SAUDIFOOD MANUFACTURING
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SAUDIFOODMANUFACTURING.COM

STRATEGIC PARTNER
مدن MODON

13-15 APRIL 2025
RIYADH FRONT, SAUDI ARABIA

TRANSFORMING FOOD MANUFACTURING

FROM THE HEART OF SAUDI ARABIA

POST SHOW REPORT 2025

ORGANISED BY

كون KAOUN ARABIA العربية

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Second Edition Accelerates Saudi Arabia's Bold Vision

INTO REAL-WORLD GLOBAL IMPACT

The 2nd edition of SaudiFood Manufacturing was inaugurated by **H.E. ENG. KHALIL BIN IBRAHIM BIN SALAMAH**, Deputy Minister of Industry and Mineral Resources for Industrial Affairs in the Kingdom of Saudi Arabia, who officially opened the event.

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."

19,624
VISITORS

550+
EXHIBITORS

70+
COUNTRIES REPRESENTED

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."

DASH DHAWAN
CEO, FSL

FSL
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**

SAUDIFOOD MANUFACTURING INNOVATION AWARDS 2025

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 PACKAGING INNOVATION OF THE YEAR

ULMA

HALL: 3
STAND: F3-10

BEST INGREDIENT INNOVATION OF THE YEAR

ALLAGRO

HALL 1
STAND: F1-2

BEST PROCESSING INNOVATION OF THE YEAR

MULTIVAC

HALL: 3
STAND: F3-2

DIGITAL TRANSFORMATION INNOVATION OF THE YEAR

PROMTEK

HALL: 2
STAND: J2-41

SAUDI'S MARKET IS BOOMING – WE'RE HERE TO CAPITALISE

95% OF VISITORS AFFIRM SAUDIFOOD SHOW AS CRITICAL TO THEIR BUSINESS SUCCESS

87%
PLAN TO RETURN IN 2026

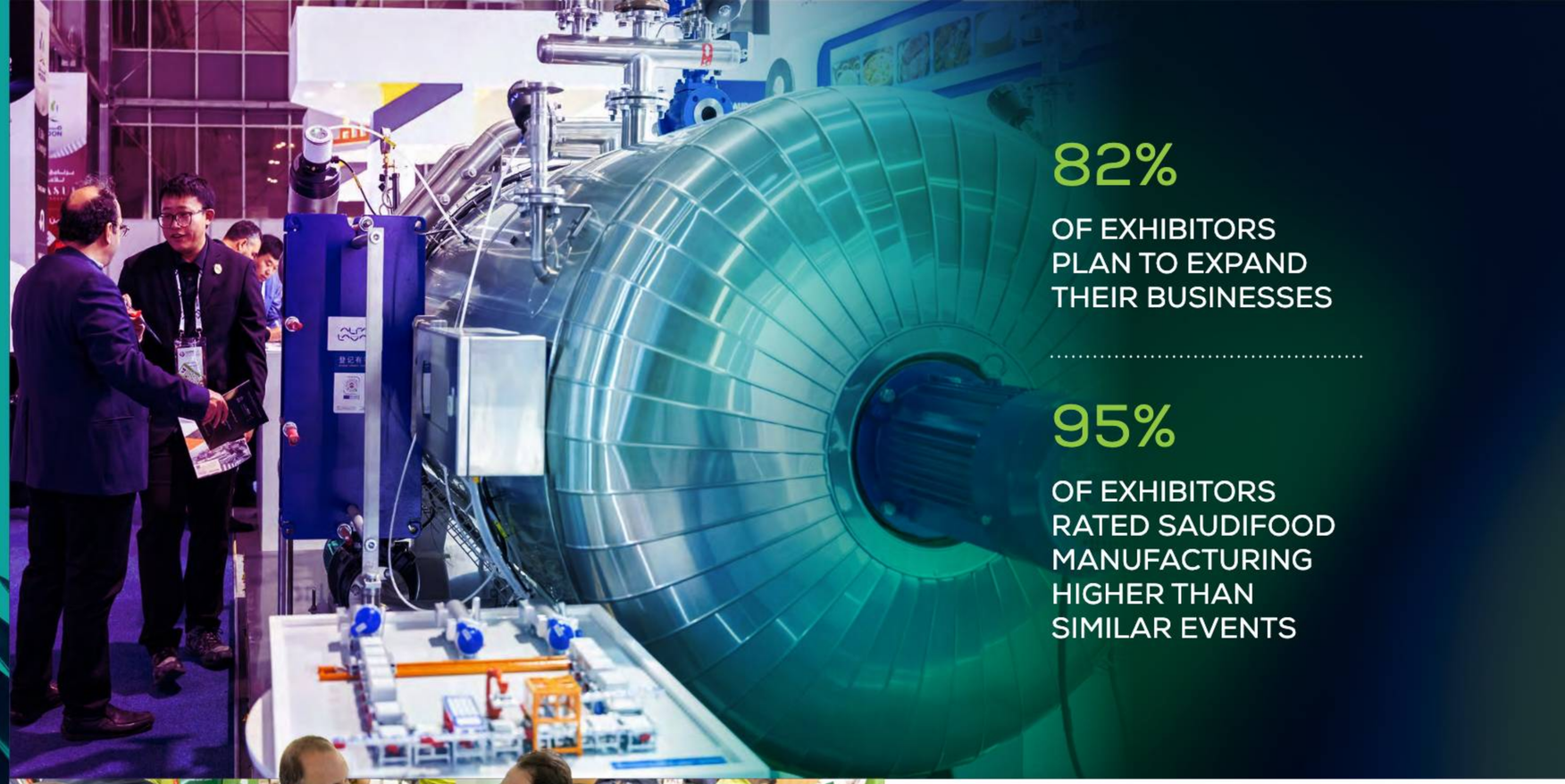
91%
EXPRESSED HIGH SATISFACTION WITH THE QUALITY OF INNOVATION AND EXHIBITORS

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

A STRONG RESPONSE FROM EXHIBITORS DRIVING GROWTH & EXPANSION IN THE REGION



82%

OF EXHIBITORS PLAN TO EXPAND THEIR BUSINESSES

