

# SAUDI INTERMOBILITY EXPO 2024

11-13 November 2024  
Jeddah International Exhibition & Convention Center

## CONNECTING INFRASTRUCTURE FOR SUSTAINABLE MOBILITY ECOSYSTEM

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 **informa**connect

# INNOVATING THE REGION'S MOBILITY ECOSYSTEM

Saudi Intermobility Expo is the largest gathering of road, rail, transport, and transport professionals in the MENA region. Following the resounding success of our inaugural edition in 2022, we are delighted to announce the return of the second edition in Jeddah.

With a steadfast focus on realizing Saudi Vision 2030 and the Ministry's top priority of advancing the transportation industry to position the Kingdom as a global logistics hub, our event takes center stage. Nestled strategically between vital global waterways, Saudi Arabia stands as a pivotal nexus of international trade and serves as the world's gateway. Saudi Intermobility Expo emerges as an unrivaled global platform, offering businesses an opportunity to showcase and access cutting-edge technologies and innovations in these three key sectors.

Aligned with the Ministry of Transport and Logistic Services' unwavering commitment to fostering the adoption of new mobility solutions and technologies across all modes, our expo is poised to play a pivotal role in driving the Sector National Strategy, shaping the future of mobility, and serving as a model of seamless transportation for the world. Join us on this transformative journey towards a brighter and more interconnected future.



## FOCUS

Targeted experts, businesses, and stakeholders from the roads, rail, and transport industries.

## NETWORKING

Niche platform for attendees to network with Industry peers, make new connections, and foster collaborations



## SHOWCASE

8400 sqm space showcasing the latest products, services, and technologies.

## CONFERENCE

Focused industry providing attendees with opportunities to learn and exchange ideas.



## DEMONSTRATIONS

Technical experts giving attendees hands-on experiences and insights into the latest developments and products.



## SENIOR DECISION-MAKERS FROM COMPANIES INCLUDING

Eastern Province Municipality – KSA  
 Federal Transport Authority - Land & Maritime (FTA)  
 Holy Makkah Municipality – KSA  
 King Fahd Causeway Authority – KSA  
 Ministerial Committee of Traffic Safety - KSA  
 Ministry of Hajj and Umrah – KSA  
 Ministry of Infrastructure & Development - UAE  
 Ministry of Interior – KSA  
 Ministry of Transport – KSA  
 Riyadh metro project  
 Saudi Arabia Railways  
 Saudi Arabian Investment Ministry

Saudi Arabian Mining Company  
 Saudi Arabian Parsons Limited / KAFD  
 SAUDI ARAMCO  
 Saudi Electricity Company  
 Saudi Public Transport Company - SAPTCO  
 Saudi Security & Technology Comprehensive Control Co. (TAHAKOM)  
 Saudi Tracking Solution (STS)  
 STC  
 Mawgif  
 Abu Dhabi City Municipality  
 Abu Dhabi Police  
 Ajman Police  
 Al Ain City Municipality

Aramco - KSA  
 Dubai Police  
 Ministry of Interior - General Directorate of Traffic – Bahrain  
 Ministry of Interior – UAE  
 Ministry of Works - Bahrain  
 Oman National Transport Co (MWASALAT) – OMAN  
 Road & Transport Authority (RTA) – Dubai  
 Road Technology Company  
 Schneider Electric  
 Sharjah Municipality  
 Sharjah RTA  
 Siemens Mobility  
 TransCore  
 Transport General Authority

