

ازدهار SME IZDEHAR

The Saudi SME and Entrepreneurship Event



19 –21 May 2013
Jeddah Hilton Hotel, Saudi Arabia

5,000+ Participants
4000+ sqm Exhibition
80+ Exhibitors
300+ Conference delegates

www.izdeharsme.com

Izdehar SME is the premier exhibition and conference supporting small and medium sized enterprises (SMEs) in Saudi Arabia. The event will prove to be THE arena for local business people, aspiring entrepreneurs, government agencies, finance and service companies, plus other stakeholders to meet, network and do business in a vibrant business environment.

SMEs represent almost 95% of Saudi Arabia's business establishments, and employ the majority of the country's workforce. It is the key to unlocking the vast potential of the Saudi Arabian economy providing valuable employment opportunities to a growing young population, improving productivity and helping diversify the economy.

The sector is *"considered the most efficient instrument to accelerate the pace of economic and social development"* as per HE Mohammed Al Jasser, Governor of the Saudi Arabian Monetary Agency, making the growth and development of the SME industry in Saudi Arabia of prime importance.

Izdehar SME will serve as a platform for small and medium sized enterprises and entrepreneurs to meet with relevant businesses, government agencies and companies, to help grow and develop their business, learn the fundamentals and techniques to start or enhance a prospective enterprise, and understand the legal and regulatory framework.

Running over 3 days and featuring an exhibition, conference and training seminars, Izdehar SME will support a government drive to grow the SME sector by providing an invaluable platform for businesses and organisations to build relationships and do business, while being the premier learning and networking arena for individuals and organisations involved in all types of SMEs.



Participant Profile

- Government:
 - Ministries
 - Chambers of Commerce and Industry
 - Trade departments
 - Investments Authorities
 - Free Zone Authorities
 - Associations
- Service Providers
 - Financial
 - Banks
 - Financial Institutions
 - Insurance services
 - Investment solutions
 - Private Equity Investors
 - Venture Capitalists
 - Education & Training
 - Universities & Colleges
 - Vocational training institutes
 - Consultancy
 - Marketing & Media
 - Strategy planning
 - Market research & business intelligence
 - Management
 - ICT
 - Legal
 - Accounting
 - Logistics
- NGO's supporting SME
- Franchising
 - Manufacturers
 - Retail
 - Trading
 - Food & Beverage
 - Consumer goods
- IT and E-Businesses



Why Exhibit at Izdehar SME?

Although the Saudi Arabian economy is still dominated by the escalating oil sector, SMEs in Saudi Arabia represent almost 95 percent of total enterprises and account for about 24.7 percent of total employment. A government drive to encourage SME development through a more relaxed regulatory environment, improved lending terms for financiers and increased subsidies for start-ups and enterprises has created a burgeoning atmosphere for aspiring entrepreneurs to build valuable, sustainable and ultimately profitable businesses.

Izdehar SME is an event that will support the growth and development of the SME sector by providing a platform for businesses, entrepreneurs and SME stakeholders to engage with the individuals and organisations that can help SME businesses and aspiring entrepreneurs drive their business forward.

The event will draw on an extensive network of business leaders, government authorities, service providers, financial experts, educational and training organisations,

and sector specialists throughout Saudi Arabia, the Middle East, and the rest of the world to produce a truly world-class exhibition and conference.

If you are looking to present your products and services to the largest gathering of SMEs and entrepreneurs in Saudi Arabia, Izdehar SME is the perfect event to achieve this.

Izdehar SME is the perfect platform to:

- Showcase your products and services to SMEs, entrepreneurs and aspiring business people.
- Network with local, regional and international decision makers
- Build new and reinforce existing relationships with clients
- Build brand awareness and equity in the region
- Launch new products and services
- Engage a large audience about the issues that affect the SME sector

“ SMEs represent almost 95% of Saudi Arabia's business establishments, and employ the majority of the country's workforce. ”

Who will you meet:

- SME's in all sectors including:
 - Agriculture, Livestock, Plantations & Commodities
 - Automotive & Aeronautical
 - Chemical & Plastics
 - Construction, Property, Development & Building Materials
 - Consumer Goods
 - Education & Training
 - Electrical & Electronics
 - Financial Services
 - Food & Beverage
 - Furniture & Wood based Manufacturing
 - Healthcare & Pharmaceutical & Biotechnology
 - Hospitality, Food Service & Tourism
 - Oil & Gas, Mining & Energy
 - Personal Services
 - Professional & Business Services
 - Retail
 - Telecommunications & ICT
 - Trading & Wholesaling
 - Transportation & Logistics
- Investors
 - Institutional Investors
 - Private Equity Companies
 - Venture Capitalists
 - Private Investors
 - Financing Companies
- Entrepreneurs
- Young Entrepreneurs
- Students
- Associations
- NGO's
- Government Departments

“ SME Sector is considered the most efficient instrument to accelerate the pace of economic and social development”
HE Mohammed Al Jasser,
Governor of the Saudi Arabian Monetary Agency.

