

2018

Post Show Report



**The 2nd International Expo for Fashion
& Leather Products & Accessories**

Organized by



**Riyadh International Convention & Exhibition Center
Riyadh, Kingdom of Saudi Arabia**

VISITOR PROFILE

Bringing together a wide array of fashion and leather business, **SAUDI FASHION EXPO** attracted a comprehensive set of visitors:

- Businessmen \ Investors
- Department Store Buyers
- Retail Chain Executives
- Independent Retailers
- Wholesalers
- Trading Houses
- Trade Agents
- Importers
- Fashion Houses
- Fashion Designers
- Fashion Bloggers & Influencers
- Fashion Consultants
- Production Managers
- Purchasing Managers
- Trade Associations
- Trade Missions
- Government Officials
- Joint Venture Seekers
- Fashion Media
- Fashion Magazine Editors

VISITORS IN NUMBERS

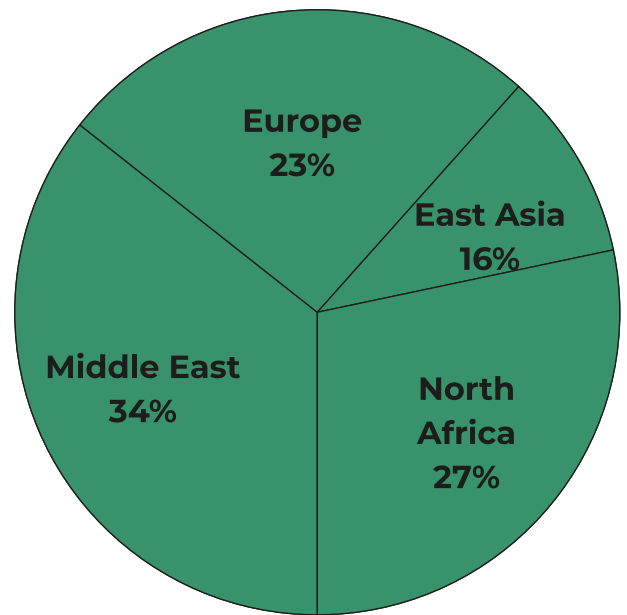
SAUDI FASHION EXPO managed to attract **34,988** trade visitors and **1,090** regional & international single visitors.



VISITORS IN CHARTS



Pie chart: Visitors from immediate neighbors of Saudi Arabia & rest of the international audience.



Pie chart: International audience of the expo, per region.



EXHIBITORS PROFILE

The expo brought the whole spectrum of fashion and leather manufacturers under a single roof, offering the visitors a one-stop shop.

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.

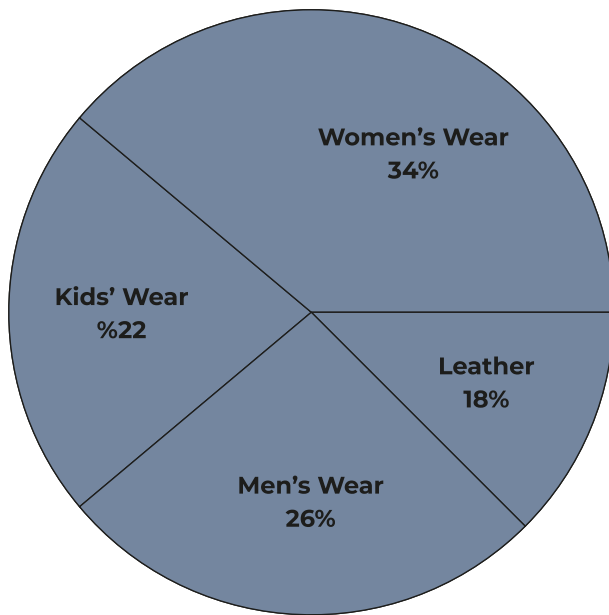
OTHER LEATHER GOODS

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

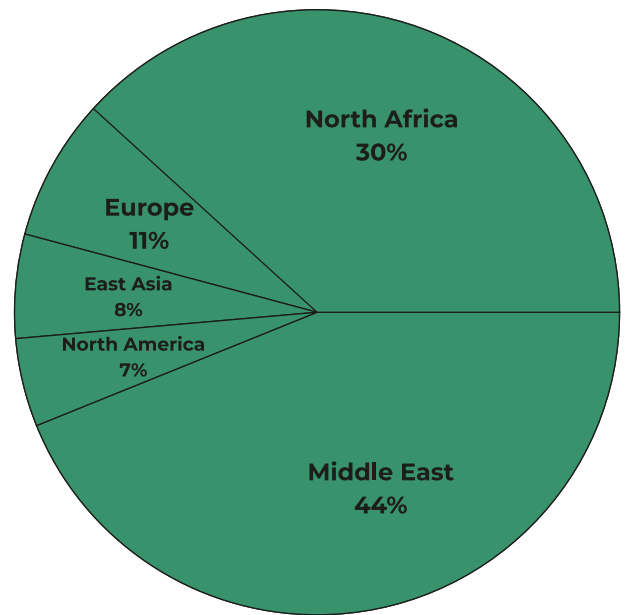
Exhibitors in Numbers

The expo hosted **827** exhibitors, representing **2790** brands from 37 seven countries in **35,000 square metre** venue.

EXHIBITORS IN CHARTS



Pie chart: Share of exhibitors per manufacturing branch.



Pie chart: Share of exhibitors, per region. **Saudi Arabia, United Arab Emirates, Qatar, Kuwait, Oman, Bahrain, Egypt, Turkey, China and United States of America** were prominent countries in their respective regions.



PROMOTIONAL ACTIVITIES & MEDIA COVERAGE

SAUDI FASHION EXPO'S intense integrated marketing and promotion campaign attracted top-quality industrial and trade visitors in addition to specialized missions of trade buyers from Saudi Arabia and the neighboring regional markets. We drove traffic and drew the right decision-makers to the expo via the following means:



Buyers Program

An international VIP Trade Buyers program cooperated with official trade missions to Industrial Associations, Syndicates, and Chambers of Commerce in the Middle East and GCC region.



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 prompted 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 targeting prospective visitors to increase their 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.



PHOTO GALLERY



See you in third edition!



SAUDI
FASHION
EXPO

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