governmental and private entities including the Ministry of Foreign Affairs, the Ministry of Interior, the Ministry of Commerce and Investment, the Supreme Commission for Tourism and Antiquities, the Council of Saudi Chambers and the Commerce and Industry Chambers, in addition to some of the major exhibition and event management companies in the Kingdom.

Consequently, the supervisory committee of Saudi exhibition and convention bureau has approved to develop the forum by organizing the Saudi Meetings Industry Convention – SMIC. The first edition of the Saudi Conventions and Exhibitions Forum was successfully held in Jeddah under the patronage of the Governor of Holly Makkah Region on November 3-4, 2014. The second edition was hosted in Riyadh under the patronage of His Royal Highness the Governor of Riyadh between November 9 - 11, 2014, The third edition was hosted in Dammam under the patronage of His Royal Highness the Governor of eastern Province between November 8 -10, 2015, The fourth edition was hosted in Al Madinah under the patronage of His Royal Highness the Governor of Madinah Province between 19 – 21 Feb, 2017.



## Introduction

### Significant results were attained during the fourth Forum, namely:

1. The number of participants reached approximately 1027.
2. The Forum hosted, on its second day, the “Saudi Associations’ Day” organized for the second time with 150 participants in attendance.
3. The Forum hosted, on its third day, the “Future Leaders Day” organized for the first time with 100 participants in attendance.
4. 46 speakers took part in the event, including 4 from outside KSA.
5. The Forum featured 6 sessions and 6 workshops.
6. More Than 40 companies participated in the auxiliary exhibition organized over area more than of 1500 m2.

### The objectives of the Convention:

#### **TO PROMOTE SAUDI ARABIA POSITION BY MAKING IT AN ATTRACTIVE DESTINATION TO MEETINGS INDUSTRY WHICH WILL SUPPORT THE DEVELOPMENT OF THE COUNTRY’S ECONOMY.**

The convention aspires to transfer the knowledge and benefit from the international experiences in the field of meetings industry advancement. It aims to highlight the importance of this sector and its role in the growth of the economy in general and the tourism in particular, develop the capacities of the owners and organizers of conventions and exhibitions in the Kingdom, promote strong relations and networking among them, and maximize the investment in projects related to meetings industry.

### The Added Value brought by the Convention:

#### **Increasing the efficiency and effectiveness of the owners, organizers and providers of meeting industry services in the Kingdom which will lead to:**

1. Creating job opportunities for the youth in the sector of meetings industry.
2. Increasing the financial revenues of the owners, organizers and providers of meetings industry.
3. Gaining new experiences and skills, thus adding quality to the meetings industry.
4. Initiating a sense of competition among the organizers of meetings industry.



## Attendance & Participation

### Target Audience:

- Regulatory and legislative entities supervising the conventions and exhibitions sector in the kingdom.
- Organizers of Meetings Industry in the Kingdom and The GCC.
- Providers of Meetings Industry services in the Kingdom And the GCC.
- Managers of Meetings Industry facilities in the Kingdom.
- Directors of Public Relations in the governmental, health, Academic and commercial sectors in the Kingdom.
- Tour operators and travel agencies in the Kingdom.
- Directors of training centers in the Kingdom.
- Academics in the Saudi universities (specializations: Tourism, Management, Marketing and Economics).
- Hotel managers and event planning managers in Saudi Arabia.
- Media and PR agencies in Saudi Arabia.
- Heads of professional, academic and health associations In Saudi Arabia.
- Heads of national and local committees chambers of Commerce in Saudi Arabia.
- Airlines operating in Saudi Arabia.

### The Convention key discussion topics:

1. Conventions centers future in Saudi Arabia.
2. The role of meetings industry within Vision 2030.
3. Meet in Saudi Arabia.
4. The regulations and integrations of meetings industry between governmental and commercial sectors.
5. Human resources developing in meetings industry.



## Attendance & Participation

### 2018 Attendance breakdown:

1. Meetings industry potential buyers.
2. Organizers of exhibitions and conventions.
3. Members of Saudi Commission for Tourism & National Heritage.
4. Heads of professional, health and academic associations.
5. Employees of governmental entities.
6. Supplies and vendors of meetings industry.
7. Saudi colleges employees.
8. Employees of conventions, exhibitions centers, and hotels.
9. Media representatives.
10. Employees of Saudi Exhibition & Convention Bureau.
11. Colleges students.

### Learning Sessions:

1. Safety and Security Management in the Meetings Industry.
2. Art Production Skills in the Meetings Industry.
3. Projects Management Skills in the Meetings Industry.
4. Professional Design of the Meetings Industry Outputs.
5. Communication and Media Management in the Meetings Industry.
6. Hospitality and Accommodation Facilities in Hotels.
7. E-Portal of the Exhibitions and Conferences National Program.
8. Meetings Industry Speakers.



