



# *The* *Saudi**food* *Show*

20-22 JUNE 2023  
— RIYADH, SAUDI ARABIA

RISE WITH THE  
NEW FOOD ECONOMY

[THESAUDIFOODSHOW.COM](https://thesaudifoodshow.com)





Vision 2030. We intend to provide better opportunities for partnerships with the private sector through the three pillars: our position as the heart of the Arab and Islamic worlds, our leading investment capabilities, and our strategic geographical position.

**HIS ROYAL HIGHNESS  
PRINCE MOHAMMED BIN  
SALMAN BIN ABDULAZIZ**  
Crown Prince, Deputy Prime Minister,  
and Chairman of the Council of  
Economic and Development Affairs



# WHY SAUDI? WHY NOW?

In the Middle East's biggest market there is a cultural, economic and investment shift of game changing proportions. Inspired by Vision 2030 the business landscape is undergoing transformational expansion that is creating enormous opportunity for food and beverage exports.

## USD\$187M

was invested in the Kingdom's F&B startups in the first half of 2022



Saudi Arabia's F&B market - the largest and most attractive in the Middle East - valued at

## USD\$45B



Ports registered a food throughput of over

## 16M

tons during the first three quarters of 2022



## 6.3%

growth in wholesale, retail, trade, restaurants and hotels sector in 2022



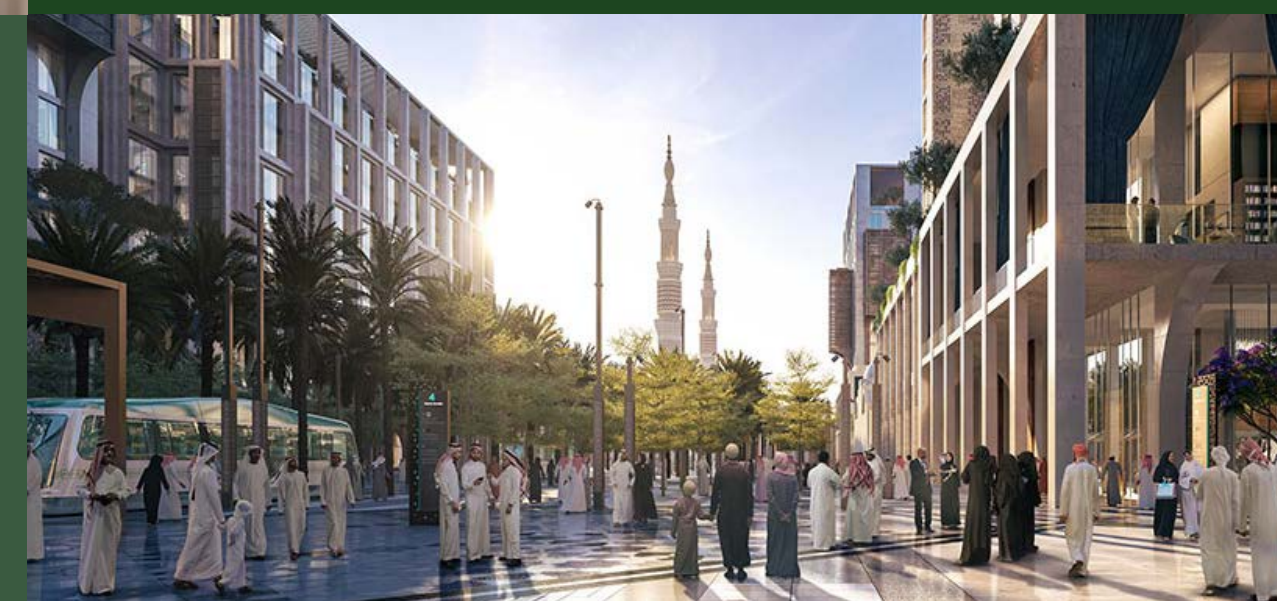
## USD\$59B

invested in KSA food manufacturing sector in 2021

Saudi Arabia accounts for

## 51%

of the total food retail sales in the GCC region



Government aims to attract

## 100M

visitors annually through the F&B sector by 2030



One of the worlds fastest growing hospitality markets: Vision 2030 has been the catalyst for huge investment in giga-projects to drive tourism and hospitality sectors.

\$500Bn backed giga-projects set to produce over 600,000 tons of sustainable food to help achieve Saudi self-sufficiency.



NEOM

A \$500 billion futuristic smart city, part of Vision 2030, creating 380,000 jobs, with the first phase to be completed in 2025.



AL WIDYAN

A fully integrated mixed-use development and leisure destination, based on the principles of wellness and quality of life.



AMAALA

A global wellness ultra-luxury destination, offering 3,000 hotel rooms across some 25 hotels, as well as private residential villas, apartments, fine dining and recreational facilities.



AD DIRIYAH

The project has more than 19 hotels and resorts, more than 3000 hotel rooms, more than 5 museums and is expected to generate more than 27M visitors.



RED SEA PROJECT

One of the largest tourism destinations in the region, with luxury hotels across five islands and two inland resorts to be completed by 2023.



QIDDIYA

A tourism megaproject spanning: Sports & Wellness; Nature & Environment; Parks & Attractions; Motion & Mobility; and Arts & Culture, aiming to draw 17 million visitors per year.



ROUA AL MADINAH

Built on an area of 1.5 million square meters, 47,000 new hotel rooms will be available by 2030.



JABAL OMAR

A new luxury hotel and serviced apartments complex with a variety of five- and four-star hotels with the capacity to host up to 36,000 guests annually and in excess of 100,000 visitor during Hajj season.



