

*The*  
**Saudi**food  
معرض *Show*  
السعودي 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

- |   |  |  |   |
|---|--|--|---|
| <br>Saudi Arabia | <br>UAE       | <br>India   | <br>Bahrain    |
| <br>Kuwait     | <br>Egypt   | <br>Qatar | <br>Pakistan |
| <br>Oman       | <br>Jordan  | <br>UK    | <br>Iraq     |
| <br>USA        | <br>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 SAUDI FOOD SHOW IS A GREAT PLACE TO FIND NEW PRODUCTS & MEET INTERNATIONAL BUSINESS EXPERTS**

**SANTOSH SHETTY**  
Sales Manager

**Othman Bader**  
Alabduljabbar Sons Co



“

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.**





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







THE  
**SAUDI**  
FOOD  
SUMMIT

**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<sup>+</sup>

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

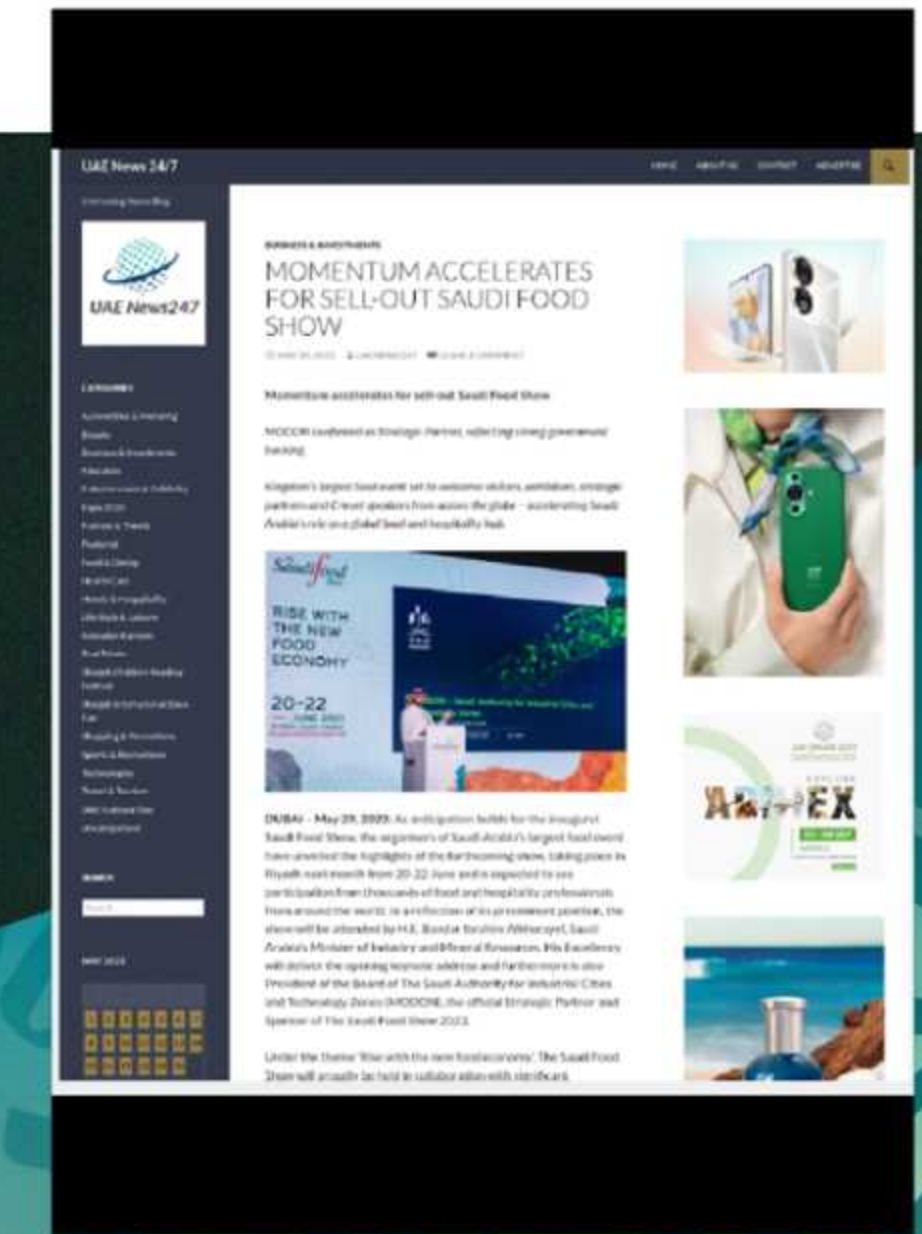
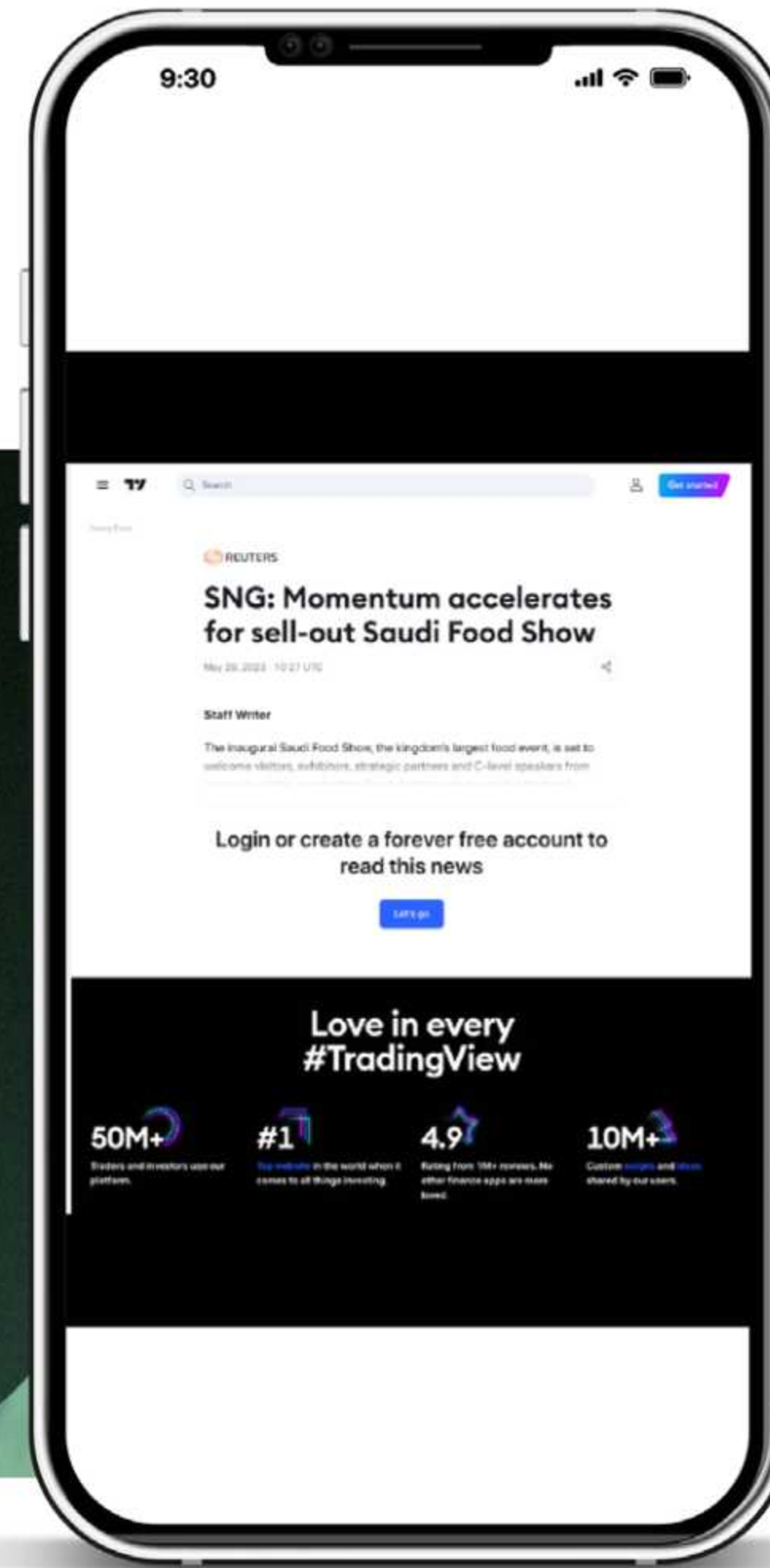
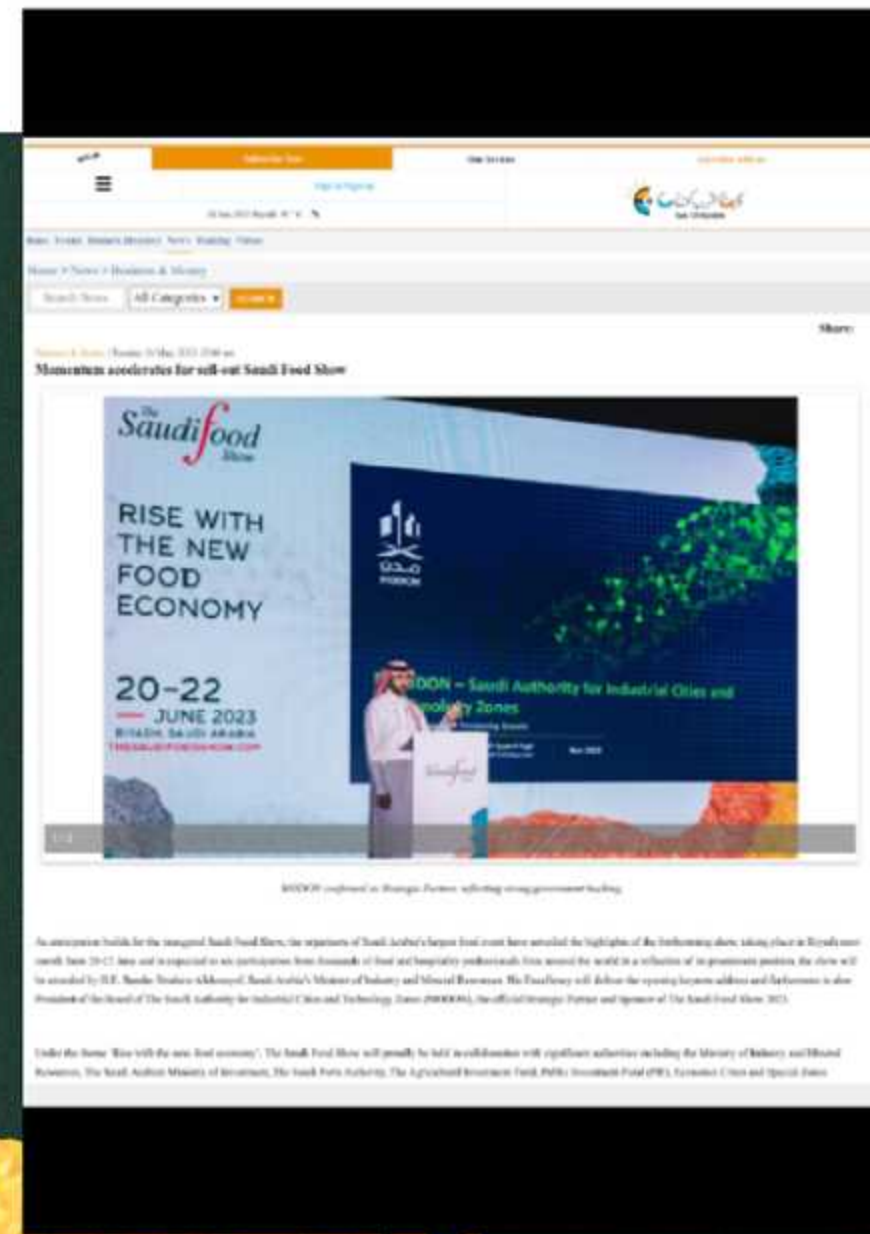
Total impressions on Snapchat

Over **188M** digital ad impressions

**+270%** growth in user social platforms



# MARKETING & PR OVERVIEW



**887K<sup>+</sup>**

website sessions from 100+ countries

**188M<sup>+</sup>**

ad impressions served in just 2 months across 19 markets

**7.4M<sup>+</sup>**

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



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## SILVER SPONSOR



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## 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

كُون  
KAOUN  
العربية ARABIA

dmg::events

BOOK YOUR STAND

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