



# BREAKOUT POINT

from vision to reality

## EXHIBITION PROFILE



# Breakout Point Expo

A place for entrepreneurs and supporters to meet

02-06 September 2025 | Jeddah, Superdome



# Entities That Shape the Future



برنامج جودة الحياة  
QUALITY OF LIFE PROGRAM

———— Strategic Partner ————





## The Start & the Experience

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The company was established in 2008 and specializes in organizing exhibitions and conferences, relying on integration between the public and private sectors to achieve development.

## Completed Projects

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Implementation of more than 100 diverse projects, including exhibitions, conferences, workshops, and entertainment events, reflecting a commitment to building an integrated society.

## Government Support and Successes

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With the support of multiple government agencies, remarkable successes have been achieved in organizing events and providing professional consultations, while empowering entrepreneurs and small businesses.

## Renewal and Innovation

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The company seeks to renew ideas annually with innovative visions that align with trade developments and economic transformations, with a focus on financial sustainability.

## Youth Empowerment

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Empowering young people of both genders to achieve a prosperous future, and promoting integration between the government and private sectors in line with the Kingdom's Vision 2030.

## National and Global Vision

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Strengthening the Saudi national identity and preserving the rich heritage, while moving towards increased globalization that meets the ambitions of the Kingdom's Vision 2030.



An aerial photograph of a city, likely Dubai, showing a large circular park area with a winding path and several modern buildings. The city extends into the distance under a hazy sky. Several birds are shown in flight, scattered across the upper half of the image. The entire image has a warm, orange-brown color overlay.

# VISION

The Kingdom is steadily moving toward achieving a vibrant society, a thriving economy, and an ambitious nation, under wise leadership that aspires to achieve global leadership

# MISSION

A turning point where vision becomes reality



# EXHIBITION CONCEPT

April 25th marks the ninth anniversary of the launch of Saudi Arabia's Vision 2030. From this standpoint, "Al-Ebaa and Al-ruqi" inspired the idea of the **Breakout Point Expo** which brings together various entities in an exhibition within the Kingdom, to highlight the major transformations from 2016 to 2025 through the following:





## Key Performance Indicators:

Reviewing the tools and strategies that contributed to achieving the goals of Vision 2030.

## Completed Projects:

Showcasing the most notable achievements made through 2024 in various sectors.

## Launching Products and Services:

Clarifying the mechanism for implementing future plans to achieve the remaining goals of Vision 2030 and preparing for the next phases.



# OBJECTIVES





## **Development of the Financial Sector:**

Focusing on financial sustainability and reforms to support the national economy and achieve financial stability.

## **Improving Quality of Life:**

Highlighting the improvements made in various sectors and their direct impact on the lives of citizens.

## **Engaging the private sector:**

Enhancing the role of large companies in supporting and executing Vision 2030 initiatives.





## Citizen participation:

Providing opportunities for citizens and residents to learn about achievements and participate in shaping the future.

## Interactive visitor experience:

Allowing direct interaction with exhibitors and discovering initiatives and programs.



# KEY FEATURES OF THE 2025 EXHIBITION







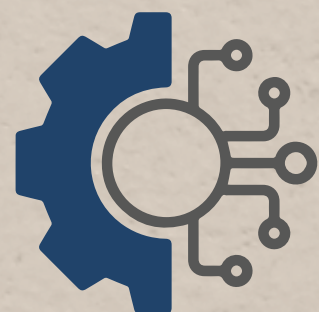
### **Funding Opportunities and Project Support:**

Communicate with banks and financing companies to obtain innovative financial solutions that support the expansion of your business.



### **Development in Healthcare Services**

Digital transformation, enhancing preventive health, advanced health insurance solutions, and improving road safety.



### **Digital Transformation and Applications**

Raising visitors' awareness of the importance of modern technologies in improving daily life.



### **Development in the Sports & Entertainment Sector:**

Reviewing sports achievements, sports clubs, and the diversity of entertainment activities.



### **Development of Tourism and Cultural Services & Serving the Guests of Al-Rahman**

Facilitating the arrival of tourists, preserving heritage, and improving Hajj and Umrah services.





# WHAT MAKES THIS EXHIBITION A MUST-JOIN OPPORTUNITY?





## Inspiration and Development

- \* Familiarize yourself with the latest government and private programs and initiatives.
- Gain new insights into the market and future requirements.

## Networking Opportunities

- \* Build strong professional relationships with representatives of ministries and major companies.
- \* Meet with leaders and decision-makers to discuss developments and future initiatives.

## Leaving a Mark

- \* Contribute to the Kingdom's transformation journey towards the future.
- \* Enhance brand awareness and showcase products and services to a wide audience.

## Expanding Horizons

- \* Explore new investment opportunities and build strategic partnerships that support business growth.



