



20-23, FEBRUARY 2022

RIYADH
FRONT EXPO

Riyadh, Saudi Arabia

www.saudifoodexpo.com



About Saudi Food Expo 2022

Saudi Food Expo was initially established based on an idea that Exhibitions are the most vital places to expand your business. A platform where new exhibitors, key vendors, and suppliers inside Saudi Arabia are all under one roof interacting to grow together - that's what Saudi Food Expo is all about. To deliver an unparalleled, valuable exhibition unlike others for everyone to maximize on new opportunities.

Food brings people together, and so, here at The Saudi Food Expo we have designed the ultimate international exhibition, dedicated to the global hospitality and food and drinks industry. Food is not only necessary for life but can entertain, nurture and delight people. From fine dining within luxury resorts to coffee connoisseurs, it's time to mix, mingle and stand out among your competitors, develop key relationships to strengthen your brand, and forge winning partnerships that will take your business to the next level.

We present to you a ground-breaking exhibition that unites marketing and sales, making an extraordinary and important experience. It matters to us when you're spending hard-earned money to be a part of an exhibition that should provide results and yield beyond marketing, just the way you need it to.



Joining Saudi Food Expo 2022

- Network with industry leaders within the international food and drinks industry
- Market your goods or services to potential customers
- Position yourself as an industry leader and stand out from your competitors
- Have the upper hand when it comes to business connections
- Enjoy the opportunity to increase revenue and optimize your conversion rate by signing new deals and expanding your business
- Learn more about the Saudi food and drinks industry and how you can improve your marketing strategy
- Hear about recent industry changes, impacts, and economic developments
- Get to grips with your target market and carry out valuable customer research
- Collect data and customer information and build targeted email lists

Our Mission

Our mission is to empower brands and businesses by creating a unique and exciting opportunity to network, market, and forge new contacts and deals within the international food and drinks industry. With our industry insight, experience, and a state of the art venue in the business heart of Saudi Arabia in Riyadh, we use technology, data, and innovation to bring together industry leaders, high-net-worth clients, and entrepreneurs under one roof.

With our relentless dedication to elevating brands and businesses ready to pave the way forward when it comes to the food and drinks sector, we welcome chefs, food manufacturers, kitchenware experts, food storage brands, logistic services, and international import and export companies. Whether you specialize in Meat, Organic, or manufacturing technology, we are here to accelerate your business and help you reach new heights.

Empowering exhibitors to maximize opportunities beyond marketing by providing them with an unparalleled exhibition leading to mutual growth and prosperity. Our mission is to become a strategic accomplice of choice geared towards creating a new path for Food Businesses and challenge ourselves for success to convert your sales goals into reality.



Our Vision

1. Working together to create a better, professional, and well-administered exhibition by providing a platform aiding in achieving your sales goals. To become the most preferred Food Exhibition with the highest number of exhibitors as our business model bolsters this sales-based vision in addition to marketing by cultivating a profound relationship that is individualized, reliable, and trustworthy.
2. Our vision is to be the most trusted and acknowledged Food Exhibition by the provision of a sales-focused, quality-driven, professionally administered platform utilizing our cost-effective, world-class technical practices, and ethical manners. We are also committed to the vision to be viewed by our employees as a safe, secure, professional, and healthy work environment.
3. Exhibitions are meant to generate revenue for you, right? At **Saudi Food Expo** we envision redefining exhibitions by employing the best workforce, adopting modern methodologies, and fostering the perfect environment for our exhibitors through guaranteed sales and marketing leading you to capitalize on wealth-building opportunities.

Our Values

We value to be “**PERFECT**”

• Purpose

Saudi Food Expo is committed to helping businesses in uplifting and managing their sales with better access to a wider variety of opportunities. We seek to be a power for positive change by making a huge and lasting impact— now and for the years to come.

• Excellence

Make progress towards greatness in each perspective by delivering quality exhibitions, unparalleled worth, and continually surpassing the bar on our performance. Our value reflects on our steadfast enthusiasm to accomplish our objectives by attempting new ways and becoming a model example. Approach each challenge with an assurance to succeed productively and effectively.

• Relief

We constantly challenge ourselves to provide more from less without compromising on quality. Our moral value and obligation is to break the barrier of “Expensive is Better” and maximize our efforts to provide exhibitors a cost effective platform.

• Foresight

Value optimism, innovativeness, and steadiness by demonstrating the power of being optimistic. We run our business by thinking differently and bigger. Optimism is what empowers us to persevere, to be strong, and to inspire everyone around us. Nothing is possible without cooperation and collaboration. Our core value is to partner up with experts to come up with exhibitions that would benefit every single business.

