



The
Saudifood
معرض Show
سعودي فود

SETTING A NEW GLOBAL STANDARD

The Saudi Food Show Raises
The Bar For the Region's
F&B Industry

POST SHOW REPORT



USHERING A NATION TOWARDS A BRILLIANT FUTURE, WITH A JOURNEY IGNITED BY A MILESTONE INAUGURATION

Held with the support and endorsement of the country's visionary leaders, including the patronage of **H.E. Bandar Ibrahim Alkhorayef**, the Saudi Minister of Industry & Mineral Resources.

The launch of **The Saudi Food Show** was held at the perfect time to lead this wave of change, helping to create a powerful international foundation upon which to serve and dominate the domestic, regional, and global markets.

**A HISTORIC OCCASION THAT
UNLEASHED THE ENORMOUS POTENTIAL
OF THE KINGDOM'S F&B INDUSTRY**



THE FIRST-EVER WORLD-CLASS SHOW IN SAUDI ARABIA

for the F&B industry, bringing
the world's top players
together under one epic roof

93

Countries

512

Exhibitors

28,840

Visitors

8,600

Meetings arranged



97%

of exhibitors
are already ready to
re-book for 2024

91%

of visitors felt **The Saudi
Food Show** was vital or
effective for their business



A GROUNDBREAKING EVENT THAT LEFT AN INDELIBLE MARK ON ITS EXCEPTIONAL LIST OF EXHIBITORS, SPEAKERS, AND VISITORS

The perfect
entry.

OLYFBERG

A surprising triumph
for a first-time show.

AEP ASSOCIAÇÃO
EMPRESARIAL
DE PORTUGAL
Chamber of Commerce and Industry



“
AN INCREDIBLY
ENRICHING &
REWARDING
EXPERIENCE

BASSEM AL TUWAIRQI



92%

of visitors will return
in 2024





“

We were pleasantly surprised by the bustling exhibition and the significant number of exchanges we experienced. We look forward to exhibiting again in the next edition.

LAURENT STEVENART
Director of Plant-Based
Foods



“

The Saudi Food Show is transformative. We see this show as the centre of the food scene in Saudi Arabia and we hope to continue experiencing growth in the Kingdom both in food and beyond.

RAFIC GHANDOUR
CCO

Gandour

OUTSTANDING.



PAR EMPIRE

We were amazed by the number of visitors coming from the Gulf and the world, and their eagerness to explore the markets of the Kingdom of Saudi Arabia and its products. Our participation gave us the opportunity to sign agreements with many international companies to supply our goods made in Saudi Arabia.



THE WORLD'S BIGGEST GLOBAL BRANDS CHOSE THE SAUDI FOOD SHOW AS THE ULTIMATE PLATFORM FOR MAKING THEIR DEBUT INTO THIS THRIVING MARKET



THE WORLD'S MOST INFLUENTIAL F&B COMMUNITIES CAME TO SAUDI ARABIA TO UNITE ON AN UNPRECEDENTED STAGE



TOP VISITING COUNTRIES

- | | | | |
|---|--|--|---|
| 
Saudi Arabia | 
UAE | 
India | 
Bahrain |
| 
Kuwait | 
Egypt | 
Qatar | 
Pakistan |
| 
Oman | 
Jordan | 
UK | 
Iraq |
| 
USA | 
Turkiye | | |

TAWASUL

MEETINGS PROGRAMME



“

**THE NETWORKING OPPORTUNITIES WERE FANTASTIC,
ALLOWING ME TO BUILD MEANINGFUL RELATIONSHIPS.
I LEFT FEELING INSPIRED AND MOTIVATED TO
IMPLEMENT NEW IDEAS AND STRATEGIES.**

FOUAD HASSAN

أسواق التميمي
tamimi markets



“

The Saudi Food Show opened up new business ideas through an exhibition of innovation, and personal engagement with future business partners. It helped business leaders to gather and share informative ideas, solutions, and recommendations to overcome the challenges that F&B businesses are currently facing.

