

Saudi Fashion Expo

by **Stitch&Tex**

المعرض الدولي الرابع
للأزياء والموضة
والمنتجات الجلدية
وإكسسواراتها

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The 4th International Exhibition for Fashion & Leather Products & Accessories

**17th–19th
November '25**

Riyadh International
Convention and
Exhibition Center -
Riyadh - KSA

مركز الرياض الدولي
للمؤتمرات والمعارض
المملكة العربية السعودية

saudifashionexpo.com

Stitch&Tex Expo

In Numbers



Since
2007



250,000+
Unique Visitors



15,000+
International
Visitors



20
Rounds



400,000+
Visits



4600+
Exhibitors



7000+
Brands
Represented

by **Stitch&Tex**



Egypt



Saudi Arabia



Morocco

Egypt
Stitch &Tex
Textile Technologies Exhibition
20-23 February
2025

Egypt
Fabric &Yarn
Exhibition
by **Stitch&Tex**
20-23 February
2025

Saudi
Stitch &Tex
Exhibition
17-19 November
2025

Saudi
Apparel Expo
by **Stitch&Tex**
17-19 November
2025

Morocco
Stitch &Tex
Exhibition
13-15 May
2025

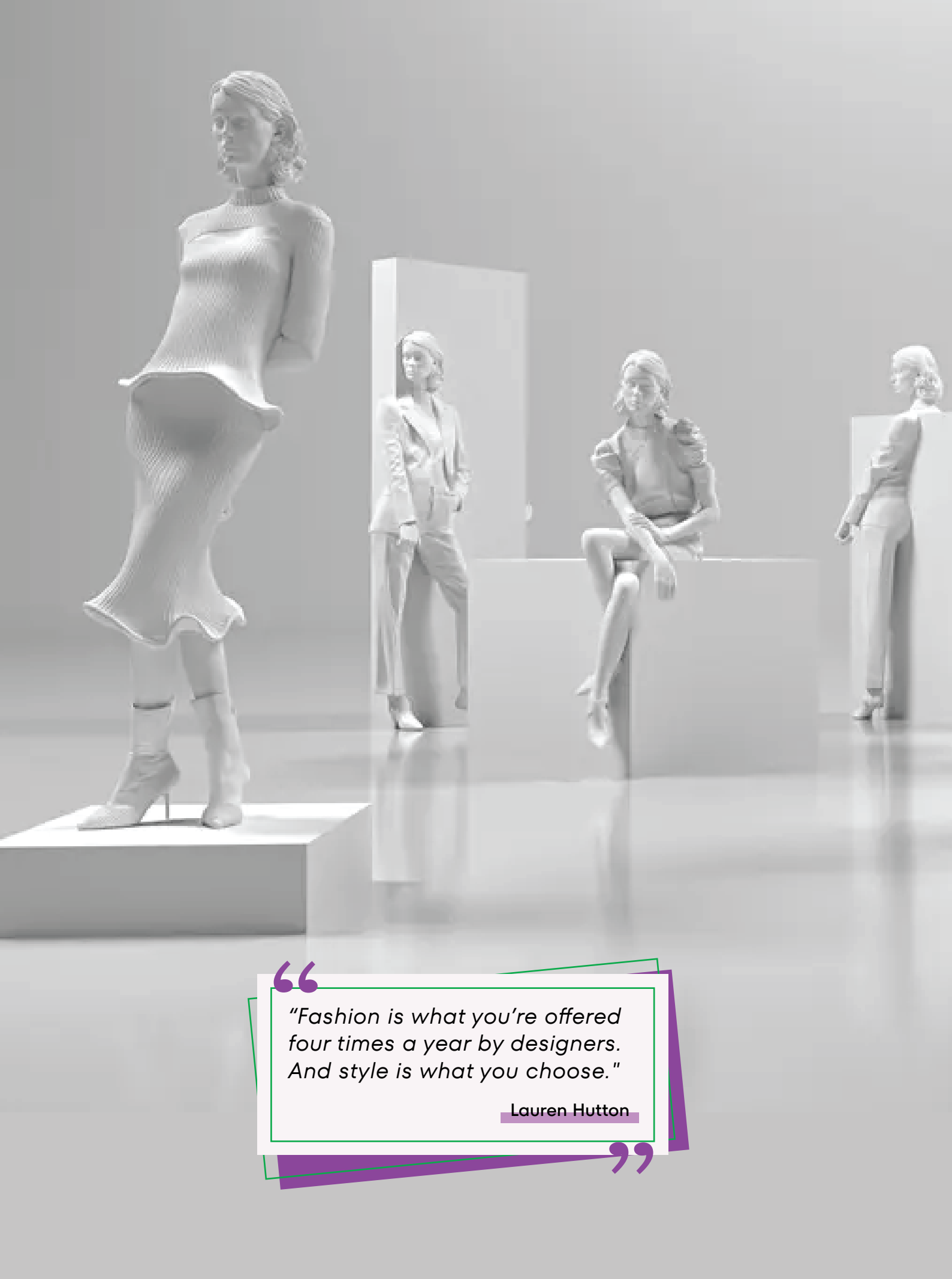
Egypt
Stitch &Tex
Garment Technologies Exhibition
4-7 December
2025

