



16 - 18 JUNE 2025

RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER (RICEC)

POST SHOW REPORT



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CREATING BUSINESS CONNECTIONS BETWEEN KEY BUYERS AND EXHIBITORS IN SAUDI ARABIA'S THRIVING SPORTS INFRASTRUCTURE AND PUBLIC SPACES SECTOR

The launch edition of FSB Sports Show Riyadh was officially opened on 16th June 2025, featuring 154 exhibitors and brands from 25 countries. Participating pavilions included China and Turkiye.

The event attracted 13,110* buyers and decision-makers, with key disciplines represented by contractors, urban developers, engineers and distributors.

The event also hosted the Saudi Sports and Leisure Summit on 16 June, alongside ActiveSpaces 360 from 17-18 June on the show floor. Together, these platforms featured 41 high-level speakers and attracted a total of 1,119 attendees over three days.

ATTENDEES

13,110*



EXHIBITORS & BRANDS

154



EXHIBITING COUNTRIES

25



SPEAKERS

41



CPD CERTIFIED SESSIONS

29



* Combined with co-located event
International Hardware Fair Saudi Arabia

/// 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.

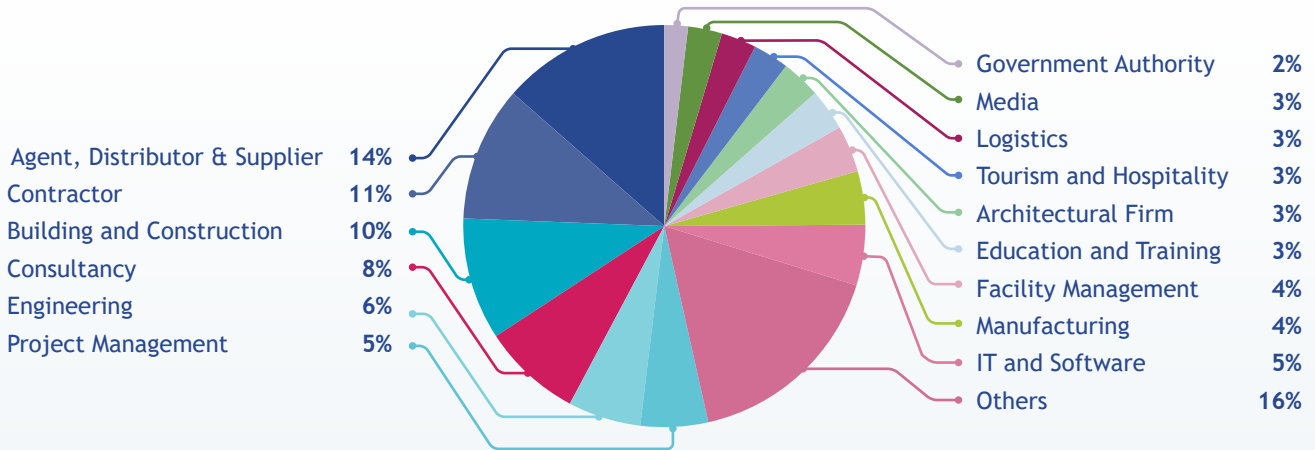
BILL LENNOX
Managing Director, Yardex

YARDEX

WELCOMING 13,110* BUYERS, DECISION-MAKERS AND KEY PROJECT OWNERS IN SPORTS & LEISURE

* Combined with co-located event International Hardware Fair Saudi Arabia

VISITOR NATURE OF BUSINESS:



MEET TOP DECISION MAKERS FROM CONTRACTORS, URBAN DEVELOPERS, ARCHITECTS AND CITY PLANNERS AT FSB SPORTS SHOW RIYADH

VISITOR BRANDS THAT ATTENDED:





154 EXHIBITING COMPANIES AND BRANDS, PRESENTING PRODUCTS AND SOLUTIONS FROM 27 COUNTRIES

EXHIBITING COMPANIES INCLUDED:



EXHIBIT NOW

[CLICK TO LEARN MORE](#)

EXHIBITING COUNTRIES INCLUDED:



AND MANY MORE.

