

POST SHOW REPORT 2022



METAL & STEEL

FABEX

Saudi Arabia 2022



The **9th** International Exhibition for
**Machinery,
Steel Fabrication
& Metal Works**

2-5 OCTOBER 2022

Riyadh Inter. Exhibitions Centre

**Metal Forming, Cutting, Welding, Automation,
Finishing Machinery, Equipments And Tools**

Supported By:

الهيئة الملكية للجبيل وينبع
Royal Commission for Jubail & Yanbu



Golden Sponsor:

حديد اليمامة
yamamah steel

Golden Sponsor:

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AL-NAFIE STEEL

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FOUR ONLY CHOICE

BETA
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FABEX Saudi Arabia 2022 Overwhelming Success Year!

In 2022, FABEX Saudi Arabia 2022 alongside with Metal & Steel Saudi Arabia 2022 was inaugurated officially by His Excellency Dr. Ahmed Zaid AlHussain, CEO at Saudi Royal Commission for Jubail and Yanbu on 2nd October 2022 at Riyadh International Convention & Exhibition Center – RICEC.

The show has set an ambitious but realistic goal to provide every stakeholder related to the steel, metals industry and related sectors with game-changing insights, knowledge, connections and fresh business opportunities.

Significant demand from international and local suppliers has already shown at 2022 edition. It proved that this exhibition is the first choice of all industry professionals. The four-day exhibition has witnessed a remarkable presence of more than 6158 potential visitors and 221 companies participating from 19 countries around the world.

Saudi Arabia is undergoing its most significant period of new steel capacity investment for a decade to capitalize on booming demand driven by Saudi Vision 2030. According to the Saudi Arabia's Ministry of Industry and Mineral Resources recently, it has secured \$6 billion for a steel plate mill complex projects for the shipbuilding, oil and gas, construction and defense sectors and a "green" flat steel complex that will supply the automotive, food packaging, machinery and equipment, and other industrial sectors.

The event offered new technologies and innovative products, including the very latest technologies, furnaces, equipments, live-machines displays. Further to new business opportunities with industrial visitor profile including key decision makers, manufacturers, producers, agents, consultants, users and governmental bodies have been created during four days.

The exhibition's success marks a pivotal restoration of physical meetings as the unprecedented networking opportunity to aid in the growth of businesses.

Following the success of Metal & Steel / FABEX Saudi Arabia 2022; many exhibitors had already booked their stand for 2023.





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SHOW OVERVIEW

9

Number of Years
Show has Run

5300
net sqm

Floor Space

+221

Number of Exhibitors

5

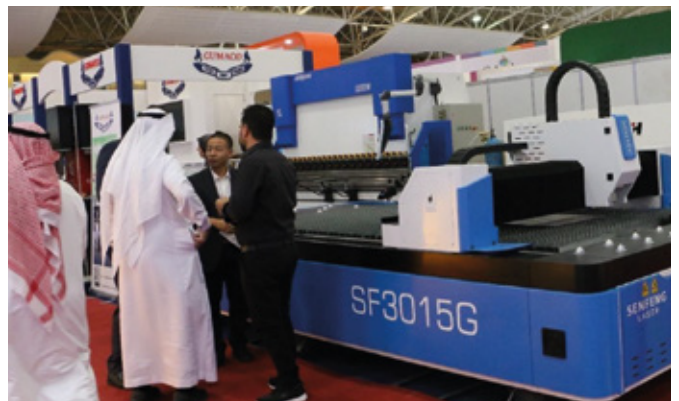
National Pavilions

27

Exhibiting Countries

+6158

Number of Visitors





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EXHIBITOR SUMMARY

221
exhibitors
from 27
countries

6158
professional
visitors

The ninth edition of FABEX Saudi Arabia alongside with Metal & Steel concluded with great success. Although the overall situation in the kingdom of Saudi Arabia, The exhibition welcomed the leading regional companies of the industry with the world's leading providers of technologies, products & services.