**EUGENIO
CASIGURAN**



“

The organisers did an exceptional job of creating an engaging and stimulating atmosphere that kept us captivated throughout the entire duration of the event. Networking opportunities were abundant, and it was great to connect with like-minded individuals & industry experts.

NILESH M.



“

**THE SAUDI FOOD
SHOW IS A GREAT
PLACE TO FIND NEW
PRODUCTS & MEET
INTERNATIONAL
BUSINESS EXPERTS**

SANTOSH SHETTY
Sales Manager

Othman Bader
Alabduljabbar Sons Co



CONNECTING POWERFUL BRANDS TO CREATE AMBITIOUS PARTNERSHIPS, THROUGH A WORLD OF NETWORKING OPPORTUNITIES





INSPIRING AND ENRICHING
KNOWLEDGE WITH A
GATHERING OF THE WORLD'S
MOST PREEMINENT F&B
VISIONARIES

3

days of exceptional
learnings

35

critical topics, trends,
reflections, and
empowering ideas

30

sessions of talks,
workshops, and more

84

speakers, ministers,
international organisations,
and thought leaders





**ALIGNED WITH
VISION 2030 AND
BEYOND, AND HELD
WITH POWERFUL
GOVERNMENTAL
AND MINISTERIAL
BACKING**

THE KSA GOVERNMENT DRIVE AND INITIATIVES TO ACHIEVE VISION 2030



WEAM AL DAKHEEL

Journalist,
Board Member,
Saudi Media Association (SA)



**H.E. ABDULRAHMAN
AL-FADHLI**

Minister of Environment,
Water and Agriculture,
Government of Saudi Arabia



**H.E. BANDAR IBRAHIM
AL-KHORAYEF**

Minister of Industry and Mineral
Resources,
Government of Saudi Arabia



THE SAUDI FOOD SUMMIT ENLIGHTENED AUDIENCES WITH EXPERTISE FROM THE WORLD'S BRIGHTEST MINDS IN F&B



BRUNO DE OLIVEIRA
Chief Agricultural Officer



FOUAD RASHAD REDA
Chief Business Support Officer



SAMI ALHOJILAN
Vice President, Development



LÉNA SÖDERGREN
Vice President Verification
of Conformity



A BEST-IN-CLASS SYMPOSIUM ON THE MOST CUTTING-EDGE TOPICS, SHOWCASING THE FOREMOST INDUSTRY THOUGHT-LEADERS



**MAJED R.
ALARGOUBI**
CEO, Saudi Authority
for Industrial Cities &
Technology Zones



SHAKIL AHMED
Senior Executive Director, Investment



**PRINCE WALEED BIN
NASSER AL-SAUD**
CEO



VALERIA KRYNETSKAYA
Head of Plant-Based Venture



TOP TABLE *Saudi*

HOSTING THE LARGEST-EVER GATHERING
OF CELEBRITY CHEFS IN SAUDI ARABIA

80

Chefs

40

Masterclasses

120

New Dishes

THE WORLD AND REGION'S MOST RENOWNED CHEFS COMMEND THE SAUDI FOOD SHOW



“

Top Table at The Saudi Food Show was an amazing initiative. This is the first time I saw something like this at a huge scale in Saudi Arabia. Top Table invited celebrity chefs from around the globe to share the skills and experience, which elevated the culinary experience at the show.

Maroun Chedid
Chef & Owner



Leyla Fathallah
Celebrity Chef & co-owner
FITKULT AND SENNARA
UNEP food waste ambassador
UAE



Ian Pengelley
Chef
MYAZU
Saudi Arabia



“

Everything begins with vision, I see the new vision of Saudi Arabia F&B industry at The Saudi Food Show. It was an invitation to global chefs from around the world to come to Top Table Saudi and connect with the new market. I have never seen an F&B show at this magnitude in Saudi Arabia.

Vikas Khanna
Celebrity Chef & Owner
KINARA

WHAT OUR CELEBRITY CHEFS LOVED ABOUT THE SHOW



Albert Adria
Head Chef
ENIGMA

“

My experience at The Saudi Food Show was way better than I expected. The show connected me to a lot of international and regional chefs. The Saudi Food Show has contributed a lot in the F&B & Hospitality industry. It's amazing to see how everyone who attended the show shares the same passion which is Food and Beverage.

