



المعرض السعودي الدولي للمخبوزات والمعجنات
Saudi International Bakery & Pastry Exhibition



SAUDI INTERNATIONAL BAKERY & PASTRY EXHIBITION 2018

“3rd EDITION “

FROM 14 **2018**
TO 16 **OCTOBER**

Riyadh International
Convention & Exhibition Center



المؤسسة العامة للحبوب
Saudi Grains Organization (SAGO)
المملكة العربية السعودية



Over View

In 2018, the **Saudi International Bakery and Pastry Expo (SIBPE)** will run for the 3rd Edition and continue the huge success from the First Edition in achieving its Vision to Organize the most important, largest and only Bakery & Pastry industry focused event in Saudi Arabia.

This event brings together national and international stakeholders and those interested in the bakery, pastry and wheat flour industry as well as related industries to Saudi Arabia. It seeks to develop this industry and raise its productivity, efficiency and accuracy to achieve a higher contribution to the national economy that will have a positive impact on producers, the consumers and the investors, with the support of the best of the best from around the world!



SAUDI MARKET

Saudi Arabia is estimated to grow at 10% CAGR with an estimated USD \$8.7 Billion in retail sales by 2020!

- The Saudi Arabia Bakery and Pastry Industry presents an incredible opportunity for Exhibitors to showcase their Machinery, Technology, Products and/or Services to a high-demand Market and make strategic relationships with the key national companies in the sector to help them grow. Here are only some of the highlights in the industry.
- Saudi Arabia consumers are becoming increasingly sophisticated in their knowledge of health and wellness (HW) food products and seeking to alter their diet. With growth in health-conscious food products, such as bakery products, there is an increase in demand for whole wheat, reduced-sugar, and gluten-free bakery products.

Saudi Market ranks 20th in world's bakery product.

SAUDI ARABIA HAS THE LARGEST POPULATION IN THE GCC WITH OVER 29 MILLION AND AN ANNUAL GROWTH RATE OF 3.3% !

- With population ages 0–14 reaching over 9.0 million by 2020, the rise in disposable income, and increase in aggressive promotion activities and product development, the bakery products market in Saudi Arabia is estimated to grow at 10% compound annual growth rate (CAGR) with an estimated US\$8.7 billion in retail value sales by 2020.

