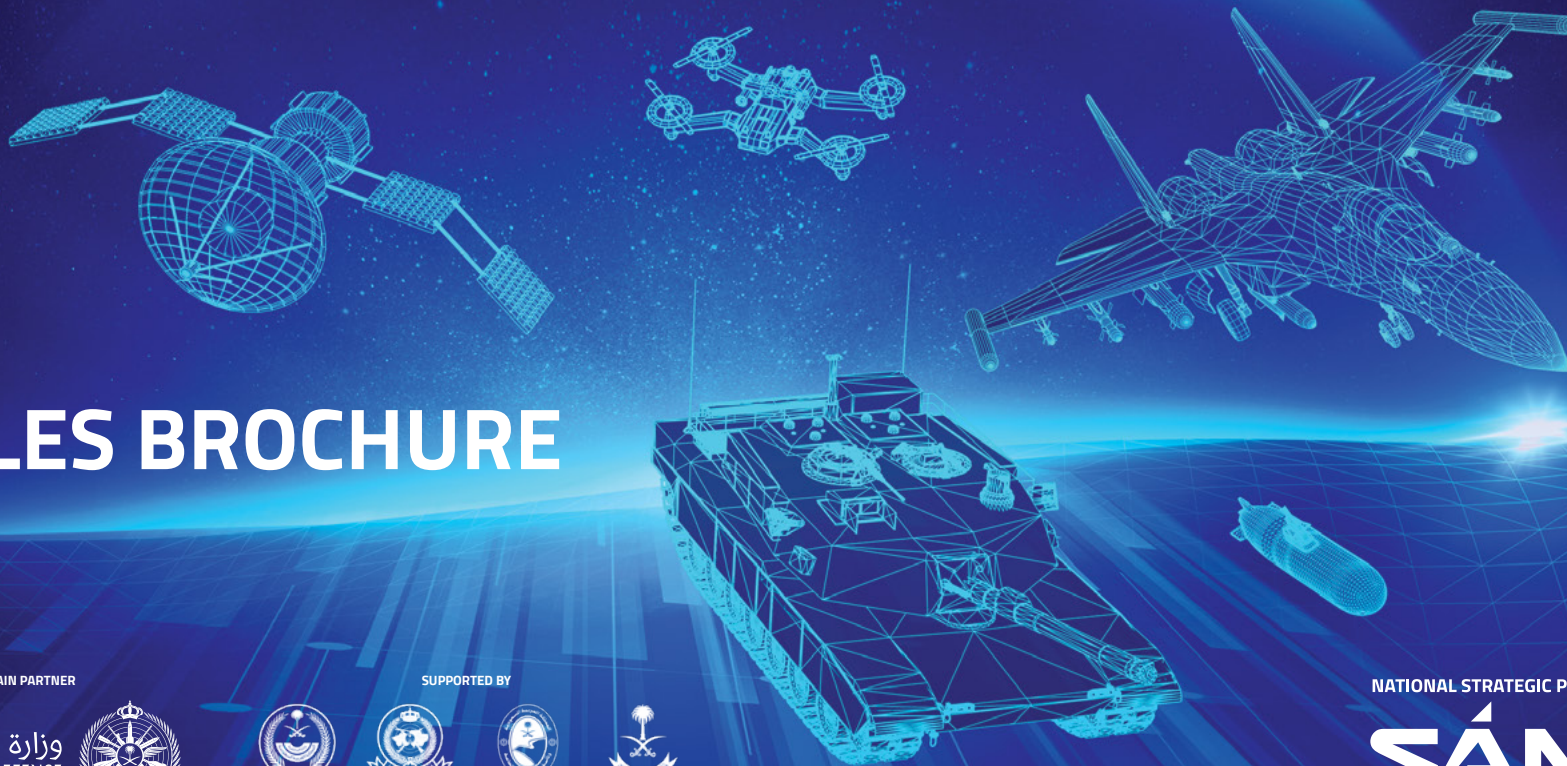




**WORLD
DEFENSE
SHOW**
SAUDI ARABIA
4-8 FEB 2024

FOUNDED BY

الهيئة العامة
للصناعات العسكرية
General Authority
for Military Industries



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World Defense Show 2024

World Defense Show is an interactive platform for governments and industry thought leaders from across the global defense and security supply chain, to help shape the future of defense.