Event Components:



Izdehar SME Exhibition

The exhibition at Izdehar SME will feature 80+ companies covering 4,000 sqm of exhibition space. The exhibition will attract 5,000+ local and regional SME business leaders, entrepreneurs, government personnel, company decision makers and SME stakeholders, meeting with companies and organisations with an active involvement in the growth, support and development of Small and Medium Sized Enterprises.



Izdehar SME Conference

This issue driven conference will feature expert analysis, insightful opinion and engaging debate by key government individuals, industry leaders, SME service providers and investors while offering unrivalled networking opportunities amongst SME business leaders and entrepreneurs .

Our Izdehar SME main conference is designed to be as interactive as possible with an emphasis on providing an arena for attendees to voice opinion amongst our 300+ total audience made up of senior executives and key decision makers from Saudi Arabia and the rest of the world.



Izdehar SME Workshops

Two half-day workshops will centre on important, value-orientated subjects to provide tangible benefits to delegates. Each workshop subject will be market tested, will allow you to maximise your learning and increase your potential as a company and individual to get ahead in your particular market.



Networking Functions

Izdehar SME will feature numerous additional functions for visitors, exhibitors, sponsors and delegates to get the most out of their involvement in the event through group activities and business networking. In the past, our events have featured awards ceremonies, investor round tables, ceo lunches and networking receptions.

Marketing and Promotion

Izdehar SME is more than just a 3 day event. Our marketing campaign starts 9 months prior to the event with significant coverage prior to, during and after the event.

TV /Radio

A comprehensive, pre-event advertising campaign on international and regional TV stations reaching over 200 million households. Whilst at the event, a number of international and local television stations will cover Izdehar SME and interview exhibitors and participants.

Advertising

A series of adverts with an approximate distribution of over 1.4 million copies are placed on National and Regional publications. Izdehar SME adverts are published on leading newspapers like Al-Eqtisadiyah, Arab News, Asharq Al Awsat and other daily newspapers.

Outdoor Advertising

Izdehar SME will use an extensive outdoor campaign to ensure maximum visibility and awareness of the event. This will comprise of hoardings and MUPI's at prominent locations within the local market.

Press / Media Relations

Together with the help of our global network of affiliate PR offices we manage the event's international and regional press activities.

Direct Mail

The largest proportion of the Izdehar SME marketing campaign is dedicated to direct marketing. Our inhouse database contains over 1.2 million unique records. We invest heavily in ensuring that every record on our database is updated on a regular basis.

Telemarketing

Izdehar SME has a dedicated team of industry-specific, knowledge-rich telemarketers that personally invite key delegates and industry professionals to ensure their attendance. This method is highly effective for our events in Saudi Arabia and will be utilised heavily for Izdehar SME.

Email

NEC has built an opt-in database of industry professionals spanning 156 countries.



They are kept updated with event and industry information via e-bulletins broadcasted on a regular basis.

SMS

NEC sends out regular updates to its opt-in database of more than 25,000 mobile phone users via SMS broadcasts on a regular basis. With research showing 94% of all text messages sent are read; the campaigns provide an effective tool for keeping visitors up to date with the progress of the event and industry information.

Website

Izdehar SME website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and every NEC event has an average website visitor count of over 85,444 across all websites with an average of 60,000 unique visitors per month.

Social Media

Social media sites have become extremely popular in today's digital age. Capitalizing on this new, cost-free era, NEC has created a number of groups on business-to-business sites such as LinkedIn to facilitate discussion between senior-level professionals. These business groups play an important role in creating brand awareness, building relationships and attracting senior level visitors and delegates to the conference.

Fax

NEC will use a series of timely fax broadcasts to cover all groups and maximise its reach to a much larger audience.

Organised by:



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