



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

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



## About the Exhibition

**SIMEC**  **AquaFish**

المعرض الدولي للثروة السمكية  
Saudi International Marine Exhibition

Riyadh - Saudi Arabia  
Riyadh Int. Convention & Exhibition Center

**28 - 30 March** 



## The Idea

Based on the directive of His Excellency the Minister of Environment, Water and Agriculture to establish a dedicated exhibition for fisheries, the National Livestock & Fisheries Development Program has prepared to organize a distinguished event. The aim is to highlight the importance of fisheries and their sustainability, and how they can be effectively utilized and invested in to advance the economic sectors associated with them. The event will also showcase the many advantages of the strategic location of the Kingdom of Saudi Arabia by organizing an exhibition that brings together various sectors and activities under one roof. In addition, it seeks to attract international experiences and global expertise to discuss emerging issues and topics on the international stage, particularly in the fields of aquaculture, fisheries, and other important areas.



### Why SIMEC?

The absence of an event or platform that brings together all sectors and activities related to fisheries, aquaculture, seafood, and algae under one roof in the region.



### Vision

Leadership and excellence in organizing an international event that enables the exchange of scientific expertise and the presentation of investment opportunities, aiming to enhance economic growth in the fisheries sector and achieve sustainable development goals locally, regionally, and globally.



### Objectives

- Provide an annual platform for scientific and practical discussion between fisheries management and its partners.
- Encourage local and foreign investment in aquaculture.
- Engage with key decision-makers in the Kingdom regarding fisheries and its requirements.
- Review and showcase the latest marine products and advanced technologies in aquaculture.



## 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.

# رؤية 2030

المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



## Livestock and Fisheries in Saudi Arabia's Vision 2030



**Building**  
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 Planned Projects and Initiatives



## Investment Opportunities



- 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 Participate in the 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.



Showcase and promote the new brands in the exhibition.



Engaging with key decision-makers in the Kingdom regarding marine resources and their requirements.



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 Livestock and Fisheries Development Program and its private sector partners.

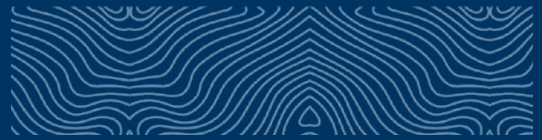


An important scientific platform where in workshops will be held during the exhibition.





## Exhibitors



### Aquaculture

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

- › Retailers and supermarkets
- › Employees of maritime transport companies
- › Fishing and marine sports enthusiasts
- › Restaurants and hotels
- › Employees of marine and inland aquaculture companies
- › Local and foreign business owners and investors
- › Importers and exporters of seafood
- › University and aquaculture college staff
- › Employees of relevant government authorities
- › Catering companies
- › Feed companies
- › Fishermen and aquaculture associations
- › Food manufacturing and packaging companies
- › Nutrition specialists
- › Fishermen associations





# Not just an exhibition



## Workshops:

The exhibition will be accompanied by several specialized workshops in the fields of fisheries, aquaculture, seafood and algae.



## Cooking Activities:

### Master Class

### (Cooking Experience with the Chef):

It is a creative educational platform that offers a seafood cooking experience for exhibition visitors, conducted by professional chefs.



## About B2B:



It serves as a gateway for meetings between exhibitors and visitors at the Saudi International Marine Exhibition in a dedicated area within the event, bringing both visitors and exhibitors together in one place. This program enables communication and pre-scheduling of meetings with CEOs, decision-makers, and investors to meet exhibitors, create new opportunities, and conduct business transactions.



## About B2G:



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





## 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 50 512 8399

- For international sales: +966 50 646 7847



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