



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY

License Number: 22/12892



ANIMEKEY EXPO



HOSTED BY



AnimeKey is a subscription video on demand platform that exclusively offers anime content to the MENA region.

The AnimeKey Brand is the first saudi platform that offers anime content exclusively to its users to stream at anytime and anywhere.



EVENT AGENDA

February 10, 2023



DAY 1 4:00 PM - 12:00 AM

SPEECH

ANIMEKEY LAUNCH ANNOUNCEMENT	5:00 PM - 5:15 PM
TCG MASTER TOURNAMENT	5:30PM - 5:40PM
JAPANESE SAUDI INITIATIVE SPEECH	6:20PM - 6:30PM
FINDING GOLD ON THE SILVER SCREEN	6:50PM - 7:20 PM
ANIMATION / DUBBING IN KSA	7:45PM - 8:00PM

EXCLUSIVE SCREENING

-PROJECT 1	8:20 PM - 8:30PM
-PROJECT 2	8:35 PM - 8:45PM

DRAW OFF CHALLENGE 1

9:15PM - 9:45 PM

RAFFLE DRAW WINNERS

10:15PM - 10:45 PM

EVENT AGENDA

February 11, 2023



DAY 2 4:00 PM - 12:00 AM

SPEECH

MANGA FEATURE ANNOUNCEMENT 5:00 PM - 5:15 PM

VOYCEME PANEL 6:00 PM - 7:15 PM

ANIMATION MASTERCLASS 7:45 PM - 8:15PM

NAVIGATING THE METAVERSE 8:45 PM - 9:15PM

RAFFLE DRAW WINNERS 9:35PM - 9:50 PM

ANIMEKEY AWARDS 2023 10:15PM - 10:50 PM

EVENT AGENDA

February 12, 2023



DAY 3 4:00 PM - 12:00 AM

ANOTHER WORLD ANNOUNCEMENT 5:00 PM - 5:30PM

SPEECH

ANIMEKEY PRESS CONFERENCE 7:15 PM - 8:10 PM

THEATRICAL SCREENING

JOSEE THE TIGER AND THE FISH 5:35PM - 7:05PM

THE DEER KING 8:15 PM - 9:45 PM

RAFFLE DRAW WINNERS

MANGAKA WINNERS

COSPLAY WINNERS

TOURNAMENT WINNERS

9:55 PM - 11:00 PM



SPEAKER

TOMMY NG
CO-FOUNDER
POINTFIVE STUDIOS



SPEAKER

POLLY YEUNG
CO-FOUNDER
POINTFIVE STUDIOS



SPEAKER

GIN KAI
EXECUTIVE PRODUCER
SILVER MEDIA



SPEAKER

WALEED JAN
TCG MASTER



SPEAKER

JETRO



SPEAKER

NASSAR AL NASSAR
ARTS PRODUCTION

INFLUENCERS COMMITTED 40+

TOTAL FOLLOWERS 20M +



BRAND AMBASSADOR

XZIT THAMER

9 MILLION FOLLOWERS



INFLUENCER

MATO 66

614K FOLLOWERS



INFLUENCER

TASNEEM AL SULTAN

130K FOLLOWERS



EXPECTED VISITORS

DAILY : 10,000 VISITORS
FULL EVENT : 25,000 - 30,000

ADVERTISING REACH

40 + INFLUENCERS
SOCIAL REACH TO OVER 30 MILLION VIEWS

MEDIA OUTLETS

6 MEDIA OUTLETS AND VENUE COVERAGE
WITH DIRECT REACH TO OVER 2 MILLION

EVENT AGENDA ACTIVITIES

February 10 - 12 4:00 PM - 12:00 AM

COMPETITIVE ACTIVITIES

DRAW OFF CHALLENGE
LASER TAG
CARD GAMES TOURNAMENT
COSPLAY TOURNAMENT



CREATIVE ACTIVITIES

DUBBING AND VOICE OVER
DRAWING WORKSHOPS
MANGA WORKSHOPS
GAMES / ARCADES
IP BOOTHS / PHOTO BOOTHS
RETAIL SHOPS
FACE DRAWING



JAPANESE CULTURE ACTIVITIES

JAPANESE CALLIGRAPHY
KIMONO STATION
ORIGAMI STATION



CATERING SECTION

RESTUARANTS
CAFE
VENDING MACHINES

EVENT AGENDA ACTIVITIES

February 10 - 12 4:00 PM - 12:00 AM

COMPETITIVE ACTIVITIES

DRAW OFF CHALLENGE
CARD GAMES TOURNAMENT
COSPLAY TOURNAMENT



CREATIVE ACTIVITIES

DUBBING AND VOICE OVER
DRAWING WORKSHOPS
MANGA WORKSHOPS
GAMES / ARCADES
IP BOOTHS / PHOTO BOOTHS
RETAIL SHOPS
FACE DRAWING



JAPANESE CULTURE ACTIVITIES

JAPANESE CALLIGRAPHY
KIMONO STATION
ORIGAMI STATION



CATERING SECTION

RESTUARANTS
CAFE
VENDING MACHINES

EVENT AGENDA ACTIVITIES

February 10 - 12 4:00 PM - 12:00 AM

TOURNAMENT DAY 1

CARD GAME TOURNAMENT

-YUGIOH!

