

SIRH/+ ARABIA العربية

sirhafood.com

sirha-arabia.com

1-3 OCTOBER 2024
RIYADH FRONT EXPO,
SAUDI ARABIA

A world of cuisine
and hospitality

In partnership with

هيئة فنون الطهي
Culinary Arts Commission



SIRH/+ FOOD
A WORLD OF CUISINE AND HOSPITALITY



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 its way to become the world's fastest-growing economy by 2030
- + Saudi Arabia plans to invest \$20 billion in food industry by 2035

FOCUS VISION 2030

+ MAIN GOALS:

100 million visits to the country : 45M domestic and 55M international visits.

+ WHAT IS VISION 2030?

Vast economic diversification program that promotes the emergence of new activity areas including tourism, entertainment and hospitality.

Tourism development funds: \$400 billion.

Hotel industry will reach a turnover of 23 billion dollars by 2026.



MAJOR PROJECTS:

- + NEOM
- + THE RED SEA
- + AL-ULA
- + DIRIYAH
- + KING SALMAN PARK

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.

THIS MARKET NEEDS CHOICE WITH A LARGER OFFER OF FOOD AND EQUIPMENT SUPPLIERS



INGREDIENTS



SEMI-FINISHED AND FINISHED
PRODUCTS FROM EUROPE (ALSO
VEGAN, GLUTEN FREE, ORGANIC...)



TOP QUALITY KITCHEN
EQUIPMENT



BAKERY AND COFFEE RAW
MATERIALS AND EQUIPMENT

SIRH/+ ARABIA 2024:

MORE THAN A TRADE SHOW

Born from the desire to bring local and international Food Service together, Sirha Arabia is the new meeting place in the Middle East for food, equipment, bakery and coffee professionals. It is a unique opportunity to bring Sirha Food's expertise and to integrate an ecosystem gathering chefs' creations, technologies and innovations in a dedicated space, inviting exchanges and openness to the cuisine of tomorrow. Let's share new flavors and develop international culinary culture to become the leading Food Service and hospitality event in the Middle East.



EXHIBITORS' PROFILE

- + Food products
- + Kitchen equipment
- + Bakery and confectionary
- + Coffee, bar, beverage
- + Transports
- + Education



VISITORS' PROFILE

- + Stakeholders of Food Service & hospitality industry
- + Buyers
- + Wholesalers
- + Importers
- + Final users
- + Chefs and deciders from tourism industry (hotels, airline and cruise companies)

FOCUS

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

12 000 sqm

300 local & international exhibitors

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

3 stages of events

60 speakers, guests and international chefs



TEASER SIRHA ARABIA 2024

Sirha Arabia is commercialized in collaboration with Nard Events & Exhibitions, the leading food & beverage importer from around the world based in the Kingdom of Saudi Arabia.





SIRH/+ ARABIA

3 STAGES & 60 PROFESSIONALS GUESTS

Establish a powerful gastronomic event with strong growth potential thanks to the strength of the Sirha Food brand and its network with the large community of Food Service professionals and chefs, baristas, ingredient producers, young chefs and Sirha Omnivore, Bocuse d'Or & Pastry World Cup network.

POP UP DINNERS

Dinners orchestrated by famous international and local chefs in atypical or conceptual places for a unique experience.



^ SIRHA FOOD FORUM

Stage at the center of the exhibition with a 3-day conference program to discuss current & future issues for the sector & to inspire the next generations.

+ TOPICS

- Transmission
- Territory
- Tourism
- Sustainable Development
- Creativity
- Innovation

SIRHA FOOD MASTER'S >

Stage dedicated to masterclasses and contests by chefs, bakers and pastry chefs.



^ SIRHA FOOD NEWCOMERS

Exhibition of all the new products and solutions proposed by the brands on the trade show coming for the first time on the Middle East market.

SIRHA/ FOOD

A SIRHA FOOD EVENT

Inspiring the world of hospitality and Food Service, to be at the forefront of influences, understand the world in movement, to support a market and its players, is the mission of Sirha Food.

New global brand and food media, Sirha Food speaks to professionals as well as the general public and gather all the Food Service actors in events: the Sirha Lyon, Sirha Europain, Sirha Omnivore, Smahrt Toulouse, Egast Strasbourg trade exhibitions and the Sirha Bocuse d'Or and Sirha Pastry Wolrd Cup contests.

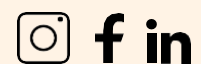
Because the world of food today can only be considered in terms of porosity, in moving territories, alive.

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SIRHA ARABIA'S
SOCIAL NETWORKS



435 000
Professionals in
the Sirha Food
database

1 000 000
Subscribers on
social media

6 600 000
Online pages
viewed

135 500 000
Digital
impressions

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