



13-15 APRIL 2025

RIYADH FRONT, SAUDI ARABIA



FROM THE HEART OF SAUDI ARABIA

POST SHOW REPORT 2025

ORGANISED BY

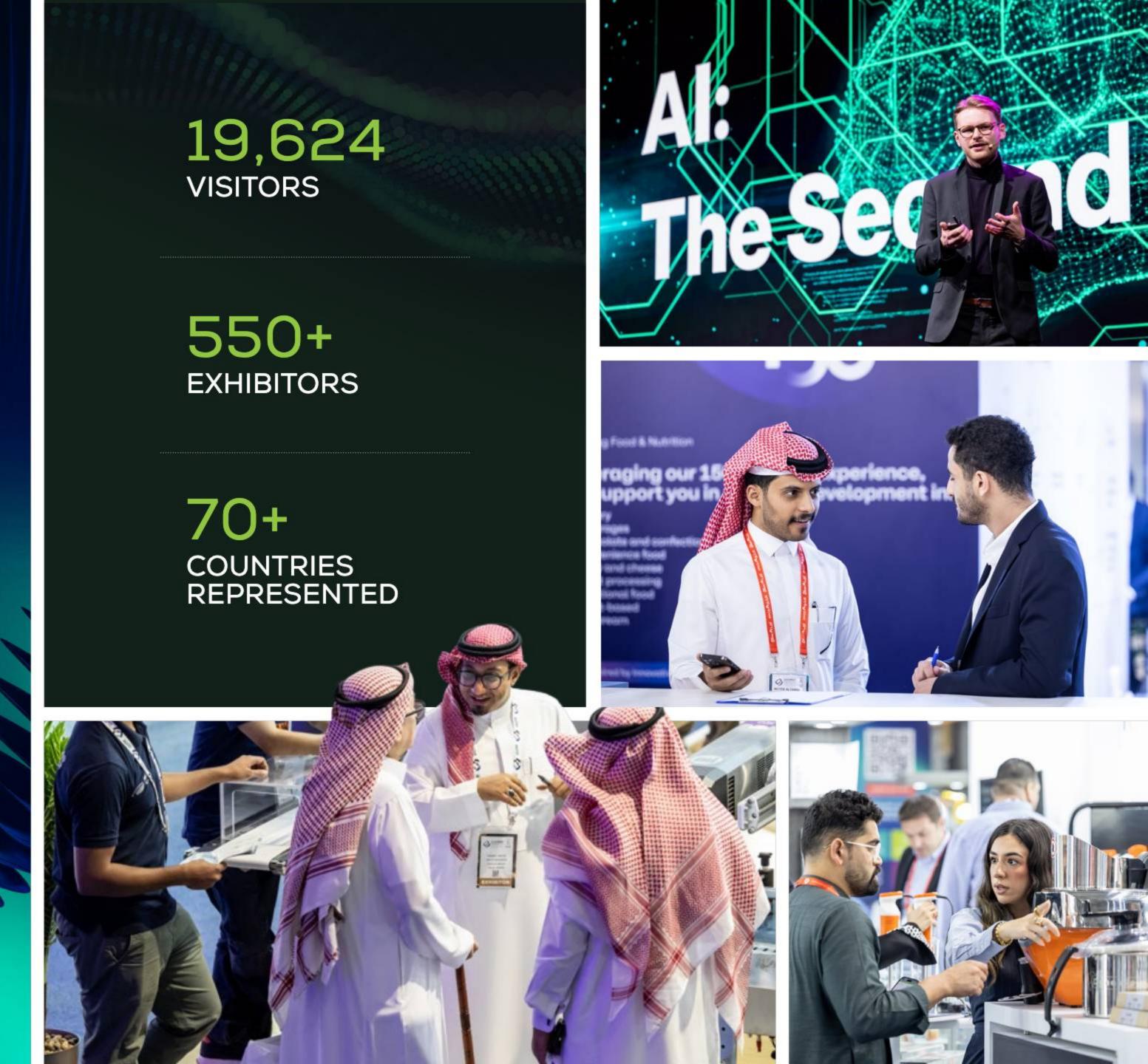
كون KAOUN العربية ARABIA

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."



