

**NEXT**  **ioT**  
GENERATION EXPO

21-23 December 2026  
RICEC, Riyadh – Saudi Arabia

NEXT AGE OF  
CONNECTIVITY  
PROMOTED  
BY AIOT

VISION رؤية  
**2030**  
لمملكة العربية السعودية  
KINGDOM OF SAUDI ARABI





## EUROPEAN PARTICIPATION PROGRAM

### Building the European IoT Presence in the MENA Region

The Next Generation IoT Expo Riyadh represents far more than a traditional international technology event.

It is a strategic platform designed to connect European innovation ecosystems with one of the world's fastest-growing markets in the fields of IoT & Industry 4.0, Smart Cities & Infrastructure, Artificial Intelligence, Energy & Sustainability, Digital Transformation, and Connected Industrial Ecosystems.



## Strategic Objective

To position European companies within the new wave of technological transformation reshaping the MENA region.

Alongside the international development of the event, Creativa Bridge is coordinating a structured European participation program aimed at:

- developing national delegations and strategic partnerships
- connecting European companies with opportunities across the MENA region
- fostering international collaboration between industry, institutions, and innovation ecosystems
- supporting business expansion in high-growth technology sectors

# NEXT iOT EXPO GENERATION



## WHY PARTICIPATE NOW

The MENA region is entering a new phase of accelerated investment in advanced technologies, supported by long-term governmental strategies and large-scale transformation programs.

Through Vision 2030 and the “Year of Artificial Intelligence 2026” initiative, Saudi Arabia is investing significantly in:

- smart infrastructure
- smart mobility
- connected industries
- AI-driven systems
- digital governance



## A concrete opportunity

For Italian and European companies, this represents a great opportunity to:

### 1. Access Emerging Markets

Enter one of the world’s most dynamic technology ecosystems.

### 2. Build Strategic Partnerships

Connect with regional institutions, investors, and industrial leaders.

### 3. Position Early

Establish visibility and presence before full market acceleration.

### 4. Develop International Business

Explore new commercial opportunities in rapidly growing sectors.



Empowering  
**INNOVATION**  
Transforming  
**CONNECTIVITY!**

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Attendees will discover the future of emerging technologies with a strong focus on IoT and Artificial Intelligence.

Next Generation IoT Expo offers unmatched networking opportunities with thought leaders, industry experts, and key players from the global tech community.

