



Unlock New Growth in the Gulf – Join the Saudi Food Show 2026 JEDDAH Super Dome, JEDDAH, 27 – 29 September 2026

We are pleased to inform you that the next edition of the Saudi Food Show will take place from **27–29 September 2026** at the **Jeddah Super Dome in Jeddah, Saudi Arabia**. To support Dutch participation, an **NL Pavilion** will be organized by Orange Exhibition Management. Participation offers companies a professional platform to showcase products, meet key buyers and strengthen their position in one of the fastest-growing food markets in the region.

This year's event comes with an important change: the exhibition moves from Riyadh to **Jeddah**, one of the Kingdom's most dynamic commercial hubs and the gateway to the Red Sea region. The new location offers excellent opportunities for Dutch food and beverage companies looking to expand their presence in Saudi Arabia and the wider Middle East

Why Jeddah?

- **Strategic gateway to international trade** through one of the region's largest seaports.
- A major center for **food imports, distribution and logistics** in Saudi Arabia.
- Strong access to buyers, distributors, retailers, hospitality operators and food service companies from across the Kingdom and neighbouring markets.
- A vibrant business environment with significant investments in tourism, hospitality and food consumption.
- Convenient access for visitors from Western Saudi Arabia and the wider Red Sea region.

Here's **why your company should join!**

1. A booming market, powered by ambitious national strategy

The Kingdom of Saudi Arabia is undergoing a strategic food-&-beverage transformation under Saudi Vision 2030. The 2025 edition of the Saudi Food Show saw participation from over 1,300 companies representing more than 100 countries. Investments for the show exceeded SAR 600 million (≈ USD 160 million) just in food & logistics contracts.

This is a market with depth, scale and serious momentum. For Dutch firms that excel in high-quality food ingredients, healthy foods and export-ready capabilities, that equals opportunity.

2. Why the Netherlands is especially well-placed

- Dutch companies are recognized globally for premium food & beverage, sustainable packaging, agritech innovation and a strong export culture.
- Saudi buyers will be looking for trusted partners with high standards; a Dutch brand reputation serves as a strong differentiator.



•The show offers access to distributors, retailers, food service, hospitality, meaning there are multiple routes into the market (finished goods, ingredient supply, co-manufacturing, packaging, tech solutions).

3. What you can practically achieve at the show

- Meet regional buyers, importers and distributors looking for new foreign suppliers.
- Showcase your portfolio (ingredients, finished goods, packaging, process solutions) to a market of 100+ countries

represented.

- Generate leads, negotiate MOUs and explore partnerships in the context of government-led growth (food security, localization, supply-chain modernization).
- Raise your brand visibility and align with the “premium export” narrative: Dutch quality, trusted supply chain, sustainability credentials.
- Explore not just export of finished goods, but supply-chain services, tech, ingredients, co-development – all of which Saudi Arabia is actively seeking.

NL-Pavilion

Deadline for registration will be 24 July. Price per sqm is €1.045,00 excl. BTW.

Included per 9 sqm: 1 table, 4 chairs, 1 information counter, socket, 3 spotlights, waste bin, carpet, cleaning and organization by OEM. Marketing package €735,00 and Registration fee €265,00 excl. BTW these are additional costs imposed by the organizers.

With the SIB trade fair participation subsidy, you can participate in a trade fair in a country of your choice and promote your product or service to potential customers. The subsidy covers 50% of expenses up to €2.500,00. [SIB Individual Trade Fair Participation | RVO.nl](https://www.rvo.nl/en/individual-trade-fair-participation)

We look forward to welcoming Dutch companies to the Saudi Food Show 2026 in Jeddah.

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