

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*



Organised by



FOODEX SAUDI POST SHOW REPORT



FOODEX SAUDI

ORGANISER MESSAGE

Foodex Saudi team would like to say thanks to all F&B industry professionals for making Foodex Saudi the most successful edition yet.

Foodex Saudi is Saudi Arabia's only exhibition 100% dedicated to the Food & Drink Industry. By attending the show, you will have the opportunity to source products from over 50 countries, and trade with exhibitors displaying a global offering of food and beverage products and solutions.

The exhibition features The Kingdom Chef Competition, a professional chef competition endorsed by World Association of Chef Societies, Saudi Arabian Chefs Table Circle and Saudi Arabian Chef's Association, which showcases the skills and talents of competing chefs from several leading hotels and restaurants.

9800 Sqm

Gross Space

4

Days

50

Countries

15

Pavilions

14,554

Attendees

+500

Brands



EXHIBITOR PROFILE

EXHIBITOR BREAKDOWN BY SECTOR



21% CANNED AND PRESERVED

11% CHILLED, FRESH & FROZEN

5% DAIRY

10% DRINKS & BEVERAGES

7% FOOD TECHNOLOGY

3% FOOD SERVICES

5% MEAT, POULTRY & GAME

6% SPECIALTY PRODUCTS

17% SWEETS, SNACKS & BAKERY

14% GRAINS & CEREALS

1% OTHER



82%

*of exhibitors
successfully
MET THEIR
BUSINESS
OBJECTIVES*

INTERNATIONAL & LOCAL FOOD & DRINK ASSOCIATIONS



The Cashew Export Promotion Council
of India - India



FIAB - The Spanish Food & Drink Industry
Federation - Spain



Palestine Trade Center (PALTRADE)
Palestine



Export Promotion Agency of the Republic of
Uzbekistan - Uzbekistan



Palestinian Agricultural Cooperatives
Union (PACU) - Palestine



Interovic
Spain



Tuyap Tum Fuarcilik Yapim A.S.
Turkey



The Associated Chambers of Commerce and
Industry of India (ASSOCHAM) - India



Algerian Fairs and Exports Company
(SAFEX) - Algeria



Institute of Agricultural Resources and
Economics - Latvia



Shanghai Huahe Expo Co., Ltd.
China



Sri Lanka Tea Board
Sri Lanka



Provacuno
Spain



Singapore Manufacturing Federation (SMF)
Singapore



Trade Development Agency of
Pakistan Pakistan



Jordan Exports Association



Export Promotion Bureau (EPB)
Bangladesh



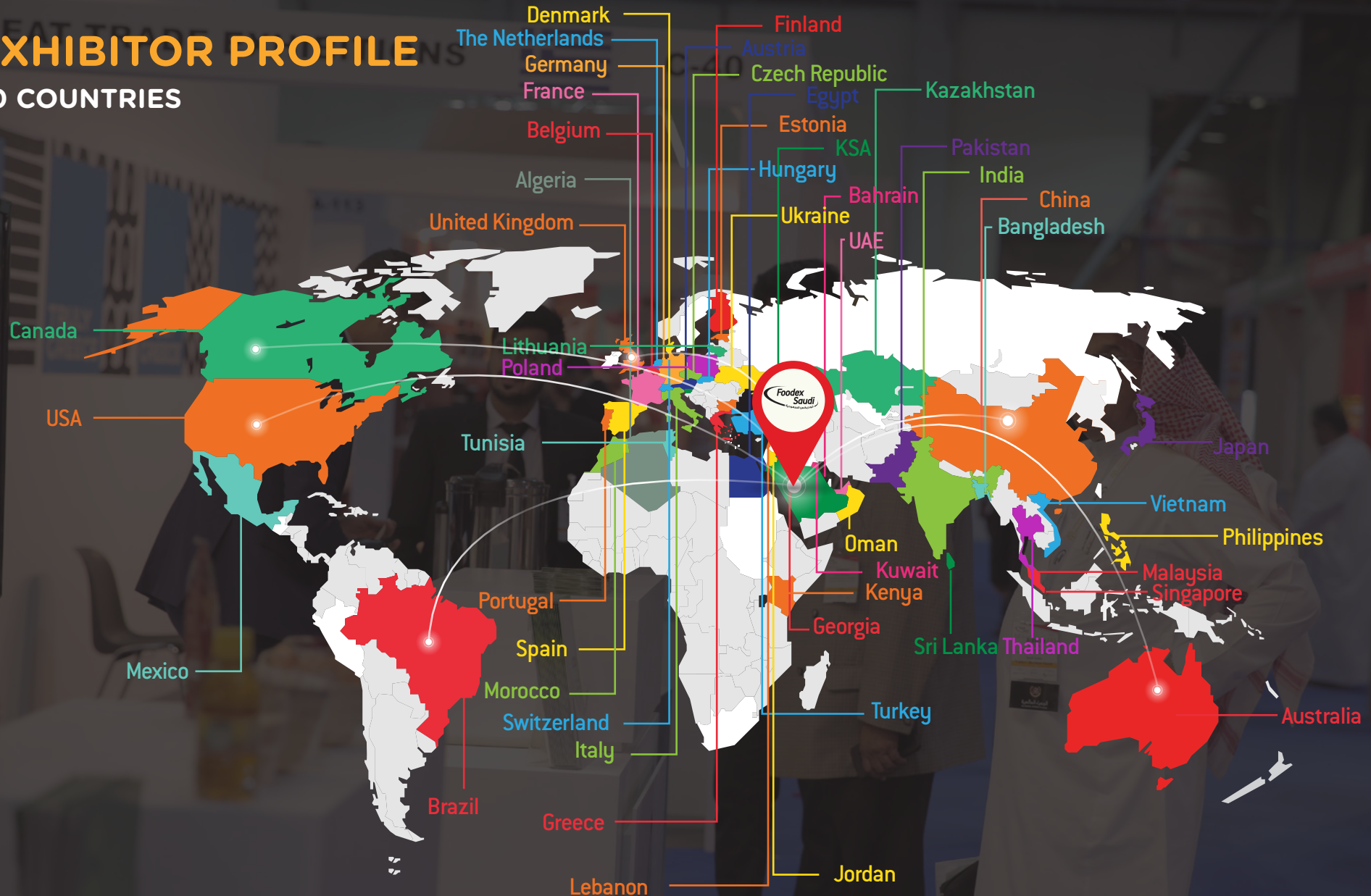
Extenda



PRODECA

EXHIBITOR PROFILE

50 COUNTRIES



BRANDS BREAKDOWN BY COUNTRY

489 Total Brands



we got so many offers from interesting partners and I think it would be quite fruitful afterwards.

