

The
SaudiFood
معرض
سعودي فود
Show

21-23 MAY 2024
RIYADH FRONT, SAUDI ARABIA

الشريك الاستراتيجي
STRATEGIC PARTNER



THE ONE AND ONLY
F&B SOURCING
POWERHOUSE
IN SAUDI ARABIA

POST SHOW REPORT



ADVANCING THE NEW FOOD ECONOMY WITH SAUDI ARABIA'S VISION 2030

The Saudi Food Show, held under the distinguished patronage of **His Excellency Mr. Bandar bin Ibrahim Al-Khorayef, Minister of Industry and Mineral Resources**, concluded its record-breaking second edition.

Building on the success of its inaugural year, **the show emerged as a triumphant showcase, featuring an immense selection of over 100,000 products from more than 1,000 exhibitors.** This achievement firmly established The Saudi Food Show as the Kingdom's leading food, beverage, and hospitality trade exhibition.





2ND EDITION GENERATES RECORD-BREAKING INVESTMENT COMMITMENTS EXCEEDING SAR 1 BILLION

The Saudi Food Show has emerged as a powerful driver of the Kingdom's economic engine. Our strategic partner Modon secured a staggering SAR 1 billion in investments for the food industry, allocating over 110,000 square meters of industrial and logistical land. These agreements will significantly enhance the integration of the food industry's supply chains, ensure the Saudi market's needs are met, and bolster the Kingdom's position as a regional and global export leader.



40,003
Visitors from **101**
Countries



15,977
Face-to-Face
Meetings

1,002
Exhibitors

41
Country
Pavilions

34
First-Time
Countries

THE TOP-RATED F&B SHOW BY EXHIBITORS IN SAUDI ARABIA



79%

of Exhibitors Have
Confirmed Their
Participation Next Year



93%

Of Exhibitors Rate
The Saudi Food Show as
More Effective Than Any
Other Competitor



61%

Of Deals Exceeded
USD 500,000



OUTSTANDING TRADE EXPERIENCES & UNPARALLELED BUSINESS OPPORTUNITIES ACHIEVED

“ The impact of The Saudi Food Show was undeniable. We connected with a vast network of new suppliers and clients. It was a tremendous opportunity to showcase our brand and build relationships within the industry community.”

YURI LEBEDEFF
R&D DIRECTOR

AMERICANA





“The Saudi Food Show was a goldmine of opportunities. We forged invaluable connections and collaborations with a diverse range of potential partners, from the service sectors and other food businesses.”

QUSAI ABDULMAJEED
SENIOR BRAND MANAGER

سافولا | الأغذية
SAVOLA | Foods

“The Saudi Food Show delivered a wealth of high-quality opportunities. We connected directly with local players, showcasing the value we can offer in this focused market. The results exceeded expectations - the number and quality of deals secured, especially within the region, were outstanding.”

OSAMA RASHAD
MARKETING DIRECTOR



KEY EXHIBITORS ASSEMBLED UNDER ONE ROOF





GLOBAL REACH. LOCAL IMPACT.

OUR VISITORS CAME FROM 101 COUNTRIES



WHAT BUYERS SOURCED AT THE SHOW


CHILLED & FRESH FOOD
14.58%


BAKERY & PASTRY
13.33%


BEVERAGES
11.55%


CONFECTIONERY & SNACKS
9.76%


PULSES, GRAINS & CEREALS
9.43%


DAIRY
9.37%


CONDIMENTS & SAUCES
8.51%


MEAT & POULTRY
8.33%


ORGANIC PRODUCTS
7.82%


PRIVATE LABEL
7.32%



THE SHOW DELIVERED UNMATCHED VALUE AND FUELED BUSINESS GROWTH

81%

of visitors found
The Saudi Food Show
essential for expanding
their supplier network and
securing exclusive deals

94%

of Visitors Plan to
Return in 2025

89%

of Visitors Secured
Deals Over **\$100,000**

67%

of Visitors Experienced
The Saudi Food Show
For The First Time



TAWASUL

MEETINGS PROGRAMME

15,977
CONNECTIONS
FACILITATED BY
THE TAWASUL
MEETINGS
PROGRAMME



“ We were incredibly excited about the opportunities this event provided to engage with local Saudi investors and international investors worldwide. The Saudi Food Show remains essential for fostering connections and exploring new partnerships. ”

