LIONS Riyadh Festival launches in Saudi Arabia





RIYADH, SAUDI ARABIA, September 16, 2026 /EINPresswire.com/ -- Tahaluf, in partnership with LIONS and the Ministry of Media, has announced the launch of LIONS Riyadh, a distinct regional Festival within LIONS, the global platform for creative marketing effectiveness.

Taking place 6-8 December 2027 at KAFD in Riyadh, the three-day Festival will bring together regional and global CMOs, creative leaders, agencies, brands and emerging talent. Spanning creative excellence, effectiveness, culture and the future of the industry, the programme will give Middle Eastern talent, ideas and storytelling a platform to influence the global creative conversation.

His Excellency Salman bin Yousef Al-Dossary, Minister of Media, said: “Creativity and storytelling have deep roots in Saudi Arabia and across Middle Eastern culture. Today, a new generation is building on that heritage with the confidence, capability and ambition to define how the story evolves. LIONS Riyadh reflects the progress of our creative industries and Saudi Arabia’s commitment to nurturing the talent and ideas behind them.

This is an opportunity to celebrate what makes creativity from our region distinctive, strengthen

its contribution to our economy and culture, and enable our creative voices to play an even greater role in the future. LIONS Riyadh also supports the growth of Saudi Arabia's creative economy by attracting global expertise and talent, transferring knowledge, developing national capabilities, and creating new avenues for investment, partnerships and high-quality employment. The festival will empower Saudi creatives and connect them with international networks and markets, helping to localise the creative industries, accelerate the growth of local businesses, and strengthen the sector's contribution to economic diversification and globally competitive Saudi content—further cementing Riyadh's position as a capital of creativity and a global destination where decisions are made and opportunities are created."





LIONS RIYADH

Faisal Al-Khamisi, Co-Chairman of the Board, Tahaluf & Chairman, Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP), said: "Since the launch of Vision 2030, Saudi Arabia has rapidly established itself as one of the world's most important destinations for major international events. From the biggest stages in global sport, including Formula 1 and the 2034 FIFA World Cup, to landmark entertainment platforms such as Riyadh Season and MDLBEAST, and globally significant business and government gatherings including Expo 2030, LEAP and FII, the Kingdom has repeatedly demonstrated its readiness to convene the world and to launch LIONS Riyadh is another important milestone in that journey. It reflects both the growing international significance of Saudi Arabia and the extraordinary creative potential of the wider Arab world. We are immensely proud that Tahaluf will help launch this iconic global brand in Riyadh."

Philip Thomas, Chair, LIONS, commented: "The Middle East is entering a remarkable new creative era. Across film, fashion, gaming, design, entertainment and brand storytelling, we're seeing a surge of ambition and originality powered by a young, fast-growing population. Creative

sectors are expanding rapidly, with new platforms, talent and businesses emerging at pace—and creativity and marketing playing an increasingly important role in how countries, brands and communities express themselves on the global stage.

"LIONS has always been a global platform for the world's best creative thinking and marketing effectiveness. Through LIONS Riyadh, we're providing access to global benchmarks, intelligence, and learning, while connecting regional talent and ambition with global experience and opportunity—supporting the next phase of growth for brands, businesses and the wider creative economy."

LIONS Riyadh is part of a series of regional platforms which will complement Cannes Lions by making more of LIONS' expertise accessible throughout the year, while creating stronger connections between local communities and the global stage. Cannes Lions will remain the centre of the LIONS ecosystem: the place where the global industry comes together and the international benchmark for creative excellence is recognised. In the Middle East Dubai Lynx remains MENA's established awards platform and creative benchmark. LIONS Riyadh is designed to complement both by convening the broader marketing ecosystem in Saudi Arabia, developing talent, and connecting regional ideas with global networks and expertise.

Further details on LIONS Riyadh including the programme, speakers and participating brands and creative leaders, will be announced in the coming months.

About LIONS Riyadh

LIONS Riyadh is a new platform for the region's creative and marketing community, bringing together brands, marketers, agencies, media, technology companies, creators and creative talent from across the Middle East and internationally.

Part of the global LIONS community, LIONS Riyadh champions creative excellence and the role of creativity in driving business growth. The inaugural festival will take place in KAFD, Riyadh, Saudi Arabia, from 6-8 December 2027, delivered in partnership with Saudi Arabia's leading business events organiser, Tahaluf and the Ministry of Media.

For more information, visit: https://lionsriyadh.com/

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About Tahaluf

Headquartered in Riyadh, Tahaluf brings together strategically important commercial communities from Saudi Arabia, the wider Gulf, and the global stage through a portfolio of world-class exhibitions and digital platforms.

Tahaluf is a joint venture between Informa PLC, the world’s largest trade show organiser; the Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP); and the Events Investment Fund (EIF).

Tahaluf is behind leading events including LEAP, DeepFest, Cityscape Global, LEAP East, Money20/20 Middle East, Black Hat MEA, Kingdom of Gaming, Global Health Exhibition, and CPHI Middle East.

For more information, visit: https://tahaluf.com/

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