Anastasia Bulanova, Commercial Director
Private Entrepreneur Aleksey Evgenjievich Volko
(Smart Company)

Russia

EXHIBITOR FEEDBACK

91%

of exhibitors FOUND
POTENTIAL CUSTOMERS,
SUPPLIERS OR PARTNERS

93%

of exhibitors were
SATISFIED
WITH THE EVENT OVERALL

88%

of exhibitors WOULD
LIKE TO
EXHIBIT IN THE NEXT EDITION

91%

of exhibitors were
SATISFIED WITH THE
QUALITY OF VISITORS

87%

of exhibitors were
satisfied with the
marketing campaign



BRAND LIST BY SECTOR

Drinks & Beverages

| Company/Brand | Country |
|--|------------|
| Akanlar Cikolata Icecek Gida Sanayi Ve Nakliyat Tic LTD STI | Turkey |
| Al Khair Trading CO LTD | KSA |
| Amazing Cacao LLC | Russia |
| Astra Pharmaceuticals & Dietary Supplements CO LTD | Jordan |
| Bhauram Jodhraj (Indian Tea) | India |
| Chic & Basic 2010 SL | Spain |
| Defaf Al-Nahrayn For Food Industries and Beverages | Jordan |
| Dia Al Gemam (Mixology) | KSA |
| GG Frozen and Beverage Gida Ith Inr San Ve Tic As | Turkey |
| Golden Bird Food Industries | Jordan |
| Green Gold Trading CO | KSA |
| Ipek Tekstil Gida San Ve Dis Tic Koll Sti Hikmet Öner - Huseyin Turgut | Turkey |
| Jinan Factory for Food Products | Qatar |
| JV Gokal & CO PVT LTD | India |
| Kasih Factories Group for Foodstuff | Jordan |
| Khaled Daoud Alnatsheh & Partners CO (Al Oqab) | Jordan |
| Manchiee De Coco Products | Sri Lanka |
| Meezan & Company PVT LTD | Sri Lanka |
| N5 Coffee | KSA |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| Ocard LLC | Uzbekistan |
| Ogaretco Foodstuff LLC | KSA |
| Premier's Tea LTD | India |
| Royal Food Industries FZE | UAE |
| Serai Malaya Sdn Bhd (Star Medik) | Malaysia |
| Shah Brothers (Indian Tea) | India |
| Shezan International | Pakistan |
| Sunita Agri Exports PVT LTD | India |
| Value Beverage | India |
| Zad Al Tabee Company (Miros) | KSA |

BRAND LIST BY SECTOR

Specialty Products

| Company/Brand | Country |
|---|----------|
| Al Salwa Meat Factory | Bahrain |
| Allied Natural Product | India |
| APD Foods | India |
| Apisol Honey | Spain |
| Asdrubal | Tunisia |
| Bee Organic TM | Russia |
| Bioterra | Spain |
| Educodiet SL | Spain |
| El Brezal by Mielso | Spain |
| Golden Bird Food Industries | Jordan |
| Green Hills for Food Products | Jordan |
| Gulf Mushroom Products CO (SAOG) | Oman |
| Khaled Daoud Alnatsheh & Partners CO (Al Oqab) | Jordan |
| Kinal Global Care PVT LTD | India |
| Moliciara - La Noguera - Claranuts | Spain |
| Nana Fruits Company Limited | Thailand |
| Nanning Lingjue Trading CO LTD | China |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| Ogaretco Foodstuff LLC | KSA |
| Prime Nut FZE | UAE |
| Private Entrepreneur Aleksey Evgenjevich Volkov (Smart Company) | Russia |
| Sambazon | USA |
| Zad Al Tabee Company (Miros) | KSA |
| Zamzam Brothers Trading | Jordan |

BRAND LIST BY SECTOR

Grains & Cereals

| Company/Brand | Country |
|---|------------|
| Agro-Alliance LLC | Russia |
| Al Khair Trading CO LTD | KSA |
| Al Maida Food Industries LLC | UAE |
| Al Overseas PVT LTD | India |
| Ali Commercial Corporation | Pakistan |
| Amazing Cacao LLC | Russia |
| Anwaar Corporation | Pakistan |
| Bashundhara Food & Beverage Industries LTD | Bangladesh |
| Bengal Meat Processing Industries Limited | Bangladesh |
| Citadelle Cooperative | Canada |
| Delta Food Industries FZC | UAE |
| First Mills Company | KSA |
| Golden Bird Food Industries | Jordan |
| Green Gold Trading CO | KSA |
| Ibrahim Mohammed Albuti Trading Company LLC | KSA |
| Imax Gold Agencies LLP | India |
| Jazaa Global PVT LTD | Pakistan |
| Kasih Factories Group for Foodstuff | Jordan |
| Khaled Daoud Alnatsheh & Partners CO (Al Oqab) | Jordan |
| Kinal Global Care PVT LTD | India |
| Manchiee De Coco Products | Sri Lanka |
| MATCO Foods Limited | Pakistan |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| NRSP Agriculture Processing Company Ltd | Pakistan |
| Ogaretco Foodstuff LLC | KSA |
| Pagariya Food Products PVT LTD (Kwaliti Spices) | India |
| Private Entrepreneur Aleksey Evgenjevich Volkov (Smart Company) | Russia |
| Royal Food Industries FZE | UAE |
| Semolina Misir Irmigi Gida San Ve Tic As | Turkey |
| Soymik LTD | Russia |
| Sunita Agri Exports PVT LTD | India |
| Taj Food PVT LTD | Pakistan |
| Tostaderos Sol De Alba SL | Spain |
| Varish Traders | India |
| Zad Al Tabee Company (Miros) | KSA |
| Zamzam Brothers Trading | Jordan |

BRAND LIST BY SECTOR

Meat, Poultry & Game

| Company/Brand | Country |
|--|------------|
| Al Salwa Meat Factory | Bahrain |
| Al Shrouq Al Tayeb Trading CO LLC | KSA |
| Arrosticini D'Antuono | Italy |
| Bengal Meat Processing Industries Limited | Bangladesh |
| Carnicas Sierra Sur SLU | Spain |
| Chic & Basic 2010 SL | Spain |
| Golden Meat International CO | KSA |
| Khurof Sah | KSA |
| Murgaca | Spain |
| National Meat Institute (INAC) | Uruguay |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| Pronto Sabores SL | Spain |
| Tanmiah Food Company | KSA |
| Yorkvale Trading Corporation | Canada |
| Zamil Food Industries CO LTD | KSA |



