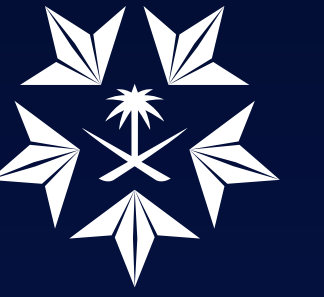




**WORLD  
DEFENSE  
SHOW**  
SAUDI ARABIA  
4-8 FEB 2024

FOUNDED BY

الهيئة العامة  
للصناعات العسكرية  
General Authority  
for Military Industries



# CANDIDATE PROSPECTUS



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World Defense Show 2024 will showcase the future of defense through technological developments from around the globe.

# INTRODUCTION

Thank you for considering a role here at World Defense Show, founded by Saudi Arabia's General Authority for Military Industries (GAMI). World Defense Show is on a mission to develop and sustain a world leading defense & security exhibition in the heart of the Kingdom of Saudi Arabia.

Taking place at the core of the global supply chain, the show will bring together the largest players and start-up visionaries from the defense domain to collectively craft the future of defense.

This prospectus provides background information on the organization and is intended as a briefing to assist candidates, however interested parties should also undertake their own due diligence to fully familiarize themselves with the show.

**Together, we can be Equipped for Tomorrow.**



# ABOUT WORLD DEFENSE SHOW

## About the Show

For five trade days, World Defense Show will provide a unique platform for the world's defense industry to network, partner, share knowledge and discover new innovations and capabilities across all defense domains.

Focused on the Future of Defense, the show will feature cutting-edge technology that will shape the future of our industry.

Founded by GAMI, the second edition of World Defense show will take place in Riyadh from 4-8 February 2024.





Air



Land



Sea



Space



Security

# The next edition of World Defense Show will take place from **4-8 February 2024**

**Equipped for Tomorrow**

# WORLD DEFENSE SHOW 2022 SAW



**29.7 bn SAR**  
of Orders & Announcements



**600+**  
Exhibitors



**100+**  
International  
Delegations



**65,000+**  
Visits



**85**  
Countries  
represented



**37,000**  
sqm of Exhibition  
Space

# VISION

World Defense Show will serve as a platform where the global defense industry can convene, connect and gain valuable insight and access to the latest innovation-driven defense & security solutions.

The show aims to encourage integration between air, land, sea, space and security domains, to help accelerate the future of defense.



# MISSION

The latest addition to the global defense show circuit, World Defense Show is on a mission to develop and sustain a world leading defense & security exhibition in the heart of the Kingdom of Saudi Arabia.

Taking place at the core of the global supply chain, the show will bring together the largest players and start-up visionaries from the defense domain to collectively craft the future of defense.

The show will focus on the future technology and innovation across air, land, sea, space and security domains, to help accelerate the Future of Defense.

# VISION 2030

Supported by the impetus of the national Vision, laid out by the Authority's Chairman, His Royal Highness Crown Prince Mohammed bin Salman, and the strength of its leadership, GAMI is set to enable 50% localization of the Kingdom's military spending by 2030.

World Defense Show was founded to support Vision 2030 in reaching the ambitions of localization.



# OUR PEOPLE

Our People are what make us successful. Our team members are motivated by the opportunity to learn every day, to drive their own careers and development and work collaboratively to be the best.

World Defense Show employs men and women from diverse cultural backgrounds and offers the opportunity for individuals to work together as part of this extraordinary team.

**...we employ specialists in a variety of permanent or fixed term roles, with representation over a wide geography...**



# OUR VALUES



## Respect

We value everyone and treat people in the same considerate way we would like to be treated ourselves.



## Integrity

We nurture trust by being honest. We use moral principles to guide our decisions and are always accountable for our actions.



## Support

Great teams deliver great things. A team can only be great if they are supporting and helping each other no matter how big or how small the task.



## Passion

We are passionate about what we do. Our passion drives us to achieve our goals and gives us energy to overcome any challenges that are put in front of us.



## Excellence

We are always striving for excellence and take pride in everything we do. We have high expectations of ourselves, and of others, to deliver the best experience for our customers.

# ABOUT GAMI

Established in accordance with the resolution of the Saudi Council of Ministers in August 2017, the General Authority for Military Industries [GAMI] is the regulator, enabler and licensor of the Kingdom's military industries domain. We are entrusted to build a sustainable domestic defense domain that delivers significant social and economic benefits, while reinforcing the Kingdom's autonomy, military readiness and national security.

Our aim is to localize more than 50% of the Kingdom's military expenditure over the next decade in line with the Kingdom's Vision 2030. To achieve that, GAMI has identified three strategic focus pillars: Military Industry, Military Acquisition, and Military Research & Technology.

GAMI is at the core of the Kingdom's defense ecosystem, promoting transparency, leveraging synergies and driving intragovernmental collaboration to realize military industrialization.

At GAMI, we believe that people are the vital element to achieve the promising vision for an ambitious nation.





## His Excellency Ahmad A. Al-Ohali, The Governor of GAMI

“At the General Authority for Military Industries, we stand behind integrity, transparency and collaboration. We believe that these values are key components to achieving our goal of localizing 50% of Saudi Arabia’s expenditure on military and security equipment and services by 2030.

We are keen on leveraging the long-standing partnerships the Kingdom has had with global original equipment manufacturers over the past decades to develop mutually beneficial programs that support the local military industry while delivering solid returns on investment. We also welcome new partners to the Kingdom’s promising military industry that support our national commitment to localize defense equipment and services.

In addition to developing a world-class regulatory framework, GAMI facilitates access to the Kingdom’s defense domain through streamlined licensing processes and ensures that supporters of localization are rewarded with attractive business incentives. I hope this encourages you to get to know GAMI better. Whether you are an existing partner, a potential investor, an entrepreneur or a future employee, we look forward to working with you in our journey to grow a multi-billion-dollar industry.”



## **Andrew Pearcey** **Chief Executive Officer,** **World Defense Show**

With over 20 years in the events industry, Andrew Pearcey is a leader in operations for large scale events. He takes on the role of World Defense Show CEO following over 2 years in his role as the show's Chief Operating Officer.

Andrew has been operating successfully in senior management roles for over 15 years bringing his experience from Farnborough International as Chief Marketing and Insight Officer and a Board Director of the renowned Aerospace event. During his career, Pearcey has succeeded in building valuable partnerships, securing skilled jobs and building multinational brands.

Taking place at the core of the global supply chain, the show will bring together the largest players and start-up visionaries from the defense domain to collectively craft the future of defense.

# CONTACT DETAILS

Any questions arising from this prospectus should be addressed to Harry Seymour, Head of Support Services.

## **Head of Support Services**

Harry Seymour

**[hseymour@worlddefenseshow.com](mailto:hseymour@worlddefenseshow.com)**



The image features a futuristic digital landscape with a glowing horizon. In the foreground, a grid of blue lines recedes into the distance, creating a sense of depth. A bright, glowing blue light source on the horizon casts rays upwards. Various military assets are depicted in wireframe form, including a fighter jet, a satellite, a drone, a submarine, and a tank. The background is a dark blue gradient with a large, glowing blue arc representing the Earth's horizon. The overall aesthetic is high-tech and futuristic.

**EQUIPPED  
FOR TOMORROW**