



# Saudi International PLASTICS AND RUBBER INDUSTRY EXPO

15-17 August 2026



Riyadh International Convention  
and Exhibition Center, Saudi Arabia



(english edition)

ORGANIZATIONS

■ HOST ORGANIZATION

MASS SAUDI ARABIA

■ ORGANIZER

UBM EXHIBITION GROUP

# EXHIBITION INTRODUCTION

Saudi Arabia's industry is in a golden period of vigorous development, and the demand for plastic, rubber-plastic and rubber products is increasing day by day.

The Saudi International Plastics and Rubber Industry Exhibition, as the largest and most influential industry event in the Middle East, will be grandly held at the Riyadh International Convention and Exhibition Center in Saudi Arabia from August 15th to 17th, 2026. At that time, it is expected that leading enterprises from 24 countries and regions around the world will gather to participate in the grand event. Physical displays will be held at the exhibition site, providing an excellent platform for visitors to have face-to-face communication with exhibitors up close.



It is worth noting that the number of exhibitors and visitors at the Saudi International Plastics and Rubber Industry Exhibition has maintained a good momentum of steady growth year by year. This remarkable trend fully demonstrates that this exhibition has become the top choice for industry professionals. Such an astonishing growth rate is by no means accidental. From the past to the present, this event has always been a gathering place for exhibitors to explore the latest technologies and cutting-edge products, while also attracting a large number of professional and qualified visitors to come and exchange and learn.

## COUNTRY OF ORIGIN



# MARKET REQUIREMENT

## HIGHLIGHTS OF THE EXHIBITION

**Vision & Objective:** Spre Saudi International Plastics & Rubber Expo Emerges As A Transformative Platform Dedicated To Steering The Plastics And Rubber Industries Toward Innovation And Growth. Aligned With Saudi Vision 2030, It Serves As A Pivotal Hub For Industry Advancement And Collaborative Opportunities.

**Uniqueness And Professionalism:** As The Only Professional Exhibition For Plastic And Rubber Machinery Trade In The Middle East, This Exhibition Enjoys Wide Influence And High Professionalism, Providing An Efficient Communication Platform For Exhibitors And Buyers.

**Government Support:** The Exhibition Has Received Strong Support From The Government Departments Of Saudi Arabia, Ensuring Its Smooth Running And High-quality Presentation.

**Trade Growth:** with The Continuous Growth Of Trade Volume Between China And Saudi Arabia (the Bilateral Import And Export Value Of Goods Between China And Saudi Arabia From January To March 2025 Was 26.951 Billion Us Dollars, Among Which China's Exports To Saudi Arabia Were 12.551 Billion Us Dollars And Imports Were 14.4 Billion Us Dollars), Especially The Sharp Increase In Demand From China's Plastic Processing, Rubber Industry And Other Sectors In The Middle East Market It Has Brought Huge Business Opportunities To The Participating Enterprises.

## MARKET ADVANTAGE

**In Order To Promote Economic Diversification And Attract Foreign Investment To Build Industrial Plants, Saudi Arabia Has Introduced A Series Of Preferential Policies And Support Measures:**

**Land Supply:** The Saudi Government Provides Investors With Land Available For The Construction Of Industrial Plants In Various Industrial Cities And Economic Zones.

**Land Price And Lease Term:** Industrial Land Is Leased Or Sold At Relatively Favorable Prices, And The Lease Term Is Relatively Long.

## TAX POLICY

**Corporate Income Tax Preferences:** For Industrial Projects That Meet Certain Conditions, Corporate Income Tax Reduction Or Exemption Is Granted. For Enterprises Building Factories, Imported Products Can Be Exempted From Tariffs And Other Policies.

## FINANCIAL SUPPORT

**Government Subsidies:** The Saudi Government Has Established Various Subsidy Programs To Provide Subsidies For The Construction And Operation Of Industrial Projects.

**Low-interest Loans:** Financial Institutions In Saudi Arabia Offer Low-interest Loans For Industrial Projects. Enterprises Can Apply For These Loans To Solve The Problem Of Funds Needed For Building Industrial Plants And Purchasing Equipment.

