



**icon**

ايكون العالمية للمعارض والمؤتمرات  
ICON INTL FOR EXHIBITIONS & CONFERENCES

COMPANY

**Profile**

version 2024.01





## Our Vision:

We are looking forward to entrepreneurship in the exhibition and conference industry in line with the Kingdom's Vision 2023 initiative and keeping pace with market developments. Our commitment is to reach the highest international standards in the advancement of the exhibition, conference and event industry to be on par with global benchmark.

We seek excellence by carefully choosing the most buoyant industry sectors, creating opportunities, and exploring new projects in line with market demand.

## رؤيتنا:

تتطلع الى الصدارة في ريادة الأعمال في قطاع صناعة المعارض والمؤتمرات بالانسجام مع رؤية المملكة 2023 ومواكبة تطورات السوق مع التزامنا بأرقى المعايير الدولية للإرتقاء بصناعة المعارض والمؤتمرات والفعاليات والوصول بها إلى المراتب العالمية. نسعى الى التميز من خلال اختيار أعمالنا بعناية وخلق الفرص والبحث عن مشاريع جديدة منسجمة مع احتياجات السوق.

# Who we are:

A company specialized in organizing exhibitions and conferences with an integrated team with more than **20** years of experience. We have the vision, passion and the ability to be creative and innovative, and work with high professionalism to raise the MICE sector to international standards.

## من نحن:

شركة متخصصة بتنظيم المعارض والمؤتمرات بفريق عمل متكامل يتمتع بخبرات تمتد لما يزيد عن 20 عاما. نمتلك الرؤية والشغف والإمكانية للإبداع والابتكار والعمل باحترافية عالية للإرتقاء بالقطاع الى مستويات عالمية.



## Objectives:

- 01** Organizing exhibitions and conferences at international levels by selecting projects and executing them professionally.
- 02** Planning integrated specialized events, attracting global expertise and trends.
- 03** Achieving the goals and aspirations of the stakeholders and consumers.
- 04** Providing state-of-the art logistics and support services to enhance the local MICE industry.
- 05** Contributing our role in supporting the industrial and commercial sectors in the Kingdom of Saudi Arabia to form joint ventures between Saudi and international brands, leading to transfer of technology and improved products and services.
- 06** Organizing scientific and specialized exhibitions and conferences to share local and international innovations.
- 07** Supporting creative and distinguished ideas that give an addition to the exhibitions and conferences industry.





## الأهداف:

المساهمة بدورنا في دعم القطاعات الصناعية والتجارية في المملكة العربية السعودية لخلق مشاريع مشتركة بين العلامات التجارية السعودية والعالمية، مما يؤدي إلى نقل التكنولوجيا وتحسين المنتجات والخدمات.

05

تقديم الخدمات اللوجستية والمساندة بمستويات عالمية للارتقاء بصناعة الفعاليات.

06

تبني ودعم الأفكار الإبداعية والتميز والتي تمثل إضافة لصناعة المعارض والمؤتمرات

07

تنظيم معارض ومؤتمرات بمستويات عالمية عبر اختيار المشاريع وتنظيمها باحترافية.

01

التخطيط لفعاليات متخصصة متكاملة واستقطاب الخبرات والتجارب العالمية.

02

تنظيم معارض ومؤتمرات علمية ومتخصصة لنقل التجارب والاطلاع على الجديد محلياً ودولياً.

03

تحقيق أهداف وتطلعات شركاءنا في النجاح وزوارنا المستهدفين.

04



## Objectives:



Organizing specialized exhibitions, conferences and events.

تنظيم المعارض والمؤتمرات المتخصصة.



Mounting exhibitions, conferences and events.

تجهيز المعارض والمؤتمرات والفعاليات.



Providing consultancy, research and professional studies. in MICE industry

تقديم الاستشارات والبحوث والدراسات المهنية في قطاع المعارض.



Support and logistical services for the MICE industry.

الدعم والخدمات اللوجستية لصناعة الفعاليات.

