

Press Release, October 2025

K 2025: Royal visit reinforces strategic partnership in the Middle East

Royal visit to K 2025: His Royal Highness Prince Saud Turki Al-Faisal Al Saud, Chairman of the Riyadh Exhibitions Company (REC), together with Wolfram N. Diener, Chairman of the Management Board of Messe Düsseldorf, set another milestone in the close cooperation between the two partners. At K 2025, the World's Leading Trade Fair for Plastics & Rubber, both sides confirmed their strategic cooperation with an official handshake.

The handshake marks another milestone in the international expansion of the world's leading trade fairs K, interpack and drupa into Saudi Arabia. There, the dynamic and multifaceted development of the Middle East economy can currently be observed in an impressive manner. The [Riyadh Exhibitions Company](#) is organising the [Saudi Plastics & Petrochem](#) and [Saudi Print & Pack](#) trade fairs there from 12 to 15 April 2026, with over 500 exhibiting companies from the petrochemical, plastics, printing and packaging industries. This rapidly growing quartet of trade fairs, whose number of exhibitors has risen by around 70 per cent since 2018, offers ideal opportunities for Messe Düsseldorf.

The new presence in Riyadh perfectly complements Messe Düsseldorf's existing international portfolio – in the plastics and rubber sector with 'K Alliance', in the processing and packaging segment with 'interpack alliance' and in the print technologies sector with 'drupa alliance'. The aim of the



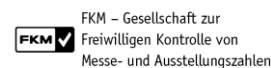
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partnership is to actively participate in the growing economic momentum in the Middle East. Both partners had already officially documented their strategic cooperation in a memorandum of understanding in spring 2025.

Numerous points of contact for the Düsseldorf trade fair portfolio

Wolfram N. Diener, Chairman of the Board of Management of Messe Düsseldorf, emphasises the significance of this decision: 'We are in the right place at the right time. With our commitment to the world's fastest-growing trade fair market, we are strengthening our position as one of the most successful international trade fair companies. Saudi Arabia and the United Arab Emirates are diversifying their economies, which opens up numerous points of contact for our broad trade fair portfolio and new potential for our customers.' The fact that the economic transformation of the region is attracting increasing international attention was also demonstrated by a high-ranking visitor: His Excellency Bandar bin Ibrahim Al-Khorayef, Saudi Arabia's Minister of Industry and Mineral Resources, is currently visiting K 2025. Last year, he already got an impression of the international trade fair scene in Düsseldorf at drupa 2024.

High economic growth in the Middle East

This is reflected in the economic data of the Gulf Cooperation Council (GCC) countries. According to the consulting firm jwc, their annual growth rate of six percent until 2029 exceeds both that of the EU (3%) and the global average (5%).

Building on existing strengths: steps taken in the region to date



The current new business activities are not Messe Düsseldorf's first steps in the region. Since 2007, K has had a successful partnership with [ArabPlast](#) in Dubai. Since 2019, Messe Düsseldorf has been driving its business forward with, among other things, the interpack alliance trade fairs [pacprocess MEA](#) and [Food Africa Cairo](#) in Egypt – the link between the Middle East and Africa. Since 2024, a [new subsidiary](#) has also been complementing Messe Düsseldorf's global network – in Turkey, which bridges the gap between Europe and the Middle East. The offensive in Saudi Arabia is now the next logical step.

About K

K was first organised by Messe Düsseldorf in 1952 and takes place every three years. K in Düsseldorf is the leading global trade fair for the plastics and rubber industry. Its range of products includes machinery and equipment, raw materials and additives, semi-finished products, technical parts and products made from reinforced plastics. The K 2025, which is currently taking place, features 3,257 exhibitors from 66 countries on 178,000 m² of net exhibition space. www.k-online.com

About interpack

Every three years, interpack brings together the global processing and packaging industry in Düsseldorf for a week. The focus is on packaging materials and supplies, packaging machines and related process technology for the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food and industrial goods sectors. As the leading international trade fair, it has been attracting experts from all over the world since 1958 to exchange information on the latest technologies and solutions and provide impetus for future topics in the industry. The next interpack will take place from 7 to 13 May 2026. Over 2,800 exhibitors from all over the world are expected to attend. www.interpack.com

About drupa

drupa is the world's leading trade fair for printing technologies and takes place every four years in Düsseldorf. Since its premiere in 1951, it has stood for groundbreaking technologies, cross-industry solutions and strong impulses along the entire value chain – from classic



printing to digital transformation and packaging production. In 2024, around 1,614 exhibitors from 49 countries presented their innovations. Visitors from 173 nations underscored the international significance of the event. The next drupa will take place in Düsseldorf from 9 to 17 May 2028. Further information is available at www.drupa.com

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