



Australian Government
Australian Trade and Investment Commission

Austrade at The Saudi Food Show 2023

Invitation to Participate

20-22 June 2023

You are invited to join Austrade at The Saudi Food Show 2023!

The inaugural [Saudi Food Show 2023](#) will be run by the same organizers as Gulfood, the world's largest annual trade event for the F&B industry. Saudi Arabia, the region's largest economy boasts enormous potential and opportunities for Australian exporters, manufacturers, and investors to engage with key decision makers.

The
Saudifood
Show

20-22
JUNE 2023
RIYADH, SAUDI ARABIA

We anticipate Australia's participation at The Saudi Food Show will have numerous exhibitors from various subsectors within the industry. Through the combined efforts of Austrade, DFAT, State Agencies, and Industry Representatives, **Team Australia** will be offering opportunities for Australian companies to network with influencers and decision makers during the week.

About The Saudi Food Show

The organizers of the world's biggest food show debuts in the world's most exciting food market. Driving innovation and change, The Saudi Food Show, is a convening platform and global gathering place for the F&B Industry.

The inaugural event will act as an industry trend springboard and powerful sourcing hub; uniting global companies, industry thought leaders and the region's greatest chefs to chart the way forward and inspire industry-wide transformation.

The event will create a platform for the largest companies in the food industry to present their products, services, and solutions to influential buyers from across the globe, creating multiple opportunities to network and do business.

Details

Date: 20-22 June 2023

Times: Tuesday, 20 June – 2pm to 10pm
Wednesday, 21 June – 2pm to 10pm
Thursday, 22 June – 2pm to 10pm

Location: Riyadh International Convention & Exhibition Center

Australia Lounge at The Saudi Food Show

Austrade will host an **Australia Lounge** located within an area occupied by Australian exhibitors. Utilising Australia's nation brand, the Australia Lounge will showcase the best F&B across the industry, in partnership with Australian state and industry colleagues across multiple sections of the show.

The Australia Lounge will provide exhibiting and visiting exporters an opportunity to meet with existing partners, as well as new buyers and decision makers attending the show.

Austrade Saudi Food Show business program

As part of the Saudi program, participants will be invited to take part in the **Austrade Saudi Food Show business program**. The program provides exporters that are new to the Saudi Arabian market an opportunity to learn and explore Riyadh during their visit to one of the fastest growing markets in the region.

Participation in this program includes the following benefits:

- Pre-departure briefing
- Business matching services by Austrade prior to the event to develop specific buyer meetings (where appropriate)
- Invitations to Austrade managed events during The Saudi Food Show
- Access to the Australia Lounge during the event
- Ability to display products within the Australia Lounge (limited to shelving and/or display cabinets)
- Site visits to Riyadh based retailers, warehouse/logistics and importers
- Regulatory seminar – focusing on KSA regulations and product registration
- Post event support to exporters on follow up with relevant buyers

Note: Places are limited, to participate in [Austrade Saudi Food Show business program](#) This option does not include a designated exhibition space or booth at The Saudi Food Show, but rather access to activities, facilities, and business matching within the broader Australia Pavilion.

How to Participate

Austrade is seeking **expressions of interest** from Australian exporters to actively participate as part of the Austrade business program at The Saudi Food Show 2023 (subject to capacity).

Australia stand at Gulfood 2022



Participation Cost

The cost to participate in this program is A\$3,000 per company.

This cost includes:

- Opportunity to represent your company within the Australia Lounge at the Saudi Food Show
- Participation in the business support program outlined above
- Branding across all marketing materials as an Australian exhibitor in the program
- Companies will need to cover their own costs for:
 - Coordinating, printing and managing your own promotional material, including brochures, product catalogues, flyers and giveaways.
 - Providing Austrade with digital information about your business, your products and capability.
 - Cover any cost of delivery of samples to the market to be presented during B2B meetings.
 - Participants will need to cover their own travel and accommodation costs, as well as any other in-market expenses.

Further Information

You will be required to commit to:

- Advising Austrade on sales you generate as a result of your participation in the Austrade business program to help us meet our reporting targets.
- Ensuring all company representatives and businesses understand the cultural behaviours and requirements in Saudi Arabia and respect these in the spirit of 'team Australia'.
- Ensuring the safety of your representatives and arranging your own travel, accommodation, and other logistics.
- Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au

How to Register

Click [here](#) to register your interest by **Monday, 8 May 2023**

The number of participants for the Austrade business program are limited. Please note that participation is not guaranteed until you receive confirmation from us by email on 19 May 2023.

Contact Us

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