  
**3,500**  
 Attendees

  
**90**  
 Speakers

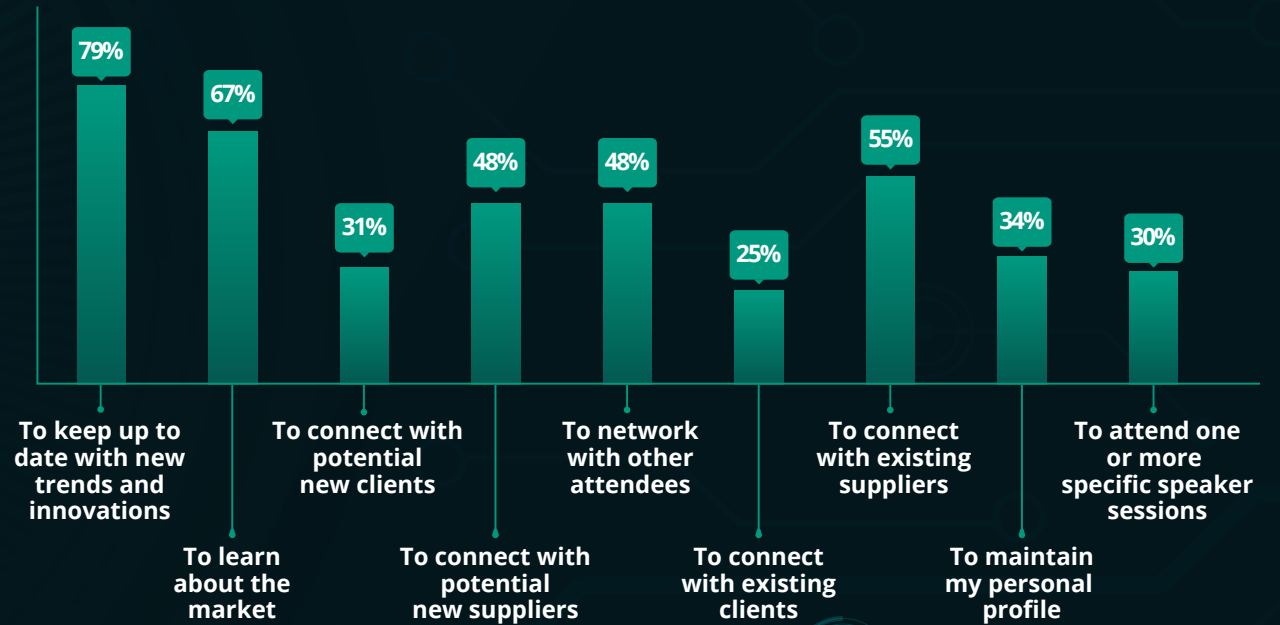
  
**100+**  
 Sponsors

  
**500**  
 VIPs

  
**50**  
 live seminars

  
**86%**  
 Visitors from the Middle East

## OBJECTIVES AT INTERMOBILITY EXPO



## TOP 10 VISITING COUNTRIES:



“It was a great opportunity to meet with Transport experts and specialists and share fruitful thoughts with them. Thanks to everyone who put efforts to make it happened.”

**ALKHALAF ABDULRAHMAN**  
 RESEARCH EXPERT  
 TRANSPORT GENERAL AUTHORITY



## ROADS

The development of the road infrastructure and traffic industry in the Middle East, Turkey and Africa (META) region is a multi-billion dollar effort, with heavy investments in the construction of new roads, upgrading existing networks, and implementing smart transport systems.

For example, the RTA Dubai has recently announced plans to invest \$27 billion in road infrastructure, aimed at reducing traffic congestion and improving connectivity. KSA has launched several large-scale road projects, including the expansion of the Makkah-Jeddah highway, valued at \$7.2 billion. Projects in Africa include the \$1.5 billion project of a 473 km expressway linking Nairobi and Mombasa, Kenya's two largest cities.

### PRODUCT SECTORS

- **Road Construction:** Design, construction, and maintenance of roads and highways, including bridges, tunnels, and interchanges.
- **Pavement Materials:** Production of asphalt, concrete, and other materials used for road construction.
- **Road Maintenance:** Maintenance and repair of roads, including pothole repair, and resurfacing
- **Road Safety:** Implementation of safety systems, such as median barriers, guardrails, and ITS.
- **Traffic Management:** Management of traffic flow on roads, including the use of ITS, real-time traffic information, and traffic control systems.
- **Toll Collection:** Technologies for toll collection



## RAIL

The railway sector in the Middle East, Turkey and Africa (META) region is undergoing significant development, with various countries investing in new rail infrastructure and upgrading existing systems. Key players in the region include countries such as Saudi Arabia, the United Arab Emirates, and Turkey, which have large-scale rail projects underway.

