SAUDI SIGNAGE & LABELLING EXPO

Co-located with

SAUDI PAPER & PACKAGING EXPO

20 - 22 May 2025
Riyadh International Convention and Exhibition Center (RICEC)



SAUDI ARABIA'S LARGEST EVENT FOR THE DIGITAL, PRINT, LABELLING, PAPER AND PACKAGING INDUSTRIES



POST SHOW REPORT





www.saudisignageexpo.com

SAUDI SIGNAGE & LABELLING EXPO HAS GROWN TO MEET DEMANDS OF AN EVOLVING MARKET – 2025 RESULTED IN MORE VISITORS THAN EVER

- The second edition of Saudi Signage & Labelling Expo, held from 20–22 May 2025 at RICEC, reinforced its position as the largest event in Saudi Arabia for the signage, labelling, digital print and visual communications industries.
- The inaugural Saudi Paper & Packaging Expo made a strong debut, co-located with the rapidly expanding Saudi Signage & Labelling Expo, which achieved a 37% increase in space and exhibitor numbers compared to last year and welcomed new international participation from Bahrain, Türkiye, Lebanon and more.
- Live features were a standout success, with 8 leading exhibitors including CMYK and Al Rish Al Khaleeji showcasing live demos such as car wrapping and on-stand printing. Label It competition, supported by Lawazen Trading Group, ran across all three show days and drew large crowds.

9,148
ATTENDEES

150
EXHIBITORS

15
EXHIBITING COUNTRIES

2,500
PRODUCTS EXHIBITED

14,700
SQM TOTAL SPACE



With strong visitor turnout last year, we doubled our booth size in 2025 to meet rising demand. With Saudi Arabia's Vision 2030 driving rapid development across sectors - and the recent opening of our local office - this year's expo provided the perfect platform to connect with key decision-makers and business owners actively seeking signage solutions.

