

SAUDI FOOD SHOW 2024

21 – 23 May 2024, Riyadh Front, Saudi Arabia

Invitation NL-Pavilion

It is for the 2nd time that Orange Exhibition Management is organizing a NL Pavilion at the Saudi Food Show 2024 which will be held at the Riyadh Front International Convention and Exhibition Centre, Saudi Arabia.

Saudi Arabia – Vision 2030

Saudi Arabia holds exciting potential and opportunity for investors. A G20 economy with a young, highly educated population of over 34 million inhabitants. It also boasts a strategic location at the heart of major trade routes crossing three continents and bountiful natural resources. As part of Vision 2030, a wide range of economic reforms has succeeded in: creating new business opportunities, leveraging Saudi Arabia's key strategic assets, and driving economic growth and diversification.

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 opportunities for food and beverage exports. To learn more about Vision 2030: [Invest in Saudi Arabia - Vision 2030](#)

The Saudi Food Show

At the first edition in June 2023, 93 countries were participating, 512 companies were showcasing their products, 28.840 visitors came to the show. 92% of the visitors will return to the show in 2024. Please find [here](#) the post show report for more information.

NL-Pavilion

The NL companies participating were very enthusiastic about the quality of the show. Some Dutch companies came to visit to check out the show. We foresee a lot of interest from the Netherlands so we doubled the size of the NL Pavilion. Click here for the [floor plan of the hall](#).

Price per sqm is **EURO 915,00 (incl 15% VAT KSA)** excl. BTW. Included in this price per 9 sqm: 1 table, 4 chairs, 1 information counter, socket, 3 spotlights, waste bin, carpet, organization by OEM. Marketing and registration package **EURO 745,00 (incl 15% VAT KSA)** excl. BTW these are additional costs imposed by the organizers. **Deadline for applications: 20 October 2023.**

Don't miss this powerful sales opportunity, be one of the firsts and the pioneer to rise with the new food economy!

Please do not hesitate to contact Caroline Cramer, cc@orange-management.com, +31 6 15371456 for more information.