In recent years, the region has invested in high-speed rail, metro and tram systems to meet the growing demand for efficient and sustainable transport solutions. The development of new rail links and interconnections between countries in the region is also gaining momentum, aiming to enhance trade and tourism.

### PRODUCT SECTORS

- **Rolling Stock:** Trains, locomotives, and railcars.
- **Rail Infrastructure:** Construction and maintenance of rail tracks, signals, and communications systems.
- **Rail Services:** Passenger and freight transportation services, as well as maintenance and repair services.
- **Rail Technology:** Advanced signalling systems, train control systems, and rail electrification.
- **Rail Operations and Management:** Managing rail operations (train scheduling, route planning, and network management).
- **Rail Safety:** Implementation of safety systems, such as train collision avoidance systems, emergency brakes, and secure communications systems.



## TRANSPORT

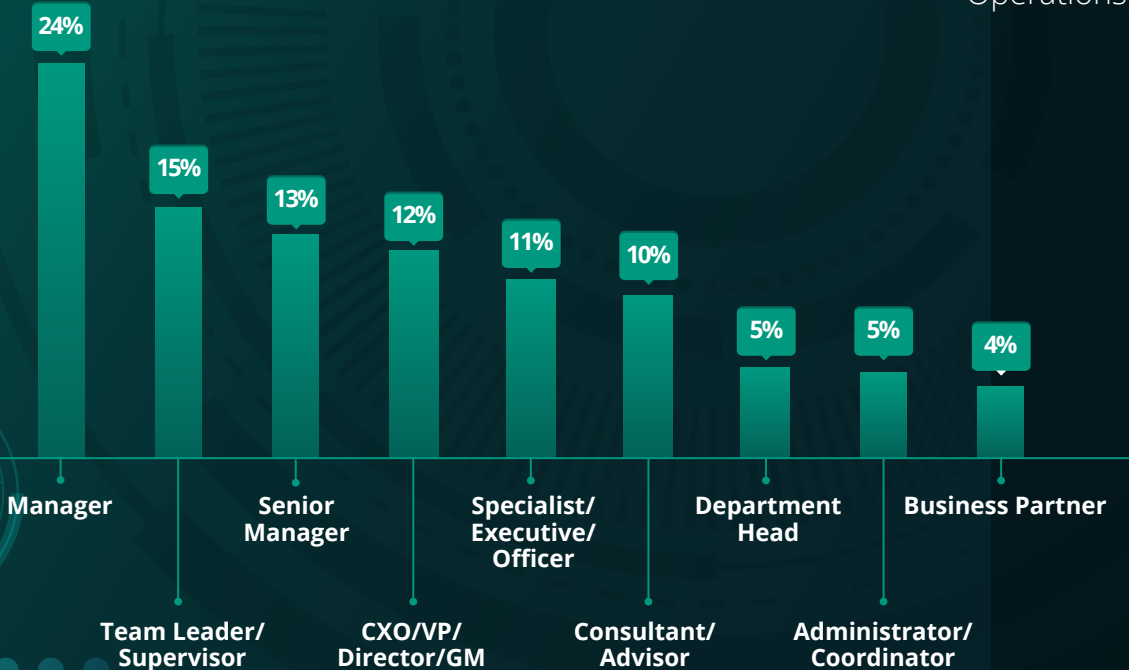
Increasing trade and economic activity in the region, there is a growing need for efficient and reliable logistics solutions, and META region is actively investing in new logistics hubs and transportation networks. Investments in smart transport systems, such as intelligent transportation (ITS) and smart traffic management systems are aimed at reducing traffic congestion, improving safety and enhancing driving experience. Sustainable technologies, such as autonomous vehicles and electric vehicles, is also gaining momentum in the region. In terms of electric vehicles, the META region is becoming increasingly interested in the adoption of electric vehicles as a means of reducing dependence on fossil fuels and improving air quality.

