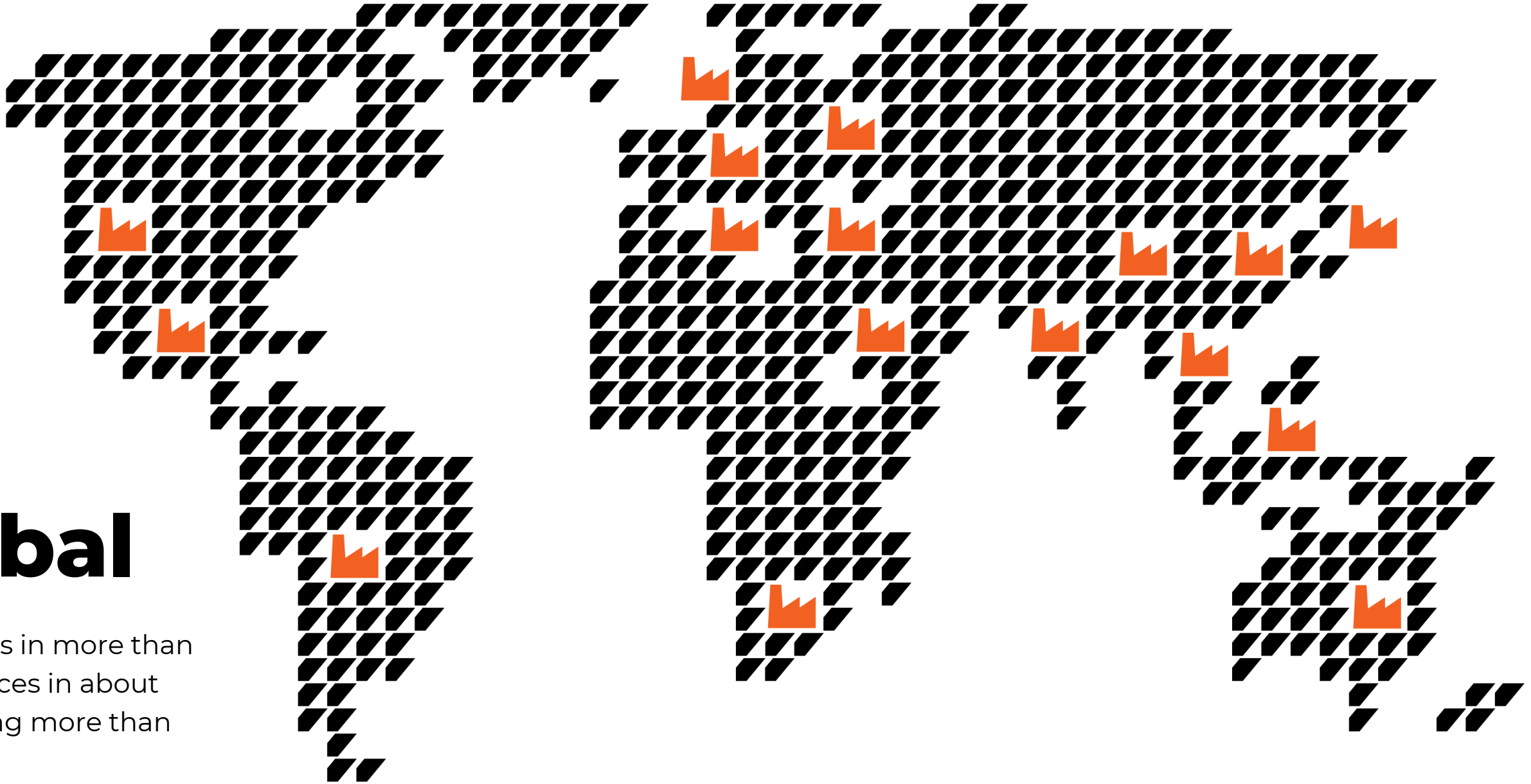


ALUMINIUM Arabia

**Driving Innovation in Aluminium Industry
and Beyond**

Nov 11-12, 2026

Kingdom Arena , Riyadh



About RX Global

RELX serves customers in more than 180 countries with offices in about 40 countries employing more than 36,000 people.



About RX Global

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

RX is one of the world's largest global event organisers with over **350 events in 25 countries across 42 industry sectors**, attracting more than 7 million participants.

RX has a stellar track record, organizing some of the most influential events globally across sectors, and is renowned for its industrial events **Aluminium, Fastener Fair Global and EuroBLECH**, which unites the global industrial community.

Within the Middle East region, RX has prominent presence in the UAE. Our prominent brands in the region are the **Airport Show, Arabian Market** and the **World Future Energy Summit**.

Our Sectors

We are event specialists with extensive industry expertise, delivering over 350 events across diverse sectors.



Our Sectors



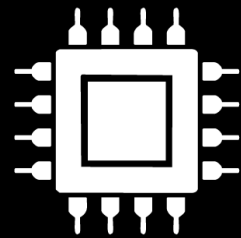
Automotive, Transport & Aerospace



Building & Construction



Cosmetics & Beauty



Data, IT & Tech



Energy



Engineering & Manufacturing



Healthcare, Medical & Pharma



Homes, Gardens & Gifts



Media & Content



Printing & Packaging



Real Estate & Urban Management



Safety & Security



Sports & Wellbeing



Travel & Tourism



Art



Agriculture



Jewellery & Watches



Food & Hospitality



Fashion

Aluminium Expo Overview

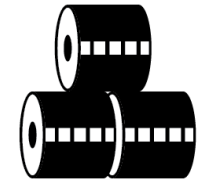
ALUMINIUM is the world's leading trade fair and B2B platform for aluminium industry and its main application industries and is held in Düsseldorf, Germany.