BRAND LIST BY SECTOR

Food Technology

| Company/Brand | Country |
|--|---------|
| 63 Ideas Infolabs PVT LTD (Ninja Cart) | India |
| Aarnee Foods LLP | India |
| Al Jazira Equipment Company (Auto World) | KSA |
| Al Qassim Factory Food | KSA |
| Al Raqtan | KSA |
| Al-Dorrah & Al-Sultan Company Ltd | KSA |
| Amazing Cacao LLC | Russia |
| Arkaki | KSA |
| ASG Plastic Factory Co | KSA |
| Axis International for Trade (Foodi) | KSA |
| Bather Farm | KSA |
| Big Brands | Turkey |
| Canning Industries CO LTD | Jordan |
| Eco Resource JSC | Russia |
| Epic Training & Consultancy | KSA |
| Estemkan for Trading and Marketing LLC | KSA |
| FODO (Smart Pan) | KSA |
| Foodics | KSA |
| Foodizone | KSA |
| Globus Logistics | KSA |
| Golden Food Trading Company | KSA |
| Goma Process Technologies PVT LTD | India |
| Green Vision Paper Products Company | KSA |
| GSTIC Group | KSA |
| Holol Motkalma for Information Technology (Dgtera) | KSA |
| Ibrahim Mohammed Albuti Trading Company LLC | KSA |
| Jetpak Plastik Company | Turkey |
| Jouna | KSA |
| JV Gokal & CO PVT LTD | India |
| Leotech | KSA |
| Mahgoub Sons Group | Sudan |
| Makkah Household Utensils MFG CO LTD | KSA |

| Company/Brand | Country |
|--------------------------------------|---------|
| Makkah Household Utensils MFG CO LTD | KSA |
| MC World Interpres | Spain |
| Mel Múria | Spain |
| Mest | KSA |
| Posist Technologies PVT LTD | India |
| Retaj Smael (Dukun Alasan Alomani) | Oman |
| Rewaa Tech | KSA |
| Road Logistics | KSA |
| Saudi Foam Trays Manufacturing | KSA |
| Sawa for Plastic Industries | Jordan |
| Solid Metal Industry CO | KSA |
| Spring Drops Trading CO | KSA |
| Yashtech Trading LLC | UAE |

BRAND LIST BY SECTOR

Food Services

| Company/Brand | Country |
|--|---------|
| 63 Ideas Infolabs PVT LTD (Ninja Cart) | India |
| Al Jazira Equipment Company (Auto World) | KSA |
| Al-Dorrah & Al-Sultan Company Ltd | KSA |
| Ana Odeer | KSA |
| ASG Plastic Factory Co | KSA |
| Aufaz Catering Service | KSA |
| Axis International for Trade (Foodi) | KSA |
| Bather Farm | KSA |
| Big Brands | Turkey |
| Canning Industries CO LTD | Jordan |
| Culinaire & Beyond WLL | Bahrain |
| Estemkan for Trading and Marketing LLC | KSA |
| Eurofins Ajal | KSA |
| Foodizone | KSA |

| Company/Brand | Country |
|--|---------|
| Globus Logistics | KSA |
| Golden Bird Food Industries | Jordan |
| Golden Food Trading Company | KSA |
| Goma Process Technologies PVT LTD | India |
| GSTIC Group | KSA |
| Holol Motkalma for Information Technology (Dgtera) | KSA |
| Ibrahim Mohammed Albuti Trading Company LLC | KSA |
| Jetpak Plastik Company | Turkey |
| King Faisal University | KSA |
| Mahgoub Sons Group | Sudan |
| Makkah Household Utensils MFG CO LTD | KSA |
| Mest | KSA |
| Munch Bakery Food Industry CO LTD | KSA |
| Posist Technologies PVT LTD | India |
| Professional Manufacturing for Chocolate & Confectionary (PMC) | Jordan |
| Rewaa Tech | KSA |
| Saudi Foam Trays Manufacturing | KSA |
| Sawa for Plastic Industries | Jordan |
| Sealand Foodstuff Trading CO | KSA |
| Spring Drops Trading CO | KSA |
| Virgin Mobile KSA | KSA |
| Wealth Preservation Holding Company | KSA |
| Yashtech Trading LLC | UAE |
| Youssef Bin M. Al-Dossary and Sons Holding Group Company | KSA |



BRAND LIST BY SECTOR

Canned & Preserved

| Company/Brand | Country |
|---|------------|
| Aarnea Foods LLP | India |
| Aayz Trading FZE | UAE |
| Aceitunas Guadalquivir SL | Spain |
| Afia International Company | KSA |
| Akanlar Cikolata Icecek Gida Sanayi Ve Nakliyat Tic LTD STI | Turkey |
| Al Khair Trading CO LTD | KSA |
| Al Maida Food Industries LLC | UAE |
| Allied Natural Product | India |
| Amazing Cacao LLC | Russia |
| Ana Odeer | KSA |
| Anwaar Corporation | Pakistan |
| APD Foods | India |
| Apisol Honey | Spain |
| Asdrubal | Tunisia |
| Bashundhara Food & Beverage Industries LTD | Bangladesh |
| Bee Organic TM | Russia |
| Blago Group | Russia |
| Citadelle Cooperative | Canada |
| Dawn of Luxury CO | KSA |
| Delta Food Industries FZC | UAE |
| Eco Resource JSC | Russia |
| El Brezal by Mielso | Spain |
| Euroлива SA | Spain |
| Golden Bird Food Industries | Jordan |
| Green Gold Trading CO | KSA |
| Green Hills for Food Products | Jordan |
| Gulf Mushroom Products CO (SAOG) | Oman |
| Ibrahim Mohammed Albuti Trading Company LLC | KSA |
| Jazaa Global PVT LTD | Pakistan |
| Kasih Factories Group for Foodstuff | Jordan |
| Khaled Daoud Alnatsheh & Partners CO (Al Oqab) | Jordan |
| Kinal Global Care PVT LTD | India |

| Company/Brand | Country |
|--|-----------|
| Manchiee De Coco Products | Sri Lanka |
| Mel Múria | Spain |
| Mezan Tea Private Limited | Pakistan |
| Nanning Lingjue Trading CO LTD | China |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| Ogaretco Foodstuff LLC | KSA |
| Onion Dehydration | India |
| Pagariya Food Products PVT LTD (Kwaliti Spices) | India |
| Professional Manufacturing for Chocolate & Confectionary (PMC) | Jordan |
| Royal Food Industries FZE | UAE |
| Serai Malaya Sdn Bhd (Star Medik) | Malaysia |
| Shangrila Foods (Private) Limited | Pakistan |
| Shezan International | Pakistan |
| Soymik LTD | Russia |
| Sunita Agri Exports PVT LTD | India |
| Tabuk Agriculture | KSA |
| Young's Food | Pakistan |
| Zad Al Tabee Company (Miro) | KSA |
| Zamzam Brothers Trading | Jordan |