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."

INGREDIENTS I TRADE I HOSPITALITY

Your Long Term Partner

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

DASH DHAWAN CEO, FSL





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

OF VISITORS AFFIRM
SAUDIFOOD SHOW AS CRITICAL
TO THEIR BUSINESS SUCCESS



باستين

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

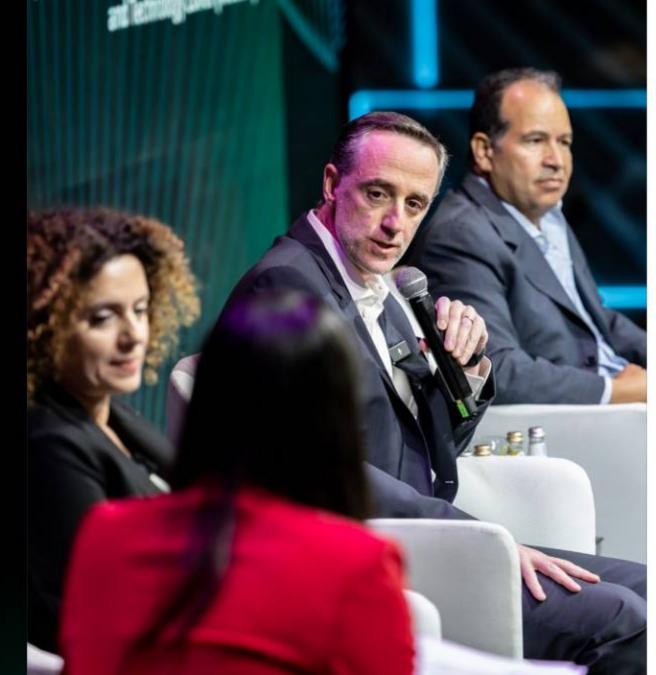




It's a great opportunity to connect with anyone interested in entering the Saudi market. This is our second time exhibiting at the show, and it's a very important event for us as we look to expand our business in the Middle East, especially here in Saudi Arabia.

