



STRATEGIC PARTNER

ORGANISED BY

IN ASSOCIATION WITH



24 — 26 Riyadh Front Exhibition
NOV 2025 & Conference Centre, KSA

Accelerating Saudi Arabia's Rise as the Global Capital in Advanced Manufacturing

wamsaudi.com

FEATURING



The Largest & Most Trusted Force Propelling Advanced Tech & Industry 4.0



With 44 years of excellence, Dubai World Trade Centre (DWTC) is MEASA's largest and most trusted event organiser, with its subsidiary KAOUN International driving global impact

WORLD-LEADING TECH PLATFORM ORGANISER

Creator of globally renowned events such as GITEX GLOBAL, focusing on AI, robotics, and green technology

STRATEGIC ALLIANCE



EXPANDING INFLUENCE

Focusing on high-growth regions, including Saudi Arabia and Africa, with an emphasis on building on global partnerships with UNIDO



Our Powerful Network in the Tech Ecosystem

600,000+

BUSINESS EXECUTIVES

190+

PARTICIPATING COUNTRIES

500+

GOVERNMENT ENTITIES

20,000+

EXHIBITING COMPANIES

1,500+

INVESTORS

4,000+

SPEAKERS

6,000+

STARTUPS

Every year... and growing



The Strongest Regional Public-Private Network in the Middle East & North Africa



- Robust partnerships with global government trade agencies
- Offices across Europe, Asia, and Africa, ensuring worldwide reach
- Unparalleled access to cutting-edge high-tech and AI ecosystems
- Hosts of globally renowned events, including GITEX GLOBAL



GITEX
GLOBAL

Gateway to MENA

Unrivalled regional expertise, connecting 500+ MINISTRIES and agencies with global markets

Investment Network

Access to
1,500+ investors

Managing over
\$1 TRILLION in funds

INTERGOVERNMENTAL AGENCIES & NGOS



INTERNATIONAL BANKING, FINANCIAL INSTITUTIONS & ADVISORY



REGIONAL GOVERNMENTS & TRADE ASSOCIATIONS



INTERNATIONAL THINK TANKS & CONSULTANCIES



“With our great location,
access to different markets and
natural resources, our people and
our talent, we can be a serious
player in attracting investments in
manufacturing”

Multi-billion dollar investments to develop logistics
parks, enhance customs processes, and implement
advanced technologies.

H.E. MR. BANDAR BIN IBRAHIM AL-KHORAYEF
MINISTER OF INDUSTRY AND MINERAL RESOURCES

وزارة الصناعة
والثروة المعدنية
Ministry of Industry and Mineral Resources



مدن MODON

الهيئة السعودية للمدن الصناعية ومناطق التقنية
Saudi Authority for Industrial Cities and Technology Zones



As part of Saudi Arabia's Vision 2030, the National Industrial Strategy aims to increase the number of factories from current 11,549 to 36,000 factory plants by 2035

\$500 billion investment in **NEOM's Oxagon Industrial City**, a floating industrial complex focusing on manufacturing and industrial research and development

MODON to construct 171 ready-built factories, each covering 900 square meters, in the industrial cities of Dammam, Jeddah, Al-Kharj, and Sudair

King Salman Energy Park, a 50-square-kilometer industrial city in Saudi Arabia, designed to become a global hub for the energy sector