BRAND LIST BY SECTOR

Fresh, Chilled & Frozen

| Company/Brand | Country |
|--|------------|
| Aayz Trading FZE | UAE |
| Al Salwa Meat Factory | Bahrain |
| Bengal Meat Processing Industries Limited | Bangladesh |
| Green Gold Trading CO | KSA |
| Ibrahim Mohammed Albuti Trading Company LLC | KSA |
| Kinal Global Care PVT LTD | India |
| Kissfruit | Spain |
| Manchiee De Coco Products | Sri Lanka |
| Mar Abisal SL | Spain |
| Nana Fruits Company Limited | Thailand |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |
| Ogaretco Foodstuff LLC | KSA |
| Prima 2000 SP ZOO | Poland |
| Royal Future CO | KSA |
| Sealand Foodstuff Trading CO | KSA |
| Serai Malaya Sdn Bhd (Star Medik) | Malaysia |
| Spring Drops Trading CO | KSA |
| Sunita Agri Exports PVT LTD | India |
| Young's Food | Pakistan |
| Zad Al Tabee Company (Miro) | KSA |
| Zamil Food Industries CO LTD | KSA |



BRAND LIST BY SECTOR

Dairy

| Company/Brand | Country |
|--|-----------|
| Aarnea Foods LLP | India |
| Al Maida Food Industries LLC | UAE |
| Amazing Cacao LLC | Russia |
| Dairy Land for Milk and Food Industries | Egypt |
| Delta Food Industries FZC | UAE |
| Fimar Mermer Maden Ins Akary Turz Tarim Gida San AS | Turkey |
| Green Gold Trading CO | KSA |
| Green Hills for Food Products | Jordan |
| IMEX Co LTD | Russia |
| Jouna | KSA |
| Kasih Factories Group for Foodstuff | Jordan |
| Lacrima Dairy Industry LTD | Bulgaria |
| Manchiee De Coco Products | Sri Lanka |
| Munch Bakery Food Industry CO LTD | KSA |
| Pagariya Food Products PVT LTD (Kwaliti Spices) | India |
| Professional Manufacturing for Chocolate & Confectionary (PMC) | Jordan |
| Royal Food Industries FZE | UAE |
| Soymik LTD | Russia |
| Zamzam Brothers Trading | Jordan |



BRAND LIST BY SECTOR

Sweets, Snacks & Bakery

| Company/Brand | Country |
|---|-----------|
| Aarnea Foods LLP | India |
| Akanlar Cikolata Icecek Gida Sanayi Ve Nakliyat Tic LTD STI | Turkey |
| Al Maida Food Industries LLC | UAE |
| Al Salwa Meat Factory | Bahrain |
| Alyan Gida | Turkey |
| Amazing Cacao LLC | Russia |
| Antepsan Kuruyemis Gida San Tic As | Turkey |
| APD Foods | India |
| Atyab Food Industries | Oman |
| Bakery Project LTD | Russia |
| Bioterra | Spain |
| Chic & Basic 2010 SL | Spain |
| Citadelle Cooperative | Canada |
| Comercial Chocolates Lacasa SA | Spain |
| Confectionery Factory (Krupskaya) | Russia |
| Defaf Al-Nahrayn For Food Industries and Beverages | Jordan |
| Foodco Trading Company | KSA |
| Gesas Genel Gida San Ve Tic AS | Turkey |
| Green Gold Trading CO | KSA |
| Jazaa Global PVT LTD | Pakistan |
| Jouna | KSA |
| Kasih Factories Group for Foodstuff | Jordan |
| Khaled Daoud Alnatsheh & Partners CO (Al Oqab) | Jordan |
| Kinal Global Care PVT LTD | India |
| Manchiee De Coco Products | Sri Lanka |
| MATCO Foods Limited | Pakistan |
| Modern Cikolata Gida Sanayi Ve Ticaret As | Turkey |
| Moliciara - La Noguera - Claranuts | Spain |
| Munch Bakery Food Industry CO LTD | KSA |
| Nana Fruits Company Limited | Thailand |
| Ningxia Yas Import & Export CO LTD (Huarong International) | China |

| Company/Brand | Country |
|--|------------|
| Ogaretco Foodstuff LLC | KSA |
| Pagariya Food Products PVT LTD (Kwality Spices) | India |
| Prime Nut FZE | UAE |
| Private Entrepreneur Aleksey Evgenjievich Volkov (Smart Company) | Russia |
| Professional Manufacturing for Chocolate & Confectionary (PMC) | Jordan |
| Radha International | India |
| S&B Nice Foods Valley LTD | Bangladesh |
| Salma Chocolate | KSA |
| Sandwichery | KSA |
| Semolina Misir Irmigi Gida San Ve Tic As | Turkey |
| Sunita Agri Exports PVT LTD | India |
| Sweet Factory (Whisk) | KSA |
| Taj Food PVT LTD | Pakistan |
| Tostaderos Sol De Alba SL | Spain |
| Uno Foods Dubicki I Wspolnicy SPJ | Poland |
| Zad Al Tabee Company (Miros) | KSA |
| Zamzam Brothers Trading | Jordan |



EXHIBITOR FEEDBACK



Foodex is a great opportunity for us to find some companies who are located in Saudi Arabia. We had very good meetings with many Saudi companies

Selim Yilmaz,
Sales & Marketing Group Director
Alyan Gida
Turkey



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



We came here to Foodex for the first time in Saudi Arabia. We got very successful responses from this event and we are very hopeful that we will supply our customers with the best quality since we found many customers in this event.

Saleem Akhtar, CEO
NRSP Agriculture Processing Company Ltd
Pakistan



This is our first time participating in Foodex and we are very excited about this exhibition. I'm quite sure this will help us to increase our share in Saudi market.