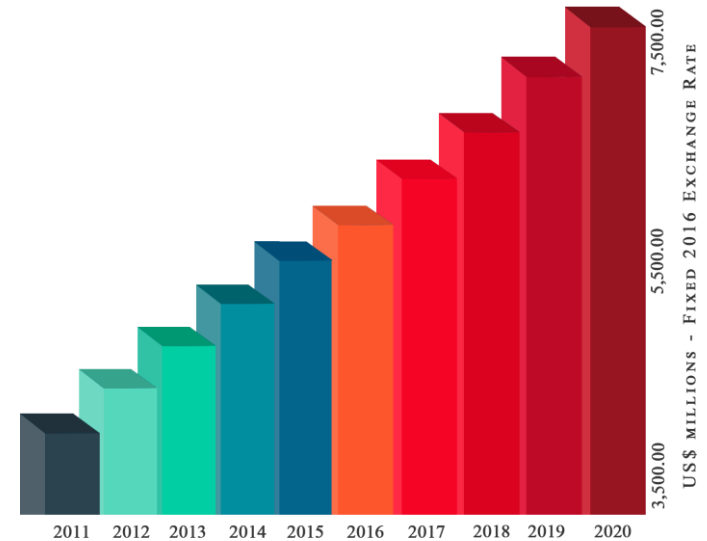


SAUDI MARKET

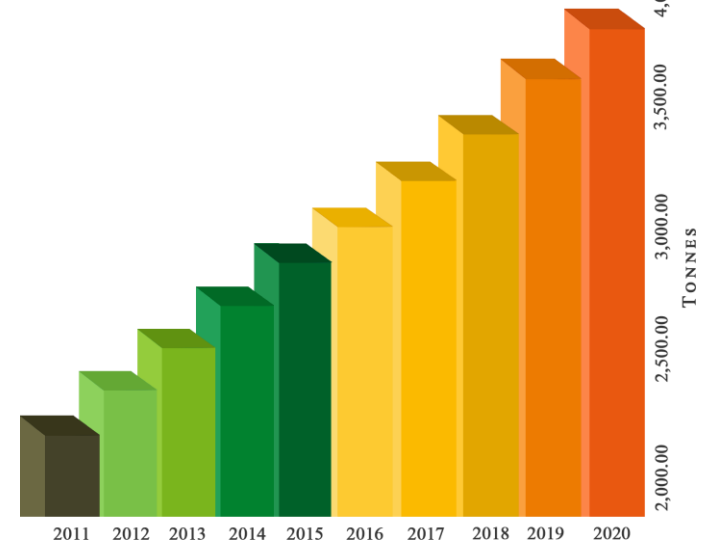
Saudi Arabia's GDP is USD \$921.7 Billion and is growing at a real rate of 6.8% !

- The baked good subsector is the largest of the three subsectors within bakery products category and made up 86% of overall value sales in 2015 (Euromonitor International, 2015).
- According to the Mintel Global New Products Database (GNPD), there were 773 new bakery products launched in Saudi Arabia from January 2011 to December 2015, with an average of 155 product launches a year!
- Biscuits have shown a strong performance with a CAGR of 11%, reaching retail value sales of US\$ 73.60 million in 2015. Of the total biscuit sales 87% came from sweet biscuits which includes cookies, sandwich biscuits, wafers, etc. (Euromonitor International, 2016).
- Breakfast cereal is the smallest of the three subsectors within the bakery category in Saudi Arabia, but had the fastest value growth of 12% in 2015. The subsector looks to continue this upward motion through 2020, where sales are estimated to rise to US \$336.10 million (Euromonitor International, 2015).

HISTORIC/FORECAST RETAIL SALES OF BAKERY PRODUCTS IN SAUDI ARABIA



HISTORIC/FORECAST RETAIL VOLUME OF BAKERY PRODUCTS IN SAUDI ARABIA



THE VARIETY OF EXHIBITORS IN SIBPE

- Bakery and pastry equipment
- Bakery and pastry supplies
- Baking ingredients and raw materials
- Cleaning and hygiene
- Energy, ventilation and air-conditioning technology
- Gastronomy and catering
- Ice cream and ice cream production
- Information technology
- Laboratory and measuring instruments
- Logistics
- Ovens and accessories
- Packaging solutions
- Pasta, pizza and tortilla production
- Process optimization and automation
- Refrigeration and fermentation technology
- Semi and fully-baked products
- Supplier industry
- patisseries Producers of sweets and pastries.



EXHIBITORS PROFILE

SIBPE IS THE MOST IMPORTANT BAKERY FAIR IN THE MEDILL EAST.

- Strengthening professional relation network and exchanging the most important recent experience in this sector.
- Marketing the products through the direct communication with the final consumer.
- Launching new products directly to the public. (Product Launching)
- Enhancing the public awareness concerning the Brand. (Brand Awareness)
- Meeting with the wholesalers, retailers, and the distributors in Bakery and Pastry sector.
- Meeting with the experts in the Bakery and Pastry sector and integrated industrial sectors.



