

K, interpack and drupa on Expansion Path in the Middle East

The industry's leading trade fairs, K, interpack and drupa, are further expanding their international reach by jointly entering the Saudi Arabian market. This step is made possible by the expanded partnership between Messe Düsseldorf and the Riyadh Exhibition Company. The Saudi Plastics & Petrochem and Saudi Print & Pack exhibitions will be expanded to include regional editions of K, interpack and drupa.

Saudi Arabia is currently showcasing the dynamic and diverse development of the Middle Eastern economy. From May 12 to 15, the [Riyadh Exhibitions Company](#) (REC) is hosting the [Saudi Plastics & Petrochem](#) and [Saudi Print & Pack](#) trade shows, featuring over 500 exhibitors from the petrochemical, plastics, print, and packaging industries. The flourishing trade fair quartet, whose exhibitor numbers have climbed by 70 percent since 2018, offers plenty of perfect touchpoints for Messe Düsseldorf. HRH Prince Saud Turki Al Faisal Bin Abdulaziz, Chairman of REC, and Wolfram N. Diener, President & CEO of Messe Düsseldorf, have signed a Memorandum of Understanding to integrate Düsseldorf's world-leading trade shows [K](#), [interpack](#) and [drupa](#) into future Saudi Plastics & Petrochem and Saudi Print & Pack events.

For decades, K, interpack, and drupa have stood for innovation, international appeal, and strong momentum in their respective sectors. Today, they continue to embody these values as they join forces in Saudi Arabia – a market with high growth potential – to harness synergies and create added value. Their new presence in Riyadh is a strategic addition to Messe Düsseldorf's global portfolio: 'K Global Gate', the 'interpack alliance', and 'drupa global' represent international reach across plastics and rubber, processing and packaging, and print technologies.

Countless Tie-ins with Düsseldorf's Trade Show Portfolio

Wolfram N. Diener emphasized the significance of this decision: "We're in the right place at the right time. Our commitment to one of the world's fastest-growing trade show markets reinforces our position as one of the most successful trade show companies worldwide. More and more, Saudi Arabia and the United Arab Emirates are diversifying their economies, which creates numerous links to our broad trade show portfolio as well as new potential for our customers."

Strong economic growth in the Middle East

This is reflected in the economic data for the countries of the Gulf Cooperation Council (GCC). According to the consulting firm jwc, their annual growth rate of six per cent until 2029 is higher than both the EU (three per cent) and the global average (five per cent).

Messe Düsseldorf Drives Momentum in the Gulf Region

REC Chief Operating Officer Dr. Akram Masri welcomes the partnership: "Our trade shows have evolved successfully in recent years. The fact that they are now part of Messe Düsseldorf's international portfolio – alongside global number one trade shows such as K, drupa and interpack – underscores the growing significance of our market. At the same time, we expect the collaboration to generate significant momentum for our events."

Building on Existing Strength: Previous Steps in the Region

The current new-business activities aren't Messe Düsseldorf's first foray into the region. Since 2007, K has been in a successful partnership with [ArabPlast](#) in Dubai. And with the interpack alliance shows [pacprocess MEA](#) and [Food Africa Cairo](#), Messe Düsseldorf has been advancing its business in Egypt – the link between the Middle East and Africa – since 2019. In addition, a [new subsidiary](#) joined Messe Düsseldorf's global network in 2024 – in Türkiye, the bridge between Europe and the Middle East. The recent offensive in Saudi Arabia and in Dubai, where the new Messe Düsseldorf Gulf Office is based, marks the logical next step.

About K

K was launched by Messe Düsseldorf in 1952 and has been held every three years since. The most recent edition in 2022 welcomed 3,020 exhibitors from 59 countries across more than 177,000 m² of net exhibition space, and attracted 177,486 trade visitors – 71 percent of whom came from abroad. The next K will take place in Düsseldorf from 8 to 15 October 2025. For further information, please visit: www.k-online.com.

About interpack

Every three years, interpack unites the global processing and packaging industry in Düsseldorf. The trade fair focuses on packaging materials and supplies, packaging machinery, and related process technologies for sectors such as food, beverages, confectionery, baked goods, pharmaceuticals, cosmetics, non-food, and industrial goods. Since its launch in 1958, interpack has established itself as the leading international trade fair, attracting experts from around the world to explore the latest technologies, share insights, and drive innovation in the industry. The next interpack will be held from 7 to 13 May 2026 in Düsseldorf, with more than 2,800 exhibitors from across the globe expected to take part. www.interpack.com

About drupa

drupa is the world's leading trade fair for printing technologies and is held every four years in Düsseldorf. Since its debut in 1951, it has stood for groundbreaking technologies, cross-industry solutions, and strong momentum across the entire value chain – from traditional printing to digital transformation and packaging production. In 2024, around 1,614 exhibitors from 49 countries showcased their innovations. Visitors from 173 nations emphasized the global importance 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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