

Attracting 214 Exhibitors from 35 Countries

**‘Foodex Saudi 2017’ Kicks off in November with Spanish Beef
first participation**

Jeddah: 35 countries, 214 exhibitors with 520 brands are participating in the International Food and Beverage Exhibition “Foodex Saudi 2017” new edition launching from November 12-15 for four days at Jeddah Center for Forums and Events, presenting latest products in the food sector.

Haya Al-Sunaidi chairwoman of organizing committee said that the increased number of exhibitors, countries and participants raises expectations hike in “Foodex Saudi” fifth edition, where preparations are going on for months.

Al-Sunaidi added that the exhibition held on 9800 sqm landspace will offer an opportunity for industry trading companies and manufacturers from the food and beverage retail sectors to showcase new food products, So of the exhibiting companies in Foodex Saudi enter the Saudi market for the first time including Spanish beef companies. In light of the great openness of the Kingdom to the world and in line with Vision 2030, Foodex Saudi exhibition will boost national food and beverage industry to raise the competition to the highest international standards.

Al Sunaidi confirmed that the exhibition welcomes this year international expert manufacturers in organic and natural food, seeds and grains in addition to other food products sectors.

Rony Al Haddad director of the exhibition said that “Foodex Saudi” is the largest Saudi International exhibition, 100% specialized in food and beverage industry, and is energizing one of the pillars of national vision by providing one million jobs in the retail sector by 2020. It provides opportunities and exchange of expertise and business with 214 exhibitors from 35 countries.

Al-Haddad pointed out to “Salon Culinaire” competition with participation of 158 chefs competing from different countries in 17 professional categories and endorsed by World Association of Chefs Societies (WACS), Saudi Arabian Chefs Table Circle and Saudi Chefs Association (SARCA).

For his part, exhibitor Jose Ramon Godoy International Manager (Provacuno); said: “This is our first participation and promotion for the Spanish Beef in Saudi Arabia. We are enthusiastic about participation in Foodex Saudi to endorse the advantages of our products in the Saudi market.

“We are pleased to introduce Spanish beef to local importers as a quality product, presenting a wide variety of products (from the calf to the beef) known for quality assurance along the industrial process and following the European Production System, as tenderness and digestibility of all products.”

He added: “Saudi Market is a very interesting market for the Spanish Beef sector because of its high demand and high imports and also is a market with appreciation to top quality products and with high purchasing power, that’s why Spanish exporters are keen to provide their high quality products to the Saudi market and give it a priority” Godoy concluded.

Saudi Arabia has the largest food market in the Gulf and the Middle East, and is one of the countries with strong economic and consumer power. Food and beverage imports are expected to increase up to 130 billion riyals in 2020 against the present 80 billion riyals, fast food market volume exceeds 5 billion riyals a year, and retail sales grew by 66% with the opening of large number of hypermarkets and food markets.

For more information: www.foodexsaudi.com