FSB Sports Show Riyadh is the biggest show for public realm, sport and play and that is the core of what Gebal group and Vinci Play have been doing for decades.

ROB HETHERINGTON
Group Business Development Director, Gebal Group





SAUDI SPORTS AND LEISURE SUMMIT OVERVIEW

Saudi Sports and Leisure Summit brought 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.

CERTIFIED PROFESSIONALS

309

SPEAKERS

22

HIGH-LEVEL SESSIONS

12

CONFERENCE THEMES:



PUBLIC-PRIVATE COLLABORATION



SUSTAINABLE & ADAPTIVE SPORTS INFRASTRUCTURE



TECHNOLOGY & SMART FACILITY MANAGEMENT



SAFETY, ACCESSIBILITY & LONG-TERM USABILITY



Speaking at the Saudi Sports & Leisure Summit was exciting! I tremendously enjoyed the Q&A session, where we addressed community engagement questions and regional activation principles with both attendees and the audience.

ALANOOD ALQTHAIMEEN

Director of Strategies and Policies, Saudi Sports for All Federation





890 SPORTS INFRASTRUCTURE PROFESSIONALS CERTIFIED AT THE EVENT: A FUTURE SPONSORSHIP OPPORTUNITY

Taking place on 17 and 18 June 2025, Saudi Arabian industry-experts witnessed active participation in ActiveSpaces 360. The audience comprised of contractors, architects, project managers, urban planners and property developers. ActiveSpaces 360 not only facilitated a valuable exchange of knowledge but also offered a networking platform for industry professionals to interact with experts in the field.

CERTIFIED PROFESSIONALS	890	SPEAKERS	19	CPD-CERTIFIED SESSIONS	17
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CONFERENCE 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
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Participating as a speaker at ActiveSpaces 360 during the FSB Sports Show Riyadh was an inspiring experience. Engaging with such passionate presenters and forward-thinking audiences made it both personally rewarding and professionally enriching.

ABDULAZIZ M. SABR
King Salman Park Foundation

مؤسسة الملك سلمان
King Salman Park





FEATURED SPEAKERS



ABDULAZIZ M. SABR
Venue Operation Senior Manager,
The King Salman Park Foundation



ALANOOD ALOTHAIMEEN
Director of Strategy and Policies,
Saudi Sports for All Federation



ALWALEED ALKEAID
Founder, Saudi Sports
Professionals Network



FAWAZ ALAYBAN
Head of Procurement,
Al Hilal Club Company



HRVOJE CINDRIĆ
Global Urban Strategies Lead,
Buro Happold



IRINA KORNEYCHUK
Associate Partner, FaulknerBrowns
Architects, United Kingdom



DR. KAM AL-MAZRUI
Director of Sport and Events,
KSA, Mott MacDonald



KLAUS MEINEL
Secretary General, IAKS -
International Association for
Sports and Leisure Facilities



ENG. MESHAL ALDEAIJY
Strategy Advisor, Strategic
Planning & Execution Advisor



MOHAMMED MOUSA
President, Al Bawani Services



PAUL GOODALL
Associate Principal,
Populous



RAZAN AL-AJMI
Saudi Arabia's First Female
Skydiver, Founder, Saudi Skydive



STEFAN DIDERICH
Director General, ESTC EMEA
Synthetic Turf Council, Belgium



SULTAN ALSAAD
CEO, Levelz Gaming Group



TAUFIQ BAMATRAF
Consultant - Sports Programs
Manager, SportsHub - Leejam
Sports Company



TOM PINNINGTON
Director, The Sports Consultancy,
United Kingdom

LASTING IMPRESSIONS WERE CREATED THROUGH IMMERSIVE VISITOR EXPERIENCES

EVENT HIGHLIGHTS:



▶ Watch Video



▶ Watch Video



▶ Watch Video



RACING SIMULATOR

Attendees got behind the wheel and raced against the clock in a high-octane virtual showdown where precision, speed and control were everything.



