



**SAUDI FOOD**  
MANUFACTURING  
سعودي فود للتصنيع

SAUDIFOODMANUFACTURING.COM

STRATEGIC PARTNER



**13-15**  
**APRIL 2025**

RIYADH FRONT,  
SAUDI ARABIA

# TRANSFORMING FOOD MANUFACTURING

FROM THE HEART OF SAUDI ARABIA

POST SHOW REPORT 2025

ORGANISED BY

كاؤن  
**KAOUN**  
العربية ARABIA

**dmg::events**



Second Edition Accelerates  
Saudi Arabia's Bold Vision  
**INTO REAL-WORLD  
GLOBAL IMPACT**



The 2nd edition of SaudiFood Manufacturing was inaugurated by **H.E. ENG. KHALIL BIN IBRAHIM BIN SALAMAH**, Deputy Minister of Industry and Mineral Resources for Industrial Affairs in the Kingdom of Saudi Arabia, who officially opened the event.

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مدينة  
**MODON**

كاؤن  
**KAOUN**

dmg events



FUTURIST, KEYNOTE SPEAKER,  
AND INDUSTRY 4.0 ORIGINATOR  
PROF. HENRIK VON SCHEEL'S  
BOLD PREDICTION:

“WITHIN THE NEXT  
2 YEARS, SAUDI  
ARABIA WILL BE THE  
GULF REGION FOOD  
TRADE HUB - AND BY  
2030, THE FINANCIAL  
FOOD TRADE HUB OF  
THE SILK ROAD.”

19,624  
VISITORS

550+  
EXHIBITORS

70+  
COUNTRIES  
REPRESENTED





# STRATEGIC LANDMARK DEALS, MOUS & SIGNINGS MADE DURING THE SHOW PROPELLED GLOBAL MANUFACTURING GROWTH AT SAUDIFOOD MANUFACTURING



NEOM Investment Fund (NIF), the investment arm of NEOM, announced a strategic investment in Liberation Labs, a global pioneer in precision-fermentation biomanufacturing.

“

We are proud to partner with Kerry, one of the largest multinationals in the food ingredients industry and are excited to service the bakery, confectionery, dairy, oils & fats industries. These discussions have been ongoing for some time, and we are pleased to officially announce this partnership at the SaudiFood Manufacturing Show in the presence of our regional customers.”

**DASH DHAWAN**  
CEO, FSL



Food Specialities Limited (FSL), an award-winning ingredient solutions provider and Kerry Group, a leading and innovative global food giant, announced a strategic partnership







# SAUDIFOOD MANUFACTURING INNOVATION AWARDS 2025

*Celebrating*  
THE BEST F&B  
MANUFACTURING  
INNOVATION & EXCELLENCE

SAUDI MADE  
INNOVATION OF  
THE YEAR

UCIC

HALL: 2  
STAND: F2-32



SUSTAINABILITY  
INNOVATION OF  
THE YEAR

BRENNTAG

HALL: 1  
STAND: E1-12



BEST INGREDIENT  
INNOVATION OF  
THE YEAR

ALLAGRO

HALL 1  
STAND: F1-2



DIGITAL  
TRANSFORMATION  
INNOVATION OF  
THE YEAR

PROMTEK

HALL: 2  
STAND: J2-41



BEST PACKAGING  
INNOVATION OF  
THE YEAR

ULMA

HALL: 3  
STAND: F3-10



BEST PROCESSING  
INNOVATION OF  
THE YEAR

MULTIVAC

HALL: 3  
STAND: F3-2





# SAUDI'S MARKET IS BOOMING – WE'RE HERE TO CAPITALISE

## 95%

OF VISITORS AFFIRM  
SAUDIFOOD SHOW AS CRITICAL  
TO THEIR BUSINESS SUCCESS



## 87%

PLAN TO RETURN  
IN 2026

## 91%

EXPRESSED HIGH  
SATISFACTION  
WITH THE QUALITY  
OF INNOVATION  
AND EXHIBITORS

## 85%

OF VISITORS ARE  
EITHER PURCHASING  
OR ACTIVELY  
EVALUATING NEW  
PRODUCTS



**SAUDI ARABIA** IS POISED TO **PLAY A KEY ROLE IN THE MIDDLE EAST** AND BEYOND WHEN IT COMES TO **FOOD SECURITY & FOOD MANUFACTURING.**