MOHAMED ITANI
CEO OF OILS & FATS



“ Any company looking to expand into the booming Saudi food market, must attend The Saudi Food Show. The event provides a direct line to key decision-makers and potential buyers. I highly recommend this show to anyone serious about growing their presence in the region. ”

SULTAN ALSHABIBI
ASSISTANT DIRECTOR



GLOBAL BUYERS UNITED TO SHAPE THE FUTURE OF F&B TRADE



نيوم, NEOM



AMAALA



Where the world comes to shop



Unilever

SAUDI AIRLINES CATERING



الخطوط السعودية
للتصاميم





THE
SAUDI
FOOD
SUMMIT

INFLUENTIAL CONVERSATIONS
SHAPED ECONOMIC IMPACT AND
HIGH-LEVEL BUSINESS DECISIONS



3 Days

of Unparalleled
Learning &
Industry Insights

42

Critical Topics &
Emerging Trends

93

Ministers, International
Organizations &
Thought Leaders

34

Immersive Sessions,
Panel Discussions &
Workshops



THE
SAUDI
FOOD
SUMMIT

THE SAUDI FOOD
SHOW OPENED
WITH VISIONARY
INSIGHTS ON
THE FUTURE OF
THE NEW FOOD
ECONOMY



Delivered by His Excellency
Mr. Bandar Bin Ibrahim Al-Khorayef
Minister Of Industry And
Mineral Resources

GLOBAL VOICES OF INNOVATION FUELED INDUSTRY PROGRESS



Prince Bandar Khalid F. Al-Saud
President & CEO
Unified Real Estate Development



Pavlos Pavlou
Executive Director
NielsenIQ



Ihsan Abu Ghazaleh
Founder & Chairman
ALBAIK



Dr. Basma Albuhairan
Managing Director
**Centre for the Fourth Industrial
Revolution, Saudi Arabia**

