



مجلس الأعمال السعودي الفرنسي
Conseil d'Affaires Franco-Saoudien

SAUDI FRENCH PAVILION

SIRHA ARABIA 2024

Riyadh, 1-3 October 2024



CAFS PAVILION

The Saudi French Business Council (CAFS) is a non-profit organisation, which aims to support Saudi, French and European companies in developing their business and activities in both markets, and to encourage the growth of trade economic relations between France and Saudi Arabia.

As such, it implement services to facilitate networking and matchmaking for its members, as well as collective projects allowing them to pool resources to prospect, to promote their activities, and to expand their business at a reduced cost.

For this reason, the CAFS will set up a collective Saudi French pavilion SIRHA ARABIA 2024, offering the opportunity to French and Saudi companies to participate and exhibit in the trade show.



WHY SIRHA ARABIA?

SAUDI ARABIA, A BUSINESS OPPORTUNITY

- + 32 million inhabitants with 63% of population under 30 concerned with health, good nutrition and well-being
- + 8,7% growth rate in 2022
- + On it's way to become the world's fastest-growing economy by 2030
- + Saudi Arabia plans to invest \$20 billion in food industry by 2035

FOCUS

3 days of a new trade exhibition in Riyadh from 1st to 3rd October 2024

12 000 m²

300 local & international exhibitors

3 sectors: food and beverage / equipment / bakery-coffee

3 stages of events

60 speakers, guests and international chefs



[Click here to watch the video](#)



FOOD & BEVERAGE IN SAUDI ARABIA: A FAST-GROWING MARKET EXPECTED AT \$16 BILLION IN 2023 AND PROJECTED TO REACH \$34 BILLION BY 2030

POSITIVE FACTS & FIGURES ABOUT THE FUTURE OF THE MARKET

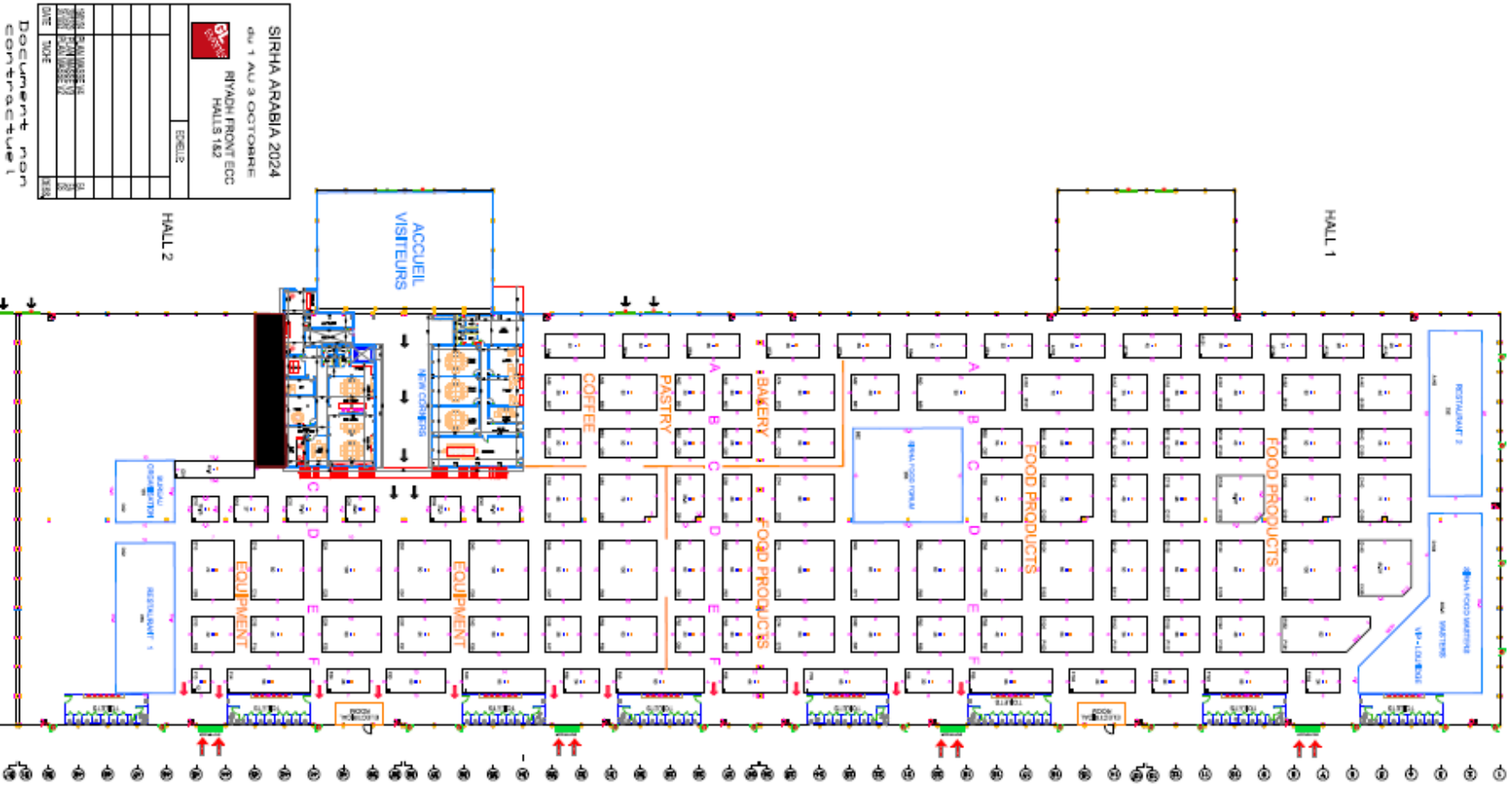
MASSIVE DEVELOPMENT OF TOURISM WITH VISION 2030:

- + 310 000 hotel rooms by 2030.
- + 150 million local and international tourists per year by 2030.