BOARD GAME QUALIFIERS

-GIGAMIC MARATHON



TOURNAMENT DAY 2

CARD GAME TOURNAMENT

-CARD FIGHT VANGUARD

- DRAGON BALL

-BOARD GAME QUALIFIERS

-GIGAMIC MARATHON



TOURNAMENT DAY 3

CARD GAME TOURNAMENT

-MAGIC

BOARD GAME FINALS

-GIGAMIC MARATHON



INTERACTION CREATIVITY EXPANSION



Given that it is one of the most and long-time economically progressive countries in the Arab Gulf, it comes as no surprise that Saudi Arabia has the biggest anime and manga audience in the region. In the past few years, several initiatives have been made to further spread the appreciation for anime and Japanese art as well as develop local talents.

67%

An extensive 67% percent of Saudi Arabia's population are Youth

97.9%

97.9% of Saudi Arabia's population have internet accessibility

9.7%

CAGR growth expected up to 2030

82%

of the Youth population like to watch and play games on their phones, tablets, consoles

USD 56 Billion

The global anime industry is expected to grow to 56.39 Billion USD by 2030

2,000+

jobs to be created for Saudi nationals across the animation industry by 2023

The MENA region launched various initiatives that are aimed to enrich the anime industry and endorse renowned franchises and brands

The strong MENA economies have ambitious economic diversification plans in place and anime is seen as a priority sector to build new investment, growth and employment opportunities

The region has a massive youth population that love watching anime and reading manga ready to explore new and classic works

AN INTERNATIONAL INITIATIVE

With the help of the strategic partnerships and alliances enabling massive brand exposures and awareness towards new upcoming, classic, and the underrated anime titles around the MENA region.



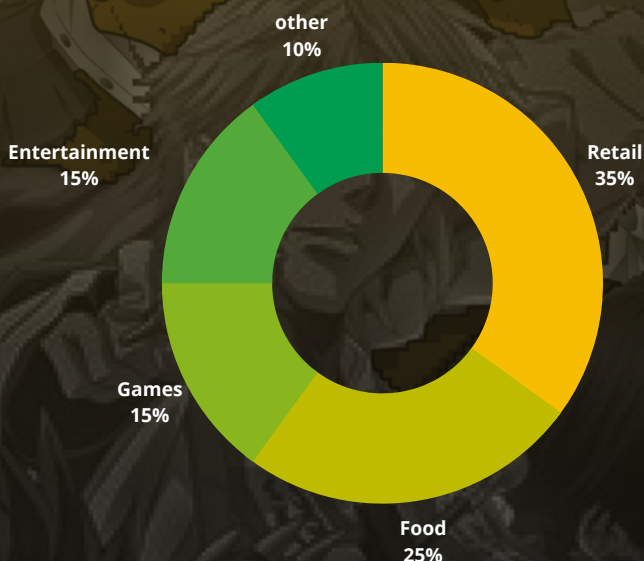
578M

The total population of the MENA region is 578 Million people

108M

The total youth population of the MENA region is 108 Million people

Being one of the largest anime events of the year in Saudi Arabia, will attract thousands of visitors, including global industry officials, content creators, production studios, writers, investors, suppliers, and professionals. The Event will focus on three themes **INTERACTION, CREATIVITY, AND EXPANSION.**



WHY PARTICIPATE

- Expand your opportunities
- Grow your regional market share
- Meet your current and new customers face-to-face
- Gain great brand exposure to a highly concentrated target market
- Receive direct feedback from your current\new customers
- Increase your database
- Great opportunity to be a special partner for Animekey

At Animekey launch event, we are pleased to offer you a number of participating options depending on your requirements. From pre-built, all inclusive to customised 'space only' stands, our range of options are cost effective and allow you to enjoy all the benefits of the event



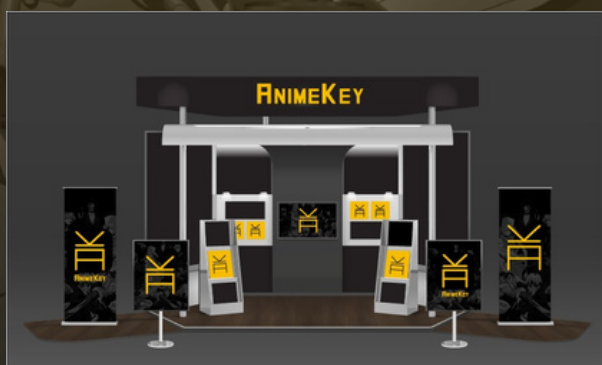
10M+
Social media
reach



85K+
active users



300K+
Website Visitors



Bare floor space is available for exhibitors wishing to design and build their own stands



Shell scheme is available in three different sizes (15-30-60) sqm for exhibitors wishing to design and build their own shell schemes

*The figures shown are provided from February 11,2022 to November 11,2022

AK EXPO



FEB 10 -12, 2023



The Arena

Contact our sales and marketing team for space or to finalize your booking

Mahmoud Yanis

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Razan Turki

r.turki@comexperts-sa.com

Nour Mohammed

n.mohammed@comexperts-sa.com

TICKETING LINK

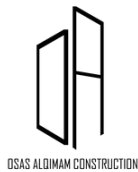
<https://e-ticket.app/o/577>

Book your space within one week to receive an exclusive discount.

PARTNERS / SPONSERS



PARTNERS



EXHIBITORS



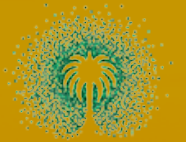


FEB 10 -12, 2023



The Arena, Granada Mall





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