95%

OF EXHIBITORS RATED SAUDIFOOD MANUFACTURING HIGHER THAN SIMILAR EVENTS

> “WE’VE HAD SOLID CONTACTS– PEOPLE WITH REAL PROJECTS HERE.

YOUNES MATAR
Director of Operations,
Hengel, France

“

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

“

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

ALBERTO BERNUCCI
CEO, Bernucci, Italy

“

“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

TAWASUL

MEETINGS PROGRAMME

POWERING

500+

STRATEGIC CONNECTIONS

IN REAL TIME

528

APP CONNECTIONS MADE VIA APP

1273

MEETINGS ARRANGED VIA APP

FOOD FORWARD SUMMIT

مدن MODON

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

GLOBAL LEADERS, BOLD IDEAS, THE FOOD FORWARD SUMMIT SET THE AGENDA FOR TRANSFORMING F&B MANUFACTURING

3 DAYS
OF BOLD AGENDA + WORKSHOPS

50+
WORLD-CLASS EXPERTS

90%
FIRST TIME SPEAKERS IN THE REGION

LIGHTS-OUT FACTORIES AND THE ROLE OF AI IN THE FUTURE OF FOOD MANUFACTURING

KEY HIGHLIGHTS AT
THE SUMMIT + MORE

“The exhibition opens new horizons for us to attract quality companies and explore expansion opportunities in the wholesale and manufacturing sectors.”

ZIAD AL-MASHHOOR
Sales Manager, Black Knight CompanyAtom

MARKETING & PR OVERVIEW

3 DAYS

TOTAL DIGITAL ADS

113.4 MILLION

TOTAL DIGITAL IMPRESSIONS (COMBINED ACROSS PLATFORMS)

11 MILLION

TOTAL INSTAGRAM IMPRESSIONS

95.4 MILLION

TOTAL FACEBOOK IMPRESSIONS

7 MILLION

TOTAL LINKEDIN IMPRESSIONS

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CHEMI

Macchine Alimentari

ALLMA.NET
Machinery · Exhibition

climate control Middle East
Key Perspectives on the Region's HVACR Industry

Food & Ingredients International

tecnoEdizioni Group

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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