Khalid Ghori
CEO
MATCO Foods Limited
Pakistan



This is our first participation in Foodex Saudi and we have got a very tremendous and overwhelming response from this exhibition. We've got potential leads, the customers were very serious and interested in the brand, the products, and in the distribution itself.

Shizra Jasani
Export & Brand Manager
Jazaa Global Pvt Ltd
Pakistan



This is our first time here in Riyadh. Foodex is a great show, it really surpassed my expectation in terms of how this is organized. Given that this is my first time, I think the interactions we have had for the last few days have been very interesting.

Ashish Tulsian
Founder & CEO
Posist Technologies Pvt Ltd
India



I am Nelson Chaben, I am the Uruguay Ambassador in Riyadh. In general, it is a fantastic venue, we are very pleased and very happy to be here. It is our first time, I repeat, and our expectation is really good.

Nelson Chaben
Uruguay Ambassador
Embassy of Uruguay in Riyadh
Uruguay



We are participating for the first time and we like it. It is so exciting and so many are participating. They love our products

Muzaffer Perker
Sales and Marketing Director
GG Frozen and Beverage
Gida Ith Inr San Ve Tic As
Turkey

EXHIBITOR FEEDBACK



This is our first participation in Riyadh Foodex. In general, I found it quite successful and quite organized. We thank you for the hospitality.

Hatice Maina
Export Manager
Fimar Mermer Maden Ins
Akary Turz Tarim Gida San As
Turkey



I believe Foodex is going to be a huge success for us. In fact, it is 2nd participation and we are expecting another participation next year

Muawiz Ahamed
Sales Manager
Royal Food Industries FZE
UAE



We got so many offers from interesting partners and I think it would be quite fruitful afterwards.

Anastasia Bulanova
Commercial Director
Private Entrepreneur **Aleksey**
Evgenjievich Volkov
(Smart Company)
Russia



The exhibition was better than expected. We are really glad of having to attend this fair and we hope next year we can come again to this fair.

Dolo Catala
Export Department
El Brezal by Mielso
Spain



This is our 3rd or 4th time in Foodex, the exhibition, we had good response from the customers and many clients visited our stand and it was really great for us.

Shiyad Ali
CEO
Sealand Foodstuff Trading CO
KSA



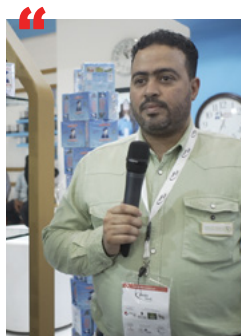
I am really very thankful to this expo and again in the future, if any event will be organized by this organizer, definitely it will be our great pleasure to participate again. Apart from that, all the management and facility provided by the organizer was very good

Kumar Ravi Shankar
International Sales and Marketing Manager
AI Overseas Pvt Ltd
India



It's an opportunity to achieve food safety and to facilitate communication with companies specialized in our industry and to whom can afford services we seek.

Enad Abdulaziz Al Ghurayib
Public Relations Director
Tabuk Agriculture
KSA



The exhibition organization is more than perfect, the number of attendees is impressive and the services in the exhibition for the exhibitors was special.

Marwan Makki
Sales Manager
Green Gold Trading Co
KSA



The exhibition was much better than what we expected and there is a high demand from the visitors, importers, and consumers in general.

Ghaith Emad Barakat
CEO
Ogaretco Foodstuff LLC
KSA

EXHIBITOR FEEDBACK



This is our 2nd time in Foodex, the first one is in Jeddah and this is our second time here. The exhibition is perfect, we got some prospective customers.

Aibe Aba
Office Manager
Al Maida Food Industries LLC
UAE



It's our second time to participate in Foodex Saudi. Our first participation was in Jeddah two years ago. And we received an award for the finest honey in Saudi Arabia.

Salman Alabdly.
CEO
Foodco Trading Company
KSA



It's our second time with Foodex Saudi, the number of attendees is awesome. I thank the organizers from the bottom of my heart for throwing this exhibition.

Redha Abdulameer
Deputy General Manager
Al Salwa Meat Factory
Bahrain



The exhibition organization is more than perfect, the number of attendees is wonderful.

Mahmoud Hijab
Sales Manager
Professional Manufacturing for Chocolate & Confectionary (PMC)
Jordan



The show is more than perfect, it gives benefits to the clients and to the exhibitors as well.

Adil Al Ahmadi
CEO
Al-Dorrah & Al-Sultan Company LTD
KSA



We are honored to be here in Foodex Saudi, such a successful exhibition with an international presence. We seek to participate in the show every year.

Ahmed Al Esailan
Managing Director
Tanmiah Food Company
KSA



Our impression on the show was perfect, there is a high demand from the visitors.

Alaa Al Otaibi
Key Account Manager
Kasih Factories Group for Food-stuff
Jordan



The organization was impressive. I hope Foodex Saudi gets better and better.

Abdulmalik Al Hussain
Public Relations Director
Zad Al Tabeea Company (Miros)
KSA



It's our third time participating in Foodex Saudi, the show is in progress than the previous editions and the organization is impressive as well.

Mohammed Talaat
Marketing Specialist
ASG Plastic Factory Co
KSA

VISITOR INFORMATION - VISITOR PROFILE

VISITOR BREAKDOWN

18%
CONSUMERS

82%
TRADE VISITORS

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 FROM SAUDI CITIES

| | |
|-----------|----------------------|
| Abha | Khamis Mushaiyt |
| Al Khobar | Madinah Al Munawarah |
| Al hassa | Makkah |
| Buraydah | Riyadh |
| Dammam | Tabuk |
| Dhahran | Taif |
| Jazan | Yanbu |
| Jeddah | |
| Jubail | |



VISITOR INFORMATION - VISITOR FEEDBACK

Foodex Saudi has pioneered the B2B concept in Saudi Arabia, allowing both International and Saudi exhibitors to achieve a return on their investment. A highly targeted and segmented marketing campaign, coupled with the Business Match Program means the right professionals will visit Foodex Saudi.

96%

of visitors will
return to visit
Foodex Saudi

59%

of visitors were
either decision
makers or influencers

83%

of trade visitors came to Foodex Saudi
to make deals and meet with companies
they are considering doing business with

14,554

Attendees.