SAUDI
FOODPRENEUR

GLOBAL INDUSTRY PIONEERS REDEFINED
FOOD ENTREPRENEURSHIP AT THE KINGDOM'S
BIGGEST STAGE



Deepak Kaul
General Manager
**The Coca-Cola Bottling
Company** of Saudi Arabia



Hisham Aljamil
CEO
Bidfood Middle East



Lama Aboughali
Partner
Chrome Advisory



Mazen Kanaan
Co-Founder and CEO
House of Pops

TOP
TABLE
Saudi

CULINARY MASTERS TOOK CENTRE
STAGE, DISPLAYING UNMATCHED
GASTRONOMIC EXCELLENCE



80

Chefs

50

Hotels & Restaurants

45

Masterclasses



Fatih Tutak
2 Michelin Star
TURK Restaurant



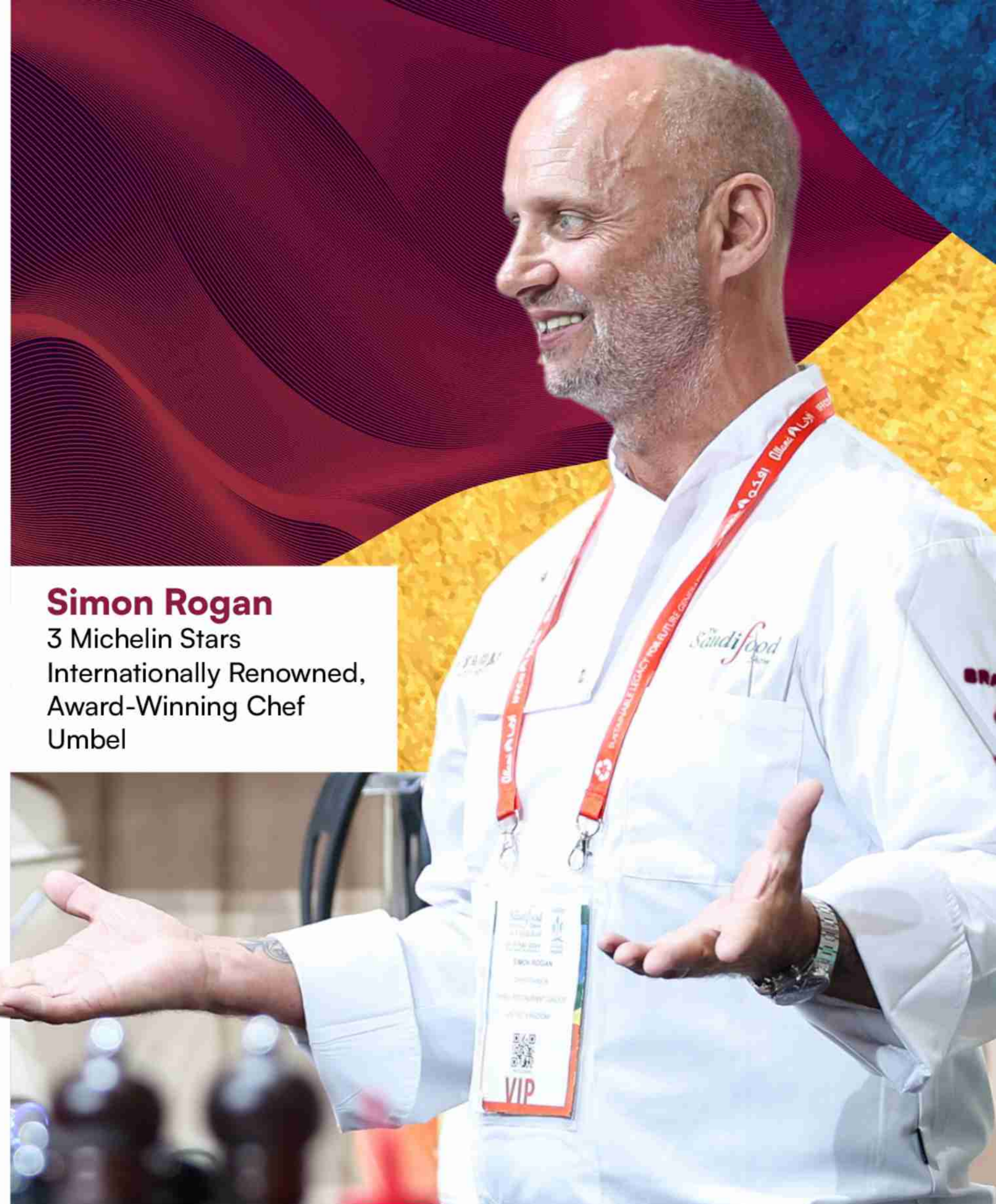
Sami Tamimi
Chef & Author, Winner of the Fortnum & Mason Cookery Book of the Year 2021



Mona Mosely
Chef, Host and Judge for Top Chef Middle East



Tareq Taha
Chef, MBC Top Chef All Stars Winner 2024



Simon Rogan
3 Michelin Stars
Internationally Renowned,
Award-Winning Chef
Umbel

YouthX
SAUDI

YOUNG CHEF
CHALLENGE

RISING STARS CELEBRATED AS CHAMPIONS IN THE KINGDOM'S PREMIER YOUNG CHEF CHALLENGE



WINNING TEAM
HILTON RIYADH HOTEL & RESIDENCES



In Partnership with

UN
environment
programme

*Recipe
of
Change*

— FINALISTS —


JW MARRIOTT
RIYADH


ST REGIS
HOTELS & RESORTS


Hilton
RIYADH HOTEL & RESIDENCES
فندق هيلتون الرياض والشقق الفندقية


FOUR SEASONS
HOTEL
RIYADH AT KINGDOM CENTRE

SaudiFood

EXCELLENCE AWARDS 2024

RECOGNISING & HONORING THE NEXT BIG INNOVATION BREAKTHROUGH IN SAUDI'S F&B INDUSTRY



NEW F&B STARTUP OF THE YEAR
Kitchenara

BEST HOMETOWN RESTAURANT
Myazu Restaurant

BEST FOOD RETAILER
Lulu Hypermarket

F&B BUSINESS WOMAN OF THE YEAR
Chef Deema Hajjawi

BEST SAUDI-MADE
Almarai



BEST SNACK PRODUCT
Mevgal Yum Yog | Mevgal S.A.