• Empowerment

To empower businesses to seek collective transformation. We seek to prepare businesses helping them in taking control and achieve their goals. Our mission is building the capacity to engage and invest the food community in achieving a successful and delightful business environment.

• Commitment

Sincerity and uncompromising in commitment to doing the right thing and respect everyone’s opinion. We are constantly looking for new and better ways forward. Whatever we are doing today, we can do better tomorrow. We welcome feedback from exhibitors aiding to improve the quality of our platform.

• Togetherness

Embrace challenges as opportunities and view our mistakes to learn and grow both personally and professionally as a team. To lead by example and inspire others through our actions for the moral development of our community. We pride in our leadership in demonstrating moral courage, ethical strength, and treating the entire world as ONE with compassion, respect, and empathy.



Our Team

The achievement of any exhibition is generally dictated by how well the staff does their designated tasks previously and during the presentation.

At the point when we planned for Saudi Food Expo, we clearly don't disregard the pivotal detail of who staffing for this huge event. The staff for any event influences the whole experience.

INTERNATIONAL ARABIAN EXHIBITIONS puts together this exhibition from a group of experienced and vivacious occasion organizers, venues, suppliers, and more. One of the primary purposes for the achievement and success of ours is our staff.

The **INTERNATIONAL ARABIAN EXHIBITIONS** group is comprised of a blend of individuals who deal with corporate exhibitions, graphics, marketing, design, and considerably more. In addition to this group of individuals, a huge support team assists in everything the organization does, from in-office work to on-location coordination and planning. One thing we can genuinely say about our staff is that we are very energetic and passionate about our work!

From the minute details to the significant choices, our group of experienced organizers will guarantee Saudi Food Expo to be as magnificent as expected with full and straightforward correspondence.



Invest in Saudi Arabia

CAPITAL RIYADH



Invest In Saudi Arabia

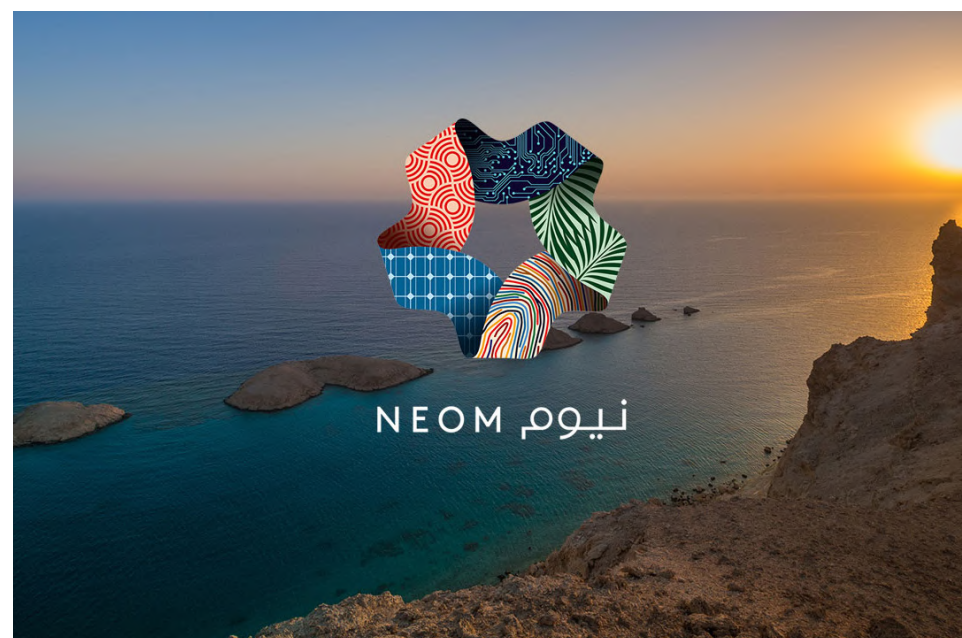
Saudi Arabia bestows the most significant potential buyer market found in the Gulf Cooperation Council region. Saudi Arabia remains devoted to revolutionizing its economy and attracting new business in addition to the continuous economic broadening and diversification through Vision 2030- a state-supported project pointed towards decreasing the nation's dependence on oil through economic enhancement and diversification. Being the biggest in the region, with an estimated 221 billion riyals in the food industry alone, making Saudi Arabia a highly lucrative market for investments in restaurants, wholesalers, hypermarkets.

