

**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](http://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

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



Pre-schedule your meetings  
ترتيب موعد 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

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.**



# 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.

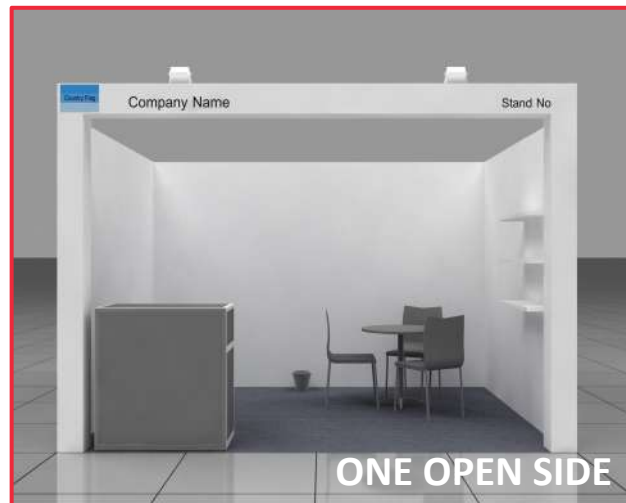
\* The above prices are subject to 15% Value Added Tax (VAT)



## 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:**

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