Egypt
Home Tex
Exhibition
by **Stitch&Tex**
11-13 December
2025

Saudi
Fabric &Yarn
Exhibition
by **Stitch&Tex**
17-19 November
2025

Saudi
Fashion Expo
by **Stitch&Tex**
17-19 November
2025

Morocco
Fabric &Yarn
Exhibition
by **Stitch&Tex**
13-15 May
2025



“

*“Fashion is what you’re offered
four times a year by designers.
And style is what you choose.”*

— Lauren Hutton

”

Why Be Part Of The Saudi Fashion Expo

3 Days of Exhibition
150+ Companies
15,000+ Visitors

- A platform for brands to showcase their products to buyers.
- Find franchising and local distributor opportunities
- Presents excellent selling opportunities for exhibitors
- Brand visibility and advertising opportunity
- Opportunity to 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

SAUDI FASHION EXPO 2024 OVERVIEW

16,350 Number of Participants | 810 Total Exhibitors |
15 Participating Countries | 16 Visitors Countries |
3 Country Pavilions



Saudi Arabia.. A Thriving Economy, A Booming Fashion Industry

With a GDP exceeding USD 833 billion and steady annual growth of 3.73%, the Kingdom of Saudi Arabia is one of the world's largest economies. In 2022, it surpassed India as the world's fastest-growing major economy.

Holding around 28% of the Arab GDP, Saudi Arabia is indisputably the most significant free market economy in the Middle East and Arab world, with a continuously expanding young and consumer-driven domestic market with mega-strong purchasing power driving economic diversification activities.

Saudi Arabia offers easy access to over 400 million consumers within the MENA region, backed by its long-held membership and active participation in the Gulf Cooperation Council and the Greater Arab Free Trade Agreement.

Saudi Arabia is ranked 8th on the Global Retail Index, and its' retail fashion market value is \$24 billion, with nearly 230,000 employed in the fashion industry. The fashion retail sector is growing at 11%, which is among the highest rate in the world, and consumer spending is increasing by 18% annually. Over the last few years, Saudi Arabia has witnessed a fashion retail boom fueled by a young population whose median age is only 29 years.



Saudi Arabia.. A Thriving Economy, A Booming Fashion Industry

The fashion sector accounts for 1.4% of the Kingdom's gross domestic product (GDP), with plans to raise this contribution to 2% by 2030 through several programs in line with the government's effort to support local businesses.

The Middle East luxury leather goods market was valued at USD 16.12 billion in 2021 and is expected to reach USD 27.93 billion by 2029, registering a CAGR of 7.11%. Saudi Arabia dominates the region in revenue and market share due to high purchasing power and sustainable demand for these leather goods.

The Saudi Fashion Commission, created in February 2020, is one of 11 projects launched by the Ministry of Culture to manage the cultural sector as part of Vision 2030; to oversee the country's emerging design scene, which represents a vastly untapped market with immense opportunities for fashion-forward and innovation-savvy youth in the Kingdom.