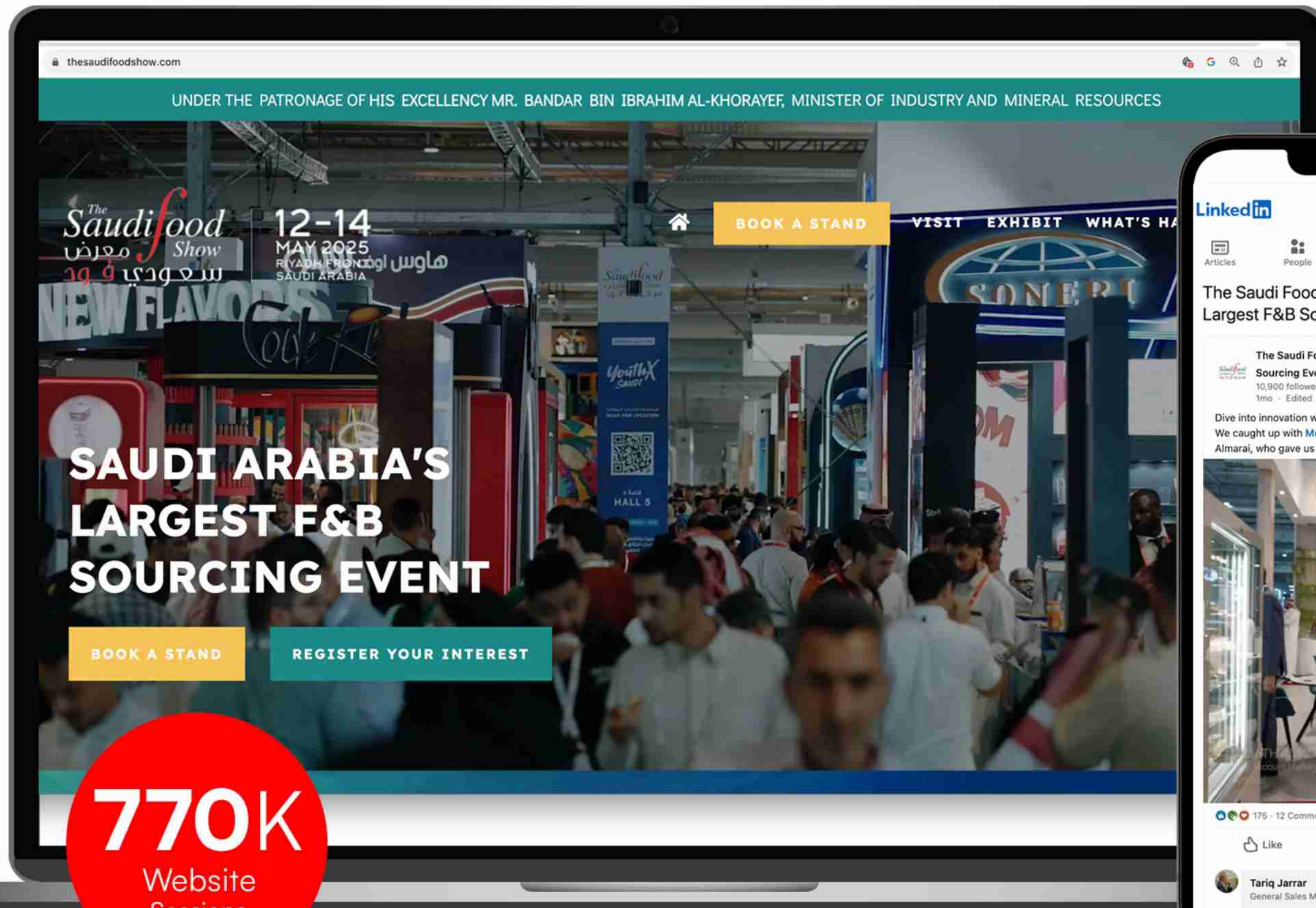
BEST PLANT-BASED PRODUCT
Plant-Based Bacon | La Vie™ Foods