## Saudi Associations Day

### The objective of the Saudi Associations' Day:

Advance the capabilities of the professional, health and academic associations in the Kingdom, to enable them to organize outstanding meetings and conferences and build partnerships with their peers from international associations, to successfully attract international conferences to the Kingdom.

### Targeted audience of the Saudi Associations' Day:

BoD Members, secretaries, executive directors, heads and staff of professional, health and academic associations in the Kingdom, companies sponsoring the convention and media representatives.

### The participants in "the Saudi Associations' Day":

Participants can still take part in all the activities of the Saudi Meetings Industry Convention.



# SAUDI ASSOCIATIONS DAY



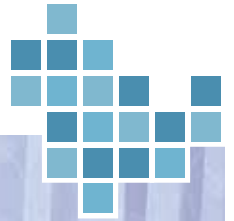
## Meetings Industry

### Meetings Industry Sector in KSA:

KSA represents an economic power in the Middle East, being the largest exporter of oil in the world. It also has a wide area and a large population of over 30 million inhabitants. It is also the cradle of Islam, the birthplace and Qibla of Arabs, and currently the world's center of attention. The Kingdom has always sought, in its development plans, to diversify its economic basis and sources of production, support the private sector in its growth to reduce the dependency on oil as a key resource for the national economy, provide job opportunities for the Saudi youth by increasing the contribution of the private sector, attract foreign capitals to support investment projects. The Kingdom also endeavors to enhance its competitive status worldwide. Therefore, it considers sustainable development as a key strategic option.

The Kingdom is witnessing an important growth in the conventions and exhibitions sector, owing to the significant economic and urban growth it has witnessed, and the availability of suitable facilities, services, and infrastructure to accommodate such development. The conventions and exhibitions sector accounts for a significant share of the Saudi tourism market. In fact, if Hajj and Umrah trips and visits to Medinah are to be excluded from this market, the business tourists spending would represent over 20% of the overall spending in the tourism sector. Over 3.5 million tourists attend conventions and exhibitions with spending levels exceeding SAR 9 billion. Furthermore, there are over 1000 facilities setup to host exhibitions, conventions and meetings in KSA, and there are over 2000 licensed conventions and exhibitions organizers.

Despite the stability of this sector at the international level, it is witnessing an exponential growth in the GCC region and the Middle East due to the economic and cultural renaissance taking place in the region, and the availability of the suitable facilities, infrastructure and services. Given the importance of the convention and exhibitions sector in the economic growth of the Kingdom, the government has given this economic sector special attention; the Cabinet decision No. 246 of 17 Rajab 1434 AH, on transforming the convention and exhibitions standing committee into a National Convention and Exhibition Program, highlights the State's interest in developing such important sector, which will contribute to the diversification of the economic base, in order to reduce dependence on oil as a major resource in the national economy.



## Organizers

### Overview of the Saudi Exhibition & Convention Bureau:

Saudi Exhibition & Convention Bureau was established by virtue of Cabinet decision No. 246 of 17 Rajab 1434 AH, stipulating the transformation of the Conventions and Exhibitions Standing Committee, established by virtue of Royal Decree/7863 on 13/11/1431 AH, into a National Program bearing the name of the “National Conventions and Exhibitions Program”. The Cabinet decision aforementioned stipulated the establishment of a Supervisory Committee for the Program, chaired by His Highness the President of the Supreme Commission for Tourism and Antiquities, and whose members will consist of the Ministry of Municipal and Rural Affairs, the Ministry of Interior, the Ministry of Finance, the Ministry of Commerce and Industry, and two members from companies operating in the conventions and exhibitions sector. The main purpose behind the establishment of such Program was to supervise, develop, and fully organize this sector in the Kingdom, promote its growth and role within the national economy, improve its effectiveness and flatten any obstacles to its growth.

The establishment of Saudi Exhibition & Convention Bureau is a major step, an ideal choice and a major incentive to develop and accelerate the growth of the conventions and exhibitions sector across the Kingdom. Such Program will be the first sponsor of this sector, and will play a central role in supervising and developing its activities.