Single-brand retailers are now allowed 100% ownership in retail and wholesale ventures, and fashion products lead e-commerce online sales in Saudi Arabia. Between 2018 and 2023, the online fashion market grew by an average of 20%. Experts predict that online fashion demand will continue to lead the e-commerce market in 2023, with an estimated value of USD 3.08 billion.



Saudi Fashion Expo

Who Should Exhibit

FASHION SECTOR SUPPLIERS & MANUFACTURERS

MEN'S WEAR

National Dress, Formal Suits, Smart Casual Fashion, Sportswear, Jeans, Knitted garments, Trousers, Shirts, Ties, Professional Work Uniforms, Sleep-wear, Socks, Hats.

WOMEN'S WEAR

National Dress, Fashion Lady-wear, Feminine Suits, Women's Casual-Wear, Jeans, Knitted Garments, Fur Garments, Silk Garments, Dresses, Wedding Dresses, Maternity Wear, Sleep-wear- Scarfs, Hair Covers.

KIDS WEAR

Kids' Garments, Infants' Garments, School Uniforms, Kids' Sportswear, Dresses, Shoes, Socks, Caps, Pajamas, and Costumes.

LEATHER SECTOR SUPPLIERS & MANUFACTURERS

FOR MEN & WOMEN

Leather Jackets, Leather Vests, Leather Coats, Footwear.

OTHER LEATHER GOODS

Leather Dresses, Leather Workwear, Semi-finished Leather, Suitcases, Briefcases, Leather Bags, Hand Bags, Wallets, Purses, and Belts.

Who Should Visit

- Businessmen\investors
- Buyers from Department Stores
- Retail Chain Executives
- Independent Retailers
- Wholesalers
- Trading Houses
- Trade Agents
- Importers
- Fashion Houses
- Fashion Designers
- Fashion Media
- Fashion Consultants
- Purchasing Managers
- Trade Associations
- Trade Missions
- Government Officials
- High-end Individuals



Saudi Fashion Expo Added Value for Exhibitors

Some of the benefits and rewards the exhibitors can gain from SAUDI FASHION EXPO, among many others, are:

- 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.



Saudi Fashion Expo

Hosted Buyer Program

The hosted buyer program is a dedicated program for top buyers seeking to collaborate with our exhibitors.

Buyers will be provided with free accommodation and transportation incentives to conduct pre-arranged business meetings with exhibitors either in exhibitors' booths or in B2B meeting area.

Hosted Buyer and Trade Visitors Benefits

Benefits for hosted buyers and visitors who will be participating in The International Hosted Buyer Program B2B.

- Providing an Invitation letter to apply for the Saudi Arabia visa.
- Granting accommodation at a 5 Stars hotel for 4 days.
- Securing free Transportation from & to the exhibition venue & back to the hotel for the duration of the event.
- Meeting the right supplier.
- Providing a full contact information of all exhibitors whom buyers are interested to meet.



Saudi Fashion Expo Promotion Campaign

“SAUDI FASHION EXPO” within its 4th edition holds the most extreme promotional powers and know-how to attract record-breaking quality industrial and trading visitor groups in addition to specialized missions of trade buyers from Saudi Arabia and the neighboring emerging markets as well; throughout the following means:

Buyers Program

SAUDI FASHION EXPO will feature a specialized “Regional & International VIP Trade Buyers Program” running in parallel with official trade missions through Industrial Associations, Syndicates and Chambers of Commerce in the Middle East and GCC region.

Social Media

From daily show updates to sponsored posts, SAUDI FASHION EXPO news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event this year.

Online Presence

An online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.

Media Campaigns

The organizers are planning to maximize event coverage for SAUDI FASHION EXPO through extensive media campaigns, press and specialized magazine advertising, online press advertising and press releases.



Saudi Fashion Expo Promotion Campaign

Targeted Trade Invitations

60,000 targeted invitations will be sent out to potential and targeted buyers prior to the event, ensuring they 'save the dates' for SAUDI FASHION EXPO and have adequate time to plan their visit in advance and arrange appointments for important discussions.

Mobile Marketing

Mobile marketing promotions aimed at targeted visitors will spread the word on SAUDI FASHION EXPO, keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the entire textile and garments value-chain patrons.