BEST HERITAGE PRODUCT
Kleeja Macaron | Maison Amarella SA

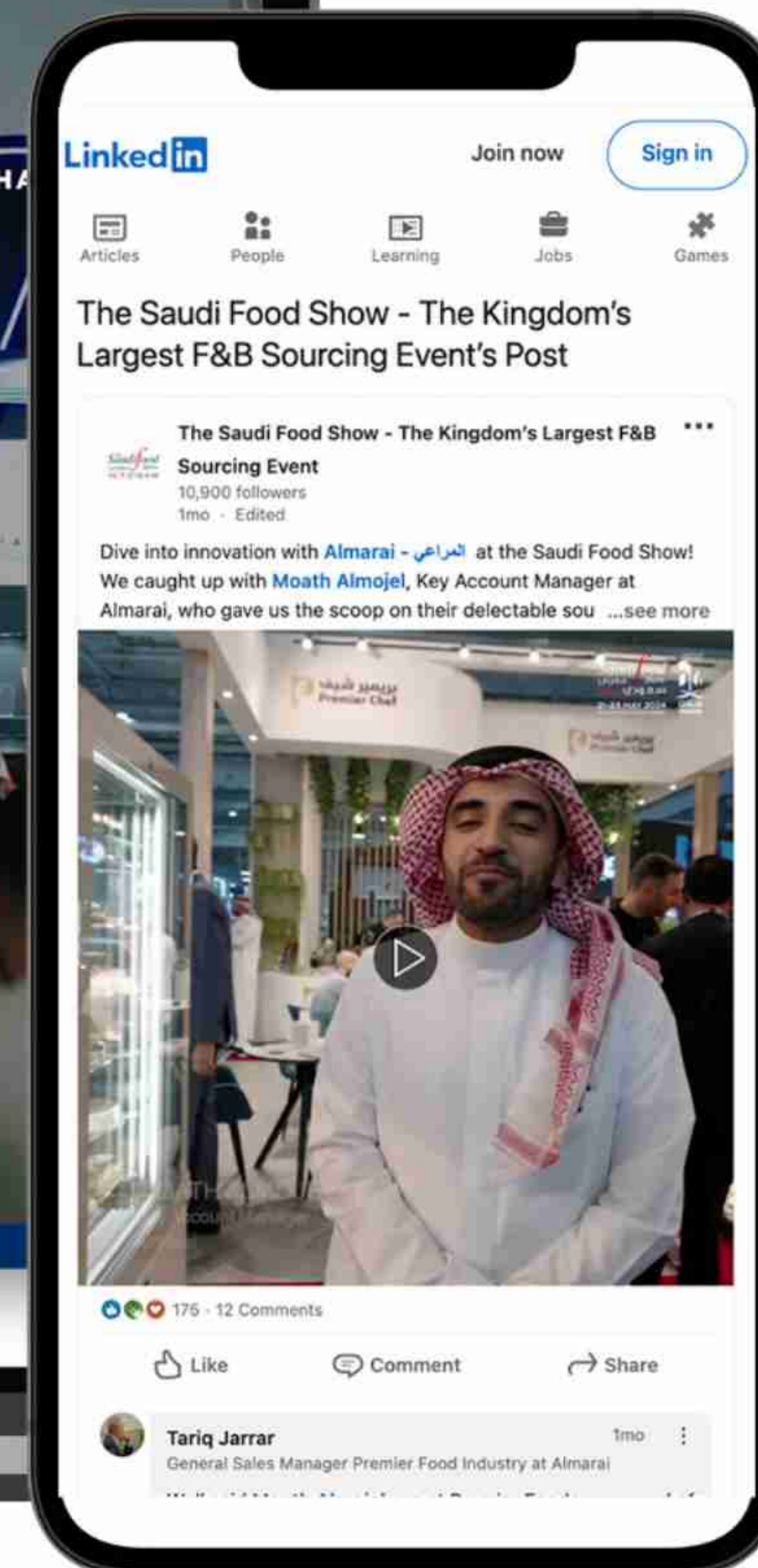
BEST WELLNESS PRODUCT
BONCHOWI Fermented Extract Bioara Co., Ltd.

