

STRATEGIC PARTNER



ORGANIZED BY



saudientertainmentexpo.com

20 - 22 MAY 2025

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

POST SHOW REPORT

RECOGNISING OUR VALUED PARTNERSHIPS



On behalf of the Saudi Entertainment and Amusement (SEA) Expo and team, I would like to extend our deepest gratitude to the Invest Saudi for your invaluable support and partnership during this year's editions.

As our Strategic Partner, Invest Saudi played a vital role in positioning the Kingdom as a global investment destination, and we are proud to be aligned with your mission of driving sustainable economic growth and opportunity across the entertainment and events sectors.

This partnerships have contributed immensely to the success of the shows and to our shared goal of building a future-ready entertainment industry.

Thank you once again for your trust. We look forward to continuing this meaningful collaboration as we grow these platforms to better serve local and international stakeholders and support the Kingdom's ambitious vision.

Warm regards,
Sarkis Kahwajian
Associate Vice President
Saudi Entertainment and Amusement Expo



Saudi Entertainment and Amusement (SEA) Expo 2025 concluded its 7th edition with resounding success, reaffirming its position as the region's premier trade event for the leisure and attractions industry.

This year's edition brought together an unprecedented mix of international and local players, spotlighting Saudi Arabia's unwavering commitment to becoming a global hub for entertainment, leisure, and tourism. From the buzz on the show floor to record-breaking exhibitor and visitor numbers, SEA Expo 2025 was a true reflection of the industry's rapid evolution and the Kingdom's ambitious Vision 2030 goals.

Our post-show report dives into the standout metrics and unforgettable highlights—from high-impact networking moments to business-driving deals—that made this edition a must-attend for operators, suppliers, and investors alike.