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# TARGET AUDIENCE FROM GOVERNMENT SECTORS







# TARGET AUDIENCE FROM THE PRIVATE SECTORS

- Banks
- Financing
- Stock Trading



- Insurance
- Hospitals
- Clinics



- Pharmacies
- Pharmaceutical Companies
- Medical Supplies



- Accounting Firms
- Legal Consulting




- Health Centers
- Sports Clubs
- Nutrition Centers




Treatment Centers

- Behavioral
- Family Counseling




- Information Technology
- Business Apps
- E-commerce Stores



- Hotels
- Resorts
- Travel Agencies



- Restaurants
- Cafés
- Hospitality




Sectors

- Training
- Employment




Sectors


- Education
- Development



- Fashion Design
- Accessory Design
- Gifts



- Interior Design
- Consulting Engineering




Consulting Offices

- Financial
- Investment



- Advertising
- Graphic Design



- Real Estate Development
- Commercial Arbitration





# SUPPORTING PROGRAMS

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# AN EVENT-AFFILIATED INITIATIVE

- Selection of (20) outstanding projects from entrepreneurs and owners of small and micro enterprises.
- Granting free exhibition spaces within the expo to showcase their projects to the public.
- Organizing multiple workshops in collaboration with specialized entities and companies to provide participants with the tools and expertise needed to develop their projects.
- Official recognition and honoring of participants at the conclusion of the initiative, as an incentive to continue their growth and success.



# PANEL DISCUSSIONS

## 1. Introductory Session with the Saudi Business Center

This session aims to highlight the role of the Saudi Business Center in supporting and empowering entrepreneurs by showcasing its services and mechanisms that facilitate the establishment and operation of commercial activities. It also provides targeted information for those aspiring to enter the business and free trade sectors.

## 2. Panel Discussion with the Human Resources Development Fund (HRDF)

This session discusses key support, training, and employment programs provided by HRDF for entrepreneurs and owners of small and medium enterprises. It also explains how to benefit from these programs to enhance the growth and sustainability of their projects.

## 3. Awareness Session with the Zakat, Tax and Customs Authority

This session focuses on explaining the regulatory procedures for submitting zakat and tax declarations, the importance of compliance to avoid penalties, and how to properly settle and deposit refundable amounts into the establishment's bank accounts..



# WORKSHOPS

## 1. Preparing Feasibility Studies

This workshop covers the approved methodologies for preparing feasibility studies and highlights their importance in evaluating investment opportunities for new or expanding projects. The goal is to support strategic decision-making based on accurate data and analysis.

## 2. Financial Statements and Tax Declarations

This session aims to equip business owners with a solid understanding of how to prepare financial statements and walk them through the steps of submitting and reviewing tax declarations, ensuring full compliance and enhancing business credibility.

## 3. Legal Workshop: Contracts, Invoices, and Bonds

This workshop provides a solid legal foundation for drafting commercial contracts, alongside practical examples of how to properly issue invoices and bonds in a manner that protects the rights of all contracting parties.



## 4. Visual Identity and Its Impact on Project Success

This workshop discusses the importance of visual identity in shaping the public perception of a project, and how to design it in a way that reflects the project's goals and resonates with the target audience.

## 5. Transition to Digital

This session presents creative and professional packaging solutions aligned with the visual identity of a product, with a focus on cost efficiency suitable for startup budgets.

## 6. Website Development and Digital Integration

The workshop highlights the importance of having a professional website for any business, and explains how to integrate it with social media platforms to maximize reach to the intended audience.