Held over five days, World Defense Show provides a unique platform for the world's defense industry to network, partner, share insights and discover new innovations and capabilities across all defense domains.

World Defense Show 2024 examines emerging and progressive innovation and technology and focuses on the Future of Defense. Our exhibitors and show features sit at the very heart of this theme and will showcase the very latest cutting-edge products and capabilities throughout the show.

It will bring together the world of defense and security to demonstrate the future of defense across air, land, sea, security and space.



Royal Decree



World Defense Show is honoured to be held under the patronage of King Salman bin Abdulaziz Al-Saud, Custodian of the Two Holy Mosques.

Under the esteemed leadership of HRH Crown Prince Mohammad bin Salman, Prime Minister, and Chairman of the Board of Directors of the General Authority for Military Industries (GAMI), World Defense Show will host the second edition of World Defense Show 2024.

Taking place from 4 to 8 February 2024, World Defense Show is dedicated to creating the ultimate business-to-business event for the defense industry that supports its relevant ministries and authorities whilst reinforcing the national commitment to the growth and success of the show and ultimately, Vision 2030.





His Excellency Ahmad Al-Ohali

Foreword



After the inaugural edition of World Defense Show, which witnessed unprecedented demand from the defense industry with over 600 international exhibitors, 65,000 trade visits and an overwhelming attendance from VIPs and military delegations, we are getting ready once more, for the largest B2B event in the Kingdom, held under the patronage of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al-Saud.

With its strategic geographical location and international presence, Saudi

Arabia has become the ideal host for an exhibition that will bring together defense companies from every domain and tier of the industry and connect individuals with the international defense community.

The global defense landscape is witnessing significant transformations and leveraging cutting-edge technologies to strengthen capabilities. World Defense Show 2024 will showcase these emerging and progressive technologies and trends that will strengthen our industry exponentially over the next decade. Our aspirations will be to bolster the role of the Kingdom as

a key regional and local player in the field of defense, under and in sync with the various programs of our Nation's Vision 2030. Further to the ambitions to localise more than 50% of expenditure on defense, young and rising talents will be at the core of the show, as well as women in defense, putting people, technology and innovators at the forefront whilst opening the doors to untapped opportunities.

The Kingdom of Saudi Arabia looks forward to hosting you in Riyadh in February 2024.

Andrew Pearcey

World Defense Show CEO Foreword



We are incredibly proud to be delivering the second edition of World Defense Show in February 2024.

The event in March 2022 delivered a forward-thinking and dynamic show that focused on interoperable defense, looking at changing the way global leaders and decision-makers approach defense capabilities. We saw international exhibitors and visitors from across the globe come together to forge new relationships and new partnerships.

We have high ambitions for the event in February 2024 as we showcase the Future of Defense. The defense industry has always been at the forefront of cutting-edge technology and World Defense Show looks to shine a light on products and innovators that will accelerate progress in our defense world.

There is no better place to experience first hand the vision for the future of defense than here in Riyadh, where defense industrialization is fundamental

to an ambitious national vision, and three continents strategically intersect at the centre of the world's supply chains. World Defense Show 2024 is set to deliver an enhanced second edition with a new exhibition hall, new and developed show features and unique live flying and land demonstrations – all designed to give you more opportunities to meet, connect and, most importantly, do business.

We look forward to welcoming you to the show in February 2024.

2022 Show Highlights Statistics

600+

EXHIBITORS

65,000+

TRADE VISITS

SAR 29.7+ Billion

ORDERS AND ANNOUNCEMENTS

26

OF THE TOP 40
GLOBAL DEFENSE COMPANIES

100+

INTERNATIONAL DELEGATIONS
FROM 42 COUNTRIES

38

SPONSORS &
PARTNERS

1,100+

MEETINGS OVER TWO DAYS OF THE
"MEET THE BUYER" PROGRAM

37,000 SQM

OF EXHIBITION SPACE ACROSS
TWO HALLS

LIVE DISPLAYS

70

LAND
VEHICLE

46

AIRCRAFT

19

UNMANNED
SYSTEMS

THOUGHT LEADERSHIP

26

SESSIONS

136

SPEAKERS

5,000

ATTENDEES

TOP 100

SAUDI COMPANIES

17

GOVERNMENT
ENTITIES

2022 Show Highlights Testimonials

"Thanks for the amazing event in Riyadh. Our Swiss/US team has returned home with opportunities they would never have usually been exposed to. A really first-class show from start to finish. Thank you."

