



SAUDI HOME SHOW

HOME & KITCHENWARE EXHIBITION
26-28 February 2024

RIYADH - KSA



SAUDI HOME SHOW

HOME & KITCHENWARES EXHIBITION



TABLEWARE

COOKWARE

HOME TEXTILES

HOME DÉCOR

HOME APPLIANCES

SMART HOMES

OUTDOOR LIVING

ACCESSORIES



THE SAUDI HOME SHOW

HOME & KITCHENWARE EXHIBITION



SAUDI HOME SHOW, which will showcase the newest trends in home decor, aims to be the ideal platform for global innovators to broaden their market reach, assess their competitive advantages, and boost exports while also connecting them to the burgeoning Saudi market and the rest of the GCC.

It is an event specifically designed to highlight creativity and innovation with a focus on business and investment on a regional and international scale while offering exhibitors, trade buyers, and visitors new trading opportunities.

Take advantage of this exciting show to expand your business, network with peers, learn about the latest innovations in home décor, and sign deals with prospective investors all in one place.

JOIN THE SHOW



WHY BE PART OF THE SAUDI HOME SHOW

3 Days of exhibition | 150+ Companies | 10,000+ Visitors

- A platform for brands to showcase their products to buyers.
- Franchising and local distributor opportunities.
- Excellent sales opportunities for exhibitors.
- Brand visibility and advertising.
- Network with other exhibitors, investors, and buyers.
- Gain valuable business insights from well-recognized industry brands.
- Knowledge sharing.
- Expand brand reach via event digital and press media coverage.

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A BOOMING CONSTRUCTION MARKET

According to a report by Mordor Intelligence, Saudi Arabia is undergoing a major economic transformation in line with its overarching Vision 2030 strategy, which also involves creating a better quality of life for residents, attracting more tourists, and developing a more diverse and future-focused economy. As a result, the construction market is experiencing unprecedented growth created by the explosion in population and the massive surge in the property market.

MARKET SUMMARY



MAJOR PROJECTS



- In September 2022, the Ministry of Finance signed financing agreements worth SAR 25 billion with several local banks to implement some infrastructure projects scheduled to start in 2023 and 2024.
- The National Center for Debt Management arranged the signing of these agreements, in line with the direction of the Ministry of Finance, to enable and support strategic infrastructure projects in the context of achieving the Kingdom's Vision 2030 goals.
- Another head-turning project is the USD 20 billion Diriyah Gate, which will give Riyadh 20,000 homes when it is completed in 2027, creating a city-sized historic district.
- An international airport worth USD 137 billion will also soon open. Nearly 74% of the USD 200 billion national infrastructure investment goes toward the new airport.
- Jeddah Central Development Company has launched the master plan and main features of the Jeddah Central Project. The project will develop 5.7 million square meters of land overlooking the Red Sea. It is to be financed by the Public Investment Fund and local and international investors.
- The project will include four notable landmarks and contribute to opening the way for the local private sector to participate in the development, which will help shape the operation of promising economic sectors, including tourism, entertainment, culture, and sports.
- In addition, the city will benefit from the building and development of modern residential areas encompassing 17,000 residential units and diversified hotel projects that offer more than 2,700 hotel rooms and the provision of integrated solutions for the business sector.

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MAJOR PROJECTS

Increasing Residential Building Supply

- April 2022: Saudi Arabia's National Housing Co. launched 5,000 new residential villas in Riyadh through the Sakani program.
- Saudi Arabia has launched new projects to build nearly 150,000 houses in various areas.
- The new units comprise houses, villas, and apartments in seven key cities.

Demand for Office Space

- Focus on redeveloping Riyadh into a commercial and economic center for the country.
- Great demand for offices in prime locations.
- Plans to introduce 6.1 million square meters of new office space by 2030 and 2.8 million squaremeters in Riyadh's capital.

Prefabricated Building Construction

- Shortage of affordable housing due to the growing population and an influx of expatriates.
- Energy efficiency, design flexibility, and faster completion are some advantages of prefabricated buildings.
- Rapid urbanization and upcoming infrastructural projects will further provide a thrust.

3D Printing

- Saudi Arabia's Vision 2030 reform plan wants to increase home ownership.
- The Building Technology Stimulus Initiative is helping the innovations of the country's housing sector.
- Dar Al Arkan introduced 3D Construction Printing (3DCP) technology.