### PRODUCT SECTORS

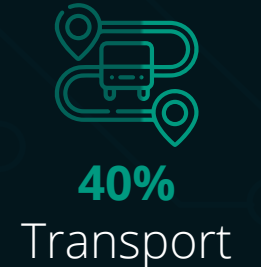
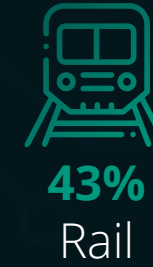
- **Public Transportation:** Operation of public transportation systems, such as buses, trains, and subways.
- **Logistics:** Managing the movement of goods, including Fleet Management and Tracking services.
- **Mobility Services:** Ride-hailing and car-sharing services and latest in mobility technologies
- **Electric and Autonomous Vehicles:** Including cars, trucks, buses, and other modes of transportation.
- **Connected and Smart Mobility:** Smart transportation systems, connected cars, and other connected technologies.
- **Urban and Shared Mobility:** Bike-sharing and car-sharing, sustainable and shared mobility solutions.

## ATTENDEES OVERVIEW

- Transport Authorities
- Municipalities
- Consultants
- Contractors
- Engineers
- Facility Managers
- Distributors
- Rail/metro Operators
- Consultants
- Contractors
- Government
- Engineers
- Supply Chain & Logistics Managers
- Public Transport Authorities
- Operating Companies
- Maintenance Professionals
- Performance Management Professionals
- Senior Engineers
- IT Managers
- Supply Chain Managers
- Finance Executives,
- Programme Managers
- Operations Control Center Managers



## 3500+ ATTENDEES ACTIVELY INTERESTED IN:



Engineering	38%
Transportation	22%
Consultancy Services	21%
Contractor	19%
Information Technology/Software	17%
Public Transportation	12%
Fleet Management	12%
Dealers & Distributors	10%
Facilities Management	10%
Government & Public Entity	9%
Highways/Bridges	8%
Media	7%
Parking Management Companies	7%
Association/Industry Body	6%
Real Estate & Property Management	5%
Law/Legal Services	2%



The Mobility Infrastructure congress 2024 presents a unique opportunity to explore and shape the future of transportation in the Middle East, Turkey, and Africa region. With the theme "Connecting Infrastructure for Sustainable Mobility Ecosystem", the conference will bring together a diverse group of stakeholders to exchange ideas, share best practices, and collaborate on new initiatives. The focus of the conference will be on roads, rail, and transport, including road safety, sustainability, and future mobility.

In today's fast-paced world, the transportation sector is facing significant challenges and opportunities. An ever-increasing demand for safe, sustainable, and efficient mobility requires a collaborative approach between the rail, roads, and transport industries. This collaboration will help to ensure that all aspects of the transportation network are designed and optimized to support safe, sustainable, and efficient mobility for all.

With this in mind, the Mobility Infrastructure congress 2024 aims to build a strong, integrated, and sustainable mobility ecosystem that will help to drive economic growth, improve public safety, and create a more liveable and connected future for the region. Join us at the conference to be part of shaping the future of transportation in the Middle East, Turkey, and Africa.

