



15 - 17 JUNE 2026

RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER (RICEC)



SALES BROCHURE

SAUDI ARABIA'S LARGEST TRADE FAIR FOR SPORTS INFRASTRUCTURE AND LEISURE FACILITIES

GROW YOUR BUSINESS AND BOOST YOUR BRAND



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BROUGHT TO YOU BY A POWERFUL UNION
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UNMATCHED OPPORTUNITIES IN THE KINGDOM'S SPORTS INFRASTRUCTURE, LEISURE FACILITIES AND PUBLIC SPACES SECTOR

The Kingdom's selection as the **host of the 2034 FIFA World Cup** marks a defining moment in its journey to become a global sporting powerhouse - one that highlights its dedication to world-class infrastructure, innovation and excellence in sports. Fueled by the government's ambitious growth plans, surging demand and substantial ministry investments, will bring about significant changes in sporting arenas, leisure facilities and public spaces.

FSB Sports Show Riyadh, brought to you by Koelnmesse and dmg events, places your brand at the center of the astounding growth in the Saudi Arabian sports facilities sector.

Participating companies at the show will connect with key decision-makers, gain a competitive edge, stay updated on industry developments and secure valuable business deals.

The second edition of FSB Sports Show Riyadh will take place from **15 - 17 June 2026** at **Riyadh International Convention and Exhibition Center**.

RELIVE THE MOMENTS FROM THE 2025 SHOW

► [WATCH THE VIDEO](#)



WHAT TO EXPECT IN 2026:

14,000+*

QUALIFIED
PROFESSIONAL VISITORS

20,000

SQM
GROSS SPACE

50+

SPEAKERS

200+

LOCAL & INTERNATIONAL
EXHIBITORS

25+

EXHIBITING
COUNTRIES

10+

COUNTRY
PAVILIONS

*Co-located with International Hardware Fair Saudi Arabia



DIVERSIFICATION AND INFRASTRUCTURE BOOM

Saudi Arabia's sports market has grown from \$1.33 billion in 2016 to \$8.5 billion in 2025, with a target of \$21.3 billion by 2030. A \$2.7 billion sports infrastructure program led by the Ministry of Sport and SRJ Sports Investment is accelerating the development of stadiums, training complexes and public venues ahead of the 2034 FIFA World Cup and 2029 Asian Winter Games.

Source: SURJ Sports Investment

GOVERNMENT INITIATIVES AND PRIVATE SECTOR INTEGRATION

Flagship venues such as King Abdullah Sports City and King Abdulaziz Sports City have opened to private investment, naming rights and operational partnerships, supporting Vision 2030's goal of positioning Saudi Arabia as a global sports and entertainment hub.

Source: Arab News (<https://www.arabnews.com/node/2601333/business-economy>)

URBAN SPORTS AND PUBLIC SPACE DEVELOPMENT

Projects like Riyadh's \$23 billion Sports Boulevard are redefining urban recreation, promoting active lifestyles and inclusive, health-focused communities across the Kingdom.

STADIUM DEVELOPMENT FOR 2034 WORLD CUP

15 new state-of-the-art stadiums are under construction to meet FIFA standards, serving both international events and long-term community engagement.

ECONOMIC POTENTIAL

The expanding sports ecosystem is becoming a key pillar of Saudi Arabia's non-oil economy, driving growth in construction, tourism and retail while advancing the goals of Vision 2030.

SHOWCASE YOUR LATEST PRODUCTS AND SOLUTIONS FROM PLANNING TO ASSET DELIVERY

KEY SOLUTIONS VISITORS ARE ACTIVELY SOURCING FOR THEIR PROJECTS

PLAYGROUND & LEISURE FACILITIES

- Playground Planning and Equipment
- Leisure and Adventure Centers
- Outdoor Fitness

SPORTS FACILITIES & EQUIPMENT

- Fittings and Equipment for Sports Facilities
- Turnkey Sports Facilities
- Sporting Goods

URBAN DESIGN & LANDSCAPE ARCHITECTURE

- Design Elements
- Open Space Design
- Urban Design for Parks, Residential Areas and Town Squares

SPORTS SURFACES

- Artificial Turfs
- Surfaces - Sport, Heavy Footfall and Decorative
- Floor Coverings

BUILDING OF STADIUMS & ARENAS

- Design, Development and Delivery of Stadiums and Arenas
- Seating, Stairs and Fencing
- Lighting and Roofing Systems

VENUE ACCESSIBILITY

- Access Controls
- Ticketing Systems
- Turnstiles
- Traffic and Parking Systems/Car Parks

FIRE, SAFETY & SECURITY

- Fire and Security
- CCTV and Crowd Management Products
- Security Barriers and Bollards

MAINTENANCE

- Surface Maintenance
- Groundskeeping Equipment
- Safety and Protective Gear

BACK FOR 2026 - BIGGER, BOLDER AND MORE IMPACTFUL

DIVE INTO A HIGH-GROWTH MARKET

The GCC swimming pool construction market is projected to grow to USD 191.4 million by 2033, at a steady CAGR of 3.2% (Source:Imarc Group). This upswing reflects surging demand across residential, commercial, hospitality and wellness sectors, as private developers and government-backed leisure projects scale up rapidly.