PIERLUIGI SAFFIOTI



Pierluigi Saffioti
Head Chef / Star Chef
SIGNOR SASSI



Paco Morales
Chef
NOOR

“

My experience at the first ever edition of The Saudi Food Show has allowed me to learn a lot and it has been incredible. I got to explore many interesting products during the show such as spices, nuts, dried fruits, and many more.

PACO MORALES

ONE-OF-A-KIND CULINARY EXPERIENCES

Proudly presented by

fatafeat

CULINARY CLASSES WERE LED BY RIYADH'S MOST EXCITING CHEFS

Brought to you by

TimeOut
RIYADH



PUTTING
LOCAL STARS



IN THE
SPOTLIGHT



CELEBRATING A WORLD OF PIZZA

With a series of interactive masterclasses, workshops, food tastings, and competitions that all revolved around all things pizza, The Saudi Food Show 2023's Pizza World feature offered visitors a delicious deep dive into one of the most beloved foods in Saudi (and the rest of the world!). The Masters of Pizza competition gave skilled pizzaiolos of every background the chance to showcase their craft and culinary artistry, to be crowned Pizza Maestro by an esteemed panel of judges.

Meet the winner of the
MASTERS OF PIZZA COMPETITION

CHEF ESCLANTE JOEL FROM ILFIGO, SAUDI ARABIA



ELEVATING THE ART OF REFRESHMENT



THE FIRST-EVER YOUTH PROGRAMME WAS LAUNCHED

PROPELLING THE NEXT
GENERATION OF CULINARY
TALENT ON TO A GLOBAL STAGE



WINNING TEAM

FOUR SEASONS HOTEL RIYADH



YouthX SAUDI

— FINALISTS —



FOUR SEASONS
HOTEL
RIYADH AT KINGDOM CENTRE



JW MARRIOTT
RIYADH

جراند حياة الخبر

GRAND
HYATT™

AL KHOBAR



THE RITZ-CARLTON

DISCOVERING THE INNOVATIONS SET TO TAKE SAUDI'S F&B INDUSTRY BY STORM



BEST FOOD INNOVATION

Smashed Avo Seasoning
Cape Herb and Spice



BEST SAUDI-MADE PRODUCT

Air Fry Chicken Nuggets
National Food Company, Americana



BEST PLANT-BASED PRODUCT

Avocado Edamame Burger
Gulfwest Company Limited



BEST PACKAGING DESIGN

Manuka Honey Spoon
Al Malaky Foodstuff Packing LLC



BEST SUSTAINABILITY INITIATIVE

1st Zero-Waste Fine Dining Experience in the Middle East