● **Fischer Connectors, Exhibitor**

"During these 4 days, many international delegations were able to discover our new product, the Cockerill i-X. We also had the honour to receive visits from high-ranking personalities from important entities, including GAMI and SAMI. A real opportunity to discuss the needs of tomorrow's armed forces and our means to achieve them. A great experience for this first edition in Riyadh!"

● **John Cockerill, Exhibitor**

"Boeing shares more than 77 years of partnership with the Kingdom of Saudi Arabia. WDS provided us with an ideal opportunity to showcase our commitment to our major stakeholders. As Principal Partner at WDS we saw tremendous exposure across key show features."

● **Boeing, Exhibitor and Principal Partner**

"The Meet the Buyer Program gave us opportunity to discuss USD20m deal in Saudi Arabia. This is one of the best defense focused events in the world."

● **Defensephere, Supplier**

"The Meet the Buyer Program has been exceptional. The number of people we have had the opportunity to meet, that we wouldn't have the opportunity to meet just walking the show, has given us real purpose and focus."

● **Huber & Suhner Polatis, Supplier**



WHY SAUDI?

Its strategic location, the Saudi defense ecosystem, opportunities and Vision 2030

Saudi Arabia's heritage and traditions have been shaped by its position as a historic trade hub. In recent years, the Kingdom has undergone a significant cultural transformation, evolving century-old customs to fit into the contemporary world of today.

Clear priorities and targets, close access to more than 50 of the fastest-growing markets, 14 international airports across the country, 13% of global trade coming through the Red Sea, and clear economic reforms that Vision 2030 outlines have all put Saudi Arabia on the path to becoming the fifteenth largest global economy by 2030.

The Kingdom where East meets West, at the heart of the global supply chain connecting three continents, is not only the sixth largest military spender in the world, but also holds untapped investment potential, as it aims to localize 50% of its defense supply by 2030, unlocking an abundance of partnership and investment opportunities.

With its strategic location, global ambition and national vision, Saudi Arabia presents the ultimate opportunity for the future of defense.

WDS 2024 Show Features



01

Preview Day

The first day of World Defense Show 2024 will see VIPs, official delegations, government entities, exhibitors and media come together under one roof. It will give special guests and participants alike the chance to discover the show in an exclusive and private setting. From the new, thought-provoking Future of Defense Forum to a true Saudi-style welcome ceremony and ending with the Networking Reception, World Defense Show 2024 will deliver unique moments in which an exclusive audience can connect.

02

Delegations Program

A unique platform for exhibitors to meet the highest-level of international dignitaries and military representatives at World Defense Show 2024. Through the Delegations Program, business-to-business and business-to-government connections are due to be forged with delegations from over 60 countries.

03

Future of Defense Hub

Featuring panel sessions and high-profile speakers, this dedicated hub will form a hive of activity that will act as an experience for demonstrating the emerging technologies that shape the future of defense, including the R&D and innovation hubs that will focus on research and development agencies, universities and start-up entities.

04

Space Arena

WDS will shine a light on the vision of space science and technologies in the region with a focus on the role of space in the defense sector through working with government and industry entities around the globe.

05

B2B Connect

B2B Connect at World Defense Show delivers a real opportunity for qualified and credible suppliers to connect with global suppliers and official delegations. The one-on-one meetings present the chance to build new and lasting prospects and establish business leads.

06

Content Theatres

The Content Theatres program will provide an interactive platform to discuss, debate, share and collaborate on the initiatives, challenges and opportunities within defense and security.

08

Future Talent Program

The program is designed to inform, influence and inspire the next generation of innovators from all backgrounds that have the aspiration, knowledge and skills to thrive, and progress a career in defense.

10

Static and Live Displays

World Defense Show's dynamic live displays will feature advanced military land and air assets from exhibiting companies and government entities. World Defense Show 2024 also brings defense technologies across the five domains to audiences through static display platforms hosting a spectrum of future defense and security technologies.

07

Meet the KSA Government Program

This program is developed to introduce exhibitors and visitors to key KSA Government defense entities to share the latest developments in procurement guidelines, investment requirements and partnership processes to operate in line with the national defense industry's overall strategy and objectives.

