



البرنامج الوطني لتطوير قطاع  
الثروة الحيوانية والسمكية  
NATIONAL LIVESTOCK & FISHERIES D. P.

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



# About Exhibition

**SIMEC**  **AquaFish**  
المعرض السعودي الدولي للثروة السمكية  
Saudi International Marine Exhibition

4th Edition - Riyadh - Saudi Arabia

**3 - 5 February 2025**

Riyadh Int. Convention & Exhibition Center



# The Idea



In implementation of directives of His Excellency Minister of Environment, Water & Agriculture of holding fisheries exhibition, the National Livestock and Fisheries Development Program will organize a remarkable event to highlight the importance and sustainability of fisheries sector, how to leverage and fully exploit these untapped resources to advance the associated economic sectors. The event will further underline numerous advantages of the Saudi Arabia's strategic location by organizing a major exhibition that will bring to together various sectors and activities in one place. will be held with aim attracting international best experience and global expertise to discuss new developments and emerging issue in the international arena. It will mainly focus on aquaculture, marine fisheries and other significant topics.

## Vision



Leadership & excellence in organizing intl. events for scientific experience sharing and showcasing investment opportunities to promote economic growth in fisheries sector and realizing SDGs locally, regionally and globally.

## Why SIMEC?



No other event or gathering has ever brought together all sectors and activities associated to marine fisheries, aquaculture, seafood and algae sector in one regine.

## Objectives



- 1- To provide an annual platform for professional and scientific discussion between fisheries sector and key players.
- 2- To promote domestic and foreign investment in aquaculture sector.
- 3- To establish connection with key local decision makers in fisheries and other associated industries.
- 4- To showcase state -of- the art marine products and cutting- edge aquaculture technologies.

# Kingdom of Saudi Arabia Vision 2030

In Saudi Arabia, the VISION 2030 plan to diversify the country's economy and modernize the society, includes a range of reforms and initiatives, among which is the aim to reduce dependence on imported food and produce its own, using the available environmental resources in the most responsible and sustainable ways, while at the same time creating stable employment for its people.

Aquaculture in Saudi Arabia dates back to early 1980s, when Nile tilapia was first introduced in ponds in inland regions of the country. However, it was really through the subsequent semi-intensive farming of shrimp that the sector grew and moved to become a leading regional producer and a global seafood exporter.

Nowadays, under the strict guidance and control by the Ministry of Environment, Water and Agriculture (MEWA), local aquaculture companies produce high quality products for the local and the international markets. There is already an advanced and highly productive

shrimp farming sector while the marine fish sector is also growing through careful steps. During the past few years there is also significant growth in inland aquaculture, with the production of substantial volumes of fresh-water fish, mainly tilapia.

In total, within just 7 years, from 2015 to 2022, domestic aquaculture production increased by %400, from around 32 thousand MT to almost 120 thousand MT of shrimp, marine and fresh water fish.

## 600 thousand tons

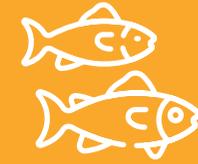
Targets for aquaculture products for 2030.

With the world demanding more food, the Red Sea is a largely unexploited goldmine; one which if properly and sustainably managed for further aquaculture development, it could provide high quality nutritional products to the local as well as the wider international markets.

To support the further growth of aquaculture, the Ministry of Environment, Water and Agriculture (MEWA) has launched a series of initiatives aiming to catalyze the interest and efforts of the private sector. Among such initiatives are extensive R&D programs for the better domestication and improved efficiency of native species, market analyses and marketing campaigns for increased awareness and consumption of local seafood products and to support the infrastructure and capacity building.

The country's mission is to use all its available resources in the most effective manner in order to achieve its ambitious goals.

# Livestock and Fisheries at Kingdom Vision 2030



Building a solid foundation for food security



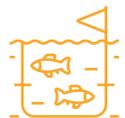
Supporting the national GDP



Creating sustainable employment opportunities



Improving nutritional habits of the local population



Developing the investment opportunities at food industries (livestock and fisheries)



# Ongoing and Planning Projects and Procedures



- Establishing the regional center for sustainable development of fisheries.
- Establishing an animal protein city in the city of basic and manufacturing industries in Jazan.
- Enhancing the access of Saudi exports to global markets of fish products (fish, shrimp) and animal products (powdered milk, baby formula, dairy products)
- Implementing a multi-procedure national marketing campaign to raise awareness of the importance of fish products and raise the consumption pattern of fish food (SAMAQ).
- Implementation of a national biosecurity program to monitor and control all aquaculture activities in the country (including monitoring and controlling of imported animal and fish food).
- Supporting the scientific and applied research to increase the contribution of research and innovation to the better implementation of the national strategy for the sector.
- Implementation of a national program for the accreditation of all aquaculture facilities in accordance with the standards of the General Services Administration and the aquaculture policy (Saudi Mark for Quality of Aquaculture).
- Developing a national certification and labeling system for sustainable capture fisheries in Saudi Arabia.
- Establishing of inland water fish hatcheries.
- Establishing of several hatcheries for marine fish.
- Establishment of the Algae Technologies Development Unit.
- Establishing of shrimp hatcheries.
- Implementing of several projects in research, technological development and innovation, which focus on food conversion and improving production efficiency.
- Implementing of several projects for training, rehabilitation and building national human capacities.
- Participating in (10) local and international exhibitions and conferences annually to attract foreign investments and develop investment opportunities in the Kingdom.
- Implementing of a number of special feasibility studies for new commercial aquaculture projects.
- Implementing of several special environmental studies to measure impact for new commercial aquaculture projects.



