

## **“Foodex 2019” Concludes its Activities with 600 Brands from 50 Countries**

The “Foodex Saudi 2019” exhibition specialized in the food sector concluded its activities that lasted for four days at the Jeddah Center for Forums and Events with the participation of 600 brands representing 50 countries. They were competing to reserve a place for them in the Saudi market, which is the largest in the Middle East. The exhibition was officially inaugurated by His Royal Highness Prince Fahd bin Muqrin bin Abdulaziz Al Saud, who confirmed that the Saudi food product enjoys great support and meets the highest international quality standards.

HRH also expressed his admiration for the wide international participation, stressing that it embodies the great position that the Kingdom of Saudi Arabia occupies on the economic level and demonstrates its leadership role in the Middle East region as the largest and most attractive market for all investors.

Local companies and factories occupied a significant position in the exhibition booths, along with the most prominent countries in the world that participated in the best innovations in fresh, chilled and frozen food, dairy products, food services, cans, meat, poultry, snacks and candy.

Mr. Mohammed Talaat, the Director of the Foodex Saudi Exhibition, considered the existing competition within the exhibition's pavilions between the local and international product a strong evidence of the development witnessed by the Saudi food industry since the launch of the exhibition 7 years ago. He pointed out at the same time to the participation of a number of countries for the first time this year with official pavilions and with the support of the governments of their countries, led by Singapore, India, China and Uzbekistan. He said, ‘The event represents a distinguished trading platform for exhibitors from different countries of the world. Moreover, it witnesses exciting competition for international companies to seize their opportunity in the largest food market in the Gulf region and the Middle East, in light of the economic capabilities enjoyed by the Kingdom, along with the breadth and great flexibility of its market.’

The exhibition included many important features, including the International Chefs Competition in collaboration with World Association of Chefs' Societies and the Saudi Arabian Chefs Association. Further, professional chefs representing the most famous and largest hotels and restaurants in the Kingdom competed in a thrilling atmosphere and Chef Thomas Gugler presided the competition. The exhibition honored the creators through the award of Saudi Foodex for Excellence in the Food Industry.

Ms. Roa Alhazmi, Member of the Organizing Committee of the Exhibition and Public Relations Director of Reed Sunaidi Exhibitions, said that the exhibition presents the latest food products after it turned into a global display platform that attracts the largest and most important and most influential companies. She further stated that the Kingdom's market has great flexibility and attractiveness as it includes diverse segments of consumers. She pointed out that the exhibition has contributed, since its inception 7 years ago, to raising the ceiling of ambitions within the retail market, providing many successful investment opportunities, as it contributes to exchanging business and experiences with exhibitors while discovering the latest products and technologies in the food industry.