

# Düsseldorf umbrella brand Metalflow Alliance presents itself with seven metal trade fairs in Riyadh from 5 to 7 May 2025

## Saudi infrastructure is booming

Under the global umbrella brand **Metalflow Alliance** the seven Düsseldorf trade fairs wire, Tube, VALVE WORLD EXPO and GMTN will be presenting news and trends in their respective industries as part of the two Saudi trade fairs Metal & Steel Saudi Arabia and Saudi Projects in the economically booming kingdom of Saudi Arabia from 5 to 7 May 2025.

Being one of the leading trade fairs of the Saudi construction industry, Saudi Projects 2024 was held in Riyadh for the first time while the Metal & Steel trade fair already looks back on a successful track record. Both trade fairs are held by AGEX, the Arabian German International Exhibitions, in Riyadh.

In May 2025 the Metalflow Alliance with its seven metal trade fairs will be complementing the Saudi trade fair duo at the Riyadh International Convention & Exhibition Center for the first time. The joint trade fair date provides both the exhibitors and visitors of all three events with valuable synergies.

Metal & Steel and Saudi Projects are among the most relevant regional events and supply machinery, equipment, products and services for Saudi Arabia's rapidly growing demand: the Saudi government is pursuing ambitious infrastructural goals proclaimed in and driven by the *Vision 2030*. Here, billions of USD are currently being invested in the transformation of the Saudi economy.

In this process, the technologies and products offered by the Metalflow Alliance exhibitors could already soon form part of the



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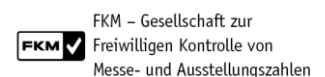
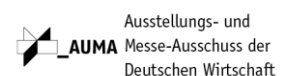
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economic diversification in Saudi Arabia. After all, Messe Düsseldorf is giving its exhibitors the possibility to present themselves concurrently at both trade fairs, Metal & Steel and Saudi Projects.

“The transformation of Saudi Arabia’s economy offers our metal trade fair exhibitors very promising opportunities to enter the Saudi market and, hence, plenty of potential for the coming years,” delights Daniel Ryfisch, Director of the wire, Tube & Flow Technologies portfolio at the homebase Düsseldorf.

Registrations are welcome as of now and can be submitted to Sarah Liehsem and Aylin Celik at [LiehsemS@messe-duesseldorf.de](mailto:LiehsemS@messe-duesseldorf.de) ([++49 211 4560 7760](tel:+4921145607760)) and [CelikA@messe-duesseldorf.de](mailto:CelikA@messe-duesseldorf.de) ([++49 211 4560 7769](tel:+4921145607769)) .

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