



16 - 18 June 2025

Riyadh International Convention and
Exhibition Center (RICEC)
3PM - 9PM Daily



**Saudi Arabia's
largest trade event for
sports infrastructure
development, leisure facilities
and public spaces.**

www.fsb-riyadh.com

Organized by:

dmg events  koelnmesse

Welcome to FSB SPORTS SHOW RIYADH

Saudi Arabia's largest trade event for sports infrastructure
development, leisure facilities and public spaces



On behalf of dmg events, I am pleased to welcome you to the inaugural edition of FSB Sports Show Riyadh, organized in collaboration with Koelnmesse, bringing the internationally renowned FSB - International Trade Fair for Public Space, Sports and Leisure Facilities brand to Saudi Arabia.

As the Kingdom continues to align with the goals set under Vision 2030 to strengthen its sports infrastructure and promote active lifestyles, FSB Sports Show Riyadh provides an opportunity to engage with the growing demand for high-quality sports, fitness and leisure infrastructure across Saudi Arabia and the wider region.

This launch edition brings together leading suppliers, manufacturers and service providers from around the world to showcase a comprehensive range of products and solutions tailored for stadiums, arenas, fitness centres, public parks, playgrounds and wellness facilities.

Across the three days, visitors can explore a focused exhibition floor and take part in knowledge-sharing sessions designed to highlight key industry trends and best practices through the Saudi Sports & Leisure Summit and ActiveSpaces 360.

We are proud to work alongside our partners, stakeholders and exhibitors to deliver an event that contributes to the future growth of the sector and enhances opportunities for professional exchange, collaboration and business-making.

Thank you for joining us at FSB Sports Show Riyadh. We look forward to welcoming you to an engaging and productive experience.



MATT DENTON

President
dmg events



Dear guests, Dear trade visitors,



I would like to welcome you to the first edition of **FSB Sports Show Riyadh** - the only trade fair for **public spaces, sports and leisure facilities** in the Kingdom of Saudi Arabia.

This trade fair is a premiere with great prospects: as the first event of its kind in Saudi Arabia, it creates a specialized platform for innovative solutions for sports facilities and infrastructure, urban exercise areas, outdoor spaces and leisure areas. In partnership with dmg events, we combine international expertise and products with the unique requirements and opportunities of the Saudi Arabian market.

The FSB Sports Show Riyadh is aimed specifically at planners, decision-makers and investors who are actively shaping the transformation of public spaces at a time when exercise, health and quality of life play a central role in urban areas. The trade fair offers you the opportunity to experience new concepts and technologies live, network with leading suppliers and become part of the accelerated growth in Saudi Arabia's sports and leisure sector.

You, our visitors, are at the centre of our attention. You, our visitors, are central to this event. It is your ambitions, initiatives, and forward-looking vision that define its uniqueness.

We deeply appreciate your presence and the trust you place in us.

With best regards



GERALD BÖSE
CEO
Koelnmesse GmbH

Our Product Sectors Include:



Meet and connect with exhibitors from 25+ countries, including:



China



Germany



Greece



India



Italy



Malaysia



Poland



Qatar



Romania



Saudi Arabia



Spain



South Korea




Türkiye



United Arab Emirates



 **16 June, 2025**

 **4pm - 8pm**

THEATRE SPONSOR



Empowering Sustainable, Smart and Inclusive Sports Venues

Summit Themes



Featured speaker details



Alanoood Althameen
Director of Strategy and Policies,
Saudi Sports for All Federation



Alwaleed Alkeaid
Founder,
Saudi Sports Professionals Network



Elie Honain
CEO
NES



Kam Al Mazrui
Director of Sport and Events,
KSA, Mott MacDonald



Kypros Charitou
Project Director,
AtkinsRéalis



Eng. Meshal Aldeaijy
Strategy Advisor,
Strategic Planning &
Execution Advisor



Mounir Melliti
Advisor at Forsan Najd Sports,
Senior Consultant at 54



Paul Goodall
Associate Principal,
Populous



Tamim El Abed
Project Director,
Jacobs Engineering




Wakkas Ismail
Director Strategy, Investment
& Partnerships, Shihb Al Jazira
Contracting Co. (SAJCO)

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 **17th June, 2025**

 **4pm - 8pm**

ACTIVESPACES 360 SESSION PARTNER



 **18th June, 2025**

 **4:30pm - 8pm**

Explore, Design and Activate Tomorrow's Active Spaces

Session Themes



**Smart and
sustainable sports
facility construction**



**Technology and
innovation in
facility management**



**Urban activation
and inclusive
recreational spaces**



**Climate-resilient
and sustainable
outdoor facilities**

Featured speaker details



Abdulaziz M Sabr
Venue Operation Senior Manager,
The King Salman Park Foundation



Professor David James
CEO, Labosport Group,
United Kingdom



Fawaz AlAyban
Head of Procurement,
Al Hilal Club Company



Irina Korneychuk
Associate Partner,
FaulknerBrowns Architects,
United Kingdom



Klaus Meinel
Secretary General, IAKS -
International Association for
Sports and Leisure Facilities



Luis Guimaraes
Senior Manager,
Alvarez & Marsal



Razan Al Ajmi
Saudi Arabia's First Female
Skydiver, Founder,
Saudi Skydive



Stefan Diderich
Director General,
ESTC EMEA Synthetic Turf
Council, Belgium



Taufiq Bamatraf
Consultant
Sports Programs Manager
SportsHub - Leejam Sports
Company



Tom Pinnington
Director,
The Sports Consultancy,
United Kingdom

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Formwork & Scaffolding.
We make it work.