## WHO SPOKE IN 2022?



**Mona Yousif Althagafi**  
KSA Country Director  
Serco Middle East



**Akram Benmbarek**  
VP of Industrial Markets & Strategic Initiatives  
AEye, Inc.



**Stephane Feray Beaumont**  
Vice President of Innovation and Smart Mobility  
Alstom



**Jaideep Dhanoa**  
Co-founder and CEO  
FENIX



**Hesham Enan**  
ITS Account Manager  
Teledyne FLIR



**Andreas T. Flourou**  
Operations Director  
The Red Sea Global



**Mazen Houry**  
Project Manager / Transport Planning Lead  
Egis



**Tomas Melero Melero**  
Transit International Director  
Indra



**Mohamed Khalil**  
Managing Director  
Alstom



**James Luxbacher**  
Managing Director  
SIXT



**Iain Macbeth**  
Future Mobility Director  
The Red Sea Global



**Pankaj Mahajan**  
Founder  
Crimson Investment Fund



**Elie Metri**  
CEO  
QSS Robotics



**Sacha Parneix**  
VP, Marketing and Sales  
Alstom



**Andrew Perrier**  
Group Business Development Director, National Parking Company (Mawgif)



**Michael S. Prock**  
Vice President and Chief Commercial Officer  
SABATCO



**Stefano Sanchini**  
Regional Managing Director  
Bridgestone Middle East & Africa



**Marek Stawinski**  
Founder and CEO  
MBM NaviParking



**Maryam Tareq M. Telmesani**  
Board Chair  
United Nations Global Compact Network (UNGCN) Saudi Arabia

## WHAT TO EXPECT AT THE SAUDI INTERMOBILITY CONFERENCE?

### ROADS

- Road safety technologies and best practices
- Intelligent transportation systems (ITS) and smart cities
- Infrastructure development and financing
- Connected and autonomous vehicles
- Sustainable transportation and reducing carbon emissions
- Traffic management and congestion reduction strategies
- Road maintenance and rehabilitation
- Intelligent transport services and data management

### RAIL

- Rail network expansion and modernisation
- Advanced train control systems
- Electrification of rail transport and clean energy initiatives
- Integrated multimodal transportation systems
- Rail safety and security technologies
- Innovations in rolling stock and train design
- Railway station development and management
- Rail freight and logistics solutions

### TRANSPORT

- Future mobility and integrated transportation systems
- MaaS (Mobility as a Service) solutions and opportunities
- Electric and alternative fuel vehicles
- Innovations in shared mobility and autonomous vehicles
- Public transportation planning and management
- Accessibility and inclusive mobility for all
- The impact of technology on the transportation sector and the future of mobility.



“From start to finish the event was a massive success, we found there was high volumes of traffic coming to our stand with the majority of attendees being engaged and interested in what we do. I would recommend the event to all in the roads, rail and transport industry, it is a great way to table new ideas and learn more about the plans for each sector in great detail through both stand discussions and conference conversations.”

**ALBUTT IZZY**  
HEAD OF FLEET OPERATIONS  
ROSPA

“The Intermobility Expo held in Riyadh was very well organized and succeeded in becoming a platform for professionals to interact and meet new potential clients and business partners. The Expo also gave a very good idea about where the market is headed and what are the current market trends within the mobility sector and what innovations are there to expect in near future.”

**RAHMAN HAMOOD**  
BUSINESS DEVELOPMENT SUPERVISOR  
INTERTEK



“Wonderfully organized event. Right location for the event with great speakers who brought transportation innovation filled technological aspects.”

**GUNDLURU BHASKARA**  
MANAGING DIRECTOR  
VNC



“I am very glad to exhibit at Saudi Intermobility Expo and I would like to thank employees of Saudi Intermobility Expo for their support and help. Also, it was a great experience to directly target the potential clients, we already setting up business meetings with targeted clients that we met at the Expo.”

**ALROWAILI ABDULLAH**  
MARKETING ENGINEER  
SAUDI CONTROLS COMPANY AND  
MAINTENANCE LTD



**89%**  
attendees find Intermobility Expo important to make them more effective at their job

**73%**  
Exhibitors rated the event as excellent value for money

**89%**  
Attendees will return to Intermobility Expo next year

**77%**  
Exhibitors and Visitors were very satisfied with their presence at Intermobility Expo



# INTERMOBILITY EXPO IS THE LARGEST GATHERING OF ROAD, RAIL, TRANSPORT AND TRANSPORT PROFESSIONALS IN THE MENA REGION.

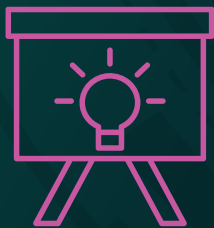
Participating companies will benefit in many ways, including:



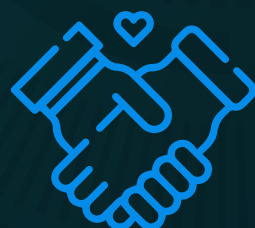
**SEAL THE DEALS**  
while you're still attending  
the show



**FACE-TO-FACE**  
networking



**LIVE PRODUCT**  
demo



**CREATE LASTING**  
relationships

## GENERATE NEW BUSINESS

With 3,500 attendees across the Live and Online show, you can meet new customers and develop relationships with existing clients to further business opportunities in the region.

## INCREASE BRAND EXPOSURE

Intermobility Expo exhibitors get significant digital and printed brand exposure before, during and after the event through our year-round marketing activities.