AbdulWahab Ahmed Al Marzouq
Owner & Managing Director
K4 Trading
Exhibitor

2025 EVENT HIGHLIGHTS















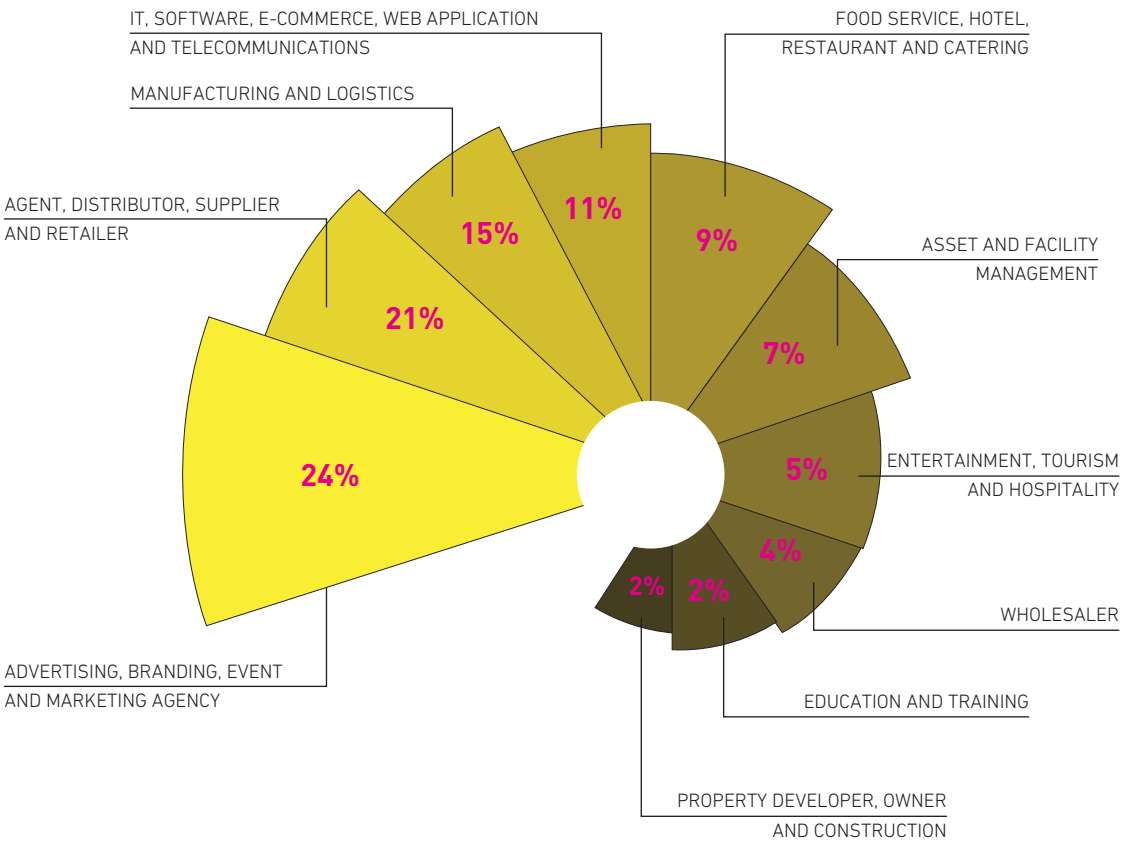






CLICK HERE TO VIEW FULL GALLERY

2025 WELCOMED 9,148 BUYERS AND DECISION-MAKERS FROM ACROSS THE INDUSTRY - INCLUDING ADVERTISING & MARKETING AGENCIES, SUPPLIERS AND RETAILERS



BOOK YOUR SPACE NOW TO SHOWCASE YOUR LATEST PRODUCTS AND SOLUTIONS AT THE REGIONS LEADING INDUSTRY EVENT.

VISITING BRANDS INCLUDED

150 COMPANIES SHOWCASED PRODUCTS AND SOLUTIONS FROM 15 EXHIBITING MARKETS



BAHRAIN | BELGIUM | CHINA | EGYPT | FRANCE



GREECE | INDIA | ITALY | LEBANON | SAUDI ARABIA



TÜRKIYE | UNITED ARAB EMIRATES | KUWAIT | QATAR | TAIWAN

This year, we introduced new and innovative products at the expo. I had the chance to engage with key decision-makers and customers from across the industry, gaining valuable insights through those interactions. If I had to describe the event in three words: best learning experience.

Parikshit Jain - Director
Al Rish Al Khaleeji
Exhibitor

EXHIBITING BRANDS INCLUDED

AB GROUP BREEZ
AL RISH AL KHALEEJI
BEEHIVE
BLUE RHINE
CITY SIGN
شركة لوحة المدينة للخدمات التجارية
CITY SIGN TRADING SERVICES COMPANY
CMYK Digital Print Solutions
CYA
شركة النجم الرقمي للآلات و المعدات
DIGITAL STAR MACHINERY AND EQUIPMENTS
Desert Sign
Design Matters BY SUPERCOOL
EURO MEDIA PRINT SOLUTIONS
Trading
ICON
LUCOLED
COSIGN
MODULAR SIGN SYSTEMS
NAB LED
شركة النابِ المضيء التجارية
Alnab Almudeei Trading LLC
PRONEXT
شركة محترفي المستقبل
REDCAMEL
سكرين وورلد
SCREEN world
SMS
SIMPLE MEDIA SOLUTIONS
TENAUI
WELLCARE

TARGETED MARKETING CAMPAIGNS THAT AMPLIFIED REACH

10.9mn
DIGITAL CAMPAIGN TOTAL REACH

4.3mn
EMAILS SENT

2.2mn
WEBSITE VIEWS

150k
WHATSAPP MESSAGES DELIVERED

19mn
TOTAL PR REACH

The expo was a strong success for us. With a diverse range of machines on display - including Skycolor, UV and ecosolvent models - the high visitor turnout gave us valuable exposure and opened up new business opportunities.

Abdelrahman Ouda - Marketing
Euro Media
Exhibitor







IN THE MEDIA: MAXIMIZING EXPOSURE WITH 19 MILLION VIEWS









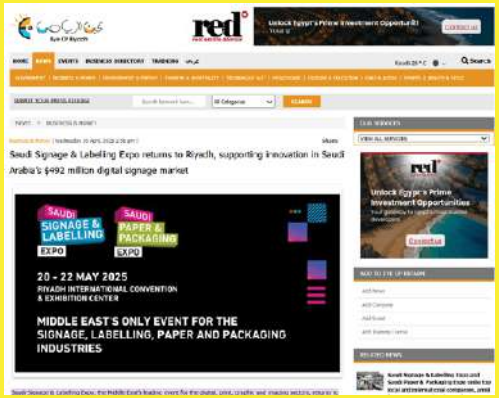
















MEDIA COVERAGE IN 2025 INCLUDED

ARAB NEWS · dailyhunt · FRANCHISING.SA · Khaleej Now · mid east information · MENAFN · جدة · الرياض · برامج الإخبارية

LIVE DEMOS WERE SHOWSTOPPERS AT THE EXPO

Visitors didn't just watch - they got involved. From live product testing to hands-on displays, interactive experiences captivated visitors, created buzz across the show floor and turned interest into real business conversations.