Construction of 80 Ready-Made Factories in Al-Ahsa and Taif industrial cities

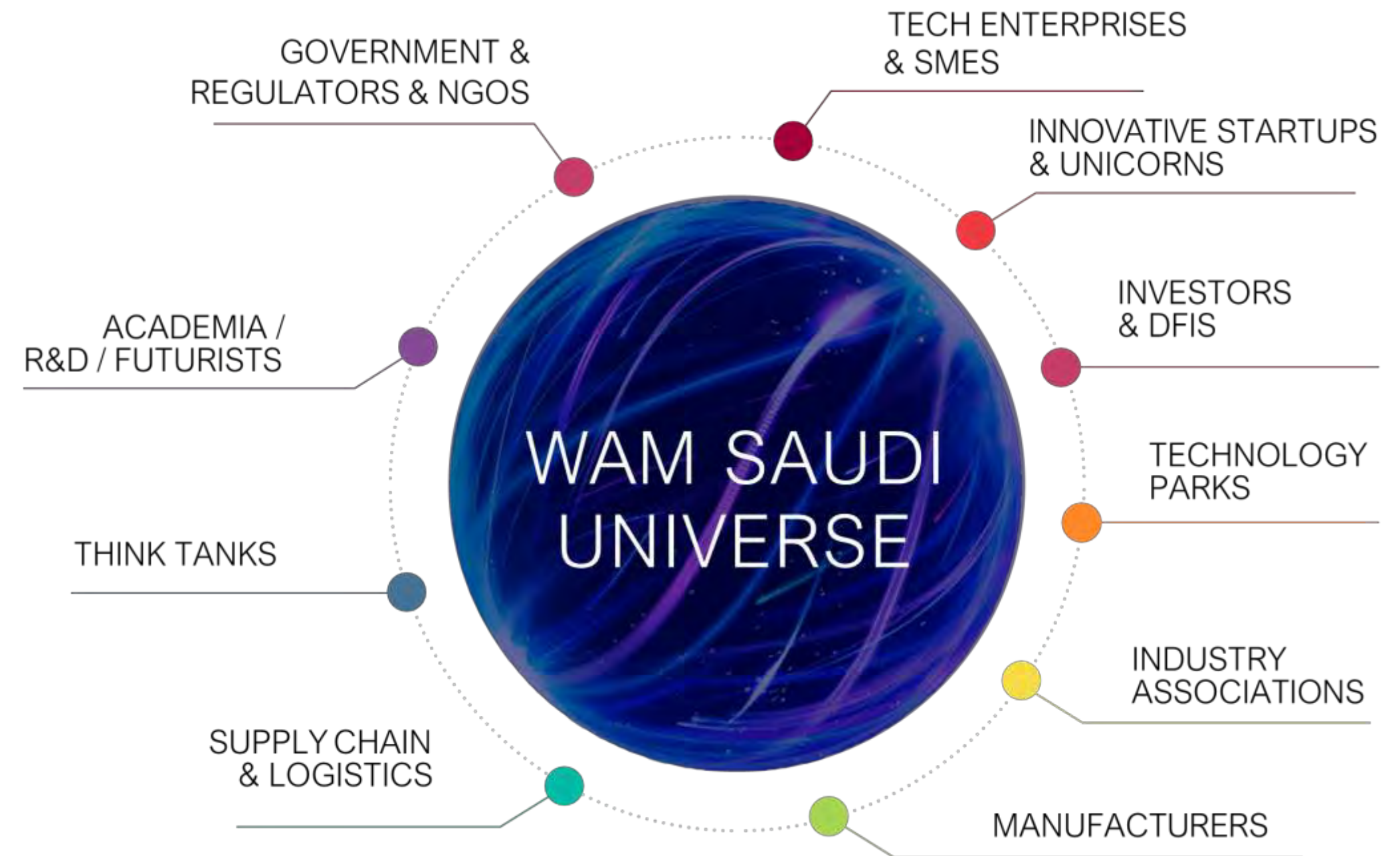
MODON is establishing 52 ready-made factories in Jeddah's Second Industrial City, spanning over 45,000 square meters

Alat's Advanced Manufacturing Initiatives include USD \$2B investment to expand Lenovo's regional manufacturing presence

MODON signs 23 development contracts with the private sector, valued at over \$459 million USD

\$1billion investment in JinkoSolar's Manufacturing Plant to establish a high-efficiency solar cell and module manufacturing facility

The largest convergence of the Global Manufacturing and Logistics Ecosystem, hosted in Saudi Arabia



8,000+
C-Level Executives

350+
Exhibitors

50+
Countries

7,000+
Department Heads

500+
Start-ups

60+
Government
Delegations

5,000+
Technical Profiles

100+
Investors

150+
Hours of Content

Featured Advanced Technologies

- AI in MANUFACTURING
- DEEP TECH
- ROBOTICS
- CLOUD / BIG DATA / IOT / QUANTUM / NEW ENERGY
- CONNECTIVITY / 5G / NETWORK INFRASTRUCTURE
- CYBERSECURITY
- DIGITAL TWINNING
- AR / VR
- SUPPLY CHAIN & LOGISTICS / DRONES
- ADDITIVE MANUFACTURING / 3D PRINTING
- AUTOMATION
- LASER BASED MANUFACTURING
- MATERIAL SCIENCE

