



Jeddah Center for Forums and Events  
Jeddah, Saudi Arabia  
[www.foodexsaudiexpo.com](http://www.foodexsaudiexpo.com)

8th Edition

28 FEB -  
3 MARCH  
2022

أكبر معرض سعودي دولي  
متخصص في قطاع الأغذية



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 8,000 trade  
visitors from the Food &  
Drink sectors



200 gourmet specialist &  
chefs at Saudi Arabia's  
leading International  
chef competition



Saudi Arabia's

Leading International

Food & Drink Trade Exhibition 8th Edition

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Organised by



FACTS & FIGURES  
حقائق وأرقام



## FOODEX SAUDI فوديكس السعودية

### Saudi Arabia's Leading International Food & Drink Trade Exhibition

Foodex Saudi is Saudi Arabia's Leading International Trade Exhibition 100% dedicated to the food and drink industry. Professional Saudi buyers from the mass distribution, retail, manufacture, and hospitality industry will have the opportunity to source products from over 50 countries, and trade with exhibitors displaying a wide range of global offering of food and drink products and solutions.

### أكبر معرض سعودي دولي متخصص في قطاع الأغذية

فوديكس السعودية هو أكبر معرض سعودي دولي متخصص 100% في قطاع الأغذية والمشروبات. المشترون السعوديون المهتمون بقطاع التوزيع وتجارة التجزئة وقطاع الضيافة سوف تتاح لهم فرصة التعرف على منتجات غذائية جديدة من أكثر من 50 بلداً حول العالم وتبادل الأعمال والخبرات مع العارضين.

### 2019 SHOW HIGHLIGHTS

4 DAYS  
OF BUSINESS  
CONNECTIONS

559 BRANDS  
FROM 50 COUNTRIES

230 EXHIBITORS  
AND 15 COUNTRY PAVILIONS

8491 ATTENDEES  
59% OF VISITORS WERE EITHER  
DECISION MAKERS OR INFLUENCERS

١٤٩١ عدد الحضور  
٥٩: من الأوار هم من أصحاب القرار  
أو المؤثرين في اتخاذ القرار لدى شركاتهم

٢٣٠ عارض  
و ١٥ جناح  
دولي رسمي

٥٥٩  
علامة تجارية  
من أكثر من ٥٠ دولة

٤ أيام  
اجتماعات أعمال وعقد  
اتفاقيات وشركات عمل

### حقائق وأرقام عن المعرض

## EXHIBITOR PROFILE

### فئات العارضين



Drinks & Beverages  
العصائر والمشروبات



Grains & Cereals  
البذور والحبوب



Specialty Products  
المنتجات المتخصصة



Food Services  
خدمات الأغذية



Meat, Poultry & Game  
اللحوم والدواجن



Dairy  
منتجات الألبان



Canned & Preserved  
المعلبات والأغذية  
المحفوظة



Chilled, Fresh & Frozen  
الأغذية الطازجة  
والمبردة والمجمدة



Food Technology &  
Machinery  
معدات و تكنولوجيا الأغذية



Sweets, Snacks & Bakery  
الحلوى والوجبات  
الخفيفة والمعجنات

## EXHIBITOR FEEDBACK

## استطلاع آراء العارضين



I think that it is an interesting exhibition. We are trying to find some distributors and we are in contact with many retailers. Foodex Saudi provides a very good opportunity for us to make business with food companies in Saudi Arabia. We will participate next year as well since we have a program for the promotion of these products and we are looking forward to meet new distributors and importers for our products.

**Konstantinos Astreidis**  
Project Manager, Novacert  
Greece



We participated before in the previous editions as well. I can see there is a positive progress this year. The international participations are amazing. You can notice the variety in products sectors. The show is well organized, therefore, I would like to thank the exhibition organizer.

**Eng. Abdullah bin Abdul Aziz Ababtin**  
CEO, First Milling Company  
Platinum Sponsor of Foodex Saudi 2019  
Saudi Arabia

## VISITOR PROFILE

## فئات الزوار

- Wholesalers / Importers • تجار الجملة والمستوردون
- Retailers / Supermarkets • تجار التجزئة / سوبرماركت
- Distributors • الموزعون
- Suppliers • الموردون
- Caterers • متعهدو الحفلات والتموين
- Hotels • فنادق
- Restaurants • مطاعم
- Food Service Providers • خدمات الأغذية
- Investors • المستثمرون



Our participation is very positive. We met potential partners in our booth. I believe that in the very near future, we will have some good business opportunities to enter this market and soon we will close some good deals and sign the final contracts.