LIVE CAR WRAPPING



LIVE ENGRAVING



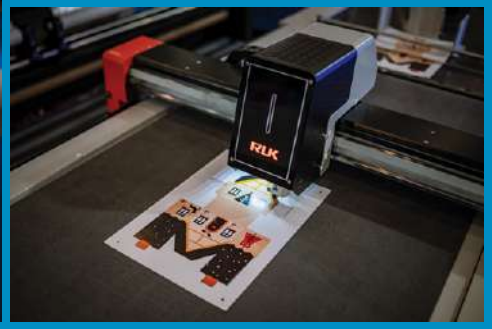
LIVE PRINTING

PRODUCTS AND SOLUTIONS EXHIBITED









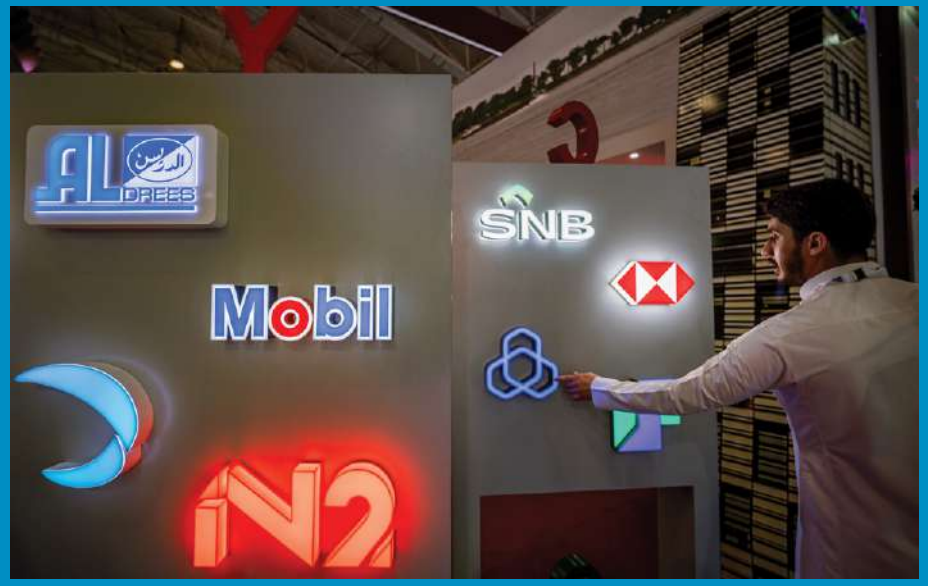












VALUABLE FEEDBACK FROM VISITORS

My visit to the Saudi Signage & Labelling Expo offered valuable exposure to a wide range of materials and production tools, along with firsthand insight into various printing and cutting techniques. Though brief, the experience broadened my perspective and inspired new ideas for future design applications while paving the way for potential collaborations.

Haya Alhamwi
Zakham For Business Services
Graphic & Multimedia Designer

My experience at the expo was amazing. I exchanged business cards with many exhibitors and the companies showcasing were authentic and enthusiastic in how they presented their solutions and the future of their products. I left with several promising business opportunities.

Imran Shahid
Concept Innovation LTD.
Manager

Attending the Saudi Signage & Labelling Expo was truly enriching. The event brought together industry leaders, innovators and professionals to showcase the latest trends and solutions in signage, labelling and packaging. As the event concludes, I am eager to incorporate fresh perspectives and innovative ideas into my work.

Mohammed Alloub
Eco Packaging
CEO

The Saudi Signage & Labelling Expo is an ideal platform to network with advertising and branding professionals, explore the latest innovations and trends in the industry and exchange ideas with industry experts while exploring new partnerships.

Mohammed Almutham
Faden Media
Operations Supervisor

The Saudi Signage & Labelling Expo showcased the latest innovations in signage and packaging, highlighting their vital role in modern marketing and brand identity. The event demonstrated how creativity and technology come together to deliver impactful visual communication, emphasizing the continuous growth and significance of this dynamic sector.

Nurah Bafarj
SNC Information & Communications Technology
Financial Accountant

I was delighted to attend the Saudi Signage & Labelling Expo, which brought together experts and enthusiasts in printing, signage, and packaging technologies under one roof. It was a valuable opportunity to explore the latest innovations in the field and to strengthen my professional network with distinguished and creative individuals.

Rahad Alzeer
Rotana Music Group
Social Media Marketing



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ASIA SIGN Where your business wins

Media Partner

عين الرياض Eye Of Riyadh

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PAPER DESK A Bi-Monthly Magazine for Pulp, Paper & Allied Industries

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Print 3

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September 2026
Riyadh, Saudi Arabia

SECURE YOUR SPACE TODAY - LET'S GROW YOUR BUSINESS TOGETHER

Nishit Karkera
Senior Sales Manager
E: nishitkarkera@dmgevents.com
T:+ 971 4 445 3768
M:+ 971 52 257 0213

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