## رؤيتنا:



# Our team



**Ahmed Ali Alharthi**  
Chairman  
Since 2015 in MICE industry



**Waleed S. Waked**  
CEO  
Since 1999 in MICE industry



**Karim Tolba**  
Sales Manager



**Mohammed Iftqhar**  
International Sales Director  
Since 1994 in MICE industry



**Yamen Abou Karroum**  
Operation & Special Projects Manager  
Since 2016 in MICE industry



**Khaled Sorour**  
Public & Gov. Relation Manager  
Since 2005 in MICE industry



**Khulud Waleed**  
International Relations Manager  
Since 2019 in MICE industry



**Alaa H. El sabaawy**  
Digital Transformation Manager  
Since 2016 in MICE industry



**Ghalya Bamarhool**  
Project Manager  
in MICE since 2015



**Ali Al Khazzan**  
Sales Consultant



**Nuha Nabil**  
Sales Consultant



**Ghadeer waleed**  
Sales Consultant



**Mohamed Helmy**  
Digital Marketing Director



**Fahim Alzoghby**  
Accounting Department



**Mohamed Rashed**  
Senior  
Web Developer



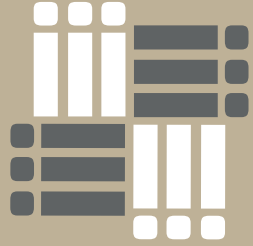
**Balsam Magdy**  
Graphic Designer



**Roudina Ayman**  
Senior  
Graphic Designer



**Karim El Sabaawy**  
3d visualizer & Motion  
Graphic Designer



# icon

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## ICON PROJECTS:

 **Jibex**  
Jeddah International  
Building Exhibitions

 **Meetes**  
Middle East Education  
and Training Exhibition

 **Agrofood Jeddah**  
Jeddah International  
Agricultural and Food  
Exhibition

 **WTExpo**  
World Trade Expo -  
Saudi Arabia

 **Mobedex**  
Saudi Int'l Furniture &  
Décor Exhibition

 **Propack Jeddah**  
Jeddah Int'l Processing  
& Packaging Expo

 **Saudi Safety, Security &  
Fire Prevention Exhibition**

 **Saudi Int'l Automotive  
Aftermarket Exhibition**

## SPECIAL PROJECTS:

 **China Created Fair**

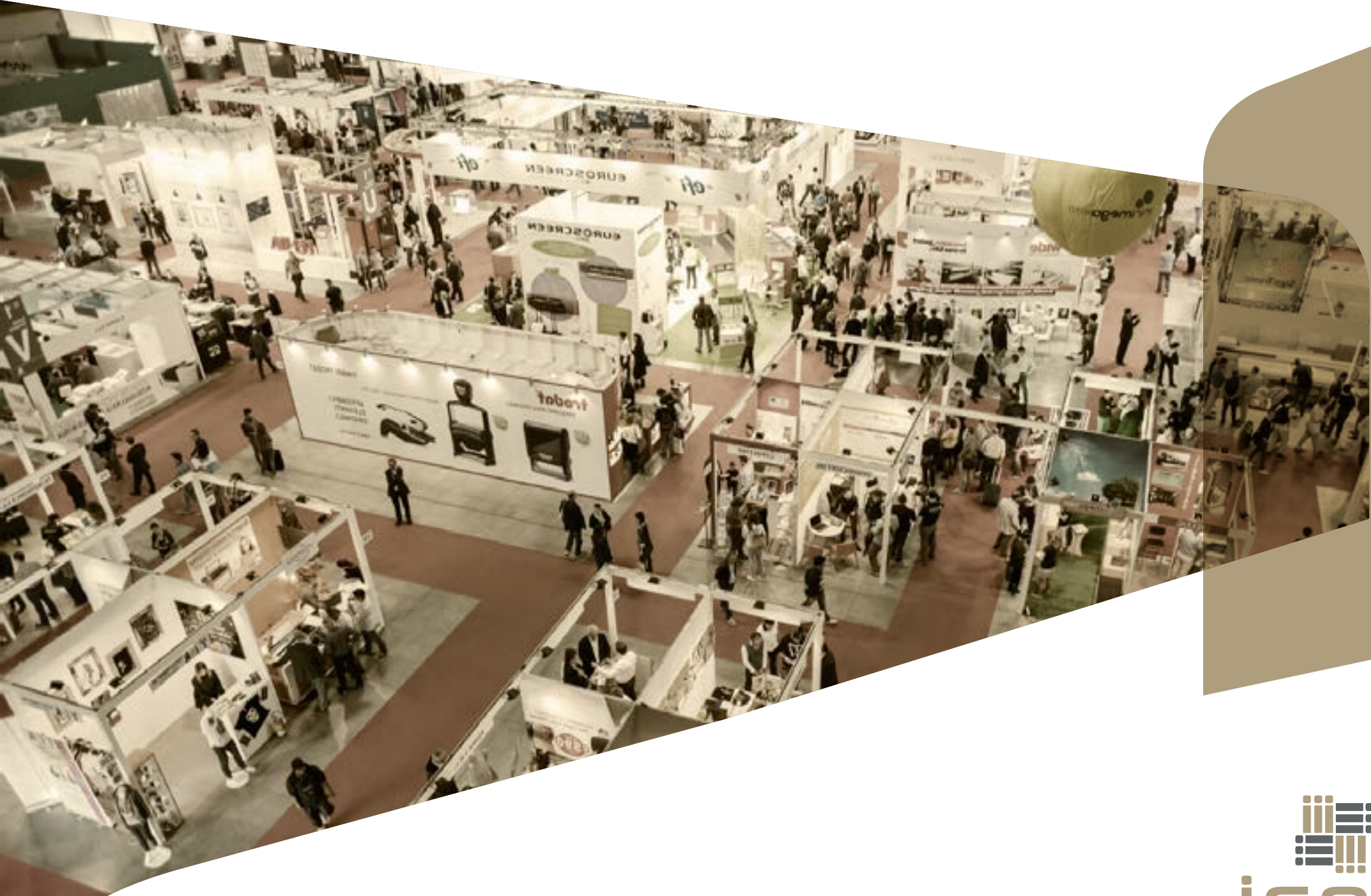
 **Healthcare Disrupters  
Congress**

 **Univer High Education  
Exhibition**

 **AQARI**  
Alahram Real Estate  
Exhibition







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1<sup>st</sup> Edition 9 - 11 May 2023

2<sup>nd</sup> Edition 7 - 9 May 2024

JIBEX

**JiBEX**

معرض جدة الدولي للبناء  
Jeddah Int'l Building Exhibition

Held Concurrently

يتضمن

**Mobedex**

المعرض السعودي الدولي للمفروشات والديكور  
Saudi Int'l Furniture & Decor Exhibition



## About JIBEX:

The building and construction sector have long been considered the second largest non-oil sector in Saudi Arabia. The Kingdom appears to be making considerable headway in planning and launching key projects.

According to Project Intelligence Platform Ventures Onsite; the total value of Saudi construction related projects, comprising buildings, industry, power and water, oil and gas, and infrastructure, is estimated to be 1.4\$ trillion. Meanwhile, new Saudi construction contractor awards are estimated to grow to 44.1\$ billion, compared to value of 26.3\$ billion.





# MEETES

2<sup>nd</sup> Edition 1 - 3 Mar 2022  
3<sup>rd</sup> Edition 4 - 6 Oct 2022  
4<sup>th</sup> Edition 3 - 5 Oct 2023  
5<sup>th</sup> Edition 5 - 7 Oct 2024





# About Meetes:

In line with the policy of the Government of Saudi Arabia and the vision of 2030, the general and higher education, training and rehabilitation sectors have shown significant development over the past years. Education sector is getting the largest share of the Kingdom's budget. With the increase in population and a general orientation towards excellence, more opportunities are opening-up and encouraging investment in education sectors. 4<sup>th</sup> Middle East Education and Training Exhibition is the ideal event to achieve your goals



## معرض التعليم والتدريب Education & Training Exhibition

### Reach:

Google	LINKED IN	Tiktok	META	SNAPCHAT	SMS	INVITATIONS	OUTDOORS
953K	414K	1.7 M	9.5M	430K	1 Million	To Selected VIPs	20 +LOCATIONS

### 2023 Edition Statistics:



120 +  
Local & Int'l  
Exhibitors



4  
Edition



10k m<sup>2</sup>  
Indoor Space



10,000 +  
Visitors



18  
Countries

@ sales@meetes-sa.com  
www.meetes-sa.com

# Agro Food Jeddah

1<sup>st</sup> Edition 5 - 7 Dec 2022

2<sup>nd</sup> Edition 5 - 7 Dec 2023

3<sup>rd</sup> Edition 3 - 5 Dec 2024

**AgroFood** Jeddah

معرض جدة الدولي للزراعة والمنتجات الغذائية  
Jeddah Int'l Agriculture & Food Exhibition

