



BREAKOUT POINT

from vision to reality

EXHIBITION PROFILE

Breakout Point

A place for entrepreneurs and supporters to mee
"Annual Exhibition – Accompanying Conference – Sustainable Digital Platform"

05-09 February 2025 | Jeddah, Superdome

Entities That Shape the Future



برنامج جودة الحياة
QUALITY OF LIFE PROGRAM

———— Strategic Partner ————



The Start & the Experience

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

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

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

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

Youth Empowerment

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

Enhancing Saudi national identity and preserving rich heritage, while moving towards global leadership that fulfills the aspirations of Saudi Vision 2030.

An aerial photograph of a city, likely London, featuring a large stadium (Wembley Stadium) in the foreground, surrounded by greenery and urban development. The image is overlaid with a semi-transparent orange filter. Several birds are shown in flight across the upper portion of the image.

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

BREAKOUT POINT CONCEPT

April 25 coincides with the anniversary of the
launch of Saudi Arabia's Vision 2030.
From this perspective, ERevent was inspired to
create

Breakout Point

“Annual Exhibition – Accompanying Conference –
Sustainable Digital Platform”

bringing together various entities to highlight the
major transformations since 2016 in the
development of human and financial resources
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.

The transformation from traditional to digital:

Clarifying the mechanism for implementing future plans to achieve the goals of Vision 2030 in digital transformation and preparing for the upcoming phases.

OBJECTIVES



Development of the Financial Sector:

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

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.

STRATEGIC ADVANTAGES





Empowering human capital for global competitiveness

The digital platform offers specialized knowledge content, while the exhibition and conference provide a dynamic environment for sharing experiences, enhancing youth skills, and empowering them to lead future sectors.



Platform and exhibition to improve economic quality of life.

It forms an ecosystem that combines a digital platform and a national exhibition, contributing to enhancing youth participation in the economy and creating practical opportunities to improve quality of life and foster local economic growth.



Financial sustainability supported by funding and investment

The platform enables projects to access bank financing, venture capital funds, and guarantee programs, while the exhibition provides direct opportunities to secure deals and partnerships. This ensures the sustainability of startups and transforms them into strong, scalable economic entities both locally and internationally.



Supporting national transformation and economic diversification

The exhibition provides an interactive platform connecting entrepreneurs with government entities and the private sector, while the digital platform tracks projects from concept to expansion. Together, they create a sustainable business environment that contributes to achieving Vision 2030 objectives and diversifying national income sources.



WHAT MAKES “BREAKOUT POINT” 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

- * Contributing to the Kingdom's journey toward a digital future
- * Enhance brand awareness and showcase products and services to a wide audience.

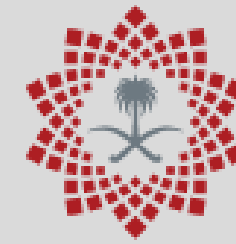
Expanding Horizons

- * Exploring new investment opportunities and building strategic partnerships that support business growth from traditional to digital.



ENABLERS

برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK



المركز السعودي للأعمال
Saudi Business Center



الموارد البشرية
والتنمية الاجتماعية



مجلس
السياحة والثقافة



كفالة
Kafalah

برنامج ضمان التمويل للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises Loan Guarantee Program

منشآت
monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority



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



ACCOMPANYING CONFERENCE

The accompanying conference features a series of panel discussions and workshops, but is not limited to them

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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.

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

This session discusses how to leverage the fund's programs to develop human capital and promote the growth and sustainability of projects.

3. Panel Discussion with the Social Development Bank

This session focuses on showcasing the bank's programs for financing entrepreneurs, supporting small and micro-enterprises, and exploring ways to benefit from them to achieve quality of life and financial sustainability.

4. Introductory Session on the Kafalah Program

This session aims to shed light on the program's role in supporting and empowering entrepreneurs

WORKSHOPS

1. Feasibility Studies Preparation

This workshop covers the approved methodologies for preparing feasibility studies and highlights their importance in evaluating investment opportunities for new or expansion projects, ensuring strategic decisions are based on accurate data and thorough analysis.

2. Financial Statements and Tax Declarations

This workshop aims to empower business owners with the basics of preparing financial statements and understanding the steps for submitting and reviewing tax declarations, ensuring full compliance and enhancing business credibility.

3. Contracts, Invoices, and Bonds

This workshop presents the proper legal foundations for drafting commercial contracts and reviews models for preparing invoices and bonds in a way that safeguards the rights of all contracting parties

4. Visual Identity and Its Impact on Project Success

This workshop discusses the importance of visual identity and its role in shaping the project's brand perception, as well as how to design it in a way that reflects the project's objectives and aligns with the target audience.

5. Website Development and Digital Integration

This workshop highlights the importance of having a professional website for the business and explores mechanisms for integrating it with social media platforms to achieve a seamless transition from traditional to digital operations.

6. Turn Your Idea into an Investment Opportunity!

In this workshop, participants will learn how to professionally shape their ideas, build a compelling investment pitch, and present their projects to venture capital funds to increase opportunities for funding and business growth

ADVERTISING AND MEDIA CAMPAIGNS

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ADVERTISING CAMPAIGN

Activity	Date	Details	Responsible
Public Relations & Sponsorship	6 months	Monthly newsletters (Investor & Partner Brief) about registration rates, sponsorships, and timeline	Digital Marketing Team
Sending WhatsApp & SMS Messages	4 months	Sending 500,000 messages daily to the targeted audience	Digital Marketing Team
Sponsored Ads on Our Platforms	4 months	Advertising campaigns on our platforms through Meta	Digital Marketing Team
Email Campaigns	2 months	Sending 100,000 emails to the targeted audience	Digital Marketing Team
TV Ads	1 month	150 ads on Alif Alif FM channel	Media Team
Jeddah Chamber Announcements	1 month	Targeted ads to committee chairmen and members via emails, text messages, and WhatsApp	Jeddah Chamber of Commerce
On-Site Digital Screens	2 weeks before expo and conference	Two exclusive digital screens for the exhibition and conference, located inside Haram Supermarket facing Tareeq Al-Tali' and Al-Nazla	Jeddah Chamber of Commerce

MEDIA CAMPAIGN

Activity	Date	Details	Responsible
Short videos for workshops and lectures	4 months	Announcements about workshop details on the designated digital platform	Media and Marketing Team
Interviews with entrepreneurs and small business owners	2 months	Announcements of details on the designated digital platform	Media and Marketing Team
Press releases, mini press conferences on the designated digital platform	2 months	Interviews via TV, radio, and covered through an integrated media center	Digital and Marketing Team
Press Conference	1 month before the event	To be held at Al-Jalali Hall in Jeddah Chamber of Commerce	Media and Marketing Team
Documentation & Photography	During the launch ceremony and exhibition days	Photography, videography, and coverage of the launch and exhibition for 5 days	Photography & Production Team
Live broadcast & digital coverage	During the event	Live streaming on YouTube, showcasing exhibition content on screens, and sharing links on social media	Media and Marketing Team

INQUIRIES & BOOKING



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



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