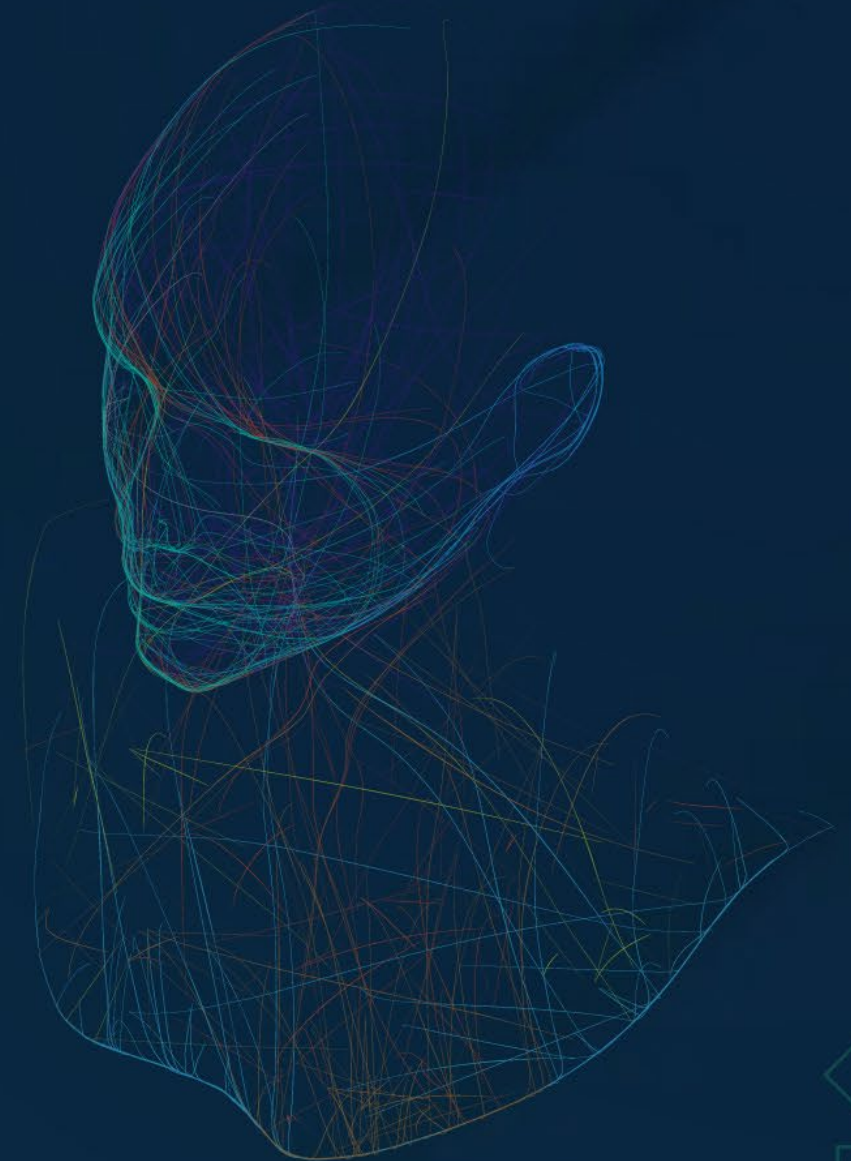
AT RICEC  
**21-23**  
**DECEMBER 2026**

# SDAIA Declares 2026 as the "YEAR OF ARTIFICIAL INTELLIGENCE"

## A Defining Opportunity for Next Gen IoT Expo Participants

The Saudi Data and Artificial Intelligence Authority has officially declared 2026 as the "Year of Artificial Intelligence", marking a transformative milestone in the Kingdom's journey toward becoming a global leader in advanced technologies.

Aligned with the ambitions of Saudi Vision 2030, this initiative is set to unify national efforts across government, private sector, and academia, accelerating the adoption of AI at an unprecedented scale. For businesses, innovators, and technology leaders, this creates a high-impact ecosystem where artificial intelligence and IoT converge to unlock new growth opportunities.



# A GOVERNMENT-DRIVEN TECHNOLOGY BOOM

AI is not merely a technological priority now, but a key driver for economic diversification, knowledge creation, and sustainable development. With billions invested in AI infrastructure, data ecosystems, and digital transformation initiatives, Saudi Arabia is rapidly emerging as one of the most lucrative and future-ready technology markets globally. The Year of AI will further accelerate:

For exhibitors and sponsors, the Next Gen IoT Expo becomes a gateway to engage directly with this expanding market.

## Accelerated Investment and Global Collaboration

Saudi Arabia's AI-focused roadmap is attracting global attention, investments, and partnerships. The Year of AI will amplify:

- International collaboration
- Startup ecosystem growth
- Venture capital activity

The Expo serves as a meeting point for global innovators and regional opportunities, enabling participants to expand their footprint in the Middle East.

SMART CITY  
DEVELOPMENT

SMART CITY  
DEVELOPMENT

INTELLIGENT  
INFRASTRUCTURE

DATA-DRIVEN  
GOVERNANCE



The Region's One & Only  
**BIGGEST IOT EVENT**  
is Back!

Next Generation IoT Expo 2025 marks the highly anticipated return of the region's biggest IoT event, now rebranded with a renewed focus on innovation and transformation.

Building on its legacy, the 2025 edition will highlight the technologies shaping global change while exploring their transformative impact on the region's digital future.