As the industry's most important platform, ALUMINIUM brings together producers, processors, end consumers and technology suppliers along the entire value chain from more than 100 countries.

The show focuses on solutions for automotive, mechanical engineering, building and construction, aerospace, electronics, packaging and transportation. The event provides a highly international audience and offers an encouraging perspective on sustainability, recycling, circular economy, transformation and technologies.



Aluminium Brings Together A Target Audience From Critical Industrial Sectors.



Aluminium Producers



Metal Working Industry



Iron and Steel Production



Automotive



Construction



Engineering



Packaging



Aerospace



Vision Statement

ALUMINIUM Arabia: Driving Innovation in Aluminium Industry and Beyond:

Expertly owned, managed, and executed by RX, Aluminium Arabia exhibition will be a landmark event within the Ecosystem of Industry events, dedicated to advancing the heavy industry sectors, including Aluminium, Metals, and Chemicals. This platform will seamlessly integrate strategic vision, collaboration, and innovation to accelerate growth and technological advancement in these critical industries.

Powered by a strong partnership between MIMR and RX, the exhibition will deliver transformative benefits to Saudi Arabia's industrial economy. By leveraging RX's expertise, data-driven insights, AI-enabled tools, and hybrid engagement models, Aluminium Arabia will create an impactful annual platform for collaboration and innovation.

Aluminium Arabia Event Concept



- ALGORITHM
- ANALYSIS
- STRATEGY
- INNOVATION
- SOLVING
- STRUCTURE
- PROCESS
- VISION

DATA
SCIENCE

Aluminium Arabia Event Concept

A ground-breaking, multi-day hybrid event gathering the global aluminium, metal and speciality chemical industry leaders, investors, producers, processors, end consumers and technology suppliers to showcase technologies, foster collaborations, and explore commercial opportunities, driving growth within Saudi Arabia's engineering and manufacturing sector.

Aluminium Arabia Event : Features

Opening Ceremony

Grand opening ceremony, attended by VIPs, industry leaders and investors within the global aluminium and engineering/manufacturing industry.

Summit and Conferences

The summit, gathers leading CEOs from aluminium and manufacturing across the world, to discuss the future of industries. And attendees will gain access to conferences.

Exhibition

The event will cover aluminium and speciality chemicals, metal processing industry value chain and will evolve into a prominent “global south” gathering in the international engineering & manufacturing events calendar; aligned with industrial advancement in KSA.

Fresh Approach

Aluminium Arabia will set itself apart from traditional event formats with an ambitious approach, bringing the most highly regarded elements, combined with unrivalled experience, to one place.

- Global Industrial Summit
- Immersive At-Show Experiences
- Bold Exhibition Format
- International Buyer & Influencer Programme
- Bespoke Special Workshops

How Our Event Supports The Saudi Vision 2030?



Positioning Saudi Arabia as an Industrial Hub:

Positioning Saudi Arabia as a regional hub for manufacturing, aligning with Vision 2030's goal of becoming a leader in strategic industries.



Support in Advancing Economic Diversification:

Aligns with Vision 2030's goal to diversify the economy by promoting growth in the industrial and manufacturing sectors.



Building a Competitive Industrial Ecosystem:

Encourages partnerships between international and Saudi businesses to create a robust and competitive industrial ecosystem.



Driving FDI:

Attracts leading international companies, investors, and innovators, showcasing Saudi Arabia as a premier destination for industrial investment. Creates opportunities for joint ventures, technology transfer, and knowledge sharing.



Promoting Sustainability and Green Initiatives:

Encourages the adoption of sustainable manufacturing practices and green technologies, in line with Vision 2030's focus on environmental sustainability.

Event Tech & Digital Integration

Digital technology ingrained into Aluminium Arabia aimed to enhance customer and attendee experience, exhibitor performance fostering meaningful connections and create an immersive environment and provide a seamless event experience.

RX's Superior Tech Eco-System



Enhancing face-to-face experiences by digitizing attendee behaviour, doubling exhibitor leads, and driving 40% higher engagement through innovative tools like Lead Manager and Collect QR capture.



Matchmaking

Meeting platform where exhibitors and buyers connect to preschedule 1-2-1 meetings.



Digital Profile listings

Exhibitor profile listings on website and event applications. Offers Priority and Priority Plus profile listings for customers to stand out.



Lead Manager

Enhancing onsite experience, enables exhibitors to proactively scan visitor badge data, fast and reliable leads tracked within a dashboard.



Collect

Collect QR codes are the smart way for visitors to collect exhibitor information, in exchange for their contact details. Enhancing visitor and exhibitor experience.



Inclusive Experience

Content programmes to use closed captioning and where feasible translation tools. On-demand content available after event for continued engagement.



Digital Marketing & Social Media Integration

Social Media Campaigns & Hashtags to promote discussions and real-time engagement on social platforms, plus customised digital advertising targeting attendees engagement.