

JOIN THE **10TH EDITION** OF SAUDI ARABIA'S LEADING INTERNATIONAL **FOOD & DRINK** TRADE EXHIBITION

RIYADH INTERNATIONAL CONVENTION &
EXHIBITION CENTER

RIYADH, SAUDI ARABIA

www.foodexsaudiexpo.com

The largest and fastest growing
food market in the region;
expected to grow at a rate of
6% over the next **5** years

More than **15,000** trade
visitors from the Food &
Drink sectors

200 gourmet specialist
& chefs at Saudi Arabia's
leading International
chef competition



المعرض السعودي الدولي
المتخصص في قطاع الأغذية



FACTS & FIGURES
حقائق وأرقام

Organised by

SUNAI
expo and conferences

BOOK YOUR STAND

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SHOW HIGHLIGHTS

4 DAYS

OF BUSINESS CONNECTIONS

+800 BRANDS

FROM 75 COUNTRIES

+500 EXHIBITORS

AND 15 COUNTRY PAVILIONS

+15,000 ATTENDEES

59% OF VISITORS WERE EITHER
DECISION MAKERS OR INFLUENCERS

+3000 BUYERS

BUSINESS MATCH PROGRAM

حقائق وأرقام عن المعرض

اجتماعات أعمال وعقد
اتفاقيات وشركات عمل

٤ أيام

علامة تجارية
من أكثر من ٧٥ دولة

+٨٠٠

١٥ جناح
دولي رسمي

+٥٠٠ عارض

+١٥٠٠٠ عدد الحضور

٥٩% من الزوار هم من أصحاب القرار
أو المؤثرين في اتخاذ القرار لدى شركاتهم

+٣٠٠٠ مشتري

برنامج اجتماعات الأعمال

FOODEX SAUDI 2023

Saudi Arabia's Leading International Food & Drink Trade Exhibition

Foodex Saudi is Saudi Arabia's Leading International Trade Exhibition 100% dedicated to the food and drink industry. Professional Saudi buyers from the mass distribution, retail, manufacture, and hospitality industry will have the opportunity to source products from over 75 countries, and trade with exhibitors displaying a wide range of global offering of food and drink products and solutions.

فوديكس السعودية

المعرض السعودي الدولي المتخصص في قطاع الأغذية

فوديكس السعودية هو أكبر معرض سعودي دولي متخصص ١٠٠٪ في قطاع الأغذية والمشروبات. المشترون السعوديون المهتمون بقطاع التوزيع وتجارة التجزئة وقطاع الضيافة سوف تتاح لهم فرصة التعرف على منتجات غذائية جديدة من أكثر من ٧٥ بلداً حول العالم وتبادل الأعمال والخبرات مع المعارضين.



EXHIBITOR PROFILE

فئات العارضين



Drinks & Beverages



Grains & Cereals
البذور والحبوب



Specialty Products
المنتجات المتخصصة



Food Services
خدمات الأغذية



Meat, Poultry & Game
للحوم والدواجن



Dairy
منتجات الألبان



Canned & Preserved
المعلبات والأغذية
المحفوطة



Chilled, Fresh & Frozen
الأغذية الطازجة
والمبردة والمجمدة



Food Technology & Machinery
معدات و تكنولوجيا الأغذية



Sweets, Snacks & Bakery
الحلوى والوجبات
الخفيفة والمعجنات



Seafood Products
منتجات
المأكولات البحرية

EXHIBITOR FEEDBACK



I found it very beneficial and a very good expo. It's not so huge but it has very concentrated and quality visitors and I feel no regret to be here. The response was tremendously good. The business deal that we have today, yesterday, and the day before was significantly good and I think we will come back again and support this expo.

Tajuddin Abdul Latif
Group Executive Chairman,
Serai Malaya Sdn Bhd (Star Medik)
Malaysia



The exhibition is number 1 in Saudi, so I think it is very interesting and that's why we have been coming regularly. The thing is that, we need to see how everything moves and improves after the Covid situation with the market but, we are sure that we will continue participating in the future in order to consolidate our position in the area.