Featured themes at WAM Saudi 2025



featuring



Following the grand launch of **AI Everything 2025** by GITEX, we are bringing **AI in Manufacturing** at WAM Saudi 2025, a premier platform for exploring the transformative potential of artificial intelligence in the manufacturing and logistics sectors.



The AI Assembly

Exclusive briefings bringing together decision makers, government representatives and global industry leaders

Immersive Demos & Use Case Briefings

Deep-dive into everything new and cutting-edge in AI real-world applications and see how research is solving today's problems



Leadership Stage

The **Leadership Stage** serves as the strategic hub for high-level discussions on the policies, innovations, and economic drivers shaping the future of advanced manufacturing.

Bringing together government officials, industry leaders, and global executives, it addresses critical topics such as industrial policy, investment strategies, digital transformation, and sustainability.

This stage provides a platform for thought leadership, fostering collaboration between the public and private sectors to accelerate industrial growth, technological advancement, and economic diversification.

Shaping the Future of Advanced Manufacturing

Governments policies, incentives, and regulatory frameworks to drive advanced manufacturing and industrial transformation.

Preliminary Tracks

- **National Industrial Strategy & Policy Development**
- **Smart & Sustainable Industrial Zones & Cities**
- **National Security, Supply Chain Resilience & Industrial Sovereignty**
- **Future Workforce & Skills Development for Industry 4.0**
- **Government Support for Startups & Industrial Innovation**

Saudi Leaders



HE Khalid Al-Falih
Minister of Investment
Kingdom of Saudi Arabia



HE Bandar Alkhorayef
Minister of Industry and Mineral
Resources of Saudi Arabia



Eng. Majed Rafed Al-Argoubi
CEO, The Saudi Authority for Industrial Cities
and Technology Zones



Yasir bin Othman Al-Rumayyan
Governor
Public Investment Fund (PIF)

Local Frontrunners



Omar Al-Shabaan
CEO, The Garage, KSA



Dr Manar AlMoneef
Chief Investment Officer
NEOM, KSA

Global Policy Makers



HE Ryad Mezzour Minister
MINISTRY OF
INDUSTRY & TRADE
Kingdom of Morocco



Gerd Müller
Director General
UNITED NATIONS INDUSTRIAL
DEVELOPMENT ORGANISATION
(UNIDO)
Austria



HE Svenja Schulze
Federal Minister
ECONOMIC
COOPERATION &
DEVELOPMENT
Germany



HE Mehmet Fatih Kacir
Minister
MINISTRY OF
INDUSTRY &
TECHNOLOGY
Türkiye



Jacqueline Poh
Managing Director
ECONOMIC DEVELOPMENT
BOARD
Singapore



Waleid Gamal El-Dein
Chief Executive Officer
SUEZ CANAL
ECONOMIC ZONE
Egypt

Global Industry Pioneers



Sami Atiya
President, Robotics &
Discrete Automation
ABB
Germany



Philip Popovec
Senior Vice President
Global Operations
INEOS
USA



Masaaki Kusunoki
SVP, INDUSTRY &
INFRASTRUCTURE SYSTEMS
MITSUBISHI HEAVY
INDUSTRIES
Japan



Dr Maximilian Meixlsperger
HEAD OF ADDITIVE
MANUFACTURING
PRODUCTION
BMW GROUP
Germany



Dr Barbara Frei-Spreiter
Executive Vice President
INDUSTRIAL AUTOMATION
SCHNEIDER ELECTRIC
Switzerland



Katharina Poehlmann
Chief Strategy Officer
A.P. MØLLER – MÆRSK
Denmark

Future Factories Stage

The **Future Factories Stage** is a cornerstone of WAM Saudi 2025, dedicated to exploring the latest advancements shaping the next generation of manufacturing.