Press Releases

Ensuring that key journalists and specialized media are kept fully informed with all content, features and attractions at SAUDI FASHION EXPO, to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



Riyadh International Convention & Exhibition Center

Saudi Fashion Expo

The Venue

SAUDI FASHION EXPO 2025 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.

ADDRESS

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



Saudi Fashion Expo

The Organizers

Business Plus Fairs: A leading Emirati holdings group based in the UAE, one of the top trade fair organizers in the Middle East and Africa. It specializes in producing and managing international exhibitions that offer customers the best platform for business exchange, promising business relations, and networking with major multipliers and associations. BPF has an extensive network of affiliated partners, subsidiaries, and global footprints in over 9 countries with more than 25 international flagship B2B expos, trade shows, and conventions, annually hosting more than 5,000 exhibitors and over 200,000 visitors.

Helul: Its' core services encompass comprehensive event planning, logistics management, vendor coordination, and on-site execution. The team's expertise extends to creating engaging event concepts, designing captivating environments, and implementing cutting-edge technologies to enhance the overall experience. Whether it's a large-scale conference or an international tradeshow, Helul prides itself on tailoring its services to meet each expo's unique requirements, ensuring that every event is executed with precision and creativity.

Vision Fairs: Egypt's leading b2b exhibition organizer, bridging the gap between Egypt, the Middle East, and Africa's economies. With over 18 years of experience in the industry, they have earned a reputation for delivering trade shows well-attended by exhibitors and visitors, and their portfolio includes a diverse range of trade shows dedicated to the textiles, plastics, wood, home decorating, ICT, and automobile industries.

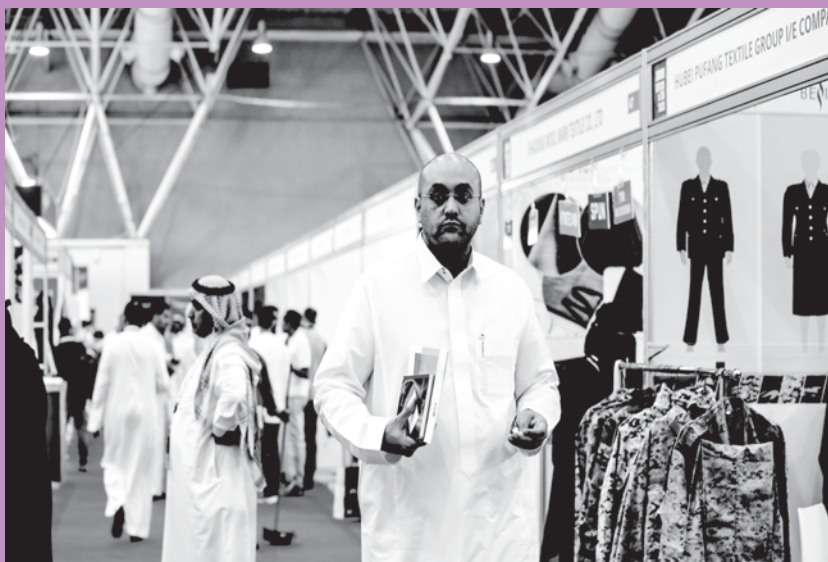
GIPFEL: With extensive experience in event management, the Gipfel team consists of a new generation of organizers with a clear vision of operation for exhibitions, events, and hospitality. They bring professionalism and exceptional service quality to all their events.

With a combined portfolio of 28 annual shows spanning 10 countries, including Saudi Arabia, Morocco, Iraq, Ethiopia, Erbil, Kenya, and Tanzania, the organizers of Saudi Stitch & Tex focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



Saudi Fashion Expo

The Gallery



“ We try to work only with the dreamers.
This place is not for conventional people or companies. ”

- Mohamed Bin Salman, Crown Prince of Saudi Arabia



Saudi Fashion Expo

by **Stitch&Tex**

For more information please contact

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✉ info@saudistitchandtex.com

Organizers



Dubai - UAE



Giza - Egypt



Riyadh - KSA

Co-organizer



Giza - Egypt

Turkey Agent

lead makes you deal...
exhibitions

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