

**JOIN THE 10TH EDITION OF
SAUDI ARABIA'S LEADING
INTERNATIONAL FOOD & DRINK
TRADE EXHIBITION**

RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER
RIYADH, SAUDI ARABIA
www.foodexsaudiexpo.com

Organised by



**FOODEX SAUDI 2023 - RIYADH
STAND PACKAGES**



SAUDI ARABIA'S LEADING INTERNATIONAL FOOD & DRINK TRADE EXHIBITION

Foodex Saudi is Saudi Arabia's Leading International Trade exhibition 100% dedicated to the Food & Drink Industry. Professional Saudi buyers from mass distribution, retail, manufacture, and hospitality industry will have the opportunity to source products from over 50 countries and trade with exhibitors displaying a global offering of food and drink products and solutions.

9800 Sqm

Gross Space

4

Days

50

Countries

15

Pavilions

14,554

Attendees

230

Exhibitors



WHY FOODEX SAUDI?

- Meet and do business with more than 12,000 trade visitors from the following sectors: Retail, HORECA, Distribution, Wholesales and Food Chain Supply
- Network with your industry and learn about new trends and sector developments
- Official Government Support: the highest representation of Saudi government officials at any food show in the region

GET DIRECT ACCESS TO



The largest food and drink market in the GCC with an annual growth of 18%



More than 12,000 trade visitors from the Food & Drink sectors



200 gourmet specialists at Saudi Arabia's leading chef competition



FOODEX SAUDI 2022 HIGHLIGHTS

EXHIBITOR PROFILE

EXHIBITOR BREAKDOWN BY SECTOR



21%	CANNED AND PRESERVED
11%	CHILLED, FRESH & FROZEN
5%	DAIRY
10%	DRINKS & BEVERAGES
7%	FOOD TECHNOLOGY
3%	FOOD SERVICES
5%	MEAT, POULTRY & GAME
6%	SPECIALTY PRODUCTS
17%	SWEETS, SNACKS & BAKERY
14%	GRAINS & CEREALS
1%	OTHER



BRANDS BREAKDOWN BY COUNTRY

489 Total Brands



The exhibition is quite good. I think the event this year is even bigger than last year. Last year, we were also here. I think the visitors quantity is quite enough for us. We always look for more visitors from our sector. For sure, we will be here next year.

Santiago Almodovar, Export Manager
 Arasol (Aceitunas Cazorla)
Spain



82%
of exhibitors successfully MET THEIR BUSINESS OBJECTIVES

FOODEX SAUDI 2022 HIGHLIGHTS

VISITOR INFORMATION - VISITOR PROFILE



VISITORS BY COMPANY ACTIVITY

28%	Importers/Wholesalers
8%	Retailers/Supermarkets/Bakery
14%	Distributors
10%	Catering Services
13%	Hotel/Hospitality
12%	Restaurants/Cafe
9%	Suppliers
1%	Education/Training
4%	Government/Associations
1%	Other

VISITORS FROM SAUDI CITIES

Abha	Khamis Mushaiyt
Al Khobar	Madinah Al Munawarah
Al hassa	Makkah
Buraydah	Riyadh
Dammam	Tabuk
Dhahran	Taif
Jazan	Yanbu
Jeddah	
Jubail	

14,554
Attendees.

96%
 of visitors will return to visit Foodex Saudi

59%
 of visitors were either decision makers or influencers

83%
 of trade visitors came to Foodex Saudi to make deals and meet with companies they are considering doing business with

THE KINGDOM CHEF - Saudi Arabia's International Chef Competition

The Kingdom Chef Competition is an international competition for all chefs and culinary enthusiasts in the Kingdom of Saudi Arabia, both citizens and residents. The competition is a platform for chefs of all levels from the talented young chefs under training, to those who are highly established and well along in their culinary careers. The culinary art and the live cooking competitions offer the Food industry a platform to highlight the great exceptional gastronomic skills that the hospitality industry has to offer.



4 DAYS OF CHEF COMPETITION	181 CHEF PARTICIPANTS	17 CATEGORIES	8 INTERNATIONAL JUDGES
---	---------------------------------	-------------------------	----------------------------------

6
Gold Medal and
Cash Prize

3
Tanmiah Best
Chicken Award

18
Silver Medal

24
Bronze Medal

34
Merit
Certificate

LIVE KITCHEN

Foodex Live Kitchen is a platform that gives exhibitors the opportunity to use live cooking space to demonstrate and promote their products. It also showcases live cooking performances featuring popular food vloggers in Saudi Arabia.