# Why to Participate?



The first specialized marine exhibition in KSA.



Viewing and presenting the latest advanced technologies in the field of aquaculture.



Meeting with exporting and importing companies of chilled and frozen seafood.



Showcase and promote the new brands in the exhibition.



An important meeting point with the Decision Makers in fisheries industry.



An opportunity to create partnerships with companies and entities and to build relationships with experts, specialists and interested parties.



An important meeting point between the National Fisheries Development Program and its private sector partners.



An important scientific platform where in workshops will be held during the exhibition.



# Ongoing and Planning Projects and Procedures



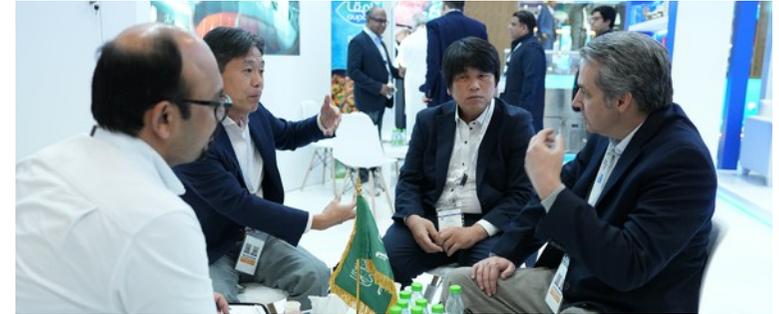
## Aquaculture

- Aquaculture technology
- Inland aquaculture
- Solutions, equipment and training companies
- Universities and scientific colleges
- Feed
- Funding Companies
- Marine environment companies



## Fisheries

- Fishing boats
- Fishing Tools
- Port construction
- Fishermens associations



## Seafood

- Fresh and frozen fish (exporter and importer companies)
- Food processing and packaging
- Online Stores



## Algae

- Algae technology
- Environmental consulting companies

## Visitors

- Support services employees
- local and foreign businessmen and investors
- Catering companies
- Food Specialist
- Employees of freight sea companies
- Importers and exporters of seafood
- Fishermen and aquaculture associations
- Fishing and marine sports practitioners
- Students of universities and colleges of aquaculture
- Restaurants and hotels
- Governmental specialist relatives
- Food processing and packaging companies
- Marine environment companies
- Feed Companies
- Fishermens associations
- Employees of marine water and inland aquaculture companies

# Not Only Exhibition



## Workshops

The exhibition accompanies several specialized workshops in the field of fisheries, aquaculture and seafood & algae



## Cooking Activities

### Master Class (Cooking Experience with the Chef):

is a creative educational platform that provides a seafood cooking experience by professional chefs with the exhibition visitors.

### Seas Chef (Live Cooking):

It a contest between professional chefs in which they prepare Saudi and International seafood dishes which are evaluated by a group of expert judges.



## Business to Business (B2B)

It is the gate to holding meetings between exhibitors and visitors in the place designated for that during the exhibition and engaged visitors to the exhibition and exhibitors in one place.

This program enables communication and pre-arrangement of meetings with CEOs, decision makers and investors to meet exhibitors to create new opportunities and do business.



## Business to Government (B2G)

This important program aims to hold meetings between local and international exhibitors with officials of National Fisheries Development Program to answer their questions and inquiries during the days of the exhibition, there is a place dedicated to holding these meetings.



# Marketing plan



## Social media



- Twitter
- Facebook
- Instagram
- LinkedIn
- Google Ads

Content: Invitation, information about registering a visit to the exhibition.

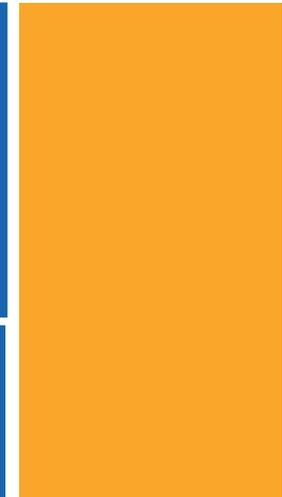
### SMS

Goal: One million messages.  
Content: An invitation to visit the exhibition

### Print advertising media

Al-riyadh newspaper  
Al Jazeera newspaper  
Content: An invitation to visit the exhibition

### Outdoor media Megacom advertisements



TV station	Social Media	Print Media
<ul style="list-style-type: none"> <li>• MBC TV</li> <li>• Saudi 1 TV</li> <li>• Saudi 2 TV</li> <li>• CNBC TV</li> </ul>	<ul style="list-style-type: none"> <li>• Snap chat influencers</li> <li>• Twitter trend booking</li> <li>• Twitter paid ads.</li> <li>• YouTube live coverage</li> <li>• Per scope live coverage</li> <li>• Daily email newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Riyadh newspaper</li> <li>• Jazeeraah Newspaper</li> <li>• Alam AISina' a W</li> <li>• Altitjarah magazine</li> </ul>

## Output

- Interviews with officials
- Interviews with the exhibition partners.
- Short movie to be published
- video coverage for exhibition.

## Media partners



# How to Participate?

- Go to the website: [www.simec-expo.com](http://www.simec-expo.com)

On the Exhibition page choose Book your Stand

Fill in your details

- You can send us an email at [exhibition@cityevents.com.sa](mailto:exhibition@cityevents.com.sa)
- You can call us:
  - For local sales: +966 505128399
  - For international sales: +966 506467847