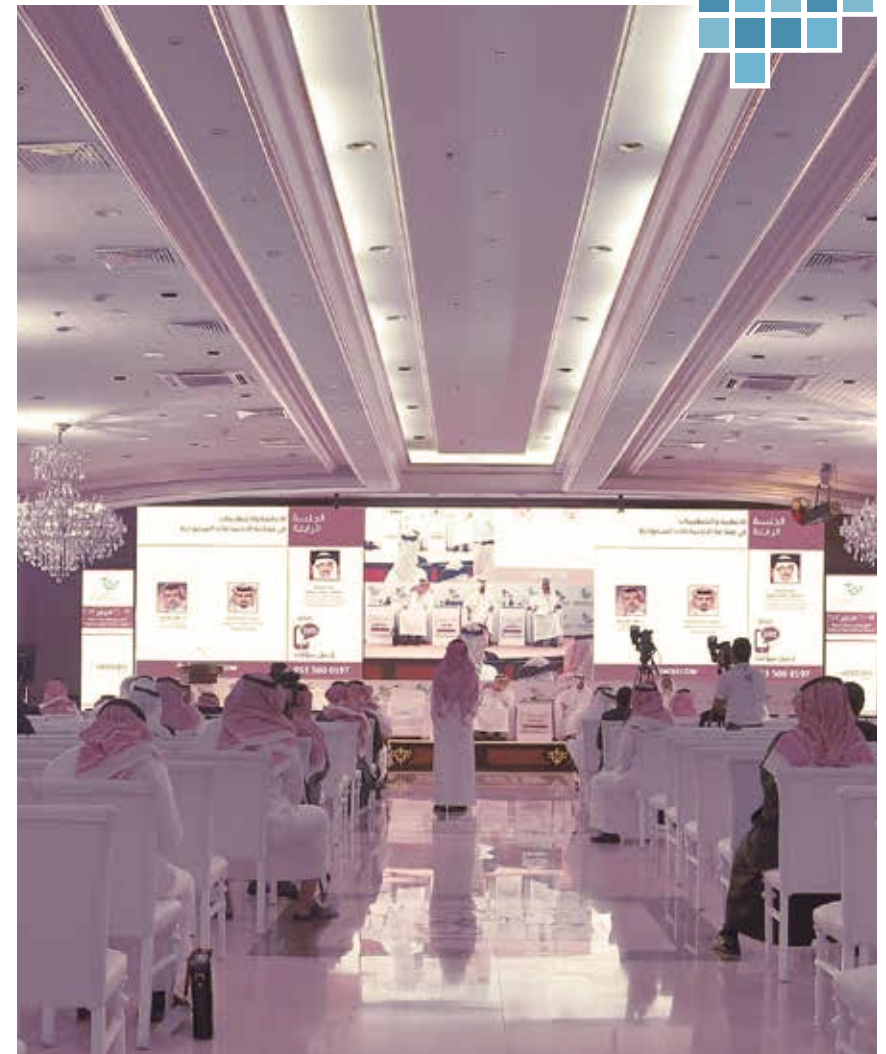
### The objectives of the Saudi Exhibition & Convention Bureau:

“Saudi Exhibition & Convention Bureau will be a pioneer in developing the sector to be more effective and productive”. The program strategic objectives are to develop and prepare the adequate regulatory framework to encourage investments in the meetings industry in the Kingdom, developing cities and centers where meetings industry could be held to improve the Kingdom’s capacities of organizing events of high standard and importance. The strategic objectives also include: the development of sector-specific standards of service to help improve the quality of business event; ensure the availability of reliable information for the investors and beneficiaries; measure the economic impact of the conventions and exhibitions sector in terms of its contribution to the GDP; provide job opportunities, develop the Saudi human capabilities to be one of the main support pillars in this field; attract outstanding business events which contribute to the development of the economic and service sectors in the Kingdom; and finally highlight the Kingdom’s position at both the regional and international levels.

### The Specialist Group - ExiCon International:

Since 1990, ExiCon International has been the leader in organizing and managing conventions and exhibitions in the Arab world. It was therefore at the forefront of companies operating by international standards. Since its inception, the Specialist Group - ExiCon, has sought to expand its scope of activities in project organization to reach all the Arab countries, and later on some foreign countries, by adopting a sound and modern management of scientific and specialized conferences and exhibitions, and continuously seeking to improve the quality and add value to every event.

The Specialist Group- ExiCon is proud to have earned the trust of Saudi Exhibition & Convention Bureau, which signed an agreement with us to organize the Saudi Conventions and Exhibitions Convention for 2014, 2015, and 2016, and the company is executing SMIC 2018.



[www.exicon-specialist.com](http://www.exicon-specialist.com)





Scan the Code



استمارة التسجيل  
REGISTRATION FORM



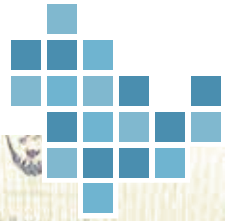
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## Exhibition

### The Exhibition of Meetings Industry:

The exhibition is coinciding with Saudi Meetings Industry Convention (SMIC), with participation of the elitist and biggest MICE business companies and different government organizations.

The exhibition aims to highlight the expertise, capabilities and possibilities that the exhibitors can provide, by showing their latest services, innovations and solutions which can help MICE workers to plan, execute and organize the conventions and exhibitions to enhance the superiority in this field, and to highlight the importance of this sector in the growth of the economy in general and the tourism in particular in Saudi Arabia.