# ADVERTISING AND MEDIA CAMPAIGNS

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# ADVERTISING CAMPAIGN

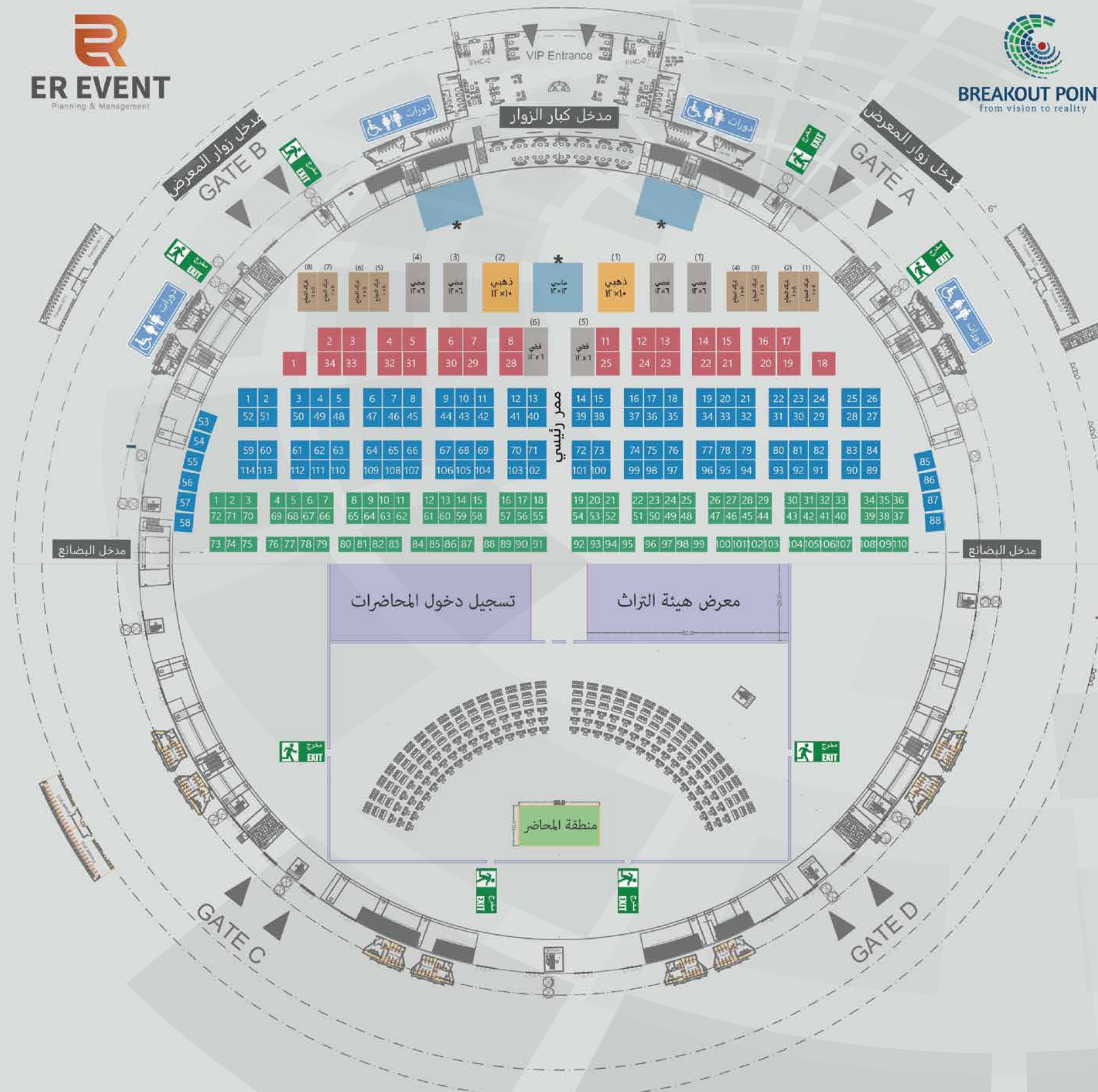
Activity	Date	Details	Responsible
Flyers distribution	Tow months before the event	Distribution of 100,000 flyers across all malls, shopping centers, and public gatherings	Marketing Team
Sending SMS messages	Two days before the opening + opening day	Sending 500,000 messages daily to a target group	Digital Marketing Team
Sending WhatsApp messages	Two days before the opening + opening day	Sending 100,000 WhatsApp messages daily to a target group	Digital Marketing Team
Sending emails	Two days before the opening + opening day	Sending 100,000 emails to a target group	Digital Marketing Team
Sponsored ads on our platforms	For 3 days before the opening	Advertising campaigns worth 100,000 riyals on our platforms	Digital Marketing Team
Sponsored ads through other parties	For 3 days before the opening	Advertising campaigns worth 100,000 riyals through other parties	Digital Marketing Team and Media Collaborations



# MEDIA CAMPAIGN

Activity	Date	Details	Responsible
Publishing news and reports	One week before the event	Publishing 9 news items and 1 report about the exhibition and the launch ceremony	Media and Marketing Team
Coordinating TV reports	One week before the event	Coordinating with TV channels to prepare special reports during the event	Media Relations Team
Coordinating radio coverage	One week before the event	Arranging phone interviews with responsible figures through Saudi radio stations	Public Relations Team
Invitations for journalists and correspondents	One week before the event	Sending invitations to journalists from newspapers, magazines, channels and radio stations	Public Relations Team
Organizing the reception of journalists	One week before the event	Coordinating the attendance of journalists and distributing them to thier appropriate locations	Organizing Team
Invitations for celebrities and influencers	One week before the event	Sending invitations and confirming the attendance of art and social media stars	Media Marketing Team
Organizing the attendance of VIPs	One week before the event	Sending invitations to prominent figures and coordinating their reception according to protocols	Protocol Team
Documentation and photography	During the launch ceremony and exhibition days	Photographic and video coverage of the launch ceremony, press conference exhibition for 3 days	Photography Team
Live broadcast and digital coverage	During the event	Live broadcast on YouTube, displaying exhibition content on screens, and sharing links via social media	Digital Media Team







# INQUIRIES & BOOKING



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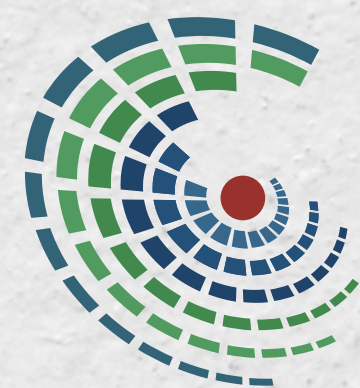
[sales@erevent.sa](mailto:sales@erevent.sa)



[www.erevent.sa](http://www.erevent.sa)



**THANK YOU**  
W A Y F O R W A R D



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