



EXHIBITOR PROSPECTUS

Riyadh is Open for Food Tech Business.

The Kingdom's capital gains its own dedicated food manufacturing and cold chain expo – connecting global brands with Saudi Arabia's most powerful procurement decision-makers.



14 – 16 DECEMBER 2026

RIYADH FRONT EXHIBITION & CONFERENCE CENTER



RIYADH
SAUDI ARABIA

ORGANISED BY



POWERING THE
KINGDOM'S AMBITION
Supporting Vision 2030



The Opportunity Is Now

\$60B+ Saudi Arabia's agri-food sector investment target by 2030

The Kingdom's capital gains its own dedicated food manufacturing and cold chain expo – connecting global brands with Saudi Arabia's most powerful procurement decision-makers.

40%

FOOD SELF-SUFFICIENCY TARGET

Saudi Arabia is accelerating localisation of food production from a current 15–20% baseline – requiring massive technology investment across processing, cold chain and agri-tech.

#1

MENA FOOD IMPORT MARKET

Saudi targets US\$20 billion in food and manufacturing investments by 2035.

The kingdom is expanding local manufacturing capacity while encouraging international technology, ingredient, processing, and packaging companies to establish partnership and production facilities

THE GAP

Riyadh is the Kingdom's commercial capital, home to its largest concentration of food sector buyers, procurement heads and government decision-makers – yet it has no dedicated platform for food manufacturing and cold chain technology. **FoodTech Saudi was built to fill that gap.**

\$5.2B

COLD CHAIN MARKET BY 2028

Rapid growth in cold chain infrastructure across the GCC, driven by retail expansion, food safety regulations and the rise of e-commerce grocery delivery.

7.8%

CAGR – Saudi food processing market 2024–2030

300+

New food manufacturing facilities planned in KSA under Vision 2030

SR 12B

Annual food equipment & technology procurement in the Kingdom



Why Riyadh — and Why Now

90%

GOVERNMENT HQ CONCENTRATION

MISA, SFDA, Ministry of Environment Water & Agriculture, NFSA — every food-sector regulator and investment authority is headquartered in Riyadh.

7.5M+

GREATER RIYADH POPULATION

The largest consumer market in the GCC — making Riyadh the highest-priority city for food brands, distributors and retailers operating across the region.

SR 2T+

ANNUAL PROCUREMENT BUDGET IN CAPITAL

Riyadh-based entities control the majority of the Kingdom's B2B purchasing power across food, logistics and industrial sectors.

3hrs

FLIGHT REACH TO 150M CONSUMERS

King Khalid International Airport connects exhibitors and buyers to the entire GCC, Levant and East Africa on short-haul flights.



Where The Decisions **Are Made**



- Saudi Food & Drug Authority (SFDA) — national food safety regulatory body
- National Food Security Authority (NFSA) — strategic food policy & investment
- Ministry of Investment (MISA) — foreign direct investment approvals
- Saudi Agricultural Development Fund (SADF) — sector financing
- NEOM, Qiddiya & Diriyah Gate — mega-project procurement offices
- Panda, Al Raya, Carrefour Arabia — major retail head offices



RIYADH FRONT EXHIBITION CENTER

- State-of-the-art exhibition & convention facility
- Direct access from King Salman Road — prime Riyadh location
- Proximity to diplomatic and central business districts
- Full logistics, AV and on-site F&B infrastructure
- Preferred venue for Vision 2030-aligned national events



PARTICIPATION CATEGORIES

Who Exhibits at FoodTech Saudi



FOOD PROCESSING & MANUFACTURING TECHNOLOGY

- Industrial food processing lines & machinery
- Mixing, blending & cooking equipment
- Dairy, bakery & beverage production systems
- Slaughter & meat processing technology
- Plant-based & alternative protein systems



COLD CHAIN & REFRIGERATION

- Refrigeration & blast freezing units
- Cold store design & construction
- Temperature-controlled transport & fleet
- Cold chain monitoring & IoT solutions
- CO₂ & NH₃ refrigerant systems



AGRITECH & CONTROLLED ENVIRONMENT AGRICULTURE (CEA)

- Vertical farming & hydroponics
- Precision irrigation & fertigation
- Greenhouse & controlled environment technology
- Drone & satellite agri-intelligence



PACKAGING & BOTTLING SYSTEMS

- Aseptic & modified atmosphere packaging
- Sustainable & recyclable materials
- Labelling, coding & track-and-trace
- Filling, sealing & wrapping machinery



LOGISTICS & WAREHOUSING

- Automated warehousing & AS/RS systems
- Last-mile & dark store solutions
- Fleet & route optimisation software
- Port & customs clearance technology



FOOD SAFETY & QUALITY ASSURANCE

- Testing, inspection & certification (TIC)
- HACCP, ISO & SFDA compliance solutions
- Rapid detection & microbiology labs
- Allergen & contamination control