59% OF VISITORS
WERE EITHER
DECISION MAKERS
OR INFLUENCERS

“

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 Tenths Food Trading Company
Saudi Arabia**



SHOW FEATURES

BUSINESS MATCH PROGRAM



Pre-schedule your meetings

ترتفب مومعدالاجتماعات



Networking opportunities

فرص للتواصل وتبادل الخبرات



Free access to the venue

دخول مجاني



Personal assistance

منسق للرد على الاستفسارات



Manage your time

تنظيم الوقت

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

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

2000

**Buyers in
BUSINESS MATCH
PROGRAM**



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 Elshorbg ,
Production & Export Manager
The food supply company Ltd. - Bahrain**



Foodex Saudi is a very good exhibition for promoting our products. It connects us with distributors and food traders and it provides investment opportunities. Definitely, we will participate next year.

**Mohamed Mamoun Abd Latife,
R & D Manager
Herfy Food Services Co. Ltd. - Saudi Arabia**

TOP 50 TRADING COMPANIES AMONG OUR BUYERS

| COMPANY NAME | COMPANY ACTIVITY | COUNTRY |
|--|--|--------------|
| Arrow Food Distribution company | Importer / Wholesaler, Distributor, Food Service Provider | Saudi Arabia |
| Saudi Aramco and Saudi Arabian Meal Production | Distributor, Food Service Provider, Supplier | Saudi Arabia |
| Saudi Arabia Meal Production | Distributor, Food Service Provider, Supplier | Saudi Arabia |
| Food Manufacturers Company Ulker | Importer / Wholesaler, Distributor, Food Service Provider | Saudi Arabia |
| SAUDI MASTERBAKER LTD | Importer / Wholesaler, Distributor, Bakery | Saudi Arabia |
| Oia Beach Resort | Distributor, Hotel / Hospitality | Saudi Arabia |
| Ahmad Balubied Corporation | Importer / Wholesaler | Saudi Arabia |
| Tanmiah Food Group | Importer / Wholesaler, Food Service Provider, Supplier | Saudi Arabia |
| Alkayan Trading Company | Importer / Wholesaler, Food Service Provider, Supplier | Saudi Arabia |
| Khayrat alard | Importer / Wholesaler, Retailer/ Supermarket / Grocery, Distributor | Saudi Arabia |
| Food Style | Importer / Wholesaler, Retailer / Supermarket / Grocery, Restaurant / Cafe | Saudi Arabia |
| MAKKAH COLD STORES | Importer / Wholesaler, Distributor, Supplier | Saudi Arabia |
| Al Thonaian | Distributor, Food Service Provider | Saudi Arabia |
| Hayel Saeed Anam Trading Co | Importer / Wholesaler, Distributor | Yemen |
| REDA Food Ingredients | Distributor, Supplier | Saudi Arabia |
| Adma Shamran Catering Company | Importer / Wholesaler, Food Service Provider, Hotel / Hospitality | Saudi Arabia |
| abdulaziz mohammed al rajhi investment | Importer / Wholesaler | Saudi Arabia |
| MAOJ UNITED LTD CO. | Importer / Wholesaler, Distributor, Caterer/ Catering Services | Saudi Arabia |
| Al Mofadala Trading Co. | Distributor, Food Service Provider | Saudi Arabia |
| Mohammed Mariazeq food co | Importer / Wholesaler, Distributor, Food Service Provider | Saudi Arabia |
| IBN MADI TRADING EST | Importer / Wholesaler | Saudi Arabia |
| Business Verity for Trading Ltd Co | Importer / Wholesaler, Distributor | Saudi Arabia |
| International food & consumable goods factory | Importer / Wholesale, Retailer/ Supermarket / Grocery | Saudi Arabia |
| Universal cold store trading Co limited | Importer / Wholesaler, Retailer/ Supermarket / Grocery, Distributor | Saudi Arabia |
| AHMED AR BIN AFIF TRADING CO LTD | Importer / Wholesaler | Saudi Arabia |
| ALMAZROUI GROUP / UAE - KSA | Importer / Wholesaler, Education/Training | Saudi Arabia |
| ADEL M AL ALI TRADING EST | Importer / Wholesaler | Saudi Arabia |
| Saudi Radwa Food Co | Importer / Wholesaler, Caterer/ Catering Services, Food Service Provider | Saudi Arabia |
| Qoot AlYawm Co LTD | Importer / Wholesaler, Distributor, Food Service Provider | Saudi Arabia |

| COMPANY NAME | COMPANY ACTIVITY | COUNTRY |
|---|---|--------------|
| Wafra Food Supply | Distributor, Food Service Provider | Saudi Arabia |
| SAMS TanTuni | Importer / Wholesaler, Bakery, Restaurant / Cafe | Saudi Arabia |
| M.R.M.Ceylon Co. Pvt. Ltd. Saudi Arabia | Importer / Wholesaler, Distributor, Food Service Provider | Saudi Arabia |
| Abdullah Al Othaim Markets Company | Importer / Wholesaler, Retailer/ Supermarket / Grocery, Distributor | Saudi Arabia |
| Anjum Hotels Makkah | Importer / Wholesaler, Bakery, Food Service Provider | Saudi Arabia |
| Qeema and Dukan for Groceries | Importer / Wholesaler, Retailer/ Supermarket / Grocery | Saudi Arabia |
| The Pearls Est | Importer / Wholesaler | Saudi Arabia |
| Bin Badi Trading Company | Importer / Wholesaler | Saudi Arabia |
| Paradise United Co LTD | Importer / Wholesaler, Distributor, Supplier | Saudi Arabia |
| ALSHALHOUB TRADING EST | Importer / Wholesaler, Food Service Provider, Supplier | Saudi Arabia |
| Almarwani for spiced | Importer / Wholesaler | Saudi Arabia |
| Abubaker Abdullah Balfagiyah and Co for General Trading | Importer / Wholesaler, Distributor, Bakery | Yemen |
| MECCA FOR IMPORT AND EXPORT AND COMMERCIAL AGENCIES | Importer / Wholesaler | Egypt |
| ICE CREAM AMR COMPANY | Importer / Wholesaler | Egypt |
| Baazeem Trading co | Importer / Wholesaler | Saudi Arabia |
| Umm Al Qura Trading Co Ltd | Importer / Wholesaler, Hotel / Hospitality, Supplier | Saudi Arabia |
| Al-Arkan Scientific & Medical Co. Ltd | Importer / Wholesaler | Saudi Arabia |
| BATTERJEE INTERNATIONAL COMPANY | Importer / Wholesaler | Saudi Arabia |
| FOODEX INTERNATIONAL TRADING CO | Importer / Wholesaler, Distributor | Kuwait |
| Tawredat almasish | Importer / Wholesaler | Saudi Arabia |
| Ali Rashid Al Amin Co | Importer / Wholesaler, Distributor, Caterer/ Catering Services | Bahrain |
| Azzah salem ahmed al ghamdi est | Importer / Wholesaler, Distributor | Saudi Arabia |
| Khmis Mushit | Importer / Wholesaler, Food Service Provider | Saudi Arabia |
| DANUBE BINDAWOOD | Importer / Wholesaler, Retailer/ Supermarket / Grocery | Saudi Arabia |
| Zad National Company | Importer / Wholesaler, Food Service Provider, Restaurant / Cafe | Saudi Arabia |
| United sugar co SAVOLA | Importer / Wholesaler, Supplier, Other | Saudi Arabia |

