



SIMEC AquaFish

المؤتمر والمعرض الدولي للثروة السمكية Saudi Intl. Marine Exhibition & Conference

25-27 January 2021
Riyadh International Convention & Exhibition Center



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وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture
Kingdom of Saudi Arabia المملكة العربية السعودية



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The Idea

In implementation of directives of His Excellency Minister of Environment, Water & Agriculture of holding fisheries exhibition, the National 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. A conference, on sidelines of this landmark event, 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.



Why SIMEC?

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



Vision

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



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.

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Abdulrahman Abdulmohsen A. AlFadley
Minister of Environment, Water and Agriculture

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The Conference

Conference Topics

1

How to promote private investments to create a sustainable aquaculture sector?

2

How can Agricultural Development Fund (ADF) support aquaculture industry?

3

What is the role of seafood safety and quality assurance in building consumer confidence?

4

Understanding the role of fisheries sector in achieving food security in KSA and MEWA 's strategy?

5

What do Saudi seafood consumers want? Presenting key learnings and takeaways from national research in seafood marketing?

6

How to build sustainable RAS projects in KSA? A case study of Grouper production farm?

7

What is the global aquaculture outlook?

Partners





The Exhibition

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The program aims to reach the fisheries industry in the Kingdom of Saudi Arabia to the ranks of the developed countries that preceded the Kingdom in this field. Perhaps the focus of efforts in accordance with the Vision 2030, which the fisheries sector has allocated an ambition to become an economic growth tributary achieving food security in the Kingdom of Saudi Arabia.



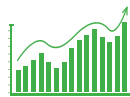
The work of the program stems from the umbrella of the Ministry of Environment, Water, and Agriculture in coordination with the relevant direct and competent authorities (the Food and Drug Authority - Ministry of Health - Ministry of Education - Ministry of Commerce), and the work of the program is in three main areas:

1



Enhancing the added value of natural national resources by enabling the private sector through legislation, facilities and recommendations to advance the sector and achieve the goals set.

2



Increasing the volume of investment in this field by introducing the available opportunities and attracting the foreign specialized investor to make an addition in the growth of the fisheries industry.

3



Raise awareness about safe seafood products by encouraging consumption.

Market Review

Saudi Fisheries and Aquaculture

%65

The ratio of total imports of fisheries.

282,000
Tons

The volume of internal demand of fish products in KSA.

5
Billion US\$

Estimated volume of investments in aquaculture-private sector-up to 2030.

600,000
Tons

Production volume for the aquaculture sector up to 2030.

14,865

fishing boats

30,370

workers in the fishing sector

Production of aquaculture projects for 2020 and targeted productivity for 2030.



Marine water fish production (Ton)

2020 40,000 Tons

2030 450,000 Tons



Inland water fish production (Ton)

2020 15,000 Tons

2030 70,000 Tons



Shrimp production (Ton)

2020 45,000 Tons

2030 80,000 Tons

Why Participate in Exhibition?



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.



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



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



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



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



Showcase and promote the new brands in the exhibition.

Exhibitors



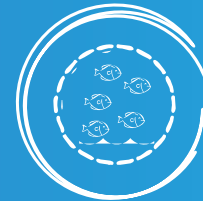
Maritime
Industry



Maritime
Tourism



Seafood



Aquaculture



Fisheries

Visitors



seafood
companies
relatives



local and foreign
businessmen and
investors



Support services
employees



logistical
companies
relatives



Employees
of freight sea
companies



University
and college
Students



Food Specialist



Marine
institutes
Students



Fishing and
marine sports
practitioners



governmental
specialist
relatives

Not Only Exhibition

The Conference

- The exhibition is accompanied by a conference that includes many sessions in the field of fisheries, aquaculture, boating, and marine tourism, with more than 100 local and international speakers.

Workshops

- The exhibition accompanies several specialized workshops in the field of fisheries, aquaculture and seafood.

Interactive platform

- The exhibition is accompanied by more than one interactive platform that discusses many topics and scientific content.



About B2B

It is the gate to holding meetings between exhibitors and visitors conference 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.



About 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 conference and exhibition, there is a place dedicated to holding these meetings.

Marketing plan

Pre the event

Print Media



Social Media

SMS

Target : businessmen, government, local & international exhibitions & companies



- Twitter
- Facebook
- Instagram
- LinkedIn
- Google Ads



Outdoor media

Megacom advertisements



Electronics Newsletter

Target : 200,000 newsletter
Content : invitation, informative and reports



Direct marketing Print invitation

Target : businessmen, government, local & international exhibitions & companies



PR Activities

Press conference
Date : 27 Dec. 2020



During the event



Media coverage

TV station



- MBC TV
- Saudi 1 TV
- Saudi 2 TV
- CNBC TV

Social Media



- Snap chat influencers
- Twitter trend booking
- Twitter paid ads.
- YouTube live coverage
- Per scope live coverage
- Daily email newsletter

Print Media



- Riyadh newspaper
- Jazeerah Newspaper
- Alam AlSina'a W Altijarah magazine

Output

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



Digital
Media

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SAUDI AQUACULTURE SOCIETY

البرنامج الوطني لتطوير
قطاع الثروة السمكية
National Fisheries Development Program

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Saudi Authority for Industrial Cities and Technology Zones

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Agricultural Development Fund
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SME & Medium Enterprises General Authority

المصادرات السعودية
هيئة تنمية المصادرات السعودية



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



شركة
البحر الأحمر
للتطوير



نيوم NEOM

مجلس الجمعيات التعاونية
Cooperative Societies Council

جمعية حماية المستهلك
Consumer Protection Association

Global
Aquaculture
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