GOLFING SIMULATOR

Attendees experienced the perfect blend of precision, power and leisure at our Virtual Golf Simulator Zone.

WHAT OUR VISITORS HAD TO SAY:

/// A busy event with good presentations in an excellent facility. ///

/// It was a great opportunity to connect with industry leaders, discover cutting-edge products, and exchange ideas with fellow attendees. ///

/// The range of innovative sports surface materials, advanced facility solutions, and cutting-edge equipment showcased the future of sports infrastructure. ///



/// The exhibition keeps pace with the needs of talent training through two main knowledge programs: the Saudi Sports and Entertainment Summit and ActiveSpaces 360.

PUBLICATION - TIMEOUT RIYADH

MARKETING CAMPAIGNS ENSURING YOUR INVESTMENT DELIVERS VALUABLE RETURN

7.96M

DIGITAL
CAMPAIGN
TOTAL REACH

3.07M

EMAILS
SENT

4.5K

TELEMARKETING
CALLS PLACED

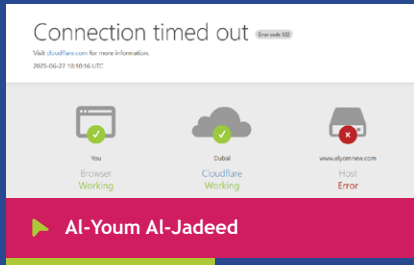
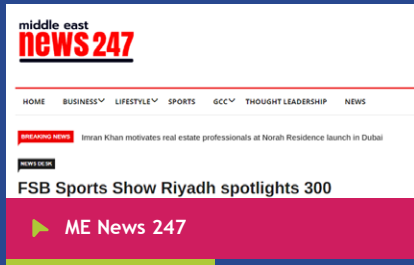
1.04M

WHATSAPP
MESSAGES
DELIVERED

1.6M

WEBSITE
VIEWS

MEDIA COVERAGE INCLUDED:



THANK YOU TO OUR SPONSORS & PARTNERS

SPORTS FACILITIES INTEGRATED SOLUTIONS PARTNER



FOUNDING PARTNERS



THEATRE SPONSOR



KNOWLEDGE PARTNER



ACTIVESPACES 360 SESSION PARTNERS



ARCHITECTURE PARTNER



SIMULATOR PARTNER



GOLFING PARTNER



MEDIA PARTNER ON SPORTS SURFACES



MEDIA PARTNERS



GET INVOLVED NOW

WHY EXHIBIT AND SPONSOR **FSB SPORTS SHOW RIYADH IN 2026**



15 - 17 JUNE 2026

RIYADH INTERNATIONAL CONVENTION
AND EXHIBITION CENTER



NETWORK DIRECTLY WITH INDUSTRY LEADERS AND DECISION-MAKERS, CREATING OPPORTUNITIES FOR STRATEGIC PARTNERSHIPS AND COLLABORATIONS THAT CAN DRIVE YOUR BUSINESS GROWTH



POSITION YOUR COMPANY AS A MAJOR CONTRIBUTOR TO SAUDI ARABIA'S SPORTS INFRASTRUCTURE AND LEISURE FACILITIES SECTOR, ENHANCING YOUR BRAND'S VISIBILITY AND INFLUENCE



UTILIZE THE PLATFORM TO LAUNCH NEW PRODUCTS OR ENHANCE SALES OF EXISTING PRODUCT LINES LEVERAGING FACE-TO-FACE INTERACTIONS 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:



ALWASAIL



EXHIBIT NOW



CLICK TO LEARN MORE





SECURE YOUR SPOT AT FSB SPORTS SHOW RIYADH 2026

 **15 - 17 JUNE 2026** RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTER

BOOK A STAND

 [CLICK TO LEARN MORE](#)

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