NEEDS OF THE INDUSTRY



- Investments in various social and urban development projects, such as the Sakani housing initiative.
- Modern prefabrication in the industry is one of the most important future construction trends.
- Infrastructure and construction development will continue to rise in line with Vision 2030.
- Hospitality sector growth to create demand for construction.
- By 2030, Saudi Arabia intends to invest over USD 1 trillion in the country's non-hydrocarbon sector Neom, the Red Sea Project, Qiddiya Entertainment City, King Abdullah Financial District, and Amaala are just a few of the major projects.
- Saudi Arabia's Ministry of Rural Affairs and Housing offered financing and housing solutions to increase the homeownership rate to 70 by 2030.
- Work-from-home and social distancing norms focus on smart homes, larger unit sizes, and well-supported staff and labor accommodation projects for residential real estate.
- Smart homes or home automation is now becoming a status symbol for urban locals, which leads to the demand for strategic investments in the segment.



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TOP EXHIBITOR BENEFITS

- Engage high-quality buyers with serious purchasing power.
- Connect with current and future strategic partners.
- Explore, showcase, and demonstrate new technologies.
- Target hard-to-reach customers with special face-to-face promotions
- A one-stop shop to explore various business expansion opportunities
- Monitor and observe competitors' business
- Discover and boost export activities
- Sign business deals with new parties and partners
- Meet top buyers from Saudi Arabia and the GCC region
- Increase your brand presence at a one-of-a-kind regional trade show

EXHIBITS SECTORS



TABLEWARE



COOKWARE



HOME TEXTILES



HOME DÉCOR



HOME APPLIANCES



SMART HOMES



OUTDOOR LIVING



ACCESSORIES

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EXHIBITS PROFILE



TABLEWARE

- Glass
- Porcelain
- Ceramics
- Melamine Kitchenware
- Cutlery
- Wooden Products
- Plastic Kitchen Utensils
- Storage boxes and bowls
- Plastic Organizers



COOKWARE

- Cooking pots, pans & saucepans
- Stainless Steel Cookware
- Granite Cookware
- Enamel Cookware
- Iron, Aluminum & Copper Cookware



HOME TEXTILES

- Upholstery fabrics
- Decorative fabrics
- Rugs and carpets
- Curtains & Window Treatments
- Bed Linen
- Textile Accessories



HOME DÉCOR

- Decorative Bathroom
- Kitchen Accessories
- Lighting / Chandeliers
- Pictures and frames
- Home fragrances, Candles, and Candleholders
- Plants and flowers
- Wooden Home Accessories
- Figurines and sculptures
- Paintings and Wall Art
- Vases
- Table Accents
- Mirrors



HOME APPLIANCES

- Built-in Kitchen
 - Oven\Stove Top
 - Dishwasher
 - Washing Machine
 - Dryer
 - Coffee Maker
 - Microwave Oven

EXHIBITS PROFILE

○ Small Home Appliances

- Toaster
- Portable Dishwasher
- Blender
- Food Processor
- Instant Pot
- Rice Cooker
- Slow Cooker
- Stand Mixer
- Juicer
- Pressure Cooker
- Steamer
- Waffle Iron
- Bread Machine
- Ice Cream Maker
- Yogurt Maker
- Coffee Grinder
- Popcorn Machine
- Panini Maker
- Deep Fryer
- Food Dehydrator
- Garbage Disposal

○ White Goods

- Small Fridges
- Oven / Mini Oven
- Refrigerator
- Freezer
- Microwave
- Toaster Oven

○ Cleaning Appliances

- Vacuum
- Iron
- Steamer
- Ironing Boards
- Laundry Hangers
- Cleaning utensils



SMART HOMES

- Smart TVs
- Smart Home Tech
- Domestic Robot
- Ceiling Fan
- Detectors
- Security Devices
- Safety Devices
- Entertainment Systems



OUTDOOR LIVING

- Garden umbrellas
- Shutters
- Parasol bases
- Awnings
- Barbecues
- Barbecue Accessories
- Outdoor Ovens
- Outdoor Heaters
- Outdoor Fireplaces
- Fire Baskets



Accessories

○ Decorative Accessories:

- Vases and Bowls
- Candles and Candleholders
- Sculptures and Figurines
- Mirrors
- Wall Art

○ Functional Accessories:

- Clocks
- Storage Solutions
- Coat Racks and Hooks
- Shelving and Display Units

○ Tabletop Accessories:

- Table Linens
- Tableware and Serveware
- Centerpieces

○ Personal and Sentimental Accessories:

- Photo Frames
- Personal Keepsakes
- Trinkets and Souvenirs

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PROMOTION CAMPAIGN

Through an intense integrated marketing and promotion campaign, SAUDI HOME SHOW organizers will attract top-quality industrial and trade visitor groups in addition to specialized missions of trade buyers from Saudi Arabia and the neighboring markets via the following means:

○ Integrated Media Campaigns

Maximizing event coverage via media campaigns, specialized magazine advertising, online press advertising, and press releases.

○ Official Website, Newsletter & Retargeting Campaigns

Easy online registration for exhibitors and visitors, with the option to subscribe to newsletters and email shots for regular updates. A retargeting campaign will prompt prospective visitors to complete their registration and attend.

○ Radio Advertising

Awareness campaign to create excitement around the event on local stations during prime-time slots.



○ Mobile Marketing

Programmatic ads target prospective visitors to increase chances of attendance.

○ Social Media

Daily show highlights, sponsored ads, and news posts via social media outlets to live visitors and potential attendees across all digital channels.

○ Press Releases

Critical event updates, features, and daily attractions notifications to journalists and specialized press representatives

○ Outdoor Promotion

Appealing outdoor billboards in prime locations and industrial cities

○ Trade Invitations

A total of 40,000 to prospective and targeted buyers encourage them to plan their visit and book appointments with exhibitors interested in meeting.

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VISITOR BENEFITS

- Offerings from over a hundred companies in one place.
- Discover the latest trends and innovations in seven sectors of the home goods market.
- Acquire new business partners.
- Meet with industry leaders in the sectors you are interested in.
- Sign a contract on favorable terms.
- Negotiate the best payment and delivery terms.
- Expand your network of prospective business affiliates.
- Upgrade your business with the latest technology.
- Learn industry tips and secrets from seasoned experts.

WHO SHOULD VISIT

- Designers or Architects
 - Contractors or Consultants
 - Construction C-level management
 - Dealers and Distributors
 - Facility Management
 - Hotel Owners
 - Property Development
 - Government
 - Professional Purchasing Delegations
- Department Stores and Specialty Chain Stores
 - E-Commerce Companies
 - Independent Retailers
 - Wholesaler and Retailer Organizations
 - Hotel, Restaurant, and Café Purchasing Managers
 - Caterers and Event Organizers
 - Corporate Gift Companies
 - International Trade Companies
 - Academics, NGOs, Press

THE ORGANIZERS

| | | |
|--------------------------------------|-------------------------------------|---|
| 28 REGIONAL TRADE FAIRS | 10 COUNTRIES | 96 EDITIONS |
| 3,620 ANNUAL TRADE EXHIBITIONS | 440,000 ANNUAL TRADE VISITORS | 82,500 SQM OF NET ANNUAL EXHIBITION SPACE |



Business Plus Fairs is one of the leading trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

With a portfolio of 28 annual shows spanning 10 countries, including Sudan, Ethiopia, Morocco, Erbil, Kenya, Tanzania, and Saudi Arabia, the organizer of the SUADI HOME SHOW has a proven track record of producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economies and their industrial scope.

Vision Fairs is Egypt's leading b2b exhibition organizer bridging the gap between Egypt, the Middle East, and Africa's economies. They create the best-attended industry events with valuable opportunities for companies to showcase, promote, and strike deals with the right partners while learning about the latest industry trends and critical industry issues.

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THE VENUE

Riyadh International Convention & Exhibition Center (RICEC)

King Abdullah Rd, King Abdullah Dt., Riyadh 11564, Saudi Arabia.

The SAUDI HOME SHOW will take place at the Riyadh International Convention & Exhibition Center- RICEC – the country's number one exhibition center. The center is within easy reach of all major cities via Riyadh's King Khaled International Airport.

It combines functionality, convenience, and adaptability with state-of-the-art facilities and the highest international standards in safety and security. The modern international exhibition complex consists of four halls offering 15,000 square meters of indoor exhibition area and 5,000 square meters of outdoor space. The venue can accommodate up to 10,000 people.



WWW.SAUDIHOMESHOW.COM



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