## INVESTMENT SERVICES

We Offer Comprehensive Investment Services, Including Investment Consultation, Project Promotion, Market Information, Etc. The Government's Investment Promotion Agencies Will Also Assist Enterprises In Establishing Connections With Local Suppliers And Partners, And Help Them Solve Problems Encountered During Construction And Operation.

# CONCURRENT ACTIVITIES

2026 Global Plastics and Rubber Industry Frontier Trends Summit Forum

2026 Forum on Policy and Regulation Interpretation and Investment Opportunities of Saudi Arabia's Plastic and Rubber Industry

2026 Middle East Plastic and Rubber New Products and New Technologies Release and Exchange Seminar

2026 Saudi Arabia's Plastic And Rubber Industry Talent Recruitment Fair And Career Development Exchange Meeting

2026 Precise Supply And Demand Matching Conference For The Plastic And Rubber Industry In The Middle East And Saudi Arabia

2026 Middle East Plastic And Rubber International Cooperation And Overseas Market Expansion Matching Conference

2026 Financial Services And Project Financing Matching Conference For Saudi Plastic And Rubber Enterprises

2026 Face-to-face precise communication and connection meeting for Saudi plastic and rubber enterprises

Concurrent event: Saudi Arabia International Industrial Chain Expo

\*具体活动以现场实际为准。

## Promotion Channels



International-based campaigns to attract a diverse foreign audience



Cross-channel marketing through digital, social, and traditional media



Social media  
Facebook, Twitter, LinkedIn and YouTube



Dedicated websites and links that offer pre-registration and complimentary tickets



Complimentary tickets distributed through Associations, Chambers of Commerce and Media



Advertising  
Trade, business news, dailies, radio



Publicity: Trade, business news, dailies, online media, TV/radio, news agencies, SMS



Outdoor advertising



Direct mail

# AUDIENCE GROUP

## THE SOURCES AND ANALYSIS OF VISITORS

**Plastic Products Enterprises:** There Are Numerous Plastic Products Manufacturing Enterprises In Saudi Arabia And Its Surrounding Middle Eastern Countries, Covering Fields Such As Packaging, Construction, Auto Parts, And Electronics.

**Rubber Products Enterprises:** As An Important Oil-producing Country, Saudi Arabia Has A Well-developed Automotive Industry And Petrochemical-related Industries, And Has A Large Demand For Tires And Industrial Rubber Products, Including Tire Manufacturing, Rubber Sealing Parts, Rubber Hose And Belt Enterprises, Etc.

**Traders:** Saudi Traders Are Very Active And Undertake The Import And Export Of Raw Materials And Finished Products As Well As Domestic Distribution Business In The Plastic And Rubber Industry.

**International Buyers:** Saudi Arabia Is A Trade Hub In The Middle East. At The Exhibition Site, They Are Looking For Plastic And Rubber Products With Price Advantages And Quality Guarantees.

**Petrochemical Enterprises:** The Production Of Plastics And Rubber Is Closely Related To Petrochemicals, And They Pay Great Attention To The Innovation Of Raw Materials For Plastics And Rubber.

