

Messe Frankfurt to drive regional expansion with new subsidiary in Saudi Arabia

Frankfurt am Main, 01 09 2025

Messe Frankfurt has officially launched its new subsidiary, Messe Frankfurt Saudi Arabia, as part of its long-term investment strategy in the Kingdom's fast-growing exhibition industry. This move is in keeping with Saudi Arabia's Vision 2030 goals and underlines Messe Frankfurt's aims to strengthen its regional presence and help shape the future of the MICE sector in the Middle East.

The new subsidiary will be responsible for Messe Frankfurt's business activities in the Kingdom, offering platforms that are aligned with the local market dynamics and designed specifically for industry players to interact with one another. It will also drive localisation efforts and lead to strategic partnerships with government bodies, associations and other industry stakeholders, thereby helping the Saudi economy in its efforts to diversify further.

To lead this strategic expansion, Messe Frankfurt has appointed Azzan Mohamed (36) as Managing Director of Messe Frankfurt Saudi Arabia, reporting to Chief Executive Officer Ted Bloom of Messe Frankfurt Middle East (Dubai). In his new position, Azzan Mohamed will be responsible for all commercial matters and for the existing event portfolio. He will also develop new sector-specific formats, manage governmental relations and ensure that the company's activities are in line with both corporate objectives and local stakeholder needs.

"With more than twelve years of industry experience, Azzan has an in-depth knowledge of the market and a proven track record with large-scale exhibition formats across the MENA region", said Wolfgang Marzin, President and CEO of Messe Frankfurt.

Previously, Azzan Mohamed was Group Exhibition Director for the Energy Portfolio at Informa Markets and was also at the helm of the MENA Healthcare Portfolio. Wolfgang Marzin: "During his earlier position at Messe Frankfurt Middle East in Dubai, Azzan played a pivotal role in launching Saudi-based formats such as Intersec Saudi Arabia, which generated significant revenue for the Group."

Azzan Mohamed holds a degree in Electrical Engineering with a minor in Business Administration from the American University of Sharjah. He speaks fluent Arabic and English.

Messe Frankfurt is pursuing a clear growth strategy in the dynamic economic landscape of Saudi Arabia. Through its international network, its many years of industry experience and its high level of specialist and event expertise, it is continuing to drive forward its cultivation of the Saudi Arabian market. One central element of this strategy is the direct

local presence, which allows Messe Frankfurt to establish itself more firmly in the region and to develop trade fair content in line with local requirements.

“We are committed to working towards Vision 2030 by creating purpose-driven, locally relevant platforms that empower industries and help to diversify the Saudi economy”, said Azzan Mohamed.

The company is also forging strong public-private partnerships and developing innovative concepts with a view to strengthening the Kingdom’s international profile as a leading location for trade fairs and MICE (meetings, incentives, conventions, events).

Messe Frankfurt’s portfolio in Saudi Arabia currently consists of the well-established Beautyworld Saudi Arabia, Automechanika Riyadh and Intersec Saudi Arabia trade fairs. The company is planning to launch the Achema Middle East trade fair here in 2026 together with the Dechema association.



Azzan Mohamed, Managing Director of Messe Frankfurt Saudi Arabia

Photographic material, logo and video:

www.ksa.messefrankfurt.com

www.ksa.messefrankfurt.com/press

Further press information and photographic material:

<http://messefrankfurt.com/journalists>

Visit us online:

www.instagram.com/messefrankfurt

www.linkedin.com/company/messe-frankfurt-gmbh

www.youtube.com/user/messefrankfurt

Your contact:

Markus Quint

Phone: +49 69 75 75-5905

markus.quint@messefrankfurt.com

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information