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



"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





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

ALBERTO BERNUCCI

CEO, Bernucci, Italy

TAWASUL

MEETINGS PROGRAMME

POWERING

STRATEGIC CONNECTIONS

IN REAL TIME

528

APP CONNECTIONS MADE VIA APP 1273

MEETINGS ARRANGED VIA APP



FOOD FORWARD SUMMIT





6

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



3 DAYS

OF BOLD AGENDA + WORKSHOPS

50+

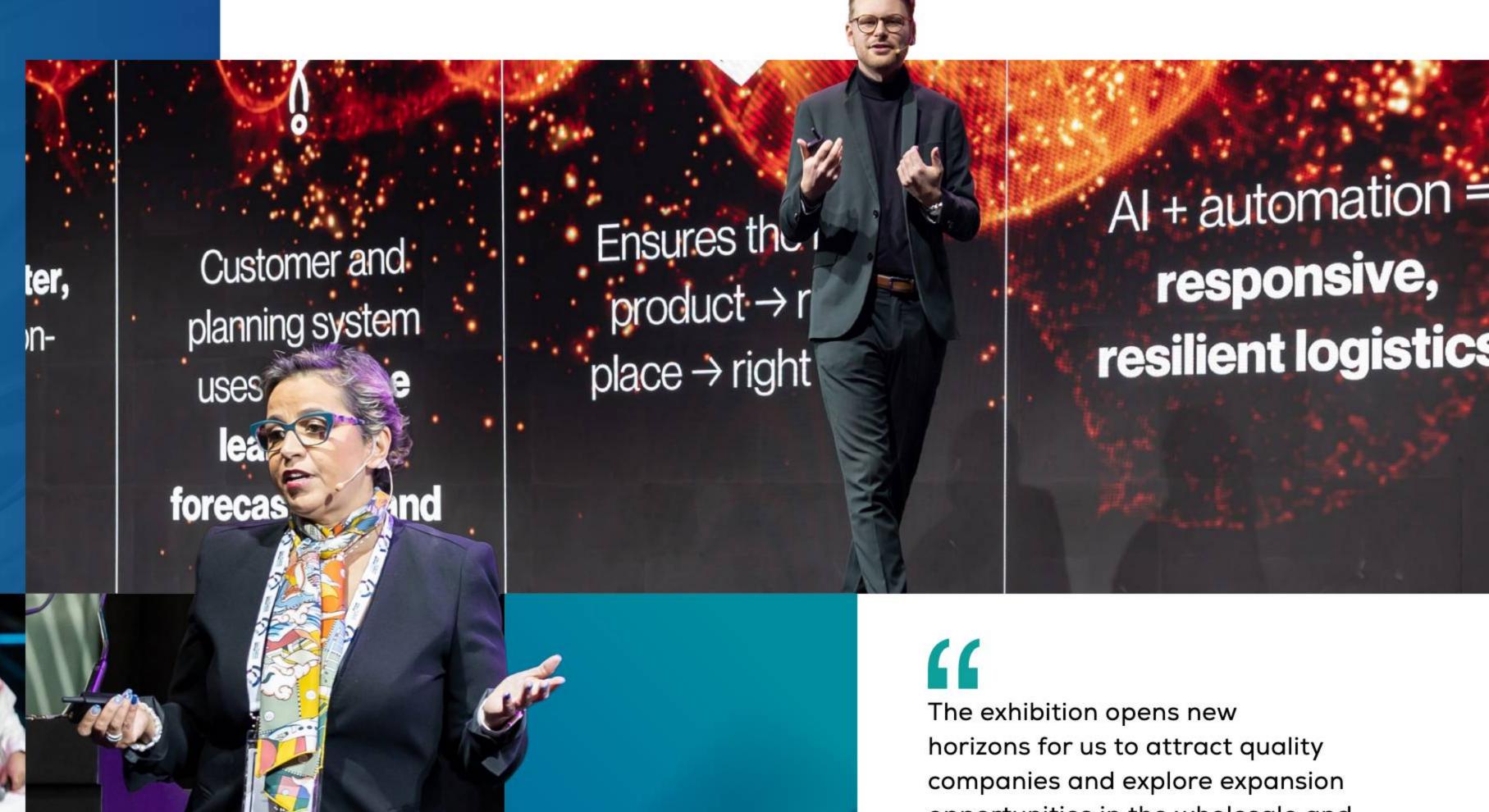
WORLD-CLASS EXPERTS

90%

FIRST TIME SPEAKERS IN THE REGION

LIGHTS-OUT **FACTORIES** AND THE ROLE OF ALIN THE **FUTURE OF FOOD** MANUFACTURING

KEY HIGHLIGHTS AT THE SUMMIT + MORE



opportunities in the wholesale and manufacturing sectors."

ZIAD AL-MASHHOOR

Sales Manager, Black Knight CompanyAtom





DOWNLOAD NOW

THE LEADING F&B
MANUFACTURING
EVENT IN SAUDI ARABIA

کون KAOUN dmg::events

3 DAYS

TOTAL DIGITAL ADS



TOTAL DIGITAL IMPRESSIONS (COMBINED ACROSS PLATFORMS)

95.4 MILLION

TOTAL FACEBOOK **IMPRESSIONS**

11 MILLION

TOTAL INSTAGRAM IMPRESSIONS



7 MILLION

TOTAL LINKEDIN **IMPRESSIONS**

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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



SAUDIFOOD MANUFACTURING 8-10 JUNE 2026 RIYADH FRONT, SAUDI ARABIA

BOOK YOUR STAND

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