Luis Felipe Montero De Pedro
Export Manager
Aceitunas Guadalquivir SL (AG Olives)
Spain

BRANDS BREAKDOWN BY COUNTRY



82%

OF EXHIBITORS
SUCCESSFULLY
MET THEIR BUSINESS
OBJECTIVES

91%

OF EXHIBITORS
FOUND POTENTIAL
CUSTOMERS, SUPPLIERS
OR PARTNERS

88%

OF EXHIBITORS
WOULD LIKE TO
EXHIBIT IN
2020

87%

OF EXHIBITORS
WERE SATISFIED
WITH THE MARKETING
CAMPAIGN

93%

OF EXHIBITORS
WERE SATISFIED
WITH THE
EVENT OVERALL

VISITOR PROFILE

فئات الزوار



Wholesalers/Importers
تجار الجملة والمستوردون



Investors
المستثمرون



Distributors
الموزعون



Suppliers
الموردون



Caterers
متعهدو الحفلات
والتموين



Hotels
فنادق



Restaurants
مطاعم



Food Service
Providers
خدمات الأغذية



Retailers/Supermarkets
تجار التجزئة / سوبرماركت



VISITORS BY COMPANY ACTIVITY

28%	Importers/Wholesalers
8%	Retailers/Supermarkets/Bakery
14%	Distributors
10%	Catering Services
13%	Hotel/Hospitality
12%	Restaurants/Cafe
9%	Suppliers
1%	Education/Training
4%	Government/Associations
1%	Other

Visitors Feedback

“

Foodex Saudi is a great food trade exhibition. Also, I can see there is good variety in the exhibitors products. As a local food importer and distributor, Foodex Saudi helped me find and meet with international exporters and I found good investment opportunities. In fact, the large international participation added great value to the success of the exhibition. Really, Foodex Saudi is a perfect business platform for any food company.

Eyad Ibrahim Madini

CEO, Nine Tenth's Food Trading Company
Saudi Arabia

“

I can see there are many different products from all food sectors and we hope that Foodex Saudi will keep growing and include more and more products next year.

Musatafa Elshorbgy ,

Production & Export Manager
The food supply company Ltd
Bahrain

VISITOR BREAKDOWN

18%
CONSUMERS



82%

TRADE VISITORS

FOODEX BUSINESS MATCH PROGRAM



Pre-schedule your meetings

ترتيب موعد الاجتماعات



Networking opportunities

فرص للتواصل وتبادل الخبرات



Free access to the venue

دخول مجاني



Personal assistance

مُنسّق للدعوى الاستفسارات



Manage your time

تنظيم الوقت



Business Match Program

Business Match Program connects trade visitors and investors with exhibitors. Buyers and exhibitors can schedule their meetings before the show.

Join Foodex Saudi today to get maximum exposure for your business.

برنامج إجتماعات الأعمال

صمم البرنامج خصيصاً لتسهيل إلتقاء الزوار من قطاع الأعمال بالعارضين من القطاعات المختلفة وترتيب جدول للإجتماعات

تتم دعوة المشتريين من أصحاب القرار من مختلف مدن المملكة



The exhibition was good. We got to know people who have the desire to work seriously. Also, the exhibition is considered very successful because the visitors were professionals and specialists and had the desire to search for the customized product or to ask about the services they wanted specifically and accurately."

Wissam Khalil Fahed

Athena Foods - Poland



THE KINGDOM CHEF COMPETITION



The Kingdom Chef
طاهي المملكة

The Kingdom Chef Competition Saudi Arabia's International Chef Competition

In collaboration with World Association of Chefs Societies (WACS) and Saudi Arabian Chefs Association (SARCA), Foodex Saudi presents The Kingdom Chef Competition, an inspirational cooking competition that highlights the best of the best within the culinary industry in Saudi Arabia.

مسابقة طاهي المملكة أكبر مسابقة طهاة سعودية دولية

يقدم معرض فوديكس السعودية مسابقة طاهي المملكة، أكبر مسابقة طهاة دولية بالمملكة بإشراف الجمعية السعودية للطهاة والجمعية الدولية للطهاة

The Kingdom Chef Saudi Arabia's International Chef Competition

طاهي المملكة مسابقة طاهي المملكة أكبر مسابقة طهاة سعودية دولية

4 DAYS
OF CHEF
COMPETITION

179
CHEF PARTICIPANTS

17
CATEGORIES

8
INTERNATIONAL JUDGES



Foodex Saudi is a fantastic show. It has a perfect set up and a nice ambiance. The entire hall was fully booked and i can see a lot of great audience and many chefs competed in the cooking competition.

CHEF THOMAS GUGLER
PRESIDENT OF WORLD ASSOCIATION OF CHEF SOCIETIES (WACS)





FOODEX LIVE KITCHEN

مطبخ فودكيس للطهي المباشر



Foodex Saudi Live Kitchen

Foodex Live Kitchen: It is a live cooking station where exhibitors will have live cooking demonstration of their products.