2025 IN NUMBERS

334

Exhibitors

8,300+


Visitors

75+

Speakers

VISITOR PROFILE

TOTAL NUMBER OF VISITORS

8,300+ 

TOP 5 VISITING COUNTRIES



Saudi Arabia



United Arab Emirates



United Kingdom



United States of America

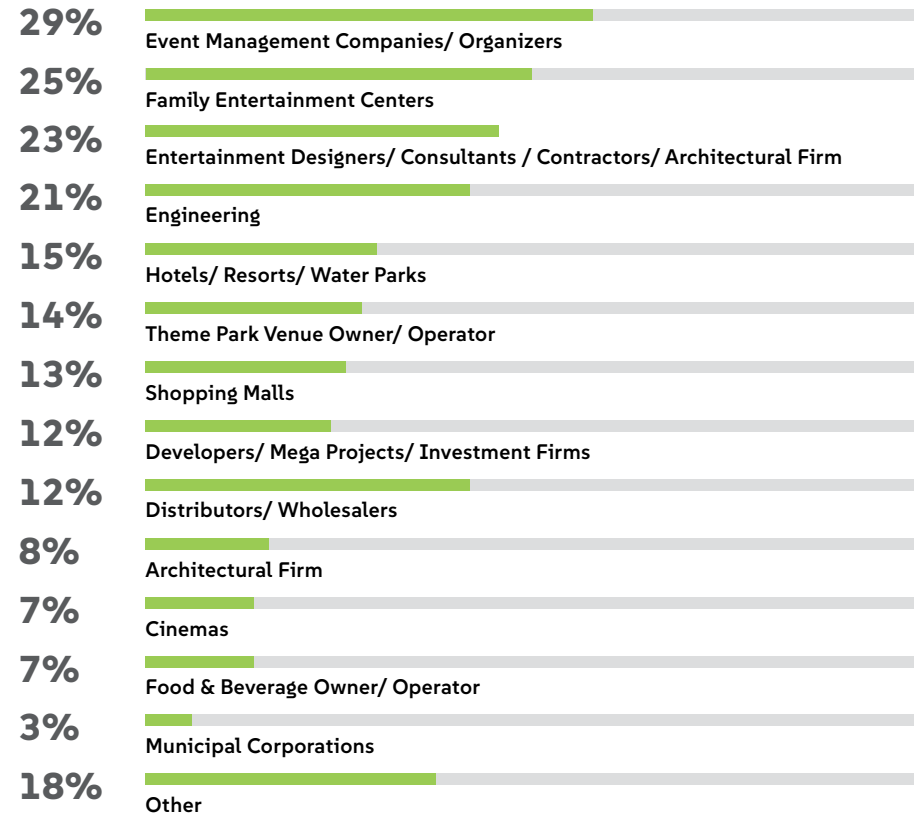


Bahrain

KEY BUYERS THAT ATTENDED IN 2025



ATTENDEES NATURE OF BUSINESS



EXHIBITOR PROFILE

334

NUMBER OF EXHIBITORS



TOP 5 EXHIBITING COUNTRIES



United States of America



Germany



Belgium

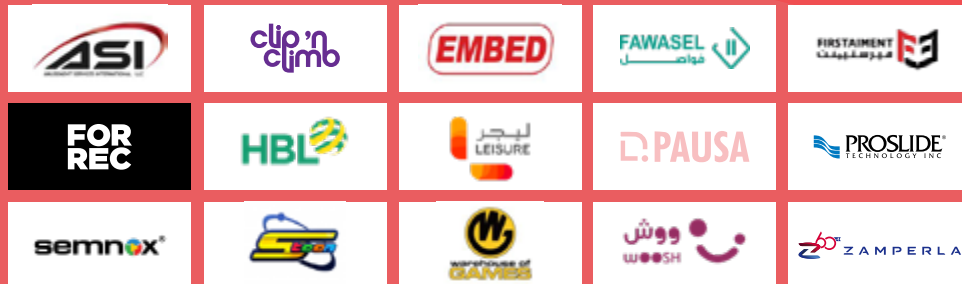


Canada



United Kingdom

SNAPSHOT OF LEADING BRANDS THAT EXHIBITED IN 2025



SEA SUMMIT

A major influential platform attended by those responsible for evolving Saudi Arabia into a global powerhouse of entertainment. With billions of dollars of planned investment pipelines creating futuristic and sustainable cities, the Kingdom is advancing quickly on its journey as a global tourism destination. Each year the SEA Summit shares the insights, experiences and tactics of the region's most successful stakeholders. The 2025 edition was no different - together, 75+ speakers across 15+ sessions discussed innovation, investment and future trends.



The event offered a great opportunity to explore the latest innovations in the entertainment and leisure industry, and to connect with experts and visionaries from around the world. The standout feature of the panels is Saudi Arabia's unique ability to merge modern entertainment with rich cultural heritage, offering experiences that are both engaging and meaningful across all generations.

Mariya (ماریا المؤمن) Almomen,
Strategy Expert - Strategic Office for Developing Al Baha Region
المكتب الاستراتيجي لتطوير منطقة الباحة
SEA Visitor



Neil Dwyer
VP Operations
Six Flags Qiddiya



Abdulelah Al Fawzan
Chief Projects Officer
Saudi Entertainment Ventures (SEVEN)



Fahad Alobailan
Group Chief Executive Officer
Baan Holding Group



Wajdi M. Haider
Senior Director, Asset Design & Development
Saudi Cruise



Hind Galadari
Deputy General Manager
Miral Experiences



Wim Hubrechtsen
Chief Executive Officer
Snow World



Damien Latham
Chief Entertainment Operations Officer
SEVEN (Saudi Entertainment Ventures)



Brett Cameron
Executive Director - Experience
New Murabba



Ahmed Weiss
General Manager
Spacetoan



Joseph Leung
Senior Advisor
Haichang Ocean Park Asia Pacific



Mohammed Shah
Smart City Director
Knowledge Economic City



Scott Wellington
Senior Manager Destination Development
Red Sea Global



Leander De Wit
Vice President of Retail and F&B, Qiddiya
Aqarabia Water Theme Park



Hassan J. Ahmed
Executive Director - Entertainment
Adventure World Entertainment



Abdullah Al Munajem
Founder
Woosh

EVENT FEATURES THAT MAKE AN IMPACT



SEA VIP Networking Event (VIP Lounge)

We gathered exclusive industry leaders at our VIP Networking Event, creating a platform for attendees to build valuable connections and foster meaningful relationships in a sophisticated and relaxed environment. The ideal gathering for those seeking new business opportunities or exchanging ideas with peers.



MENALAC Awards

Known as the “Oscars” of the MENA entertainment and attractions industry, the MENALAC Awards is where excellence is not just recognized but celebrated with grandeur. Their 7th edition honored 27 award categories, celebrating standout attractions, innovative projects, and visionary leaders. The awards also offer a prime opportunity for brands to boost visibility and connect with key decision-makers, CEOs, founders, and global suppliers - making it one of the most valuable networking platforms in the industry.



Saudi Entertainment Academy Student Initiative with ECHS

An Hour of Networking with Saudi Entertainment Academy: Shaping the Future of Saudi Arabia's Entertainment Sector: An engaging case study and informal workshop led by Vivien Exartier (Executive Director) and Ahmed Tageldin (Head of Training) of the Saudi Entertainment Academy team, sharing the Academy's pivotal role in training and empowering the next generation of professionals driving the growth of the Kingdom's entertainment industry.