To mention a few huge projects, Neom City (\$500B), Amaala “Rivera of the middle east” (2500 hotel rooms, 700 private villas, 250 outlets), Red Sea Development (Megaproject that focuses on building a place for tourists right on the red sea), Al-Qiddiya entertainment city (an intertainment city Almost as big as Las Vegas)

Not only this, International Monetary Fund (IMF) declared Saudi Arabia as the World's Fastest growing economy with a non-oil growth of 7.2% with a per capita income of \$33,500. Ranked 6th in the world for macroeconomic stability.

Moving on towards the food industry, food consumption is 3130 calories per capita per day with an annual growth of 18.5% and an import of \$14.2 Billion per annum. Due to the rising population, consumption will grow to \$70 Billion per annum. Kingdom of Saudi Arabia plays a pivotal role in uplifting and supporting the food industry by launching an \$800 million Food Security Initiative.

Considering all these facts, Saudi Arabia tends to become the best choice for exhibiting in the food industry, close deals, and uplift your entire business to a whole new level leading you to sustainable success and prosperity.



34,173,498

Population (2020)

About **51%**
are under the age of
27

\$680 billion
GDP

19th
GDP rank

3.1%
GDP growth

\$53 billion
Saudi Arabia Food
Industry 2020



Food industry In Saudi Arabia

The Saudi Arabia food industry stays the strongest area in the overall economy. Saudi Arabia is home to a developing food manufacturing and processing field which profits by population and growth in income, state support, lifestyle changes, and great economic alliance.

The worldwide chains have followed the system of localization and customization through canny adjustments. Investment in the area is projected to reach \$53 billion in 2021, an expansion of around 64% more than 2013. For the HORECA, positive results from Vision 2030 include broad venture for space for shopping, amusement, and accommodation.

Most Saudi food producers rely upon imports for food ingredients. Saudi Arabia is importing 80 percent of its food requirements from foreign countries while the remaining 20 percent of foods are locally produced, local media said quoting a report released by the World Bank.

Considering all these stats makes it imperative to realize the potential of exponential growth in the Saudi food industry leading to evident success and proving to be a gateway to success while spreading out throughout the region.



**MEAT
& POULTRY**



DAIRY



DESSERTS



BEVERAGES



FATS & OIL



COFFEE



**GRAINS
& CEREALS**



**ORGANIC
PRODUCTS**



**KITCHEN
EQUIPMENT'S**



**HOSPITALITY
SERVICES**



**BUSINESS
SOLUTIONS**



**MANUFACTURING
TECHNOLOGIES**







Why Saudi Food Expo

Exhibitions are a powerful tool when it comes to selling and generating interest in your product or brand. A key fact is that 1 out of 2 visitors sign deals at exhibitions. Here at **Saudi Food Expo**, we believe that with thousands of exhibitors and attendees in the right environment, you're able to ensure the true success of your business.

Two words: Human Interaction. To bring deals to a close drives your need to fabricate trust. It's a lot simpler to acquire a client's trust when they are before you instead of via telephone or over email. Indeed, even in this computerized age, nothing beats up close and personal. Close deals and Book meetings with them during the occasion to fortify those connections while assembling new ones, all in one place.

Should we have the pleasure of hosting you at our **Saudi Food Expo** in Riyadh, we can assure you that you will receive what you initially paid for, and so much more. Not only do we add to the success of your business by inviting only the most interested buyers in HORECA Business, but we give you the freedom to meet potential clients, so in turn, you're able to make high-quality connections at our **Saudi Food Expo**.



Venue

Riyadh Front Expo

In case you're hoping to attend or participate in an exhibition, one of the principal thoughts that come to your mind must be about the venue - where is the exhibition going to happen? You don't want to exhibit or even attend an exhibition too confined for space or have a limited view.

The exhibition venue plays a vital role when it comes to exhibiting your business and create an image that'll land you deals. The venue acts as a means of communication allowing both exhibitors and the attendees to connect. Therefore, we present to you **Riyadh Front Expo**. There is no place quite like this as we bring you the biggest, the most extravagant, and elegant exhibition venue that continues the traditions and inspiring legacies to bring businesses of the food industry together from across the globe seeking mutual achievement and success.

Combining this legacy with the state-of-the-art facilities, **Riyadh Front Expo** not surprisingly, makes it the biggest dedicated venue that is second to none. This ground-breaking, highly iconic venue measuring **Riyadh Front Expo** hosts millions of visitors each year and brings huge economic benefits to everyone.

You want to promote your business and sign new deals, and we're providing you the most luxurious venue. Be part of something truly extraordinary and exhibit at The **Saudi Food Expo** 2022.

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RIYADH FRONT EXPO

Riyadh, Saudi Arabia



البرنامج الوطني للمعارض والمؤتمرات
Saudi Exhibition & Convention Bureau

21/571

ORGANIZED BY



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