

PRESS RELEASE

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## **Saudi Entertainment & Amusement (SEA) Expo 2025 Set to Welcome the Global Entertainment Industry in Riyadh This May**

- **SEA Expo** returns for its 7<sup>th</sup> edition from May 20–22 at **the** Riyadh Front Exhibition & Conference Center, bringing together the world's top entertainment and amusement brands.
- A key platform supporting Saudi Arabia's Vision 2030 goals, uniting over 15,000 entertainment industry professionals and 300 local and global exhibitors.
- An influential summit featuring over 75 thought leaders shaping the future of the global entertainment sector.

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**Riyadh, Saudi Arabia – February 2025:** **The Saudi Entertainment and Amusement (SEA) Expo** is set to return to the Riyadh Front Exhibition & Conference Center from May 20–22, 2025, marking its seventh and most ambitious edition yet.

As Saudi Arabia accelerates its Vision 2030 ambitions and positions itself as the nexus of the global entertainment and amusement landscape, SEA Expo 2025 serves as a central platform where industry leaders, investors, and visionaries from across the world converge to actively shape the future of entertainment.

From theme parks to experiential tech, local and global brands are finding new ways to be part of Saudi Arabia's entertainment and amusement takeoff.

"The Saudi Entertainment and Amusement (SEA) Expo exemplifies the Kingdom's commitment to becoming a global leader in the entertainment sector," confirms Sarkis Kahwajian, Associate Vice President - Entertainment Portfolio at dmg events, organizers of SEA Expo.

"SEA Expo is fueling this shift in the entertainment and amusement sector, providing a sought-after platform for businesses to connect, collaborate, and innovate in line

with Saudi Arabia's Vision 2030, and the wider Middle East's fast-evolving entertainment landscape" furthers Kahwajian.

Featuring over 300 local and global brands with the latest ingenuity in amusement, theme parks, entertainment tech and more, the expo is set to welcome over 15,000 entertainment industry professionals, opening the door for vital international collaborations and multi-billion-dollar investments.

Over three action-packed days, attendees can expect a truly unmatched experience.

### **What Can You Expect at SEA Expo 2025**

- **Industry-defining Innovations:** Discover next-gen VR/AR technologies, immersive gaming, and AI-driven entertainment solutions that are transforming the industry.
- **Networking & Collaboration:** Engage with top-tier exhibitors, including Amusement Services International, Warehouse of Games, Phoenixdarts, and many more, along with investors and decision-makers, unlocking opportunities to collaborate and expand within the region's thriving entertainment sector.
- **Insights & Inspiration:** Hear from over 75 global thought leaders and industry influencers through inspiring keynote addresses, insightful panel discussions, and engaging fireside chats as part of the free to attend summit.

### **Co-located with the Saudi Light & Sound (SLS) Expo: Double the Opportunities and Experiences**

Saudi Entertainment and Amusement Expo (SEA) Expo is co-located with Saudi Light & Sound (SLS) Expo, bringing together two distinct industry events at one venue, with a combined attendance of over 25,000 attendees, 500 exhibitors, and over 100 thought leaders. This co-location allows attendees to explore a diverse range of products, solutions, and innovations—not just in entertainment and amusement, but also in professional lighting design, technology, audio advancements, and more.

SEA Expo 2025 is poised to unite the global entertainment industry. Step into the ultimate all-encompassing entertainment and amusement platform experience.

Visit [www.saudientertainmentexpo.com](http://www.saudientertainmentexpo.com) to register for SEA Expo 2025 and be part of the action, defining global entertainment's future.

### **About Saudi Entertainment and Amusement (SEA) Expo**

Organized by dmg events and launched in 2019, SEA Expo is the region's leading platform for the entertainment and amusement industry. The next edition, SEA Expo 2025, will take place from 20-22 May at the Riyadh Front Exhibition & Convention Center. For media inquiries and partnership opportunities, contact [marketing@saudientertainmentexpo.com](mailto:marketing@saudientertainmentexpo.com)

### **About dmg events**

dmg events is a leading organizer of face-to-face events and publisher of information services. Our mission is to accelerate business by connecting the right communities, driving growth, innovation, and progress across industries.

With a presence in 25+ countries and 13 offices worldwide, Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore, and India, dmg events organizes over 115 large-scale events annually, attracting 425,000+ professionals and delegates. As the largest international event organizer in Saudi Arabia since 2011, dmg events connects international businesses with local demand through its offices in Riyadh and Jeddah. Our growth in the Kingdom is driven by our ability to geo-adapt strong brands, build strategic partnerships and align our events with market needs. Flagship events like Big 5 Saudi, INDEX Saudi, The Hotel Show Saudi Arabia, The Saudi Food Show and Saudi Infrastructure Expo drive industry transformation.

For more information, visit [www.dmgevents.com](http://www.dmgevents.com). Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, [www.dmgt.co.uk](http://www.dmgt.co.uk)).