



IACE

المؤتمر والمعرض
الدولي للطحالب

International Algae Conference & Exhibition

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



4 - 6 June 2023



Dhahran Expo
Saudi Arabia

In Conjunction with

SIME AquaFish

المعرض السعودي للثروة السمكية
Saudi International Marine Exhibition

About
Conference
& Exhibition



Conference Sponsor



نيوم NEOM

Official Sponsor



البرنامج الوطني لتطوير
قطاع الثروة الحيوانية والسمكية
National Livestock and Fisheries Development Program

Scientific Sponsor



King Abdullah University
of Science and Technology

Under the patronage of His Royal Highness Prince Saud bin Nayef bin Abdulaziz Al Saud Governor of Eastern Province, International Algae Conference & Exhibition will be held in Dhahran – KSA, under the title “Algae and Seaweed , A treasure trove of green for the Kingdom”



Introduction

As the Kingdom of Saudi Arabia has positioned itself as a global leader in the development of fisheries sector and in implementation of SIMEC (Saudi International Marine Exhibition & Conference) recommendations, the National Fisheries Development Program (NFDP) is organizing the International Algae Conference & Exhibition.



Vision

Leadership and excellence in the organization of the International Algae Conference & Exhibition that exchanges scientific and practical experience to achieve SDGs locally, regionally and globally

Objectives

- 1 Promoting local and global investment in Algae industry.
- 2 Showcasing the emerging trends in marine algae applications and biotechnologies.
- 3 Organizing the first international exhibition of its kind for Algae in the region.



The outcomes of the conference

Saudi Arabia is a future hub for algae biotechnology



Promoting the culture of optimal utilization of natural resources and highlighting the important role of algae in supporting various industries



Identifying key algae marketing and research challenges



Enhancing communication and collaboration among relevant regional and global research centres



Promoting the potential investment opportunities in algae industry along the Red Sea Coast



Conference Participants





EXHIBITION

Why participate in the exhibition



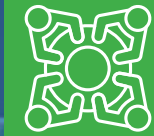
The first specialized exhibition of algae in the Kingdom.



Viewing and presenting the latest advanced technologies in the field of Algae cultivation..



An opportunity to create partnerships with companies and entities and to build relationships with experts, specialists and interested parties.



An important meeting point between the National Fisheries Development Program and its private sector partners.



An important scientific platform where in workshops will be held during the exhibition.



An important meeting point with the Decision Makers in Algae cultivation.



Showcase and promote the new brands in the exhibition.

Not just an exhibition



Exhibitors



**Plastic
Companies**



**Pharmaceutical
Companies**



**Cosmetics
Companies**



**Algae Manufacturing
Companies**



**Relevant Government
Agencies**



**Scientific
Universities**



**Biofuel
Companies**

Marketing Plan

Social Media

-  Twitter
-  Facebook
-  Instagram
-  LinkedIn
-  Google Ads



Content: Invitation, information about the registration of the exhibition, conference and speakers..

PR Activities



SMS

million messages 1 .Target
Content: Invitation to visit the exhibition

Printed Newspapers

Al-riyadh newspaper
Al Jazeera newspaper
Content: Invitation to visit the exhibition



Printed Invitations

Businessmen, government, local and international fairs and companies



Outdoor media

Megacom advertisements

Electronics Newsletter

Target : 200,000 newsletter
Content : invitation, informative and reports



Output

- Interviews with officials
- Interviews with the exhibition partners.
- Short movie to be published
- video coverage for conference & exhibition.

TV station



- MBC TV
- Saudi 1 TV
- Saudi 2 TV
- CNBC TV

Social Media



- Snap chat influencers
- Twitter trend booking
- Twitter paid ads.
- YouTube live coverage
- Per scope live coverage
- Daily email newsletter

Print Media



- Riyadh newspaper
- Jazeerah Newspaper
- Alam AISina' a W
- Alttijarah magazine

Media Coverage



Floor Plan