As industries undergo rapid digital transformation, this stage provides a platform for thought leaders, innovators, and decision-makers to discuss cutting-edge technologies such as AI, IoT, robotics, and digital twins.

It addresses key challenges, including cybersecurity, workforce evolution, and sustainable production, ensuring manufacturers stay competitive in the era of Industry 4.0.

Innovating Smart, Sustainable, and Resilient Manufacturing

Exploring cutting-edge technologies, industry-specific innovations, and strategic insights driving the future of advanced manufacturing.

Preliminary Tracks

- **Smart Factories & Future Manufacturing Technologies**
- **Data-Driven Manufacturing & Cybersecurity**
- **Digitalization for Sustainable & Resilient Manufacturing**
- **Workforce & Industry 4.0 Adoption**
- **Deep Tech in Manufacturing**

Preliminary Conference Tracks

	Digitalization in Manufacturing & Industry 4.0	Sustainable Manufacturing & Supply Chains	Future of Logistics & Autonomous Operations
	Day 1	Day 2	Day 3
LEADERSHIP ASSEMBLY STAGE	<div>National Strategy for Smart Manufacturing & Digital Industrialization</div> <div>Policies to Accelerate 5G, AI, and IoT Adoption in Factories</div> <div>Digital Infrastructure & Cybersecurity for the Industrial Sector</div>	<div>Green Manufacturing Policies & Net- Zero Roadmap</div> <div>Sustainable Industrial Zones & the Role of Smart Technologies</div> <div>ESG Regulations & Incentives for Sustainable Supply Chains</div>	<div>Saudi Arabia as a Global Logistics Hub: Policy & Investment Outlook</div> <div>AI & Automation in Smart Ports & Warehousing</div> <div>Regulating & Enabling Autonomous Operations in Industry 4.0</div>
FUTURE FACTORIES STAGE	<div>AI-Powered Predictive Maintenance & Smart Data Analytics</div> <div>Digital Twins & Virtual Simulations in Manufacturing</div> <div>Industrial 5G & Private Networks: Driving Real-Time Factory Operations</div>	<div>AI-Driven Energy Management & Carbon Reduction Strategies</div> <div>Circular Economy & Sustainable Production Through Smart Tech</div> <div>Smart Supply Chains: Visibility, Traceability & Digital Integration</div>	<div>Robotics & Autonomous Mobile Robots in Manufacturing & Warehousing</div> <div>Next-Gen Smart Warehouses: IoT, AI & Blockchain for Supply Chain Efficiency</div> <div>AI-Powered Logistics & Predictive Demand Planning</div>

Industry Stages

The **industry-focused stages** are dynamic platforms tailored to explore challenges, opportunities, and innovations specific to key sectors driving advanced manufacturing. These stages offer a deep dive into industry trends, practical solutions, and future-ready strategies.



MINING & MINERALS



SUPPLY CHAIN &
LOGISTICS



OIL & GAS



PHARMA & BIOTECH



AUTOMOTIVE



AEROSPACE &
DEFENCE



CONSTRUCTION



PETROCHEMICALS



FOOD & BEVERAGE

The Most Global **Startup Event** in Saudi Arabia

WAM Saudi Start-Ups unites founders, venture capitalists, ecosystem enablers and corporate partners to help startups scale fast with access to capital and industrial buyers

500+ Innovative Startups	10+ Unicorns	250+ Investors	100+ Accelerators & Venture Builders
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Investor Program

The Investor program is the best rated matchmaking program by Investors

Concierge B2B Meetings

Matching investors with 500+ exhibiting startups based on selection after we match investors interests, investment levels and stage preferences

Pitch Competition

Offering aspiring founders the opportunity to pitch live before leading international investment firms for a chance to win up to \$50,000 in cash prize

Startups & Innovation in Manufacturing: Disrupting the Industry

Startups transforming manufacturing through emerging technologies, agile business models, and groundbreaking innovations in automation, AI, sustainability, and Industry 4.0.

