

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

The 3rd International Expo for Fashion & Leather Products & Accessories

“Unleashing the fashion beauty industry of Saudi Arabia”

18 - 20 نوفمبر 2024
NOVEMBER

ذي أرينا الرياض للمعارض والفعاليات - الرياض
THE ARENA RIYADH VENUE - RIYADH - KSA

www.saudifashionexpo.com



SAUDI

FASHION
EXPO

INTRODUCTION

Be part of the ultimate gathering of global fashion makers and innovators seeking to showcase their brands in the ever-evolving Saudi Arabian and GCC regional markets. The Expo offers collaborations across the supply chain, showcasing creativity and innovation with an emphasis on international business and investments in the KSA. Take advantage of opportunities to expand your business in the fashion and leather industries and forecast future demand.

Showcasing the entire spectrum of fashion and leather business segments, SAUDI FASHION EXPO aims to be the premier industry meeting point in KSA. It presents excellent business opportunities for exhibitors and trade visitors and represents a one-stop networking platform for signing deals, monitoring competitive activities, and gaining great brand exposure and media coverage.

Come build connections and foster face-to-face relationships with international prospects.



SAUDI FASHION EXPO IN NUMBERS

3 Days of exhibition

150+ Companies

15,000+ Visitors



WHY BE PART OF THE SAUDI FASHION EXPO 2024

- 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 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.



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.



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



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.



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

Lauren Hutton ”

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**



Promotion Campaign

Through an intense integrated marketing and promotion campaign, SAUDI FASHION EXPO 2024 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:

Buyers Program

An international VIP Trade Buyers program will cooperate 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 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 targeting 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

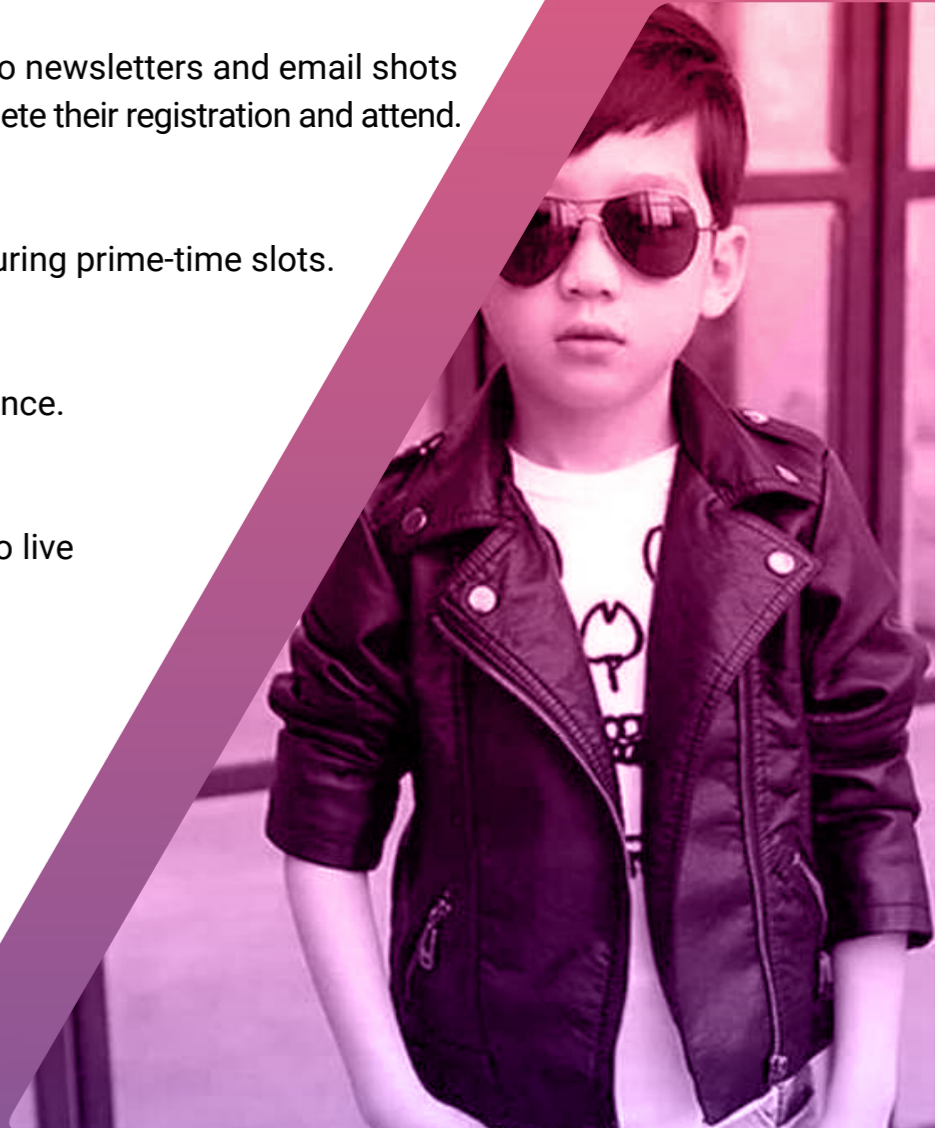
Critical event updates, features, and daily attractions notifications to journalists and specialized press representatives

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.