## INCREASE YOUR INTERNATIONAL PRESENCE

With over 30 countries represented, Intermobility Expo provides your business with multiple opportunities to reach new and potential customers from across the globe.

## NETWORK WITH INDUSTRY LEADERS & POTENTIAL BUYERS

Connect with potential clients and partners at Intermobility Expo where 30% of the attendees are key figures from government entities, and 25% of attendees are dealers and distributors.

## STAY UP-TO-DATE & COMPETITIVE

Use the opportunity to stay current with the industry's latest trends, advancements and keep ahead of your competition in one of the fastest growing transportation destinations.

## LAUNCH NEW PRODUCTS & SERVICES

Intermobility Expo is the largest transport and mobility business platform in the MENA region and a perfect avenue for you to showcase your latest products and services to an engaged audience that are looking for new business opportunities.

## UNDERSTAND YOUR PRODUCT IN THE MARKET

Many exhibitors benefit from product and market testing that they carry out while exhibiting to gain general and transport/mobility industry opinion about their offerings.



# CHOOSE HOW YOU EXHIBIT AND BUILD A TAILOR-MADE EXPERIENCE THAT SUITS YOUR NEEDS.

## INDOOR SPACE ONLY

- Price: USD 540/m2
- Minimum size 21 m2

Includes: space, general cleaning, and hall security.

*\*Please note double story stands are subject to a 50% surcharge for the extra space on 2nd floor.*

*\*\*Only space is provided, you will have to appoint a contractor to design and build your stand.*

## SHELL SCHEME STANDS

- Price: USD 590/m2
- Minimum size 9 m2

Includes rear & sidewalls, fascia, hall security and lighting.

# YOUR STANDARD SHELL SCHEME EXHIBITION PACKAGE INCLUDES:



Carpet



Shell Scheme



Name Board



Spotlight



Socket  
(Standard British Square 3 Pin)