VISITORS PROFILE

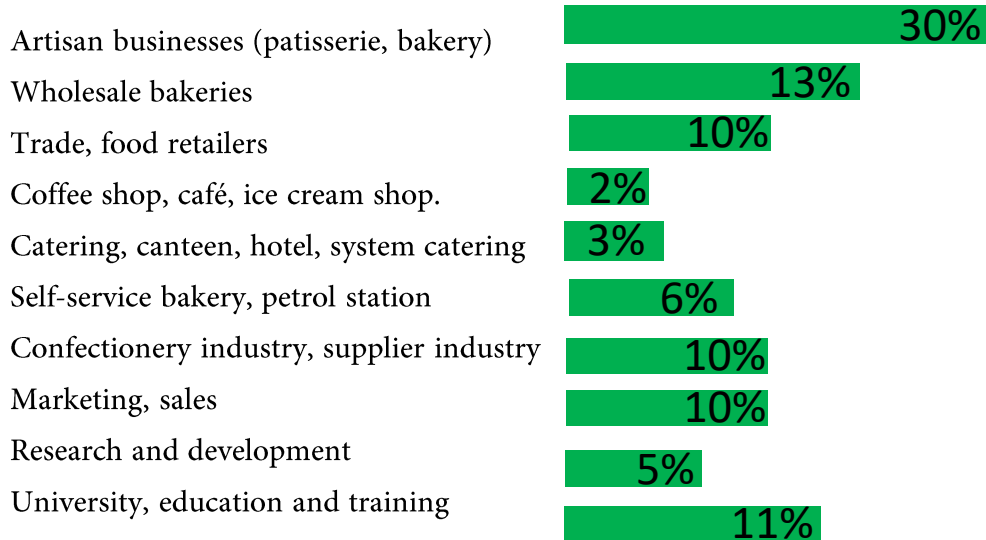
THE MOST REASONS FOR ATTENDING SIBPE

Searching for new products

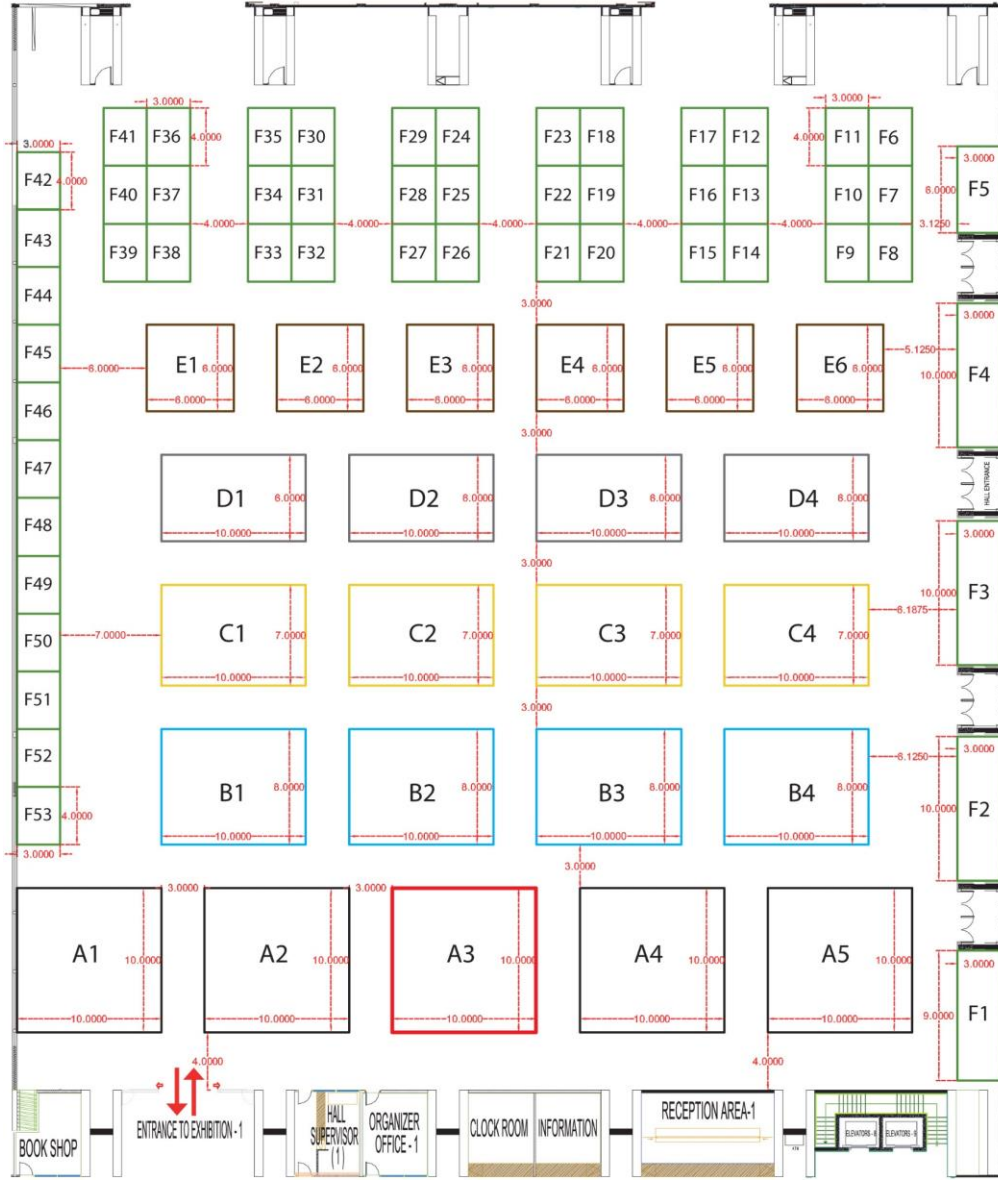
Experiencing products & new technologies