Held Concurrently **ينتضمن**

**Propack**  
Jeddah

معرض جدة الدولي للتعبئة والتغليف  
Jeddah Int'l Processing & Packaging Exhibition





# About Agrofood Jeddah:

Jeddah International Agriculture and Food Exhibition 2023 in its first round was held in Jeddah center for forums and events at space over than 10,000 m<sup>2</sup> with the participation of many of the biggest and most famous local and international participants in the Agriculture and Food sectors. With many countries participated, Jeddah International Agriculture and Food Exhibition records more than 8,000 visitors from tradors. businessmen and seniors working in the field.



## Reach:

## معرض جدة الدولي للزراعة والمنتجات الغذائية Jeddah Int'l Agriculture & Food Exhibition

META	TIKTOK	SNAPCHAT	LINKED IN	Google	SMS	WHATSAPP	EMAILS	INVITATIONS	OUTDOORS
25,044,233	1,081,810	766,704	42,683	3,500,000	2 Millions	500,000	20 Thousands	2,500	10 DIGITAL SCREENS

## Sponsors:

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Entities

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Golden  
Sponsor

Silver  
Sponsor

Co-  
Sponsor

Media  
Sponsor



صندوق التنمية الزراعية  
Agricultural Development Fund  
المملكة العربية السعودية



الهيئة العامة للأمن الغذائي  
General Food Security Authority (GFSA)



جمعية جدة التعاونية  
لتقنيات الإنتاج الزراعي



وزارة التجارة والصناعة  
MINISTRY OF COMMERCE AND INDUSTRY



UFMC  
أعلاف المتحدة



@ sales@agrofoodjeddah.com [www.agrofoodjeddah.com](http://www.agrofoodjeddah.com)

# WTE EXPO

7<sup>th</sup> Edition 15 - 17 Dec 2021  
8<sup>th</sup> Edition 14 - 16 Dec 2022  
9<sup>th</sup> Edition 13 - 15 Dec 2023  
10<sup>th</sup> Edition 10 - 12 Dec 2024



**WTEexpo**  
World Trade Expo  
المعرض التجاري الدولي

Held Concurrently

يتضمن





# About WTE expo:

WTE expo is a multi-sectoral event with a wide and extensive product profile allowing countries all over the globe to contribute to Kingdom's development and promote their products and services, The Kingdom, without doubt, is the most attractive and largest market in the middle East and North Africa and with an unmatched purchasing power.



## Reach:

### World Trade Expo

META	TIKTOK	SNAPCHAT	LINKED IN	Google	SMS	WHATSAPP	EMAILS	INVITATIONS	OUTDOORS
22,750,142	1,399,068	1,226,880	119,064	3,54,100	2 Millions	700,000	200,000	1,000	15 DIGITAL SCREENS

## 2023 Edition Statistics:



200 + Exhibitors



8 + Sectors



8000 m<sup>2</sup> Exhibit Area



10K + Visitors

@ sales@wtexpo-sa.com

www.wtexpo-sa.com

# Saudi Autocare

1<sup>st</sup> Edition NOV 2024





## About Saudi Autocare:

Saudi Arabia Automotive Aftermarket to Reach 9.44\$ Billion by 2027 Saudi Arabia is considered as one of the fastest-growing economies in the world.

A significant population of Saudi Arabia prefers to travel longer distances via road which increases the average distance travelled by a vehicle. The availability of unparalleled road infrastructure propels the increasing usage of cars by tourists as well as the residents of the Saudi Arabia. The expanding usage of vehicles has further led to the rise in average kilometers driven per vehicle; as a result, vehicle components including tires, filters, etc. require replacement frequently.



[sales@saudiautocare.com](mailto:sales@saudiautocare.com)



[www.saudiautocare.com](http://www.saudiautocare.com)

# China Created Fair

9<sup>th</sup> Edition 13 - 15 Dec 2023





31 May 2022



# HEALTHCARE



Healthcare Disrupters Congress



1 - 2 March 2023

Univer





9 - 11 Jun 2022



AQARI



# Success Partners:





# Success Partners:





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