1 Table



2 Chairs



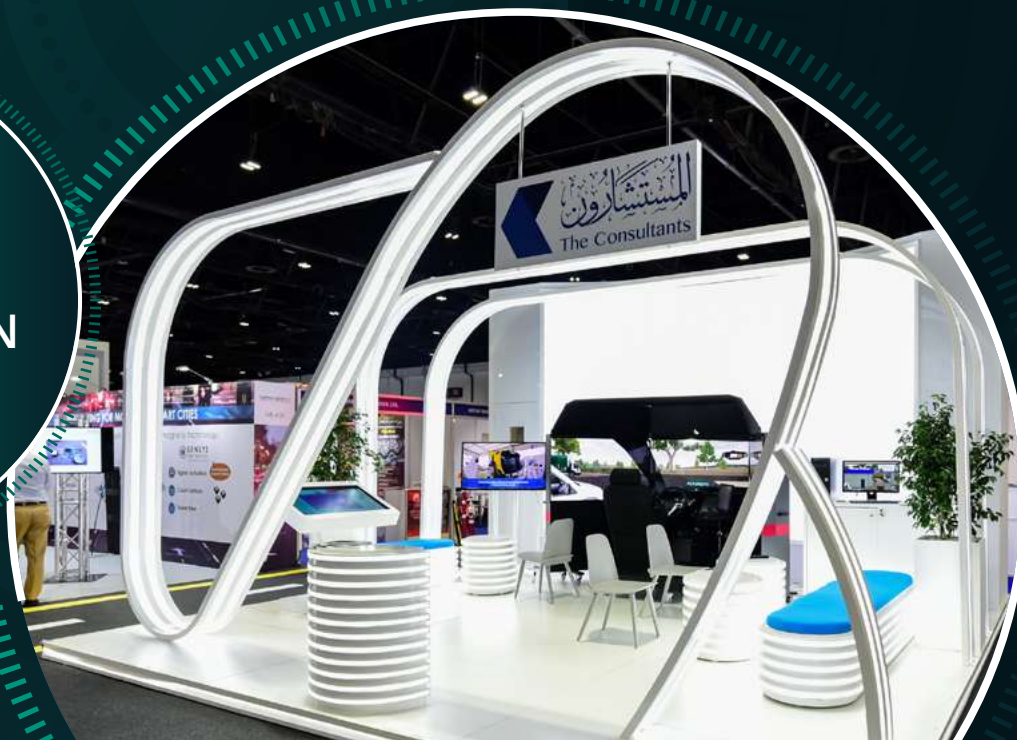
Security



General Cleaning

**MEDIA PACK**  
Price: USD 600

**ADMINISTRATION FEE**  
Price: USD 300



## PLATINUM SPONSOR (LIMITED)

### COST US\$79,220 (+VAT)

#### Thought Leadership

- 1 x 20min speaking slot at the Main Conference
- 1 x Opportunity to chair selected Conference Stream
- 1 x Opportunity to join the Pre-Event Webinar

#### Exhibition Space:

- 108sqm space only (includes space, general cleaning & hall security)

#### Branding on Intermobility Expo Website:

- Logo on sponsor's page and relevant feature pages
- Featured Company description on Sponsors/ Exhibitor Listing page
- Banner on the website

#### Email Marketing

- 2 x Exclusive EDM (Content to be provided by sponsor)
- Logo on all event promotional EDMs (International and Regional)

#### PR & Marketing

- Logo inclusive in all event's printed material
- Mention in Press Release in pre-event
- Logo inclusion on VIP invites

#### Social Media

- Announcement on social media on confirmation
- Coverage on all social media channels
- Exclusive interview with the representative of your company prior the event to be featured in the pre-event marketing
- 5 x social posts on your behalf (Content to be provided by sponsor)

#### Digital App Branding (ConnectME)

- Dedicated feature page at the event app
- Headline banner at the event app
- Welcome video at the event app

#### On-Site Branding

- Logo Inclusion in all onsite show branding
- Logo Inclusion in all onsite show signage's
- Logo Inclusion in conference stage branding

#### Post Event Coverage

- Thank you to Sponsors social posts
- Logo and sponsorship title inclusion in Post-Show Report
- Logo inclusion in dedicated EDM thanking visitors and sponsors
- Hyperlinked logo on event website post event (3months)



## **GOLD SPONSOR** **COST US\$53,280 (+VAT)**

### **Thought Leadership**

- 1x 20min speaking slot at the Main Conference
- 1 x Opportunity to moderate a panel at the Main Conference
- Opportunity to share white papers

### **Exhibition Space:**

- 72sqm space only (includes space, general cleaning & hall security)

### **Branding on Intermobility Expo Website:**

- Logo on sponsor's page and relevant feature pages
- Featured Company description on Sponsors/ Exhibitor Listing page
- Banner on the website

### **Email Marketing**

- 1 x Exclusive EDM (Content to be provided by sponsor)
- Logo on all event promotional EDMs (International and Regional)

### **PR & Marketing**

- Logo inclusive in all event's printed material
- Logo inclusion on VIP invites

### **Social Media**

- Announcement on social media on confirmation
- Coverage on all social media channels
- Short video from Senior Executive for social media
- 2x social posts on your behalf (Content to be provided by sponsor)

### **Digital App Branding (ConnectME)**

- Dedicated feature page at the event app
- Banner at the event app

### **On-Site Branding**

- Logo Inclusion in all onsite show branding
- Logo Inclusion in all onsite show signage's
- Logo Inclusion in conference stage branding

### **Post Event Coverage**

- Thank you to Sponsors social posts
- Logo and sponsorship title inclusion in Post-Show Report
- Logo inclusion in dedicated EDM thanking visitors and sponsors
- Hyperlinked logo on event website post event (3months)

## SILVER SPONSOR COST US\$27,840 (+VAT)

### Thought Leadership

- 1x Opportunity to join or moderate a panel at the Main Conference
- Opportunity to share white papers

### Exhibition Space:

- 36sqm space only (includes space, general cleaning & hall security)

### Branding on Intermobility Expo Website:

- Logo on sponsor's page and relevant feature pages
- Featured Company description on Sponsors/ Exhibitor Listing page
- Banner on the website

### Email Marketing

- Logo on all event promotional EDMs (International and Regional)