BEST BEVERAGE
Blackmo Oat Milk White Coffee Dagangasia Network Holding

MASSIVE ONLINE BUZZ GENERATED



770K
Website
Sessions



27.1M

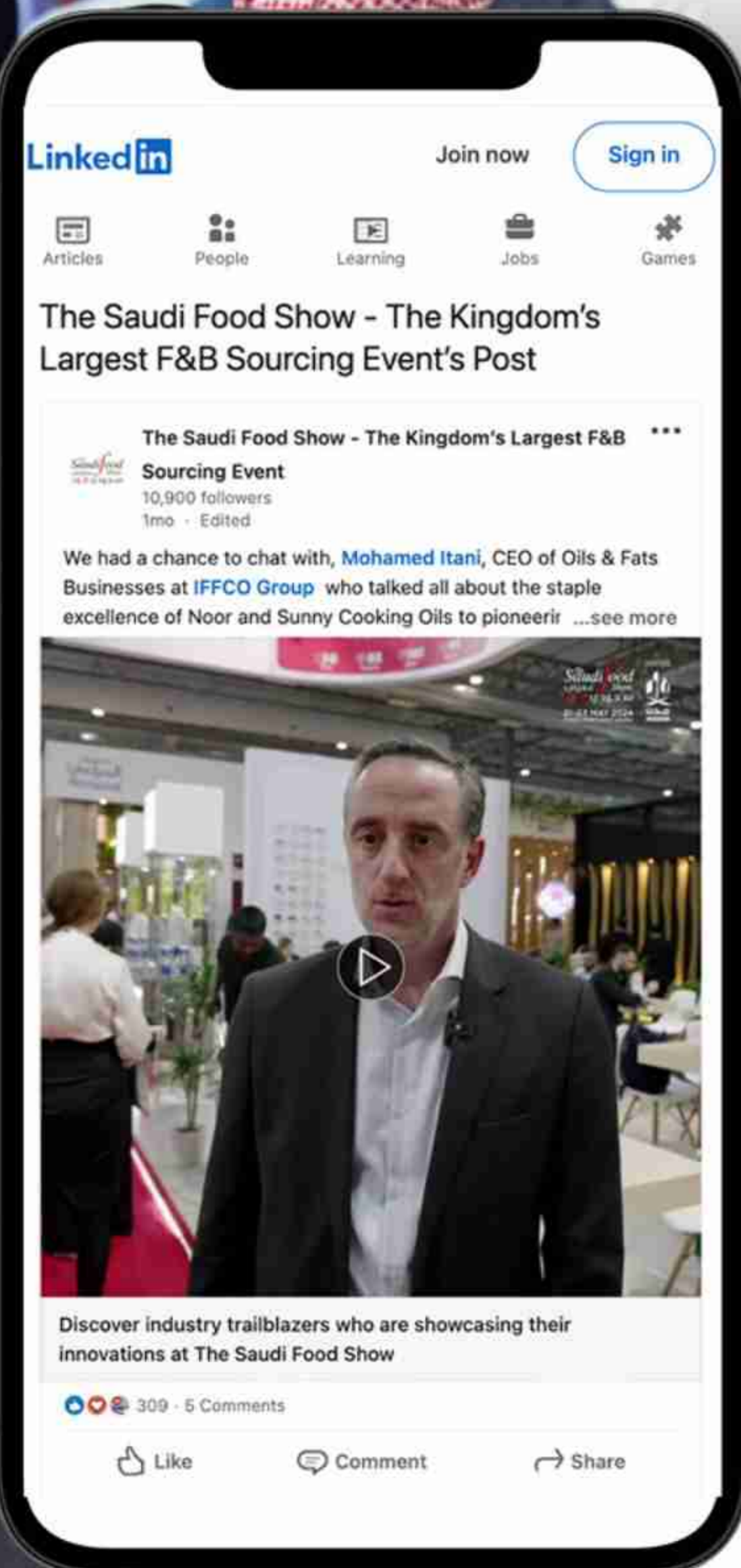
Total Impressions
on Social Media

885K

Organic Impressions

80%

Engagement Rate



OVER **210M**

Digital Ad Impressions



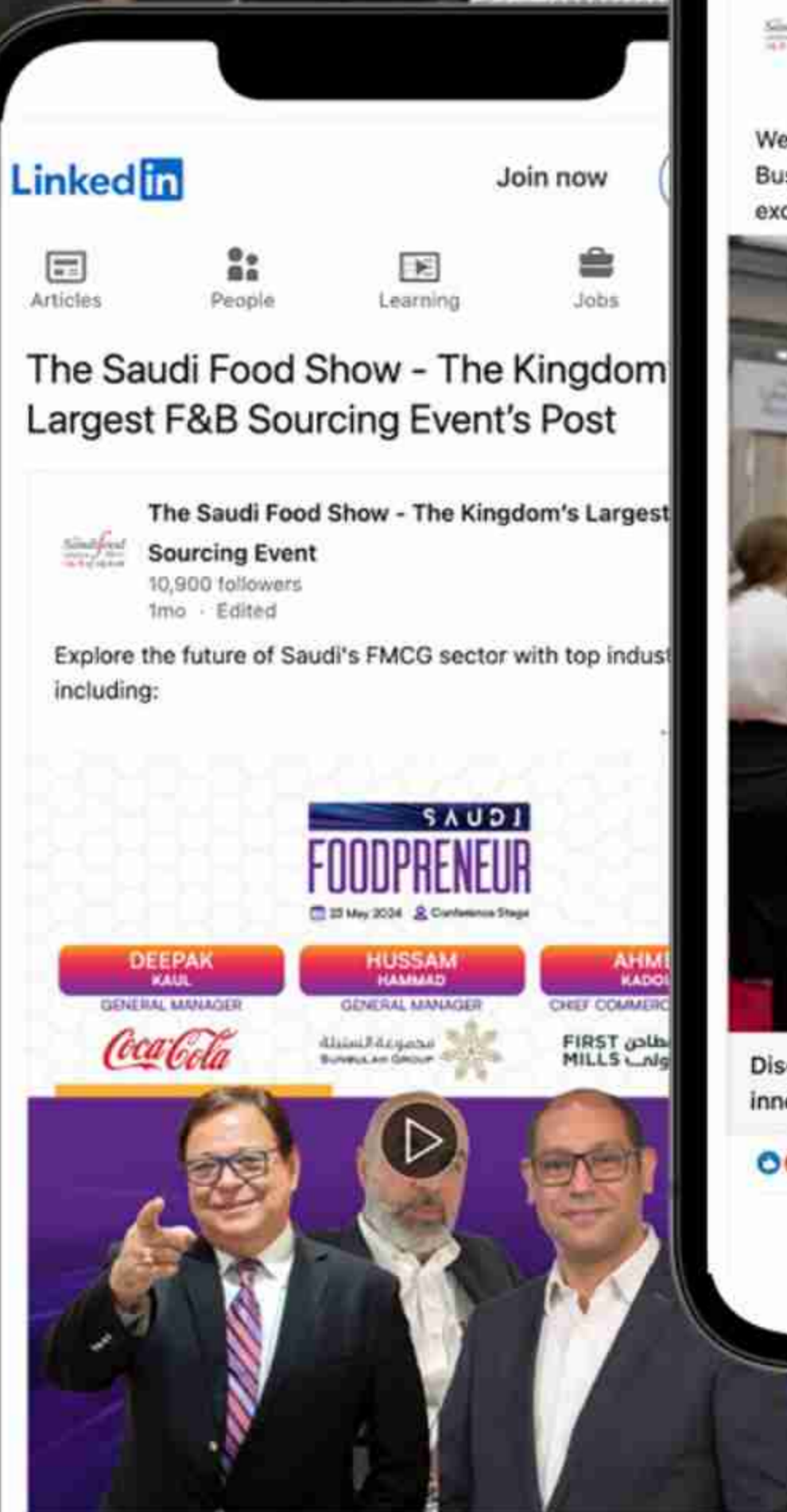
176%

Growth In Followers On Instagram



54%

Growth In Followers On LinkedIn



Get insights into leveraging economic reforms and navigating the evolving regulatory landscape, this pivotal session on 'FMCG

UNFORGETTABLE HIGHLIGHTS FROM THE SHOW



THANK YOU TO OUR PARTNERS & SPONSORS

— STRATEGIC PARTNER —



— PLATINUM SPONSOR + LANYARD SPONSOR —



— PLATINUM SPONSOR —



GOLD SPONSOR



CATEGORY SPONSOR BEVERAGE



TOP TABLE SAUDI HEADLINE SPONSOR



CARRIER BAG SPONSOR



TOP TABLE SAUDI INGREDIENT SPONSORS



YOUTHX SAUDI SPONSOR



YOUTHX SAUDI PARTNERS



KNOWLEDGE PARTNER



ASSOCIATION PARTNER



— SAUDI FOODPRENEUR PARTNERS —



— HEADLINE MEDIA PARTNERS —



— OFFICIAL MEDIA PARTNERS —



LET'S CONNECT AGAIN IN 2025

The
Saudifood
معرض *Show*
سعودي فود

12-14
MAY 2025
RIYADH FRONT,
SAUDI ARABIA

كؤن
KAOUN
العربية ARABIA

ORGANISED BY

dmg::events

Andrew Burman

Senior Sales Manager
Tel: +971 4 306 4191
Andrew.Burman@dwtc.com

Rasheed Hussein

Sales Manager
Tel: +971 4 306 4180
Rasheed.Hussein@dwtc.com

Ahmad Abdulla Abbas

Sales Manager
Mob: +971 50 991 888
Ahmad.Abbas@dwtc.com

Wafa Alduraibi

Sales Manager
Mob: +966 53 046 0333
wafaalduraibi@dmgevents.com