AUTOMATION & INDUSTRY 4.0

- Robotics & cobots for food production lines
- AI-driven predictive maintenance
- Digital twins & factory simulation
- ERP / MES for food manufacturers



INGREDIENTS & FOOD INPUTS

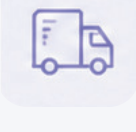
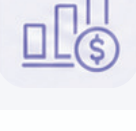
- Functional ingredients & additives
- Flavours, colours & preservatives
- Bulk commodity sourcing & trading
- Halal-certified inputs & raw materials



FOOD SECURITY & STRATEGIC INVESTMENT

- Sovereign food reserve management
- Strategic grain & oilseed storage
- Investment in food-industrial zones
- Public-private partnership models

Who You Will Meet

EXHIBITOR SECTOR		BUYER JOB TITLES
	FOOD PROCESSING & MANUFACTURING	CEO / Executive Director / COO Director of Manufacturing · VP Operations · Head of Industrial Developmen
	COLD CHAIN & REFRIGERATION	Director of Logistics / Supply Chain Regional Director · Chief Procurement Officer
	AGRITECH & CEA	Director of Agriculture / Farming Innovation Head of R&D · VP Agri-Investments
	PACKAGING & BOTTLING	Packaging Director / Commercial Director Head of Production · Procurement Manager
	LOGISTICS & WAREHOUSING	Regional Director / Director of Warehousing Head of Distribution · Supply Chain VP
	FOOD SAFETY & QA	Director of Quality & Compliance Head of Regulatory Affairs · SFDA Liaison
	AUTOMATION & INDUSTRY 4.0	Digital Transformation Director / CTO Head of Smart Manufacturing · VP Innovation
	INGREDIENTS & FOOD INPUTS	Procurement Director / Sourcing Manager Commercial Director · Head of Product Development
	FOOD SECURITY & INVESTMENT	Director of Strategic Investments / CEO Director of Partnerships · Government Relations Head

OUR 365-DAY APPROACH

Beyond the Exhibition Floor

YOUR INVESTMENT WORKS EVERY DAY OF THE YEAR

FoodTech Saudi is not a 3-day event. It is a 365-day commercial platform.



Pre-Show



MONTHLY BUYER LEAD REPORTS

Warm buyer data delivered to your sales team every month — before and after the event — so you never lose momentum.



ONLINE STOREFRONT

Your digital presence on the FoodTech Saudi platform, active 365 days a year and searchable by Saudi and GCC buyers.

During the Show



HOSTED BUYER PROGRAM

200+ pre-qualified senior buyers are invited, screened and brought to the show at our cost — matched to your sector profile in advance.



GUARANTEED BUYER MEETINGS

We don't hope buyers find you — we confirm meetings in advance and manage the schedule on your behalf.

Post-Show



POST-SHOW ONLINE STOREFRONT

Your product catalogue lives on the FoodTech Saudi platform year-round, generating leads from buyers who couldn't attend.



ONGOING PRODUCT-LEVEL LEADS

Buyers submit RFQs against specific products in your portfolio — not generic company enquiries.

FLAGSHIP CONFERENCE

The Food Production Leadership Summit

CONCURRENT WITH EXHIBITION • DECEMBER 2026

Where Saudi Arabia's food industry agenda is set.

Running across all three days, the Food Production Leadership Summit brings together ministers, CEOs and global experts to define the Kingdom's food manufacturing, cold chain and food security strategy through 2030 and beyond.



Food Security
& Vision 2030



Cold Chain
Innovation



Smart Manufacturing
& Industry 4.0



AgriTech & CEA
Investment



Halal Supply
Chain



Regulatory &
SFDA Update



Sustainability &
Net Zero in Food



3 Conference Days



40+ Speakers & Panellists



7 Thematic Tracks



Sponsor Spotlight opportunities are available for exhibitors who wish to align their brand with summit keynotes, panel discussions and roundtables — providing direct access to C-suite attendees in a high-credibility, editorial environment.



Contact our team for speaking and sponsorship packages.



WHY EXHIBITORS TRUST US

Numbers That Matter

120+ Exhibiting Companies

25+ Countries Represented

8,000+ Trade Visitors

200+ Hosted Buyers

ORGANISED BY GL MIDDLE EAST — B2B EXHIBITION SPECIALISTS

GL Middle East is a specialist B2B exhibition organiser focused on the MENA region. With a track record across multiple industry verticals, our team brings world-class event infrastructure, deep market relationships and a buyer-first philosophy to every show we produce. Headquartered in Riyadh, with offices in Dubai.



NEXT STEPS

Secure Your **Space Today**

120+

Exhibiting
Companies

25+

Countries
Represented



**Stand space is strictly limited.
Early movers secure the best positions.**

Contact our team to receive the full exhibitor prospectus, stand options and pricing — tailored to your sector and objectives.

CONTACT THE SALES TEAM →

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foodtechsaudi.com



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