In Saudi Arabia, the pool and spa market is expanding under the umbrella of Vision 2030. Growing urbanization, rising disposable income and a stronger focus on wellness and recreation are driving the appetite for high-quality pool facilities and fittings.



POOL/SPA FITTINGS & EQUIPMENT

- Swimming Pool Technology and Water Treatment for Private Swimming Pools
- Sauna and Spa
- Private Spa
- Green Living



POOL DEVELOPMENT & INSTALLATION

- Private Swimming Pool Construction
- Public Swimming Pool Construction



MADE FOR THE INDUSTRY WHERE SPORTING EXCELLENCE MEETS INNOVATION.

An unparalleled sourcing and networking opportunity in the Middle East enabling you to build business relationships that will reap long-term benefits with decision-makers from Saudi Arabia's sports industry including:

ATTRACTING TOP BUYERS IN 2026

- Architects
- City, State and National Sports Authorities
- Construction Project Managers
- Contractors
- Engineers
- Event Promoters
- Government Representatives
- Investors
- National Sports Associations
- Planning Economic Development Agencies at City and State Levels
- Private Management Firms and Venue Operators
- Schools and Universities
- Security and Safety Consultants
- Security/Safety Officers
- Specialist Designers and Contractors
- Sports Facilities Management and Maintenance Companies
- Tenant Team and Sports Clubs
- Urban Planners

KEY STAKEHOLDERS WHO VISITED IN 2025 INCLUDED:



/// Saudi Arabia's progress over the past few years has been remarkable, and FSB Sports Show Riyadh serves as a strong platform to showcase the products and solutions driving that transformation.

BILL LENNOX
Managing Director, Yardex

YARDEX

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INVITE-ONLY STRATEGIC SUMMIT

**FOR GOVERNMENT OFFICIALS, PROJECT OWNERS,
URBAN DEVELOPERS AND CONSULTANTS**

Saudi Sports and Leisure Summit will bring together senior private and public sector stakeholders together to collaborate and deep dive into the challenges and opportunities around Saudi Arabia's sport evolution.

These inspiring conversations, panel discussions and immersive learning experiences support the government's ambitious Saudi Vision 2030 targets of providing its citizens with top of the line stadiums, arenas and leisure facilities.

CONFERENCE THEMES:

 PUBLIC-PRIVATE COLLABORATION	 SUSTAINABLE & ADAPTIVE SPORTS INFRASTRUCTURE	 TECHNOLOGY & SMART FACILITY MANAGEMENT	 SAFETY, ACCESSIBILITY & LONG-TERM USABILITY
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SPEAKING AND SPONSORING OPPORTUNITIES





CPD CERTIFIED BY:



ATTRACTING TOP-TIER PROFESSIONALS AND SECTOR LEADERS

ActiveSpaces360 will be a discussion forum where industry delegates can hear from experts and earn professional CPD points for their attendance. The attendees will include contractors, architects, project managers, urban planners and property developers. ActiveSpaces360 will not only facilitate a valuable exchange of knowledge but also provide a networking platform for industry professionals to interact with some of the foremost experts in the field.



**STAY TUNED AS WE ANNOUNCE
THE THEMES FOR 2026.**

2025 THEMES INCLUDED:



**SMART AND
SUSTAINABLE
SPORTS FACILITY
CONSTRUCTION**



**TECHNOLOGY
AND INNOVATION
IN FACILITY
MANAGEMENT**



**URBAN ACTIVATION
AND INCLUSIVE
RECREATIONAL
SPACES**



**CLIMATE-RESILIENT
AND SUSTAINABLE
OUTDOOR FACILITIES**

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GET INVOLVED NOW

WHY EXHIBIT AND SPONSOR FSB SPORTS SHOW RIYADH 2026



Network directly with industry leaders and decision-makers, for strategic partnerships and collaborations that drive business growth



Position your company as a major contributor to Saudi Arabia's sports infrastructure and leisure facilities sector



Utilize this premier event to launch new products or enhance sales of existing product lines with your target audience



Gain competitive intelligence that can give you an edge in this vibrant market full of tangible opportunities

**THE FOLLOWING EXHIBITORS HAVE ALREADY RE-CONFIRMED
THEIR PARTICIPATION FOR 2026:**



EXHIBIT NOW



[CLICK TO LEARN MORE](#)





SECURE YOUR SPOT AT FSB SPORTS SHOW **RIYADH 2026**

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BOOK A STAND

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