Join Foodex Saudi today to get maximum exposure for your business.



MIXOLOGY COMPETITION "MOCKTAIL BAR"

Mixology Competition "Mocktail Bar" allows all local and international Barkeepers to prepare the best non-alcoholic beverage from sophisticated ingredients provided by the competition sponsor.

Join Foodex Saudi today to get maximum exposure for your business.



BUSINESS MATCH PROGRAM

Business Match Program connects trade visitors and investors with exhibitors. Buyers and exhibitors can schedule their meetings before the show through the online platform.

Join Foodex Saudi today to get maximum exposure for your business.



Pre-schedule your meetings
 ترتيب مواعيد الاجتماعات



Networking opportunities
 فرص للتواصل وتبادل الخبرات



Free access to the venue
 دخول مجاني



Personal assistance
 منسق للرد على الاستفسارات



Manage your time
 تنظيم الوقت



INNOVATION AWARDS

Foodex Saudi will celebrate the third edition of Foodex Innovation Awards, the only Innovation Awards of its kind in Saudi Arabia, to honor the best food innovations in terms of the product quality and presentation. A group of industry experts and leaders were among the judging panel to select the winners and announce them in a special ceremony, held during the show.



SPACE ONLY RATES

Space Only Price A = \$425 / SAR 1,600 per sqm

Space Only Price B = \$400 / SAR 1,500 per sqm

REGISTRATION FEE: \$400 / SAR 1,500
(mandatory for all exhibitors)

Includes administration, online promotion, printed catalogue, operations & electricity and visa application assistance.

* The above prices are subject to 15% Value Added Tax (VAT)

FOODEX SAUDI STAND SHELL SCHEME BUILT

Shell Scheme Built Stand = \$100 / SAR 375 per sqm *

* Specified price rate doesn't include the Space and Registration Fee

Per Sqm	Tables	Chairs	Counter	Plastic Waste Bin	Lights	Shelves	Flags	Power Supply	Socket
9 - 17 sqm	1	3	1	1	2	3	1	16amps	1
18 - 35 sqm	2	6	2	2	4	6	2	16amps	2
36 - 47 sqm	3	9	3	3	6	9	3	16amps	2
48 sqm	3	9	3	3	8	9	3	16amps	3
72 sqm	3	9	4	4	10	9	4	16amps	3

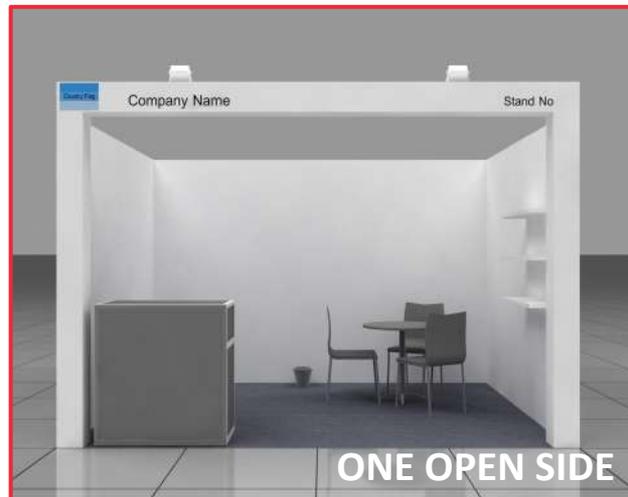
Package includes stand build up, carpet flooring, fascia, furniture, flags, electricity and lighting.

* The above prices are subject to 15% Value Added Tax (VAT)

FOODEX SAUDI STAND SHELL SCHEME BUILT

Shell Scheme Built Stand = \$100 / SAR 375 per sqm *
(minimum of 12 sqm)

* Specified price rate doesn't include the Space and Registration Fee



All stands include stand build up, carpet, lights, power and basic furniture.

* The above prices are subject to 15% Value Added Tax (VAT)



FOR MORE INFORMATION, CONTACT:

Roa Alhazmi

Show Manager

Mobile: +966 55 5811 765 / +966 50 3681 138

Tel: +966 12 6682626 Ext: 229

Email: roa.alhazmi@sunaidiexpo.com