### PR & Marketing

- Logo inclusive in all event's printed material

### Social Media

- Announcement on social media on confirmation
- Coverage on all social media channels
- 1x social posts on your behalf (Content to be provided by sponsor)

### Digital App Branding (ConnectME)

- Dedicated feature page at the event app
- Side banner at the event app

### On-Site Branding

- Logo Inclusion in all onsite show branding
- Logo Inclusion in all onsite show signage's
- Logo Inclusion in conference stage branding

### Post Event Coverage

- Logo and sponsorship title inclusion in Post-Show Report
- Logo inclusion in dedicated EDM thanking visitors and sponsors
- Hyperlinked logo on event website post event (3months)



# onsite brand exposure



VISITOR BAGS  
**Cost: USD 5,000**



BADGES  
**Cost: USD 10,000**



LANYARDS  
**Cost: USD 10,000**

Sponsor the Intermobility Expo bags, badges and lanyards to see your branding carried throughout the exhibition. They are handed to every visitor on arrival and bags can contain an insert of your own company literature.



VIP INVITES  
**Cost: USD 7,500**

Place your logo on the VIP Invites that we will send out to all the stakeholders within the GCC. You can use this opportunity to invite these decision makers to your stand.



VISITOR REGISTRATION  
**Cost: USD 7,500**

Benefit from exposure to every industry professional attending the expo and be the first brand they see and notice as they arrive at the show!



FLOOR STICKERS  
**Cost: USD 2,000**

These floor graphics will remind attendees where to find your booth by providing either your booth number, company logo, and marketing message. Why not have literal footsteps leading attendees to your Booth Location.

## FOCUS ON LEAD GENERATION

Are you looking to increase traffic to your stand, or engage with the show pre-registered visitors before the show doors open?

**Our systems allow you to select a segment of visitors and invite them to your stand or showcase a product.**

We can segment visitors according to your business needs and target them with your specific message that will excite them to come to see your stand at the show. See the advance marketing packages you can include to your show marketing plan.

### ■ Simple E-mail campaign

Target your selected segment through an email linked to your website. Make your email more captivating with product images and content downloads.

Cost: **USD 2500**

### ■ Multi-step E-mail campaign

Over a period of two weeks, we will send two emails to your selected segment. The follow up email will increase open rates and ultimately your brand visibility.

Cost: **USD 3500**

### ■ Newsletter banners

Our newsletters are recognised as a source of relevant news, key industry highlights and more, with over 55,000+ subscribers.

Cost: **USD 1950**

### ■ Event App banners

Event App is go-to place for all visitors to navigate through the show. Our visitors log in to the app before the event to plan their visit, learn about the exhibitors and plan their meetings. Place your banner at the dashboard of the event app to increase visibility of your brand and special offerings.

Cost: **USD 2500**

### ■ Social Media

Today, social media provide the means by which billions of people experience news and events happening around the world. Allow our team to create bespoke packages and assist you with messaging and implementation.

Social Media Marketing of your brand - One social media post

Cost: **USD 500**

Three Social Media post throughout the campaign chosen by you

Cost: **USD 1000**

Three Social media posts during the campaign including video, Three emails to our entire database, one video interview with C-Suite Executive

Cost: **USD 1,500**



## SUSTAINABILITY SPONSORSHIPS AT INTERMOBILITY EXPO

Setting the pace for Sustainability in the agriculture industry, we are committed to run Intermobility Expo as a socially and environmentally responsible event.

Align your brand to sustainability goals and get benefits such as:

- **Increased brand awareness amongst attendees.**
- **Improved brand image and reputation.**
- **Brand alignment with environmental causes.**
- **Storyline and themed messaging pre/post event**

### SUSTAINABILITY SPONSORSHIP INCLUDES:



Carbon Offset  
**\$15,000**



Renewable Energy  
**\$12,000**



Sustainable Water  
**\$10,000**



Unique Brand Activation  
**\$10,000**



Mangrove Passport  
**\$5,000**



Health & Well-Being Events  
**\$10,000**



# BE PART OF DRIVING PROGRESS IN MOBILITY AND TRANSPORTATION IN THE META REGION.

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