09

International Women in Defense Program

World Defense Show is a platform to celebrate and accelerate women's participation in the defense industry and honour women's critical role in the sector. International Women in Defense is proud to host female CEOs and leaders from around the world, through a series of keynotes and panels to celebrate, promote and progress the achievements of women and how they are contributing to global defense.

11

Cultural Program

Creating opportunities for international cultural exchange, activities will offer exhibitors and visitors a chance to experience the local customs and traditions of the Kingdom. Saudi authentic coffee, traditional live music, dance performances, military bands, calligraphy artisans, literature and falconry are some of the experiences that offer a glimpse into Saudi's heritage.

Why Exhibit?

The Kingdom has been a key driver of the global defense industry for the past decade. In line with economic reform, economic diversification is one of the foundations of the Kingdom's Vision 2030, and in turn, military industries are one of the strategic domains increasing localization to 50% over the next decade. The national progression of Vision 2030 creates opportunities for partnership and collaboration with the Saudi industry as well as options for foreign companies to establish and own 100% of their investments in the Kingdom.

Networking features are high on World Defense Show's objectives, and as such, we have designed multiple platforms for our exhibitors so that they can fully engage with the elite audience that the show attracts.

The unmissable Delegations Program is best in class and one that connects exhibitors with the highest-level international dignitaries and military decision makers. The show presents a wealth of features, all designed to give further opportunities for exhibitors to network, learn and collaborate.

World Defense Show is a unique event that delivers great ROI for your business.





Exhibiting Options



World Defense Show 2024 is hosted within a bespoke venue designed with exhibitors in mind. A range of exhibiting options exist for all types of business. From small to large, there are a variety of options that allow exhibitors the freedom to use innovative stand designs and showcase unique displays.







Shell Scheme

The Shell Scheme stand option is great for SMEs, first-time exhibitors or businesses who require less space for their stand.

Available in 9, 12, 15, or 18 sqm sizes

- Customizable with graphics
- Furniture package included
- Premium package available from 15 sqm
- Passes included

This is a cost-effective, off-the-shelf, and hassle-free exhibiting solution. Further enhancements can be made to this option such as additional furniture or made-to-measure graphics that reflect your business and brand.



Space Only

Maximize your visibility with a high-impact, bespoke-built stand. An opportunity for exhibitors to showcase their full product range as well as make an impact with their own key brand designs and messages. The space-only option is ideal for international pavilions, product showcases and stands with integrated meeting rooms.

- Build a bespoke stand using your own dedicated contractor
- Options to add an additional upper level
- Minimum requirement of 24 sqm
- Premium locations on offer
- Passes included



Hospitality Suites

Hospitality Suites provide the perfect opportunity to host your guests in an exclusive, comfortable and private environment away from the showground.

The suites deliver a turnkey solution with unrivaled views of the static and air displays.

- A turnkey 100 sqm suite includes furniture and catering
- All suites include a private balcony
- Single or double suites available

04

Outdoor Exhibiting Options

Outdoor exhibition options exist to provide even more display options for exhibitors. Located amongst the live demonstration and static displays, support structures can be added to outdoor exhibitions to create your own branded area in close proximity to your static product.

05

Live and Interactive Displays

A fantastic opportunity to showcase the capabilities of your products in both the static and live land and air displays – this is the opportunity to really impress your clients as well as World Defense Show 2024 audiences.

In addition, we will play host to interactive virtual naval displays using state-of-the-art technology to bring this part of the show to life.

A truly immersive experience that puts your products at the centre of the show.



Sponsorship and Advertising

Exhibitors at World Defense Show 2024 can benefit from an exclusive and diverse portfolio of unique sponsorship and advertising options designed to enhance attendee experience and brand exposure.

Tailored packages, available to any participating company, are an ideal tool to help connect with audiences, grow awareness and meet business objectives across all areas of the defense industry at World Defense Show 2024.



Contact our Team

Our dedicated team shares a wealth of event experience and are on-hand to ensure that your participation goes as smoothly as possible.

We have a number of sales agents around the world, as well as our core team based in Riyadh, that are here to guide and support you.

For more information on participating, please contact our sales team:

✉ sales@worlddefenseshow.com

☎ **+966 112 839 322**

🌐 www.worlddefenseshow.com

Follow us on social media

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