**Adriano Santos Silva**  
Export Manager, Fortunna  
Meat  
Portugal



## 2019 SHOW HIGHLIGHTS حقائق وأرقام عن المعرض

### 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 Feedback



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

### VISITOR BREAK- DOWN



**18%**  
CONSUMERS

**82%**  
TRADE  
VISITORS

### BRANDS BREAKDOWN BY COUNTRY



**79%**  
INTERNATIONAL

**21%**  
SAUDI ARABIA

**82%**  
OF EXHIBITORS  
SUCCESSFULLY  
MET THEIR BUSINESS  
OBJECTIVES

**91%**  
OF EXHIBITORS  
FOUND POTENTIAL  
CUSTOMERS, SUPPLIERS  
OR PARTNERS

**88%**  
OF EXHIBITORS  
WOULD LIKE TO  
EXHIBIT IN  
2020

**87%**  
OF EXHIBITORS  
WERE SATISFIED  
WITH THE MARKETING  
CAMPAIGN

**93%**  
OF EXHIBITORS  
WERE SATISFIED  
WITH THE  
EVENT OVERALL



## EVENT FEATURES فعاليات المعرض

### Business Match Program

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

For more Information:

[apple.laririt@sunaidiexpo.com](mailto:apple.laririt@sunaidiexpo.com)

### برنامج إجتماعات الأعمال

صمم البرنامج خصيصاً لتسهيل إتقاء الزوار من قطاع الأعمال بالعارضين من القطاعات المختلفة وترتيب جدول للإجتماعات للإشتراك في البرنامج ، إتصل بنا:

[apple.laririt@sunaidiexpo.com](mailto:apple.laririt@sunaidiexpo.com)

### Salon Culinaire, Saudi Arabia's Signature Culinary Showcase and Competition

### صالون كولينيير – أكبر مسابقة طهاة دولية بالمملكة

**4 DAYS**  
OF CHEF  
COMPETITION

**179**  
CHEF PARTICIPANTS

**17**  
CATEGORIES

**8**  
INTERNATIONAL JUDGES

In collaboration with World Association of Chefs Societies (WACs), Saudi Arabian Chefs Table Circle (SACTC) and Saudi Arabian Chefs Association (SARCA), Foodex Saudi presents Salon Culinaire, an inspirational cooking competition that highlights the best of the best within the culinary industry in Saudi Arabia.

بالتعاون مع الجمعية الدولية للطهاة وجمعية الطهاة السعوديون وطاولة الطهاة السعودية، يقدم معرض فوديكس السعودية أكبر مسابقة دولية للطهاة بالمملكة.



Foodex Saudi 2019 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)**

## SAUDI ARABIA FOOD MARKET

The largest food and drink market in the GCC region

## أضخم سوق للأغذية في منطقة الخليج

**\$35 Billion**

Imports by 2020  
قيمة واردات الأغذية للمملكة بحلول ٢٠٢٠

**\$27 Billion**

Gourmet, Organic & Health Foods Sector  
حجم سوق الأغذية العضوية والصحية والمتخصصة

**\$4.5 Billion**

Fast Food Industry  
سوق الأغذية السريعة

**\$70 Billion**

Food Consumption  
قيمة استهلاك الأغذية

**50% Expected Growth**

in the Hospitality and Restaurants Investments  
يتوقع ارتفاع حجم الاستثمارات والتنمية في قطاع الضيافة بنسبة ٥٠٪

**\$59 Billion**

The Kingdom is expected to see around \$59 billion worth of investment in its food industry by 2021.

حجم الاستثمارات في قطاع الأغذية سيصل إلى حوالي \$٥٩ مليار دولار بحلول عام ٢٠٢١

**CAGR of 16%**

Saudi Arabia natural & organic food market size is expected to grow at a CAGR of 16% during 2019-25.

يتوقع أن ينمو سوق الأغذية العضوية والطبيعية بمعدل نمو سنوي يصل إلى ١٦٪ في الفترة ما بين ٢٠١٩ و ٢٠٢٥

**10 Billion SAR**

Tea & Coffee Imports  
During the last five years, Saudi Arabia imported about 542 thousand tons of tea and coffee with a total value of 10 billion SAR

خلال الخمس السنوات الماضية استوردت المملكة حوالي ٥٤٢ طن من الشاي والقهوة بقيمة ١٠ مليار ريال

**50,000**

Food Retail Outlets and Grocery Stores  
متجر لبيع الأغذية بالتجزئة

**60% of Total**

Food Consumption in GCC  
من إجمالي استهلاك الأغذية في الخليج

**\$6 Billion**

Saudi Halal Food Market  
حجم سوق منتجات الغذاء الحلال

**10% Increase**

in Food Imports  
ارتفاع واردات الأغذية بنسبة 10٪

**Over 15% of**

Arabia's Agri-Food and Seafood Imports  
واردات المملكة من المنتجات الزراعية والأطعمة البحرية

**\$22 Billion**

Restaurants Sales  
مبيعات المطاعم في المملكة تجاوزت ٢٢ مليار دولار

**\$34 Billion**

Catering & Food Services Market  
٣٤ مليار دولار حجم سوق خدمات الأغذية والتموين

### Sources:

- SAGIA • Central Department of Statistics
- BMI • GAIN REPORT • Euromonitor
- EY • MENA Hotel Benchmark Survey Report

## JEDDAH : SAUDI ARABIA'S BUSINESS HUB

### جدة: نبض المملكة التجارية

- The largest city in Makkah Province and a gateway to the two holy cities Makkah and Madinah
- Jeddah is estimated to receive around 30million visitors per annum by 2030
- Largest port in the Red Sea and the second-busiest port in the Middle East
- About 25 million religious tourists visited Makkah Province in 2019
- The largest airport in the country
- Private sector accounts for 45% of the total projects providing 80% of the investment