Doka's legacy in Saudi Arabia: Pioneering transformations since 1978

As a company with a long-standing presence, Doka is proud to be providing engineering and formwork solutions to projects in Saudi Arabia since 1978, unlike much of the industry, it has had a front-row seat to its metamorphosis, including the direct involvement in vast parts of the country's recent developments and landmark projects.

As Saudi Arabia continues its ambitious journey, Doka stands ready to contribute its expertise and passion for building a brighter future. To partner with us, contact us via details provided below.



/DokaMEA



/company/doka-middle-east-africa



/doka_mea

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Riyadh Branch | Advanced Formwork Co. Ltd. (Doka) | Building No. 8067 | 2nd Floor Unit 8 | King Abdullah Road 2863 | Al Wurud District | 12253 Riyadh | KSA
T +966 508 777 341 | advanced.formwork@doka.com | www.doka-me.com



Think you're the fastest on the track? Prove it.

Buckle up for the ultimate Racing Simulator Challenge at FSB Sports Show Riyadh from 16 - 18 June 2025 at RICEC, Riyadh.

Get behind the wheel and race against the clock in a high-octane virtual showdown where precision, speed and control are everything. Compete for daily glory and a shot at walking away with gift vouchers worth 300 SAR!



The challenge:

Each day, participants will compete on a professional racing simulator. The fastest lap time of the day wins a 300 SAR gift voucher and bragging rights as the day's top racer.

 **When:** 16 - 18 June 2025

 **Where:** Hall 4, RICEC

 **What's provided:** High-end racing simulators with professional-grade setups



How to Join:

1 Register

as a visitor for
FSB Sports Show Riyadh

2 Attend

on any event day
(16 - 18 June 2025)

3 Head to the Simulator Zone

and take your shot at the podium

Ready to race?

The track is calling - let's see if you've got what it takes to take the lead. 🏁🏆



GOLFING SIMULATOR

GOLFING PARTNER



marafei.com

📅 **When:** 16 - 18 June 2025

📍 **Where:** Hall 3, RICEC

🎯 **Who's It For:** Everyone! No golf skills required—just step up and swing away



Step into the swing of things at FSB Sports Show Riyadh

Experience the perfect blend of precision, power and leisure at our Virtual Golf Simulator Zone, live from 16 - 18 June 2025 at RICEC, Riyadh.

Whether you're a seasoned golfer or just looking to unwind between meetings, this immersive golf simulator lets you tee off in a hyper-realistic environment - no clubs or greens required.

☀️ What to expect:



A high-end virtual golfing experience with professional-grade simulators

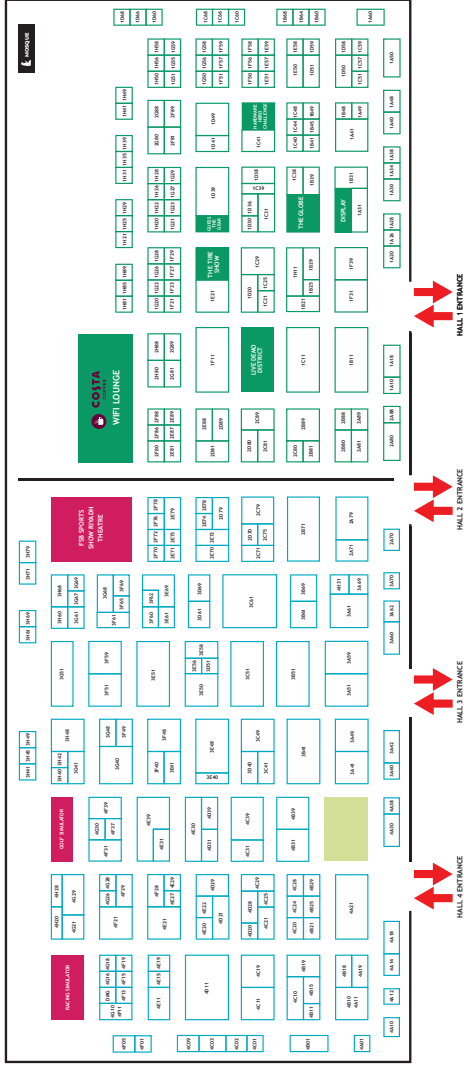


Realistic swing feedback and course simulations



An engaging way to relax, network and enjoy a world-class sports technology experience





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THE FULL EXHIBITOR LIST

Our featured exhibitors





fsb-cologne.com



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INTERNATIONAL TRADE FAIR
FOR PUBLIC SPACE, SPORTS
AND LEISURE FACILITIES

COLOGNE,
28-31.10.2025

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 koelnmesse

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