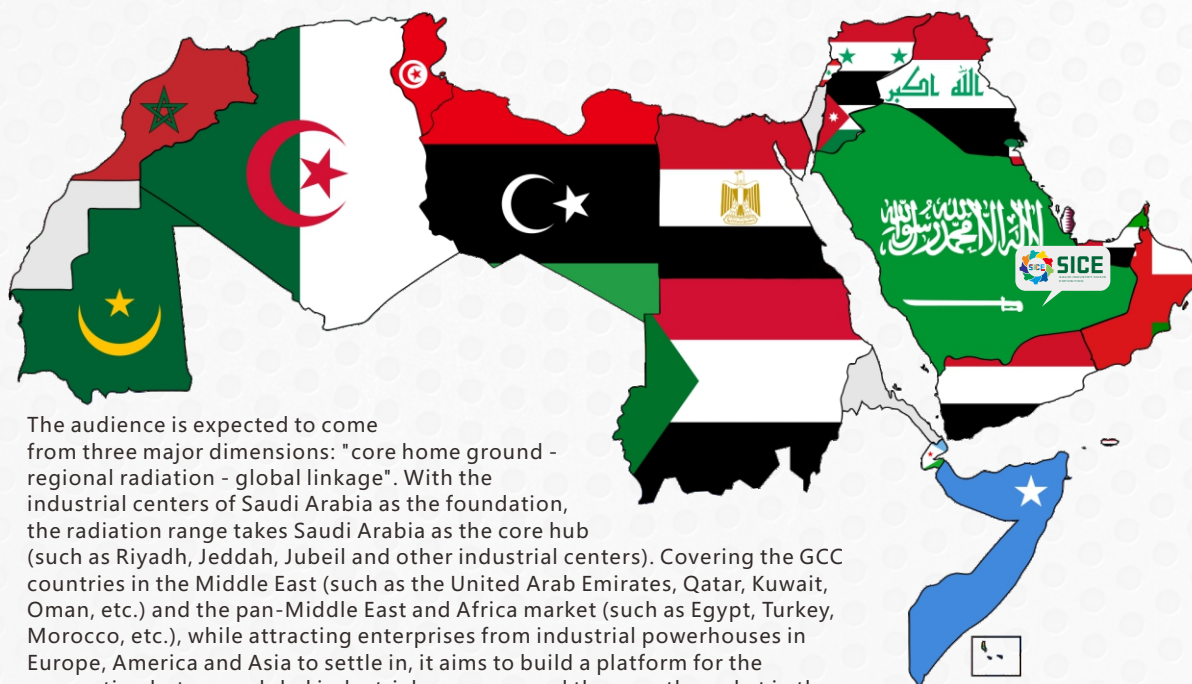
**Government Departments:** Keep Abreast Of Industry Development Trends, Formulate Policies And Plans Conducive To The Development Of The Plastic And Rubber Industry, And Promote Industrial Upgrading And Economic Diversification.

**Representatives Of Industry Associations:** Organize Member Enterprises To Participate In Exhibitions And Visits, Enhance Exchanges And Cooperation Within The Industry, And Safeguard The Overall Interests Of The Industry.

**Research Institution Personnel:** Research Institutions Within Saudi Arabia Are Dedicated To Research And Innovation In The Field Of Plastics And Rubber.

**Media Reporters:** Industry And News Media Will Pay Close Attention To The Exhibition's Developments, Reporting On New Products, New Technologies And Industry Trends.

**Financial Professionals:** Financial Professionals Such As Banks And Investment Institutions Will Pay Attention To The Development Potential And Investment Opportunities Of The Plastic And Rubber Industry.



The audience is expected to come from three major dimensions: "core home ground - regional radiation - global linkage". With the industrial centers of Saudi Arabia as the foundation, the radiation range takes Saudi Arabia as the core hub (such as Riyadh, Jeddah, Jubail and other industrial centers). Covering the GCC countries in the Middle East (such as the United Arab Emirates, Qatar, Kuwait, Oman, etc.) and the pan-Middle East and Africa market (such as Egypt, Turkey, Morocco, etc.), while attracting enterprises from industrial powerhouses in Europe, America and Asia to settle in, it aims to build a platform for the connection between global industrial resources and the growth market in the Middle East.

# EXHIBITION SCOPE

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### Mechanical exhibits

- Auxiliary Equipment And Testing Instruments
- Thin Film Technology
- Plastic Flexible Packaging Machinery
- Blow Molding And Thermoforming Machinery
- Injection Molding Solution
- Recycling Technology
- Mold And Processing Equipment
- Injection Molding And Intelligent Manufacturing Solution
- Rubber Machinery
- Extrusion Machinery

### Raw material exhibits

- Additives
- Pigments And Color Masterbatches
- Thermoplastic Elastomers And Rubbers
- Bioplastics
- Composite And Specialty Materials
- Chemicals And Raw Materials
- Recycled Plastic
- Innovative scientific and technological products