Indulgethyself



NEW F&B STARTUP OF THE YEAR

100% Saudi, Sustainable and Purposeful Herbal Tea
Barriya Herbals



BEST RESTAURANT CONCEPT

AOK Kitchen
MJS



BEST FOOD RETAILER

Bateel Boutiques
Bateel

FOOD VERSE

24⁺

Sessions

8

Speakers



SERVING UP THE KINGDOM'S FIRST-EVER EXPERIENCE OF FOOD IN THE METAVERSE



FOODVERSE PARTNERS

ICCA INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI

**THE HBAR
FOUNDATION**

oveit

accubits

**AKSHAYA
AMERICA**

Flexsin
Get Focused

RECORD-BREAKING IMPACT

THE LAUNCH OF THE SAUDI FOOD SHOW 2023 EDITION

RECEIVED WIDESPREAD GLOBAL COVERAGE



82M

Total
impressions on
Instagram



33M

Total
impressions on
Facebook



664K

Total
impressions on
LinkedIn

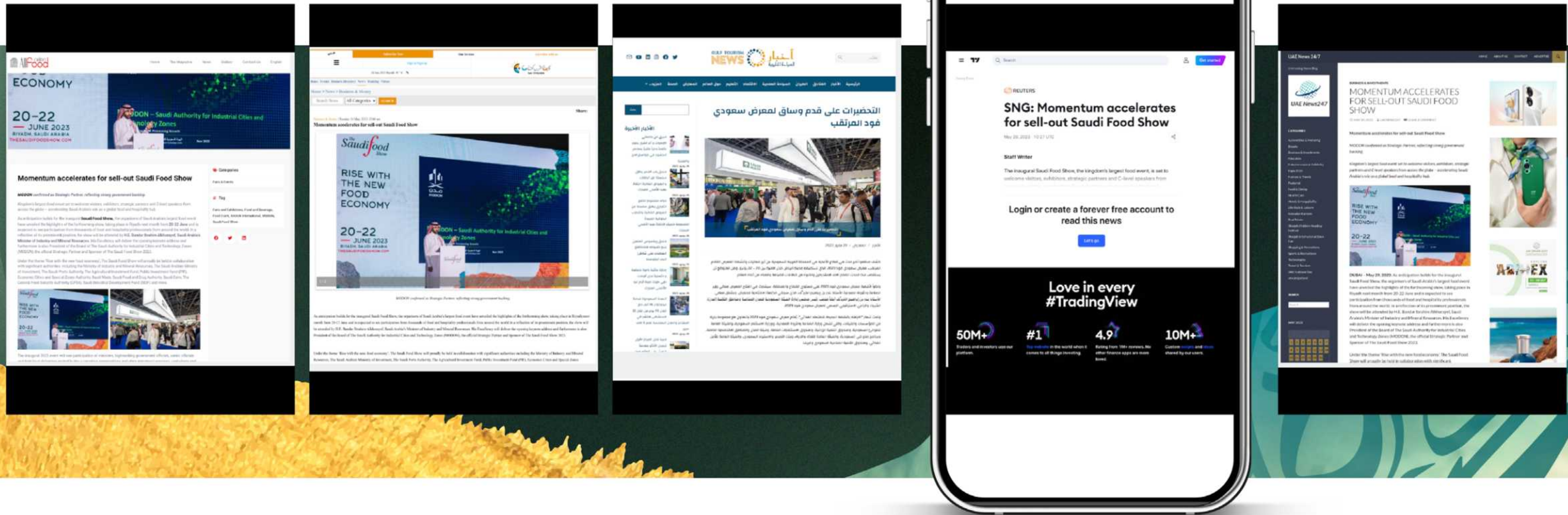


17M

Total
impressions on
Snapchat

Over **188M** digital ad impressions + **270%** growth in user social platforms

MARKETING & PR OVERVIEW



887K⁺

website sessions from
100+ countries

188M⁺

ad impressions served in just
2 months across 19 markets

7.4M⁺

organic impressions with an
engagement rate 1.2% higher
than the industry benchmark

Campaign diversity in ad formats, markets
& channels led to record-breaking growth
& engagement rates, **29%** higher than the
industry average



THANK YOU TO OUR SPONSORS & PARTNERS

STRATEGIC PARTNER



PLATINUM SPONSOR



SILVER SPONSOR



ASSOCIATION PARTNERS



TOP TABLE SPONSOR



TOP TABLE SUPPORTING SPONSORS



TOP TABLE TECHNICAL SPONSORS





THANK YOU TO OUR MEDIA PARTNERS

HEADLINE MEDIA PARTNERS



MEDIA PARTNERS



LET'S MEET AGAIN

The **Saudi**food *Show*

21-23
— MAY 2024
RIYADH FRONT —
SAUDI ARABIA

ORGANISED BY

كاون
KAOUN
العربية ARABIA

dmg events

BOOK YOUR STAND

ANDREW BURMAN

Senior Sales Manager
Email: Andrew.Burman@dwtc.com

AHMAD ABDULLA ABBAS

Sales Manager
Email: Ahmad.Abbas@dwtc.com

RASHEED HUSSEIN

Sales Manager
Email: Rasheed.Hussein@dwtc.com

WAFALDURAIBI

Sales Manager
Email: wafaalduraibi@dmgevents.com

THESAUDIFOODSHOW.COM