SHOW FEATURES

THE KINGDOM CHEF COMPETITION

6

Gold Medal and
Cash Prize

3

Tanmiah Best
Chicken Award

18

Silver Medal

24

Bronze Medal

34

Merit
Certificate



4 DAYS
OF CHEF
COMPETITION



181

CHEF PARTICIPANTS

17

CATEGORIES

8

INTERNATIONAL JUDGES

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.



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)



SHOW FEATURES

FOODEX LIVE KITCHEN



SHOW FEATURES

MIXOLOGY COMPETITION “MOCKTAIL BAR”



MARKETING & PR COVERAGE

87% of exhibitors were satisfied with the marketing campaign



Business Match Program

A dedicated team invites decision makers and industry professionals. Exhibitors and Buyers can schedule their meetings online.



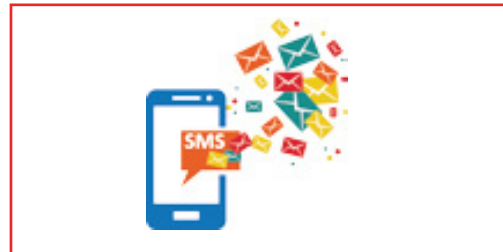
Unique Website Views during campaign

141,224



Monthly Email

Over 38,000 professional contacts reached via e-campaign.



SMS 500,000

500,000 records reached by SMS campaign.



MARKETING & PR COVERAGE

51 print, online & outdoor advertisements

Flyers & Invitations

5,000 Invitations sent to VIPs, Decision Makers & Industry Professionals

3,000 Printed Visitors Guide sent to Selected VIP & Decision Makers

Online Advertisement

3 Million impressions

1.6 Million clicks and views

Bloggers SM Accounts, Instagram, Facebook



Foodex Saudi
مؤدكس السعودة

11 - 14 Nov. 2019
Jeddah Center for Forums and Events
Jeddah, Saudi Arabia

أكبر معرض سعودي دولي
متخصص في قطاع الأغذية

VIP INVITATION
Saudi Arabia's Leading International Food & Drink Trade Exhibition
YOU ARE INVITED TO VISIT

REGISTER ONLINE TODAY FOR FAST TRACK ENTRY
سجل عبر موقعنا الإلكتروني الآن
للدخول الفوري دون انتظار
www.foodexsaudi.com

دليل الزوار VISITOR GUIDE



2019年11月沙特Foodex Saudi 2019

展会名称: 2019年11月沙特Foodex Saudi 2019

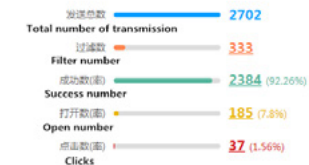
联系人事件: 沙特Foodex Saudi 2019 第二次

开始发送时间: 2019/10/12 14:33:12

结束发送时间: 2019/10/12 14:33:12

结束统计时间: 18分钟前

过期时间: 2019/10/19 14:11:11



Foodex Saudi - Jeddah, Saudi Arabia - 2019

Foodex Saudi is Saudi Arabia's Leading International Trade Exhibition 100% dedicated to the food and drink industry. Every year the exhibition displays over 600 exhibiting brands from all over the world.

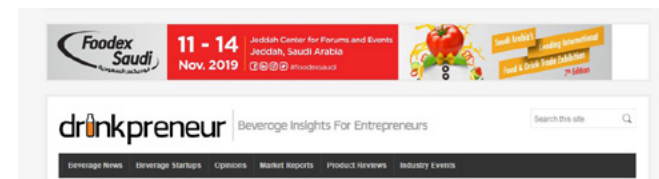
Nov 11, 2019 - Nov 14, 2019



Foodex Saudi 2019 11 November - 14 November

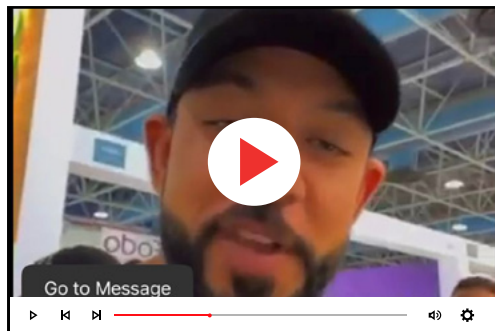
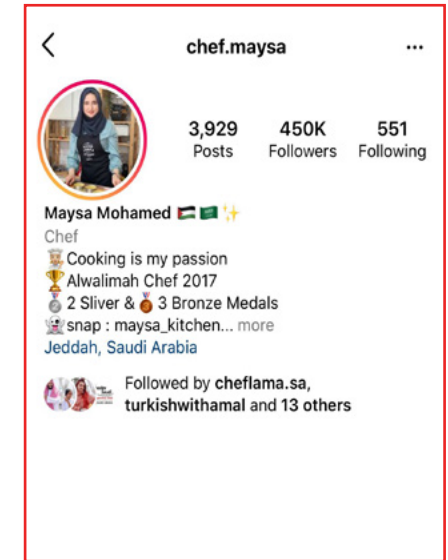
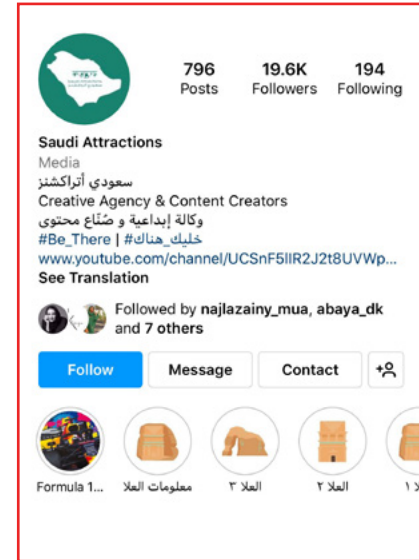
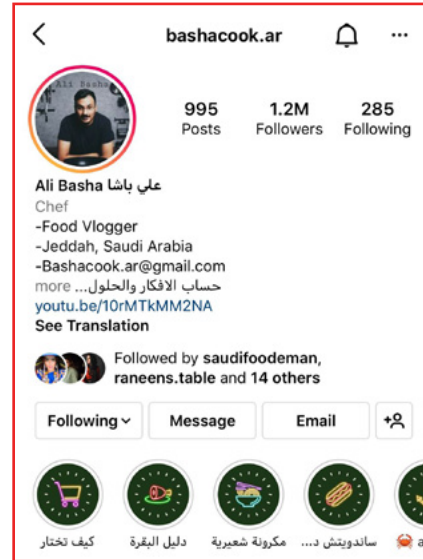
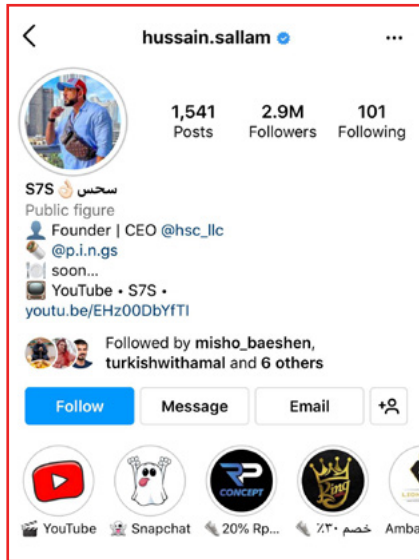
Foodex Saudi is Saudi Arabia's Leading International Trade Exhibition 100% dedicated to the food and drink industry. Every year the exhibition displays over 600 exhibiting brands from all over the world.