The exhibition is divided into several categories and zones that serve all segments in the Meetings industry.

The exhibition sections are distributed as below:

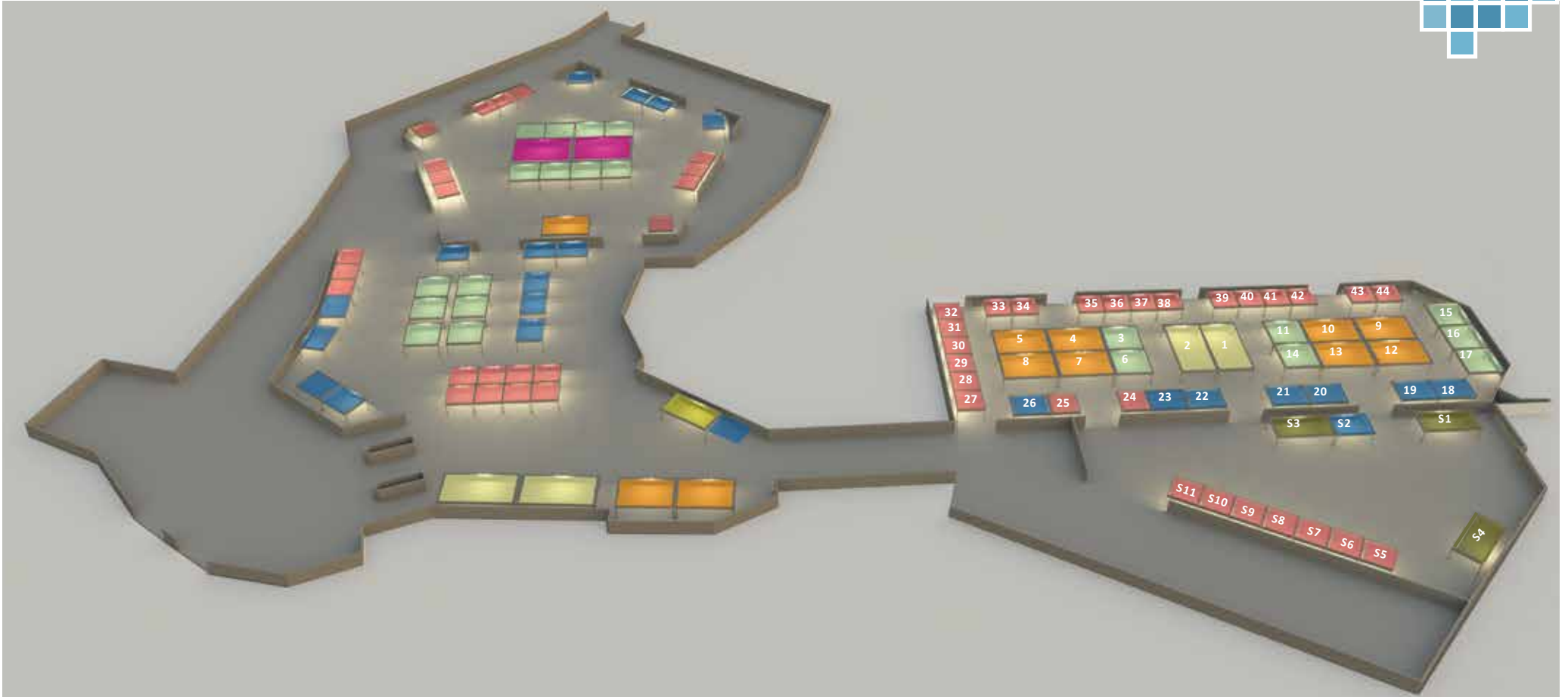
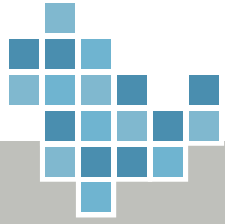
1. Solutions in registrations and website portals.
2. Audio, video and lighting.
3. Suppliers (translation, exhibition industry, printing, gifts).
4. Meetings industry organizers.
5. Associations.
6. Governmental sector.
7. MICE business.
8. Media and social media.

For more information about the exhibition, kindly contact:

[exhibit@saudimic.com](mailto:exhibit@saudimic.com)



# Exhibition Floor Plan



## BOOTH COST

## تكلفة الجناح

ريال سعودي **25,000 (3x4m)**

ريال سعودي **20,000 (3x3m)**

EXHIBITION  
BOOTHS

- 8x6 m<sup>2</sup>
- 8x4 m<sup>2</sup>
- 6x4 m<sup>2</sup>
- 6x3 m<sup>2</sup>
- 4x4 m<sup>2</sup>
- 4x3 m<sup>2</sup>
- 3x3 m<sup>2</sup>