مطبخ فودكيس للطهي المباشر

يوفر مطبخ فودكيس منصة للطهي باستخدام منتجات العارضين



MIXOLOGY COMPETITION "MOCKTAIL BAR"



مسابقة الميكسولوجي "موكتيل بار"

SAUDI ARABIA FOOD MARKET

The largest food and drink market in the GCC region

أضخم سوق للأغذية في منطقة الخليج

6.3% Growth

Saudi Arabia's food and beverage sector books 6.3% growth in H1 2022
قطاع الأغذية والمشروبات في المملكة العربية السعودية يسجل نمواً بنسبة ٦,٣٪ في النصف الأول من عام ٢٠٢٢

\$35 Billion Imports by 2020

قيمة واردات الأغذية للمملكة بحلول ٢٠٢٠

\$27 Billion

Gourmet, Organic & Health Foods Sector
حجم سوق الأغذية العضوية والصحية والمتخصصة

\$4.5 Billion Fast Food Industry

سوق الأغذية السريعة

\$70 Billion Food Consumption

قيمة إستهلاك الأغذية

50% Expected Growth in the Hospitality and Restaurants Investments

يتوقع ارتفاع حجم الاستثمارات والتنمية في قطاع الضيافة بنسبة ٥٠٪

\$30 billion

Food Service Market Value in 2029
The Saudi Arabia food service market is projected to grow from \$14.16 billion in 2022 to \$30.47 billion by 2029, at a CAGR of 11.57%
من المتوقع أن ينمو سوق الخدمات الغذائية في المملكة العربية السعودية من ١٤,١٦ مليار دولار في عام ٢٠٢٢ إلى ٣٠,٤٧ مليار دولار بحلول عام ٢٠٢٩، بمعدل نمو سنوي قدره 11,٥٧٪

\$59 Billion

The Kingdom is expected to see around \$59 billion worth of investment in its food industry by 2021.
حجم الاستثمارات في قطاع الأغذية سيصل إلى حوالي ٥٩ مليار دولار بحلول عام ٢٠٢١

CAGR of 16%

Saudi Arabia natural & organic food market size is expected to grow at a CAGR of 16% during 2019-25.
يتوقع أن ينمو سوق الأغذية العضوية والطبيعية بمعدل نمو سنوي يصل إلى ١٦٪ في الفترة ما بين ٢٠١٩ و ٢٠٢٥

10 Billion SAR

Tea & Coffee Imports
During the last five years, Saudi Arabia imported about 542 thousand tons of tea and coffee with a total value of 10 billion SAR
خلال الخمس السنوات الماضية استوردت المملكة حوالي ٥٤٢ طن من الشاي والقهوة بقيمة ١٠ مليار ريال

50,000

Food Retail Outlets and Grocery Stores
متجر لبيع الأغذية بالتجزئة

The Kingdom

ranked 11th globally
The Kingdom ranked 11th globally in importing tea products, 13th in importing coffee products, and 14th in importing chocolate
احتلت المملكة المرتبة ١١ عالمياً في استيراد منتجات الشاي والمرتبة ١٣ في استيراد منتجات القهوة، والمرتبة ١٤ في استيراد الشوكولاتة

60% of Total Food Consumption in GCC

من إجمالي إستهلاك الأغذية في الخليج

\$6 Billion Saudi Halal Food Market

حجم سوق منتجات الغذاء الحلال

10% Increase in Food Imports

ارتفاع واردات الأغذية بنسبة 1٠٪

Over 15% of Arabia's Agri-Food and Seafood Imports

واردات المملكة من المنتجات الزراعية والأطعمة البحرية

\$22 Billion Restaurants Sales

مبيعات المطاعم في المملكة تجاوزت ٢٢ مليار دولار

\$34 Billion Catering & Food Services Market

٣٤ مليار دولار حجم سوق خدمات الأغذية والتأمين

Sources:

- SAGIA • Central Department of Statistics
- BMI • GAIN REPORT • Euromonitor
- EY • MENA Hotel Benchmark Survey Report
- Fortune Business Insights

RIYADH : The capital & the largest city of Saudi Arabia الرياض: عاصمة المملكة وأكبر مدنها

- Riyadh is the capital of the Kingdom of Saudi Arabia and its largest city, located in the center of the Kingdom, and it is one of the fastest expanding cities in the world in terms of area and one of the largest Arab cities in terms of area.
- Riyadh has become one of the world's fastest-growing cities with a gross domestic product of more than \$200 billion, emerging as global business hub.
- Riyadh ranks as the first digital capital city in the Arab world and boasts a large, regionally competitive economy.

Sources: • Riyadh Urban Observatory (<http://www.ruo.gov.sa/EN/RiyadhCity>) • Britannica • Arab News • Invest Saudi