The remarkable event was made prestigious by the participation of 221 exhibitors from

| | | |
|--|--|--|
|  Saudi Arabia |  UAE |  Bahrain |
|  Jordan |  Egypt |  Turkey |
|  Germany |  Italy |  Spain |
|  Poland |  Netherlands |  Switzerland |
|  Russia |  Austria |  Belgium |
|  Japan |  France |  India |
|  China |  Malaysia |  Taiwan |
|  UK |  Czech Republic |  USA |
|  Canada | | |

The success of this year's exhibition confirmed that the strategy implemented to assist in creating an enabling environment for business networking and development.

Exhibitors are impressing visitors with the quality live displays of new industry technology and products.





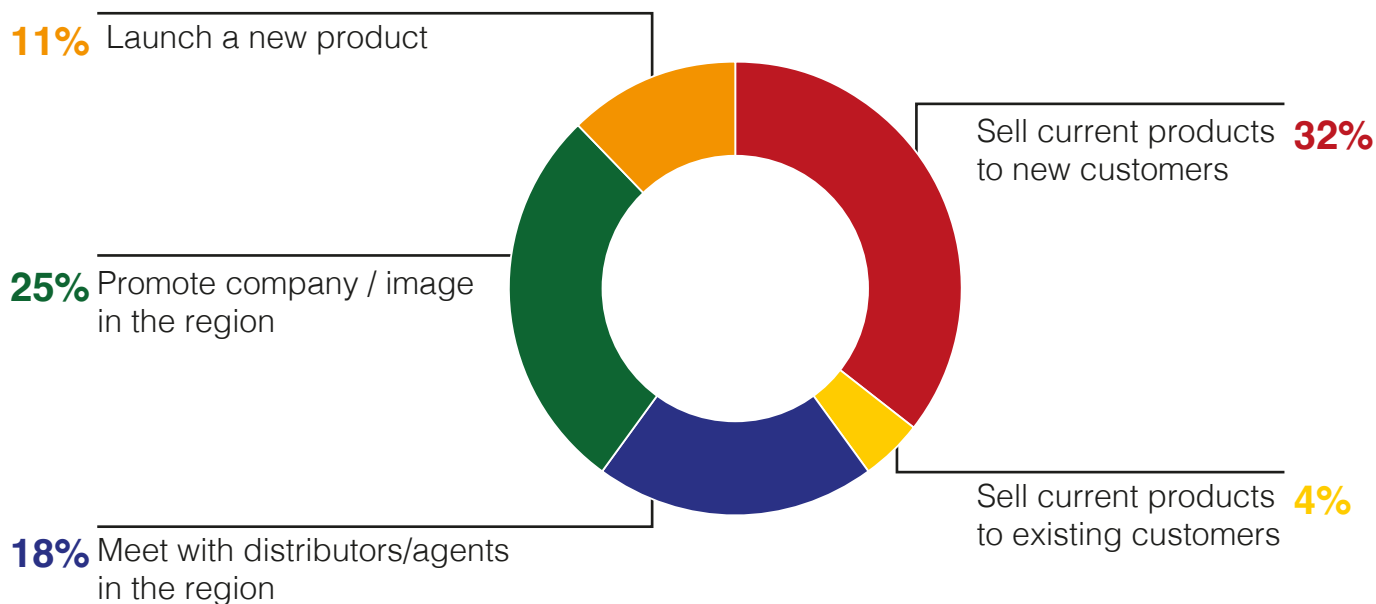
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2022 REPRESENTS NUMEROUS TECHNOLOGY & PRODUCTS CATEGORIES



REASONS FOR EXHIBITING



“This is our second participation at Metal & Steel Saudi Arabia as a golden sponsor. It is leaders meeting exhibition and the most important one in this industry. It remains the number one of getting your products and services in front of potential customers”