Preliminary Tracks

- Scaling Manufacturing Startups & Venture Investment
- Emerging Technologies Shaping Industrial Innovation
- Deep Tech & Hardware Startups in Manufacturing
- Open Innovation & Corporate-Startup Collaboration
- Building Smart Factories on a Budget
- Startup Success Stories & Lessons Learned



**Startups
Stage**

Content Driven Features at WAM Saudi 2025



Masterclasses & Workshops

Sponsor led agenda private two hours masterclass with a delegation of 25 targeted executives



Executive Boardroom Briefings

Exclusive one hour private meeting with sponsor's targeted wish-list of selected executives



AI in Manufacturing

Showcase your AI tech and thought-leadership at a dedicated AI in Manufacturing Stage



WAM Academy

Sponsor led training dedicated academy for Saudi workforce development



Live Showcase Demo Zone

Live showcase and demos of exhibitors VR-based technologies



Executive Connections Lounges

Pre-arranged one-on-one meetings with your qualified prospects



VIP Lounge

Exclusive sponsorship and hosting opportunity of VIP delegation



Manufacturing Leadership Roundtable

Exclusive hands-on roundtable with select Saudi government, manufacturing and industry leaders



**INDUSTRIAL AUTOMATION
& ROBOTICS**

- Industrial Automation
- Robotics
- Process Automation
- Machine Tools
- Material Handling & Assembly
- Linear Technology
- Drive Technology
- Embedded Systems

SUSTAINABILITY

- Green Manufacturing Technologies
- Renewable Energy Solutions
- Waste Reduction Technologies
- Hydrogen & Fuel Cells
- Energy Management & Consulting
- Sustainable Supply Chain Solutions

**DIGITAL MANUFACTURING
& INDUSTRY 4.0**

- 3D Printing
- Industrial Software
- Predictive Maintenance
- Digital Platforms
- Sensor Technology
- Nanotechnology
- Artificial Intelligence
- Digital Twin
- Internet of Things (IoT)
- Blockchain
- Big Data & Analytics
- Cybersecurity
- Industrial Cloud Computing
- Machine Learning
- AR/VR
- CAD/CAM Services
- Wireless & 5G Technology

**SUPPLY CHAIN &
LOGISTICS**

- Warehouse Management Systems
- Inventory Management Solutions
- Automated Storage and Retrieval Systems (AS/RS)
- E-Mobility & Charging Infrastructure
- Logistics Automation
- Logistics IT
- Intralogistics and Transport
- Storage Technologies
- Fleet Management Solutions
- Conveyor Systems
- Logistics Service Providers

**CONSULTING,
TRAINING, R&D**

- Industry Consultants
- Training and Development Programs
- Research & Development Services
- Technical Support and Maintenance
- Foreign Trade and Investment
- Learning Technologies & Platforms

STARTUP ECOSYSTEM

- Startups
- Scaleups
- Accelerators
- Incubators
- Investors

**Visitors
profiles**

- C-Suite & VPs
- Heads of Departments
- Production and Operations Managers
- Senior Technical & Directors
- SCADA Engineers & Managers
- Technicians, Production and R&D Departments Managers
- Quality Control Specialists
- Maintenance and Service Technicians
- Purchasing and Procurement Managers
- IT and Digital Transformation Specialists
- Safety and Environmental Managers
- Supply Chain Managers
- Consultants and Advisors
- Technological and Research Centers, Universities
- Governments and Ministers of Industry, Departments
- Policy Makers, Environmental Regulators
- Private Investors, Business Angels, Corporate Ventures

Secure your prime location



SPACE ONLY \$495 per sqm

- Minimum area required - 24sqm

+ 15% VAT
+ \$195 Insurance
+ \$195 Marketing Power Pack

SHELL SCHEME \$645 per sqm

- Minimum area required - 9sqm
- 2 x Chairs, 1 x Table, 1 x Waste Bin, 1 x Bar stool, Electricity
- TV Screen

+ 15% VAT
+ \$195 Insurance
+ \$195 Marketing Power Pack

SINGLE STARTUP POD \$1,500

- Includes pod build, branding, furniture, power

+ 15% VAT
+ \$195 Insurance

DOUBLE STARTUP POD \$2,500

- Includes pod build, branding, furniture, power

+ 15% VAT
+ \$195 Insurance

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