

SAUDI FOOD SHOW 2025

12 – 14 May 2025, Riyadh Front, Saudi Arabia

Invitation NL-Pavilion

The Saudi Food Show 2024 was not just an event; it was a transformative experience designed to inspire, educate, and connect attendees with invaluable opportunities. which promises even more innovation, growth, and collaboration within the food and beverage industry. It is for the 3rd time that Orange Exhibition Management is organizing a NL Pavilion at the Saudi Food Show 2025 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

as the Kingdom's premier event for food and beverage sourcing, it brought together an exceptional international gathering of exhibitors, thought leaders, industry communities, strategic partners, innovative brands, and acclaimed chefs. From groundbreaking innovations to the hottest trends, attendees experienced it all under one roof, marking a pivotal moment in the industry's evolution.

The Saudi Food Show 2024 served as the catalyst for unparalleled growth and prosperity, offering attendees unmatched access to industry leaders and prominent F&B powerhouses. The event provided a platform to delve into industry insights at the Saudi Food Summit, featuring thought-provoking talks from renowned experts. Attendees also witnessed the future of food and beverage at the all-new Saudi Foodpreneur summit, which showcased exciting startups poised to shape the industry landscape.

At the second edition in May 2024, 101 countries were participating, 1,002 companies were showcasing their products, 40,003 visitors came to the show. Please find [here](#) the post show report of 2024 for more information.

NL-Pavilion

The NL companies participating were very enthusiastic about the quality of the show. We foresee a lot of interest from the Netherlands so we doubled the size of the NL Pavilion.

Price per sqm is **EURO 970,00 (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: 18 October 2024.**

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,
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