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## **Koelnmesse and dmg events present the new International Hardware Fair Saudi Arabia**

**A strategic joint venture between Koelnmesse and dmg events paves the way for expansion into the Saudi Arabian hardware industry. The International Hardware Fair Saudi Arabia provides a valuable platform for international and local industry players, while expanding Koelnmesse's portfolio in the Middle East.**

The new International Hardware Fair Saudi Arabia organized in partnership with dmg events, will take place annually at the Riyadh International Convention & Exhibition Center (RICEC), with the first edition scheduled for 16 to 18 June 2025. With its expansion into the Middle East, Koelnmesse is reinforcing its position as a key player in the global hardware sector.

As a platform for the hardware industry in the Middle East, the trade fair offers international and local suppliers in the hardware and tools sector a unique opportunity to forge important business relationships with distributors, retailers and major customers who play a significant role in the burgeoning Saudi Arabian market.

### **Strategic significance of the International Hardware Fair Saudi Arabia**

“The launch of the International Hardware Fair Saudi Arabia sends a strong message about our ambitions for global growth. We are leveraging our extensive know-how and the proven success of the EISENWARENMESSE - International Hardware Fair in Cologne to establish a new platform in the rapidly growing Saudi Arabian market. Alongside our partner dmg events, we are excited to introduce this key industry event in Saudi Arabia. This venture will give our customers access to one of the world's most dynamic markets, creating a strategic gateway to additional regional opportunities in the Middle East,” says Gerald Böse, CEO of Koelnmesse.

Koelnmesse is committed to helping its customers navigate their entry into the Saudi Arabian market and providing support through its global networks. Many of EISENWARENMESSE - International Hardware Fair's international stakeholders have already expressed interest in this promising marketplace.

The International Hardware Fair Saudi Arabia offers a unique competitive advantage. While other events focus only on specific segments, this trade fair is the first to provide a comprehensive, cross-industry platform dedicated exclusively to the hardware and tool sector in Saudi Arabia. This presents the perfect opportunity for companies to enhance their brand visibility and foster lasting business relationships in a rapidly evolving market.

**Koelnmesse and dmg events - a strong team for the Middle East**

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The partnership between Koelnmesse and dmg events, a leading organiser in the Middle East, creates a strong alliance for tapping into the region's market potential. As a new central event for the hardware industry, the International Hardware Fair Saudi Arabia opens doors to the fast-growing markets in the Middle East.

“We are excited to combine the strengths of two global event organizers, dmg events and Koelnmesse, to deliver more value for our customers. As the leading international event organizer in Saudi since 2011, we run over 30 events in the Kingdom, including the highly successful Big 5 Construct series, now in its 15th edition. Our local presence and strong relationships with key stakeholders offer unparalleled access to the Saudi market. This partnership aligns with our strategy of collaborating with the best to create opportunities, and we're confident that together, we will unite a global and local community to meet the demands of the Saudi market,” says Matt Denton, President, dmg events.

#### **Economic importance of Saudi Arabia**

Saudi Arabia is experiencing robust economic growth, with the construction industry in particular witnessing a surge in demand for building materials, DIY products, hardware and tools. The Saudi Arabian market for hardware and building materials is expected to generate sales of USD 9.27 billion in 2024 and grow to an estimated USD 10.39 billion by 2028. This corresponds to annual sales growth of 2.89% (CAGR 2024-2028; Source: [Statista](#)).

For the tools and machinery market, sales are projected to reach USD 1.18 billion in 2024 and grow at an annual rate of 3.04% (CAGR 2024-2028; Source: [Statista](#)).

The launch of the International Hardware Fair Saudi Arabia adds to Koelnmesse's successful trade fair portfolio in the hardware sector. Along with the renowned EISENWARENMESSE - International Hardware Fair in Cologne held since 1971, the Asia-Pacific Sourcing event established in 2005 and the China International Hardware Show in Shanghai, Koelnmesse is now expanding its presence to the Saudi market. Furthermore, the International Hardware Fair Italy in Bergamo and International Hardware Fair India in New Delhi also had their premieres in 2023. In July 2024, El Gran Salón Ferretero took place in Bogotá for the first time with the participation of Koelnmesse. This further solidifies Koelnmesse's position as the global leader in the hardware trade fair sector.

**Images of the exhibition center in Saudi Arabia are available at the following link:** [https://koelnmesse.omn5.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Abteilungen/Presse\\_Mitteilungen/Presse\\_Mitteilungen\\_2024/20241024\\_KM\\_dmg\\_Saudi\\_Arabien&cms=neu](https://koelnmesse.omn5.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Abteilungen/Presse_Mitteilungen/Presse_Mitteilungen_2024/20241024_KM_dmg_Saudi_Arabien&cms=neu)

**Koelnmesse - industry trade fairs for the hardware sector:** Koelnmesse is the global leader in organising top-tier international trade fairs for the tools and hardware sector. It hosts the leading global trade fair, EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR in Cologne, where Asia-Pacific Sourcing also showcases products for the home and garden from the Far East. Koelnmesse is also

expanding its portfolio internationally in key markets to better serve its customers. The El Gran Salón Ferretero event in Colombia is an important platform for facilitating entry into Latin America and the Caribbean. The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair in New Delhi, India are bespoke events and leading regional trade fairs with international participation. They provide sustainable, global business opportunities and facilitate targeted matchmaking between industry suppliers and buyers.

**About dmg events:** At dmg events, we recognize that evolving markets drive organizations to rethink growth strategies, expand globally, and form new partnerships. As a leading event organizer, our mission is to accelerate this transformation by offering access to new markets, innovative products and valuable business opportunities. With a global footprint spanning more than 25 countries and organizing over 115 large-scale events annually, dmg events is a trusted global leader in the events industry. Each year, we attract more than 650,000 professionals, delivering world-class events such as Big 5 Global, ADIPEC, Gastech, EGYPEX, The Hotel Show, INDEX and The Saudi Food Show. With 13 offices worldwide, dmg events maintains a local presence to better serve our customers and build stronger relationships. Our rapid growth is a testament to our ability to geo-adapt strong brands, form mutually beneficial partnerships and align our events with market demands. For more information, visit [www.dmgevents.com](http://www.dmgevents.com). Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, [www.dmgt.co.uk](http://www.dmgt.co.uk)).

**About Koelnmesse:**

Koelnmesse employs around 1,100 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two million visitors from 220 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse is celebrating its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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