Dynamic Exhibitions



High-Impact Conference



Interactive Workshops



Unparalleled Networking



SHAPING  
TOMORROW'S  
TECHNOLOGY  
TODAY!

NEXT  EXPO  
GENERATION

The Next Generation IoT Expo aims to be a catalyst for innovation by bringing together key stakeholders in the fields of IoT and Artificial Intelligence to explore the transformative potential of these technologies.

# TARGET SECTORS

A Vehement Wave of Technology Is Taking Over

Smart Cities



Healthcare



Industry 4.0



Transportation



Cybersecurity



E-commerce



Telecommunications



Energy



Agriculture

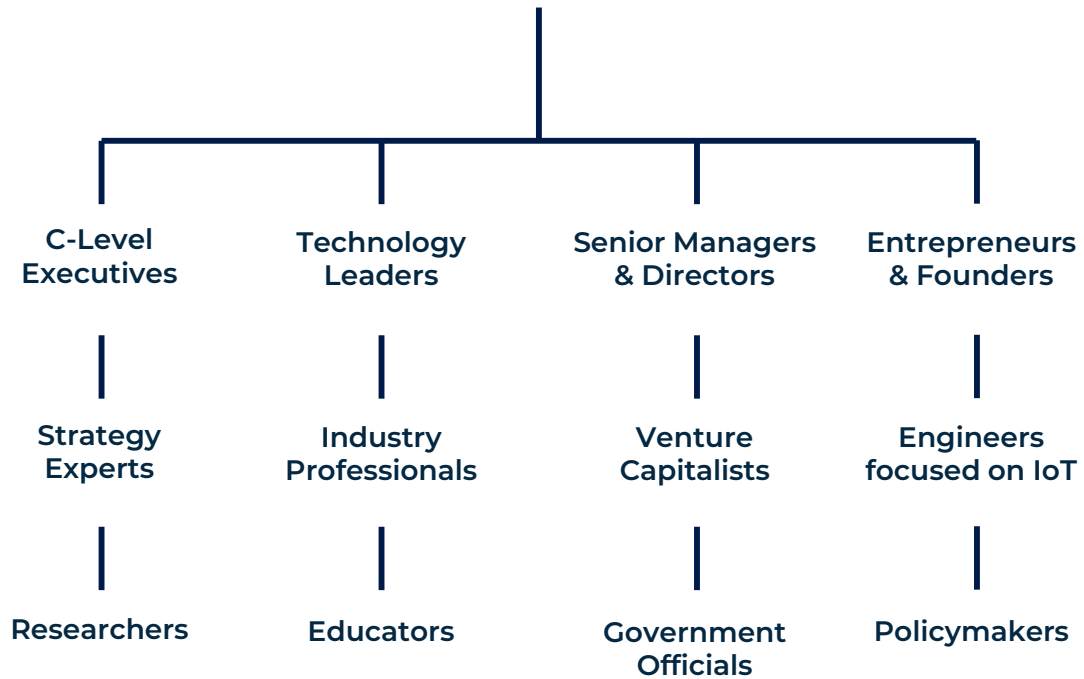


Finance





# WHO SHOULD ATTEND?



## Why Next Generation

# IoT EXPO?

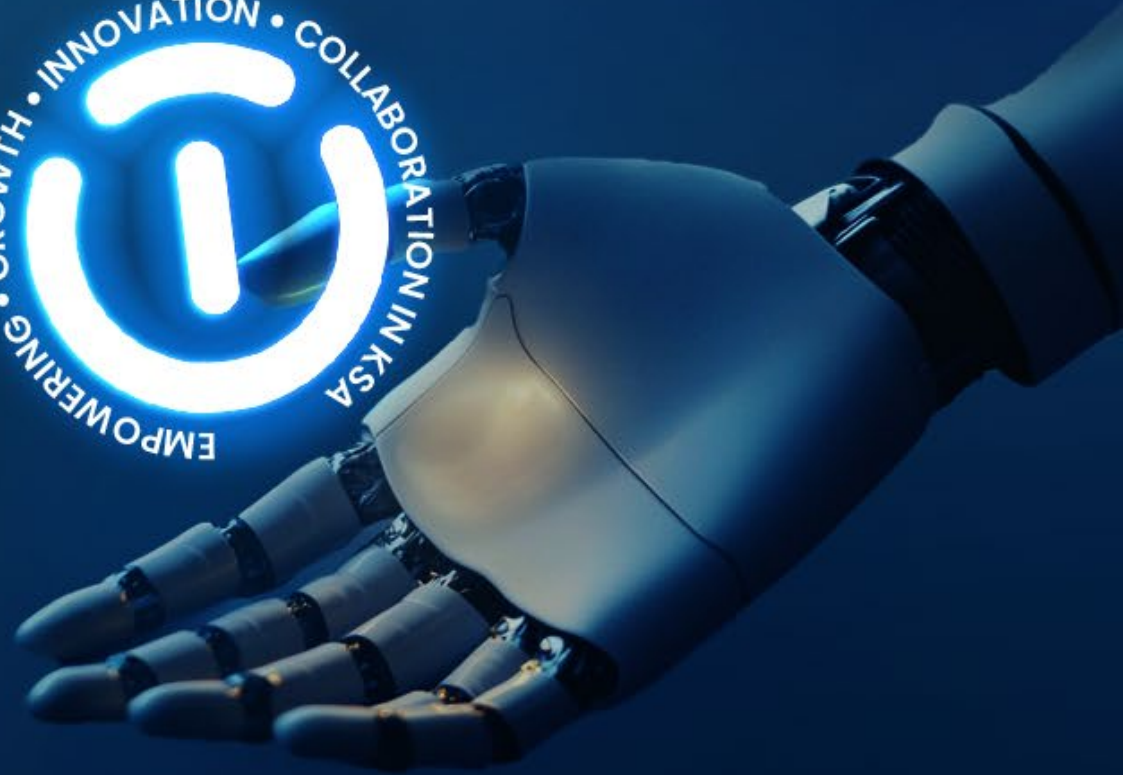
The Next Generation IoT Expo is set in Saudi Arabia, a global leader in technological innovation and digital transformation under Vision 2030.

The event serves as a platform for businesses to:

Align with the Kingdom's tech revolution

Forge strategic partnerships and drive industry transformation

Explore IoT, AI, and smart city advancements



# IoT Market Stats

## GLOBAL VS. KSA

The Internet of Things (IoT) is revolutionizing industries worldwide, and Saudi Arabia is rapidly emerging as a leader in the adoption of IoT technologies. Let's explore the global market alongside Saudi Arabia's progress

\$ 388.7 BN

Valued Market size  
in 2020

\$ 4-11 TN

IoTs contribution to the global  
economy by 2030

50 BN

Devices Globally  
by 2030

\$ 1.8 TN

Projected Market size  
in 2028

\$ 01 TN

Global Investments in IoT in  
2023.

24.9 %

Compound Annual Growth  
by 2028

## EXCLUSIVE INDUSTRY INSIGHTS

Learn from global IoT and AI pioneers sharing trends, predictions, and real-world applications.

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## POWERFUL NETWORKING

Connect with industry experts, peers, and potential partners to explore new opportunities and collaborations.

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## CUTTING-EDGE SOLUTIONS

Discover breakthrough technologies transforming industries like healthcare, manufacturing, and retail.

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Why Attend

# NEXT GENERATION IoT EXPO



## CONTACT US

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Exclusive representative for Europe

CREATIVA  
BRIDGE

GENERATION **IoT** EXPO

In collaboration with:

lujain

EVENTS MADE REMARKABLE

JUSUR  
INTERNATIONAL

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KINGDOM OF SAUDI ARABIA