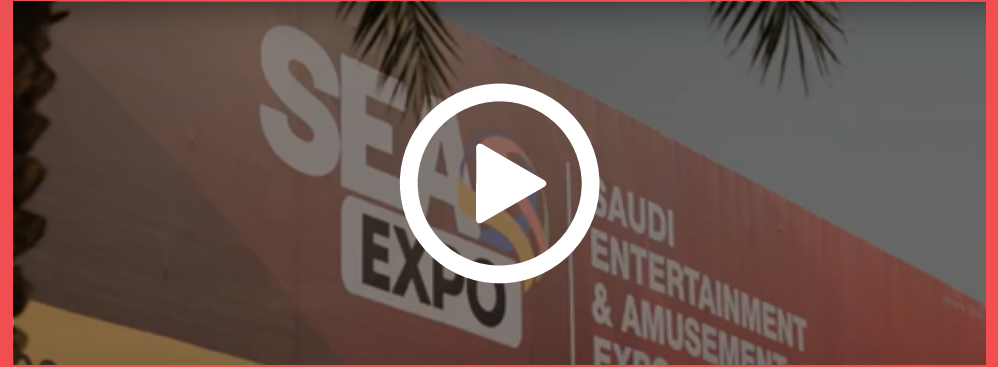


Drone Show by Cyber Drone

A breathtaking outdoor visual performance that lit up the night sky, showcasing KSA's entertainment evolution from a local to world stage. The drone show wowed audiences with choreographed precision and creative storytelling—an unforgettable highlight that brought the energy of the show outside the halls.

BENEFIT FROM OUR MARKETING REACH

WATCH THE 2025 HIGHLIGHTS HERE



321,000+

Website visits

1,595,000+

Social media reach

14,600,000+

Digital campaign reach

168,000+

Email reach

\$ 585,000+

PR value

شراكات إستراتيجية تدرّس حقبة جديدة للترفيه في المملكة خلال SEA Expo

الرياض - الرياض

استثمر الرّحوضال ثلاثة أيام من فعاليات معرض الترفيه السعودية للترفيه والتسلية SEA Expo مع تقديم التراكات وتعيين القاعات وتعدّ أوسومات قطاع الترفيه الترفيهي في نسخته السابع. يُنتج معرض SEA Expo سكاكته كمنصة إستراتيجية للقطاع الترفيهي العالمي، بمشاركة 36 السعودية للترفيه والتسلية دولة، منها السعودية، والمملكة المتحدة، والولايات المتحدة، وألمانيا، والإمارات، يبدد المعرض أبرز صنّاع القرار العالميين من فرص في سوق الترفيه والتسلية سريع النمو في المنطقة.

يقدم المعرض فرصاً مباشرة للحصول على معلومات السوق، وبناء الشراكات، وإيجاد الخبرات العميقة، وفي مركز الفعاليات، أقيمت هذه SEA Summit برعاية BAAN Holding، التحميم، RWS Global، Storyland Studios، RC Almana وTATT. ناقشت الجلسات هذا العام موضوعات مثل التقنية التفاعلية، الكفاء الاصطناعي، الرياضات الإلكترونية، وتصميم وجهات ترفيه مستدامة ومتطورة.

من أبرز جلسات القمة كانت "الشراكات في التطبيق: بناء مراكز الترفيه المستقبلية في السعودية"، حيث ناقش قادة من القطاع العام والخاص تأثير الاستثمار الجديدة على تطوير الترفيه الحديثة في المنطقة.

شهدت أيام المعرض توقيع اتفاقيات مهمة:

- من بينها: Mack Rides و SPARKS و Fawasel، اتفاقية سيجعات حصرية لتوفير ألعاب ترفيهية متطورة في السعودية. • INFINIA وBLOCKS، مكرة نظام لتطوير تصميمات رقمية وتجارب ترفيهية غامرة في القطاعين العام والخاص.

حيث تعكس هذه الشراكات استمرار القطاع في تمشي حلول متخصصة وأثرية، مع التركيز على تطوير مشاريع طويلة الأمد تجمع بين الخبرات الدولية والرؤى المحلية.

وعلى سركيس فوجيان، نائب الرئيس المساعد في إي إم جي إيلمنتس بالقول: "يعد معرض SEA منصة عمل رئيسية تجمع الأشراف القابلة للتحويل الرؤية إلى واقع. النتائج التي نحققها ستترجم مسار النمو القادم. يُقام معرض SEA Expo بالتزامن مع المعرض السعودي للإضاءة والصوت (SIS Expo)، ويجمع من الهيئة العامة للترفيه ووزارة الاستثمار، ما يؤكد توافقه مع أهداف رؤية 2030 لتداع قطاع ترفيه تنافسي، عابداً، وتوسيع فرص العمل، وتنويع الاقتصاد بين الترفيه والسياحة.

Riyadh expo highlights best in entertainment technology

Saudi Entertainment and Amusement Expo to welcome 1200 international delegations

Saudi Entertainment and Amusement Expo to bring together sector's leaders in May

ARAB NEWS

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Shape Tomorrow's Attractions in Saudi Arabia. SEA Expo 2026 Starts with You.

CO-LOCATED WITH



4 – 6 May 2026

Riyadh Front Exhibition & Conference Center

BOOK A STAND

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