Expanding knowledge and talking to experts

THE VISITORS STRUCTURE



SIBPE 2018 FLOOR PLAN



LOCATION, DATE & TIME

Location :

Riyadh International Convention & Exhibition Centre

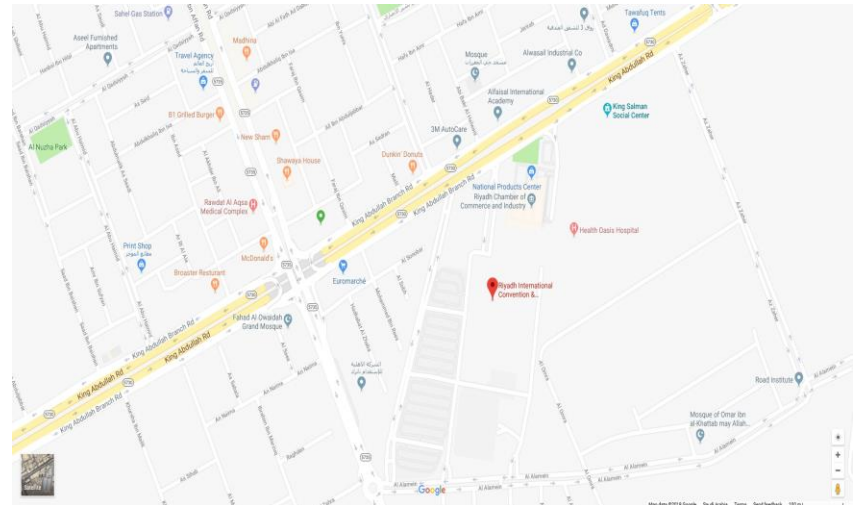
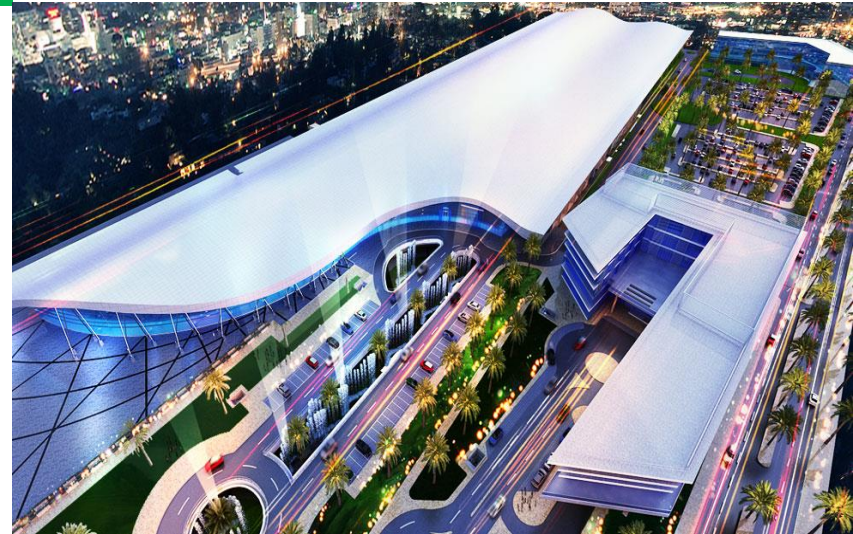
Riyadh – Saudi Arabia

Date :

14-15-16 of October 2018

Time :

01:00 PM to 10.00 PM Daily



ORGANIZER



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