

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

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



SIMEC

AquaFish

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

5th Edition - Riyadh - Saudi Arabia

26 - 28 January 2026

Riyadh Int. Convention & Exhibition Center

About Exhibition





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.



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 regime.



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.



Objectives

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



Kingdom of Saudi Arabia Vision 2030

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

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 word 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.

Investment Opportunities





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.



Showcase and promote the new brands in the exhibition.



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



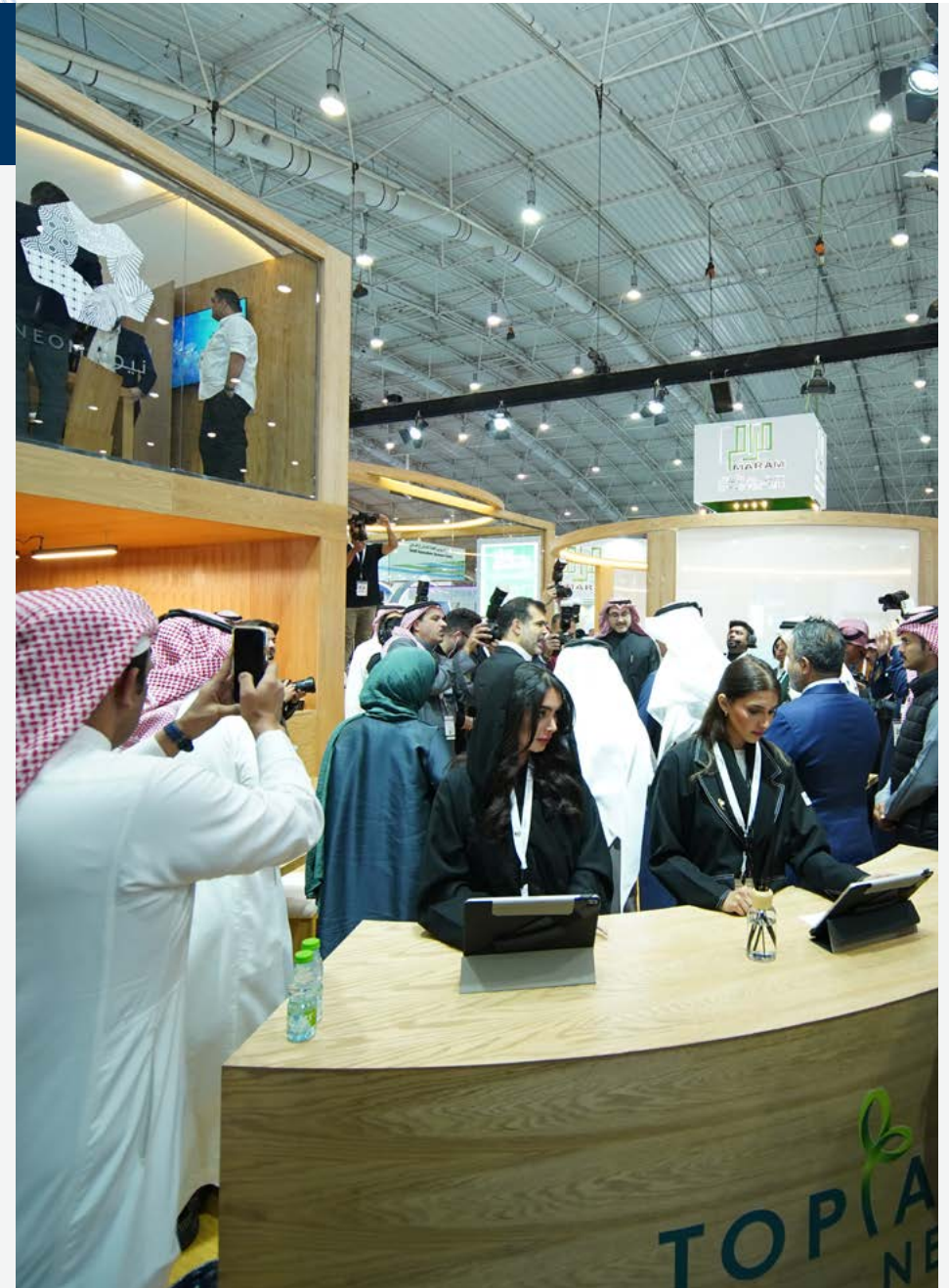
An opportunity to create partnerships with companies and entities and to build relationships with experts, specialists and interested parties.



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.





Exhibitors



Aquaculture

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



Seafood

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



Fisheries

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



Algae

- Algae technology
- Environmental consulting companies



Visitors

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



About 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.

b2b

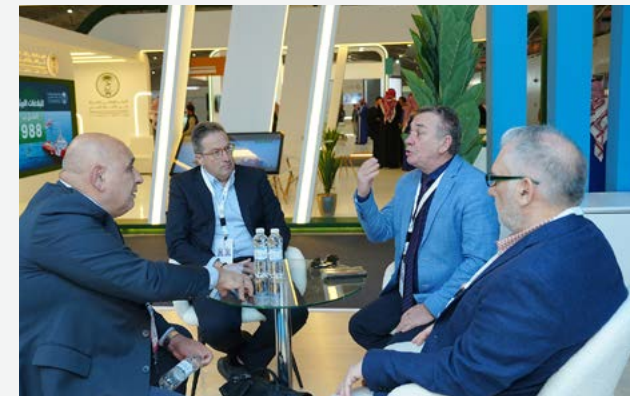
CONNECT

b2g

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

CONNECT





Marketing plan

Social media



- X
- 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

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
- Jazeera Newspaper
- Alam AlSina'a W Alttijarah magazine

Output

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

Media partners





ARASCO
أراسكو

ARASCO
أراسكو

مسيرة تمكين الثروة السمكية المستدامة في المملكة
Road to Enabling Sustainable Saudi Aquaculture Development



التمكين الاقتصادي، التكنولوجي، البيئي، الاجتماعي، القانوني، المؤسسي، والسياسي

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How to Participate?

- Go to the website: 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
- You can call us:
 - For local sales: +966 50 512 8399
 - For international sales: +966 50 646 7847



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Saudi International Marine Exhibition