**Yasmine Chatilla Zwahlen,**  
Swiss Ambassador to Saudi Arabia





A STRONG  
RESPONSE FROM  
EXHIBITORS  
DRIVING GROWTH  
& EXPANSION IN  
THE REGION



82%

OF EXHIBITORS  
PLAN TO EXPAND  
THEIR BUSINESSES

95%

OF EXHIBITORS  
RATED SAUDIFOOD  
MANUFACTURING  
HIGHER THAN  
SIMILAR EVENTS



WE'VE HAD SOLID  
CONTACTS—  
PEOPLE WITH REAL  
PROJECTS HERE.

**YOUNES MATAR**

Director of Operations,  
Hengel, France





“

It's a great opportunity to connect with anyone interested in entering the Saudi market. This is our second time exhibiting at the show, and it's a very important event for us as we look to expand our business in the Middle East, especially here in Saudi Arabia.

**CEDRIC TAPPY**

Commercial Director,  
Sapin, Saudi Arabia



“

Participating in this show has been extremely beneficial, connecting us with international clients and allowing us to begin exporting our locally produced machines.

**FAIZ AHMAD**

Owner, MAFA Company

“

There is enormous potential here to adopt innovative and sustainable packaging solutions.

**ALBERTO BERNUCCI**

CEO, Bernucci, Italy



“

"It gives us a lot of exposure and reaching new audiences and we look forward to returning again next year.

**RAYYAN ALI**

Technical Sales  
Executive, Atom





# TAWASUL

MEETINGS PROGRAMME

POWERING

STRATEGIC  
CONNECTIONS  
IN REAL TIME

528

APP  
CONNECTIONS  
MADE VIA APP

1273

MEETINGS  
ARRANGED  
VIA APP





# FOOD FORWARD SUMMIT



“

True leadership demands original design and vision. Leaders don't follow others—they create the path. Saudi Arabia has been investing heavily for years, and they now have the skills and talent to take the next leap.

**PROFESSOR HENRIK  
VON SCHEEL**

Keynote Speaker at  
Food Forward Summit

## GLOBAL LEADERS, BOLD IDEAS, THE FOOD FORWARD SUMMIT SET THE AGENDA FOR TRANSFORMING F&B MANUFACTURING



**3 DAYS**

OF BOLD AGENDA +  
WORKSHOPS

**50+**

WORLD-CLASS  
EXPERTS

**90%**

FIRST TIME  
SPEAKERS IN  
THE REGION



# LIGHTS-OUT FACTORIES AND THE ROLE OF AI IN THE FUTURE OF FOOD MANUFACTURING

KEY HIGHLIGHTS AT  
THE SUMMIT + MORE



“

The exhibition opens new horizons for us to attract quality companies and explore expansion opportunities in the wholesale and manufacturing sectors.”

**ZIAD AL-MASHHOOR**

Sales Manager, Black Knight  
CompanyAtom



# MARKETING & PR OVERVIEW



**3 DAYS**  
TOTAL DIGITAL ADS

**113.4 MILLION**

TOTAL DIGITAL  
IMPRESSIONS (COMBINED  
ACROSS PLATFORMS)

**95.4 MILLION**

TOTAL FACEBOOK  
IMPRESSIONS

**11 MILLION**

TOTAL INSTAGRAM  
IMPRESSIONS

**7 MILLION**

TOTAL LINKEDIN  
IMPRESSIONS



# THANK YOU TO OUR SPONSORS & PARTNERS

## STRATEGIC PARTNER



## PLATINUM & LANYARD SPONSOR



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## MEDIA PARTNERS





# LET'S MEET AGAIN

Stand prices for SaudiFood Manufacturing 2026

**Standard Space Rate** **USD \$495.00** + VAT  
(min 24 SQM)

**Shell Scheme** **USD \$575.00** + VAT  
(min 12 SQM)

Please note that the following compulsory charges  
apply to each exhibiting company and/or stand sharer  
Registration and Marketing package  
USD 895 + VAT



**SAUDI FOOD**  
**MANUFACTURING**  
**8-10 JUNE 2026**  
RIYADH FRONT, SAUDI ARABIA

## BOOK YOUR STAND

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or email: [sales@saudifoodmanufacturing.com](mailto:sales@saudifoodmanufacturing.com)

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