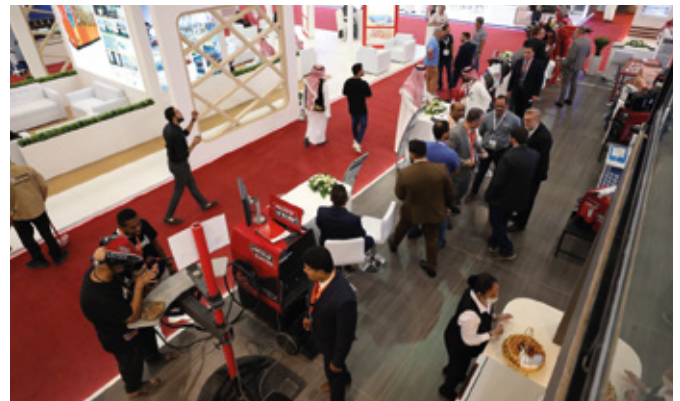
Mr. Akram Bajameel – AlNafie Steel, KSA

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Gaining valuable support and participation at all levels, the platform reflected the lucrative future of the manufacturing industry



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9th SUCCESSFUL YEAR!

EXHIBITORS TESTIMONIALS

92%

Suppliers exhibit to generate new sales

Over **40%**

re-booked onsite for 2020

**US \$
7.25m**

Worth of business deals generated as a result of the show

83.3%

View the event as important to meet business objectives



We are delighted to be here and sponsoring this exhibition. We are confident that, with the Kingdom being an appealing market for investors especially after Vision 2030”

Mr. MOHAMMED Y. KHAWAJI - AL-YAMAMAH COMPANY FOR REINFORCING STEEL BARS, KSA

“FABEX Saudi Arabia 2022 has been very steady and a very busy 4 days with high quality leads generated. This is the first big event we have exhibited at post pandemic and it was busier than we expected with visitors from across the gulf and Saudi Arabia.”

Mr. Mohamed El Chbier – SIMCO, KSA



“It’s our first time in FABEX Saudi Arabia. It’s a good exhibition with many visitors and the most important thing is the quality of the visitors. All of the visitors are businessmen and key decision makers. Of course, we are going to come back next year because we started doing good business in this country.”

Mr. Safouen Ben Brahim, Vezzani S.p.A., Italy



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“We are participating in FABEX Saudi Arabia for more than 5 years and it's evolving year by year. The quality of visitors is amazing; the number of professional visitors is increasing every year. We are able to provide visitors with a live demonstration and we have already sold machines, and that's what really gets those orders in. Overall, we were very satisfied.”

Mr. Mohammad showman – GUMACO, KSA

“This is a really well attended event and it's great to see so many international suppliers present a great range of products, materials. We are delighted to be here and congratulations on the success of the show.”

Mr. Markus Hofer , Lincoln Electric (UK) Ltd



“We have been participating in this exhibition for long years. It is growing year by year. Exhibitor number is always increasing and they participate from all around the world. Besides visitors from GCC and Levant region. This show became one of the most important shows in the sector. We benefit from it and expanded our market. We will book bigger booth next year as well”

Mr. Saed Aburayyan - Rawabi Integrated Gas.

“The exhibition is really good. We like it. There are a lot of visitors. We met a lot of them who were interested in our products. I am satisfied that we have established a lot of good contacts and definitely we are looking forward to come back.”

Mr. Jigu George, AJMAL STEEL TUBES & PIPES INDUSTRIES LLC, UAE



“We are new here in Saudi Arabia. This is our first time on FABEX Saudi Arabia exhibition. We got a lot of inquiries, our stand always full, we came to Saudi Arabia through FABEX looking for opportunities and for sure we will come again next year.”

Mr. Senthil Kumar, Machitech Automation Middle East, Canada & UAE



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VISITOR SUMMARY

Number of Visitors
16686

Over 6158 visitors networked and discovered new products and opportunities at the 9th powerful edition of Metal & Steel / FABEX Saudi Arabia Exhibition over the four days. There was strong support from local visitors and significant attendance from Gulf countries and few numbers from worldwide.

A strong focus on strategic media campaign, digital communications, and engaging with visitors through social media, also played a significant role in attracting visitors to this year's event Metal & Steel / FABEX Saudi Arabia 2022.