AL ULA

A destination for international heritage, with initiatives across archaeology, tourism, culture, & education, and expected to generate 2M annual visitors by 2035.



# THE RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

## 20<sup>TH</sup> – 22<sup>ND</sup> JUNE 2023



**14,000**m<sup>2</sup>

net exhibition area



**500**

Exhibitor companies



**80**

Countries represented



**15,000**

Visitors  
20% international  
from 35 countries



**+8,500**

Business meetings



# EVENT PILLARS

International  
Agri-Trade Ministers  
KSA Distributors & Power Brands  
Major Buyer Matchmaking

## EXHIBITION



## GASTRONOMY

Chef Demonstrations & Education  
Michelin Star Chefs  
Local Celebrity Chefs & Local Ingredients

Growers, Food Processing & Logistics  
Finished Food  
Wholesalers & Distributors  
HoReCa

## 360° FOOD ECOSYSTEM







# TWO WORLD CLASS ORGANISERS COMBINE TO DELIVER A WORLD CLASS EVENT

Kaoun International, a wholly owned subsidiary of DWTC brings decades of experience in hosting & managing international events. The Saudi Food Show will draw upon the legacy and powerful international foundation of Gulfood to bring exporters a world class sales platform in Saudi Arabia.

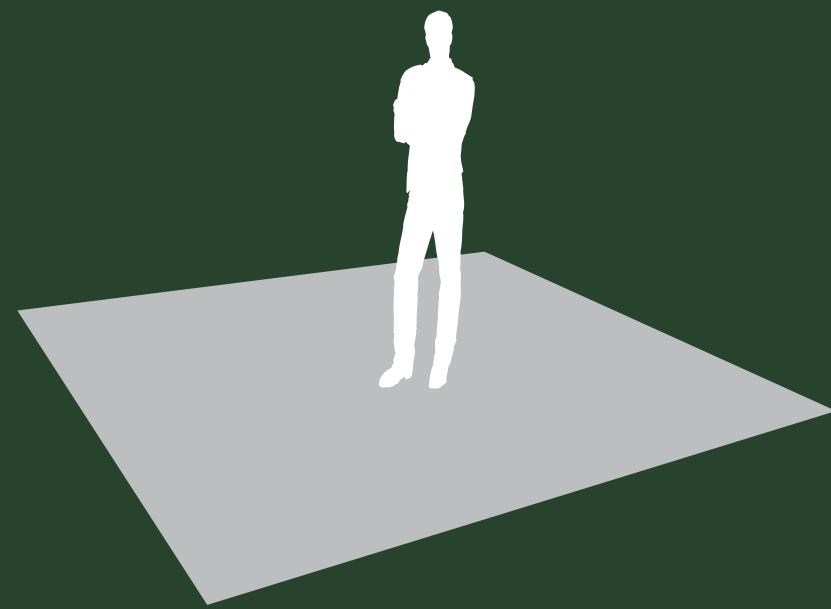
dmgevents, part of the global media giant, DMGT, delivering +80 market-leading exhibitions with operations in Saudi Arabia, Egypt, Singapore, Canada, South Africa and the UK. dmgevents is an international exhibitions and publishing company with market leading brands in Hospitality & Interiors including The Hotel Show Saudi Arabia.

For exhibitors this means first class service, logistics and operational standards that deliver on time every time and a trade visitor profile that prioritises focus, relevance and serious buying power to maximise your return on investment.



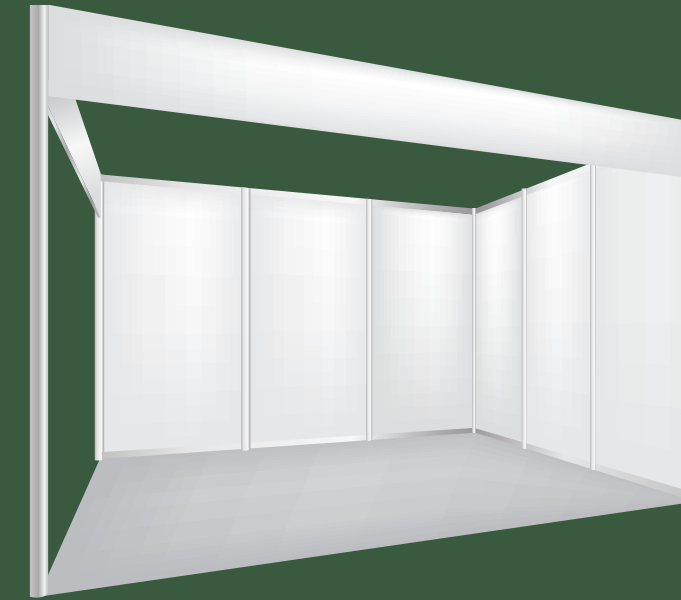


# EXHIBITING OPTIONS



SPACE ONLY

—  
**\$495 | SAR 1861**  
**+ VAT / SQM**



SHELL SCHEME

—  
**\$570 | SAR 2143**  
**+ VAT / SQM**

Please note that a mandatory **\$595 | SAR 2236** registration and marketing package is also applied for each participating company and/or stand-sharer

*The*  
**SaudiFood**  
*Show*

**LET'S  
TALK**

**ANDREW BURMAN**

Senior Sales Manager  
Email: [Andrew.Burman@dwtc.com](mailto:Andrew.Burman@dwtc.com)

**RASHEED HUSSEIN**

Sales Manager  
Email: [Rasheed.Hussein@dwtc.com](mailto:Rasheed.Hussein@dwtc.com)