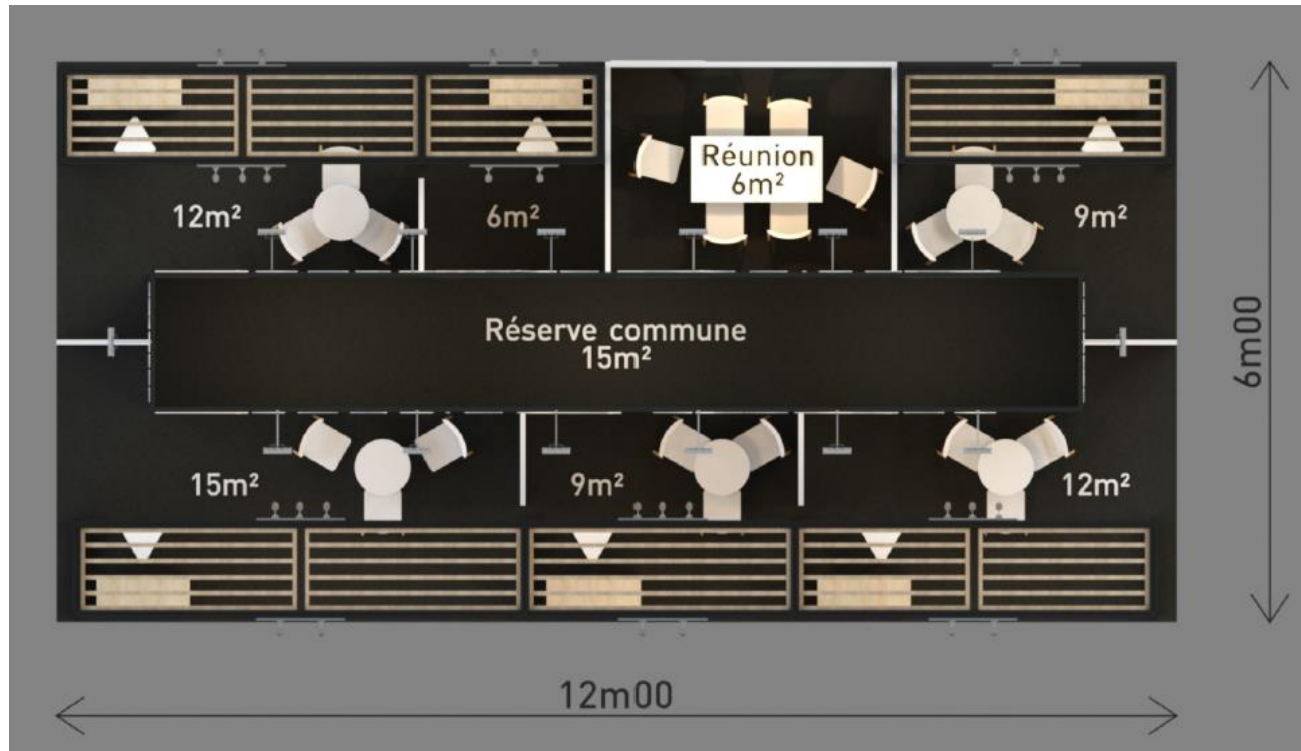
INCREDIBLE OPENESS TO EUROPEAN AND INTERNATIONAL FOOD CULTURES:

- + Healthy food market is booming.
- + Attraction to food e-commerce and dark kitchens (growth rate of 9,8% every year from 2020).
- + Development of « dinnertainment »: looking for experiences and entertainment.
- + Explosive growth in the number of bakeries, pastry shops, coffee shops and concept restaurants.

FLOOR PLAN



CAFS PAVILION



Proposition of design subject to change depending on exhibitors' needs, number of exhibitors, and confirmation of rates by organisers.

RATES & SERVICES

BENEFITS & SERVICES OFFERED BY THE CAFS

- Ready-to-use equipped booths
- All-inclusive packages
- Visibility offered by a joint pavilion
- Networking opportunities with our contacts
- Promotion of your company through our website, social media, and emailing contacts
- Visibility through communications and inauguration
- Coordination with the organisers
- Help in planning trip and getting visa
- On-site support during trade show

Rates for exhibitors (same as public rates):

	Until 31/5/2024
Space only	370 €/sqm*
Shell stand	530 €/sqm*

*The price is exclusive of KSA VAT of 15%

50% Payment has to be made in advance to CAFS to book the space

Rate for B2B meetings organised by CAFS:

	Member	Non-member
Rate/meeting	400 €*	600 €*

*The price is exclusive of KSA VAT of 15%