94%

of our visitors confirmed they will attend next edition

91%

of our visitors learned about new products

88%

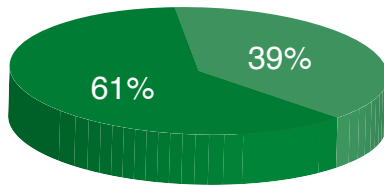
of our visitors were successful in establishing new contacts and relations for the future





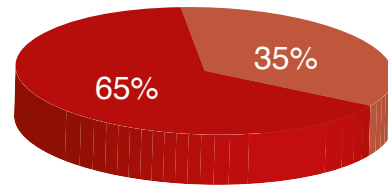
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Positive buyer response:

- Intended to order at exhibition - 61%
- Likely to purchase within 1 year from exhibition period - 39%



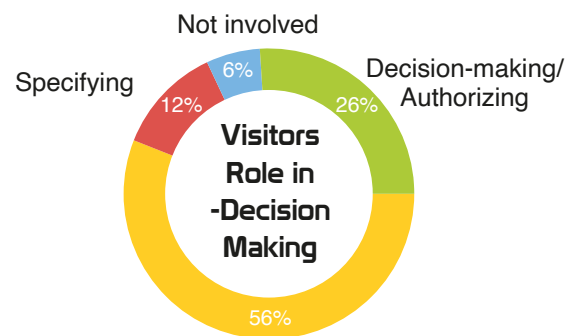
Quality of products & range:

- Visitors found the products they were looking for - 65%
- Visitors wished to see more products - 35%

Visitors Satisfaction

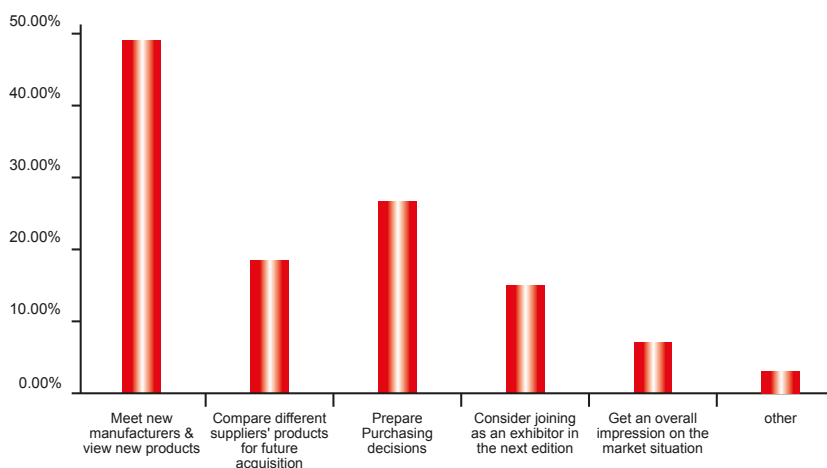


Of Visitors who agree that this event is fully representation of the industry.

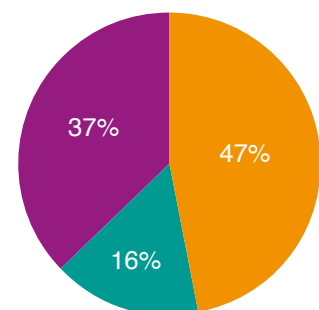


Recommending / Influencing

Visiting Reasons



Visitor's experience



Audience experience

- Third time and more
- Second time
- First time



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“This is our fifth time to be here. FABEX Saudi provides a very good opportunity for us to make business with steel manufacturers in Saudi Arabia. We will participate next year as usual”

Mr. Sunil Pandita, Inductotherm Group, India

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“This is our second time to be here. We had good results from our participation in FABEX Saudi this year. Interested customers visited our booth. FABEX Saudi is a good exhibition for us. We had good meetings and we found new clients.”

Mr. Himanshu Jindia, KATHURIA ROLLMILL PVT . LTD, India

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Thank You

Sincere appreciation to all exhibitors, visitors, supporting organizations and industry partners for making FABEX Saudi Arabia 2022 / Metal & Steel Saudi Arabia 2022 –a successful and memorable event. We look forward to your continued support at the next edition in 2023.

SEE YOU NEXT YEAR

**SAVE THE
DATES** **15-18
October
2023**

Organized by:



Tel: (+202) 2270 35 84/85 - (+2) 010 666 733 44 - Fax: (+202) 2270 35 86
Email: riyadh@arabiangerman.com - Website: www.arabian-german.com