

FACT SHEET

Event	Foodex Saudi , Jeddah, Saudi Arabia								
Organiser	Reed Sunaidi Exhibitions Jeddah, Saudi Arabia								
Date	November 17-20, 2015								
Venue	Jeddah Centre for forums & Events								
Products on display	Confectionary, Poultry, Biscuits and Pastries, Dairy Products and Eggs, Groceries, Beverages, Fruit and Vegetables, Gourmet Products, Seafood Products, Organic Products, Frozen Products, Health Foods, Ready to Eat Products, Food Technology and Packaging, Fresh Food Products, Restaurants, Meat, Preserved Products, Bakery Products etc.								
Tentative participation Fee	Tentative Rs. 22000/- per sqm								
Services Included in the per booth cost	The comprehensive package for minimum 9 sqm booth, includes: well designed white panel, carpet, furniture, display aids, fascia, electrical outlet, adequate lighting, services of common interpreter and general publicity support, company information in exhibitor's directory of the fair.								
MAI from Department Of Commerce, Government of India	This fair has been approved under Market Assistance Initiative (MAI) scheme of Department of Commerce.								
Fair Information (at a glance)	<p><u>Frequency:</u> (Annually) Once in a year during the months of November</p> <p><u>Event Type:</u> The Exhibition has pioneered the mixed B2B – B2C concept in Saudi Arabia market, allowing both International and Saudi exhibitors to achieve a return on their investment. A highly-targeted and segmented trade campaign coupled with a strong Hosted Buyer Programme means that the right professionals will visit Foodex Saudi 2015.</p> <p>Foodex Saudi 2015 will include a host of national and regional pavilions exhibiting products from all corners of the world. With an emphasis on providing a true balanced representation of global cuisine, the pavilion area will also feature “The International Taste Experience” – an interactive tunnel allowing visitors to try products from all over the world, and learn about the past, present and future of each country's cuisine. Pavilions already participated for Foodex Saudi 2014 include:</p> <p>UAE Turkey Japan Pakistan Malaysia South Africa India China Germany Italy Greece Egypt Lebanon Palestine USA Thailand Brazil France Korea Taiwan Portugal Spain</p> <p><u>Specialty:</u> Food and Beverages.</p> <p><u>Exhibition Hours:</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Monday 17th November</td> <td>16:00 – 23:00hrs</td> </tr> <tr> <td>Tuesday 18th November</td> <td>16:00 – 23:00hrs</td> </tr> <tr> <td>Wednesday 19th November</td> <td>16:00 – 23:00hrs</td> </tr> <tr> <td>Thursday 20th November</td> <td>16:00 – 23:00hrs</td> </tr> </table>	Monday 17th November	16:00 – 23:00hrs	Tuesday 18th November	16:00 – 23:00hrs	Wednesday 19th November	16:00 – 23:00hrs	Thursday 20th November	16:00 – 23:00hrs
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	<p><u>Visitors Countries in 2014 edition:</u> UAE, Turkey, Japan, Pakistan, Malaysia, South Africa, India, China, Germany, Italy, Greece, Egypt, Lebanon, Palestine, USA, Thailand, Brazil, France, Korea, Taiwan, Portugal and Spain.</p> <p><u>Numeracy:</u></p> <ul style="list-style-type: none"> • Saudi Arabia has the largest population in the GCC region and counts 29 million residents with an annual population growth rate of 3.3%. Over 50% of the population is under 25 years old, and the youth of KSA are particularly susceptible to Western consumer trends • Saudi Arabia is the biggest dairy consumer among GCC states, accounting for 74% of the market volume • Saudi Arabia’s food consumption is forecast to grow by an enviable 55.3% in 2016 to reach a value of US \$66 billion, outperforming other regional markets • Saudi Arabia’s mass grocery retail (MGR) sector demonstrates growth of 66.6% with ongoing store launches across the core hypermarket and supermarket segments • Food and agricultural imports account for 15% of all imports, and are worth US \$17.3 billion, with expected growth by 76% by 2016, making KSA the largest market in the Gulf • Domestic food consumption and grocery retail transactions are poised to increase by 9.75% and 11.7% accordingly by the end of this year 2012 mass grocery retail sales growth = 11.7%; forecast growth to 2016 = 66.6% .
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