Saudi buyers from the mass food distribution, retail, manufacturers, and hospitality sectors will have the opportunity to source products from over 50 countries, and trade with exhibitors displaying a wide range of global offerings of food and drink products and solutions. In addition, the exhibition features a professional chef competition endorsed by Saudi Association of Chef Societies, Saudi Arabian Chefs Table Circle, and Saudi Arabian Chefs Association, which showcases the skills and talents of competing chefs from several leading hotels and restaurants.



MARKETING & PR COVERAGE

Vloggers SM Account



WATCH LIVE COVERAGE



WATCH LIVE COVERAGE







WATCH LIVE COVERAGE



WATCH LIVE COVERAGE

MARKETING & PR COVERAGE

SOCIAL MEDIA Promotion

| | | | |
|--|--|--|---|
| <div>  Facebook 26,678 Likes </div> <p>Total Reach: +2 Million</p> <p>Engagement:</p> <p>People taking action: 352,120 Post shares: 1,235 Post comments: 1,721</p> | <div>  Instagram 6,591 Followers </div> <p>Total Reach: +8 Million</p> <p>Engagement: Page likes during campaign: +20,000</p> <p>Advertisements in the following Social media accounts:</p> <p>@saudinews50 { 13.1 M } @ksa_chef { 1.4 M } @Jeddah567 { 704K } @Jeddah_channel { 341K } @Jeddah_events { 118K } @Jeddah.story { 50K } @YummyJeddah { 380K }</p> | <div>  Twitter 2799 </div> <p>Total Reach: +11 Million</p> <p>Advertisements in the following accounts:</p> <p>11.8M @Saudinews50 29K @KEngagment 390K @Marah_bas 2.29M @tatweirco 2.48M @heekma</p> | <div>  Linkedin 8746 </div> <p>Connections: 8746</p> |
|--|--|--|---|

MARKETING & PR COVERAGE - 121 Press Reporters Onsite

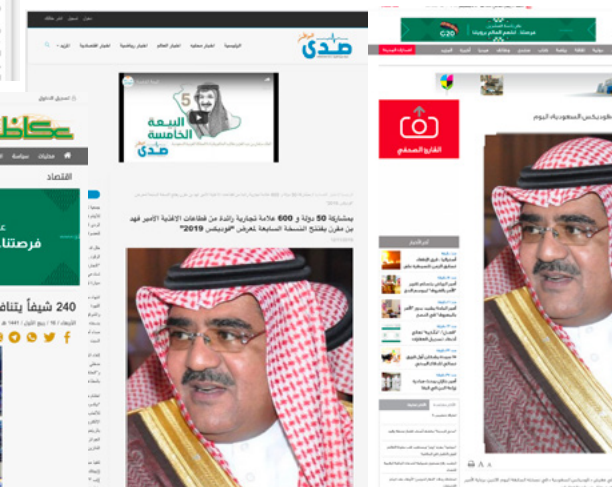
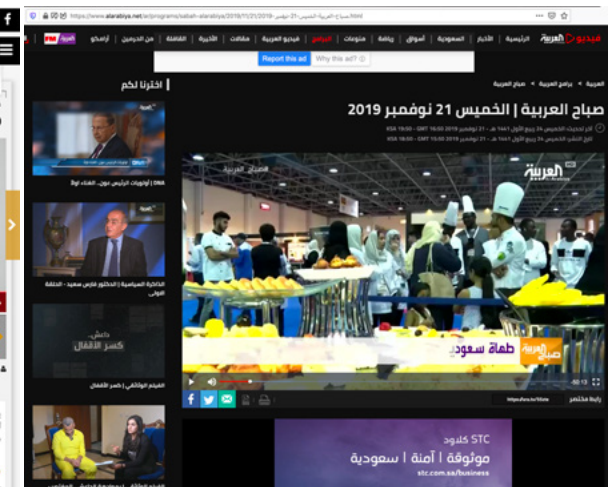


Jeddah gears up for Foodex 2019

July 24, 2019 330 views



JEDDAH — Foodex Saudi, Saudi Arabia's leading international trade exhibition center, is 100% dedicated to the food and drink industry set to be held on November 11-14, 2019 at the Jeddah Center for Forums and Events.



SUPPORTERS AND PARTNERS



Licensed by SECB

الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



**Foodex Live Kitchen
Powered by**



**The Kingdom Chef Competition
Sponsors**



**Mixology Competition
"Mocktail Bar" Sponsor**



**The Kingdom Chef
Competition
Powered by**



**The Kingdom Chef
Endorsed by**



**Mixology Competition
"Mocktail Bar" Supporter**



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*



Organised by



THANK YOU SEE YOU IN FOODEX SAUDI 2023

BOOK YOUR STAND

Roa Alhazmi

Show Manager

Mob: +966 55 5811 765

Email: roa.alhazmi@sunaidiexpo.com