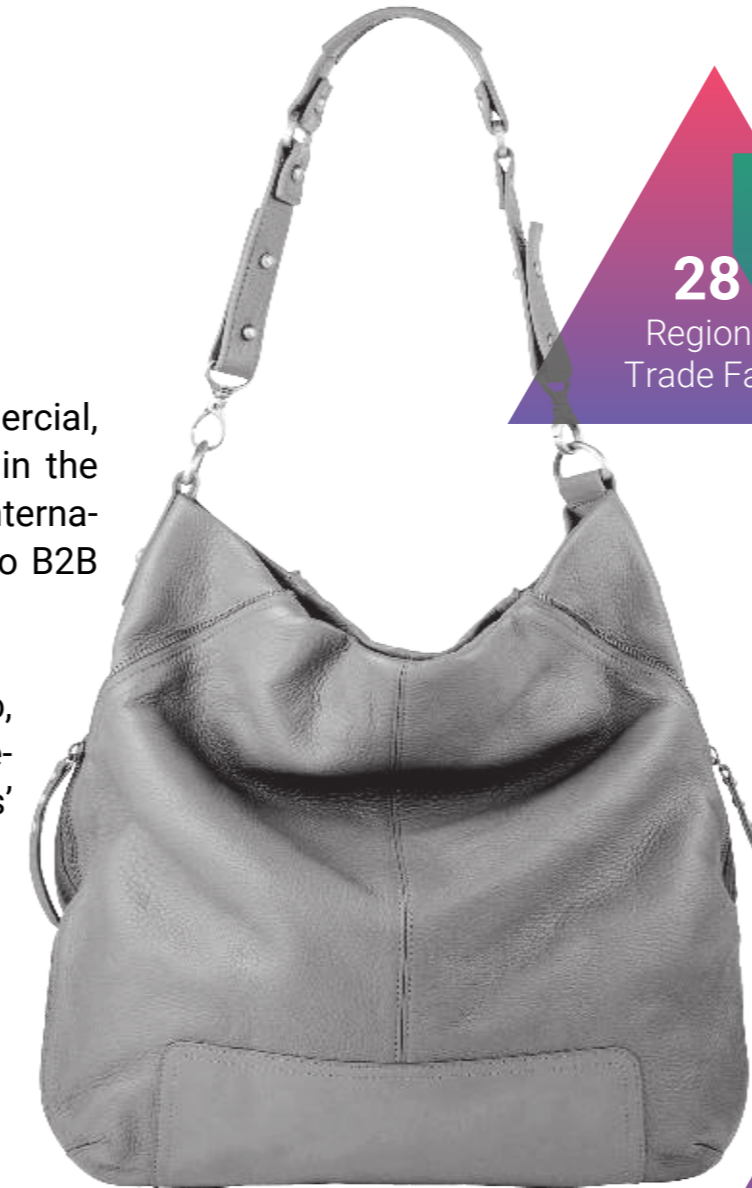


ABOUT THE ORGANIZERS

SAUDI FASHION EXPO 2024 is organized in cooperation between Business Plus and Helul Tech.

Business Plus is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top 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 combined portfolio of 28 annual shows spanning 10 countries, including Sudan, Ethiopia, Morocco, Erbil, Kenya, Tanzania, and Saudi Arabia, the organizers of Saudi Fashion Expo focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



28
Regional
Trade Fairs

10
Countries

96
Editions

3,625
Annual
Exhibitors

82,500
Annual
Gross Space

700,000
Annual
Trade Visitors



THE VENUE

SAUDI FASHION EXPO 2024 will take place at the Arena, which is designed to facilitate set-ups for various event formats, from exhibitions and conferences to weddings. It features 10 gates, enabling easy and smooth access for exhibitors and visitors.

Location Benefits

Accessibility | Airport Accommodation Options

Airport Proximity: 10 minutes from King Khaled International Airport makes it convenient for domestic and international travelers to attend events at The Arena Venue. Visitors can quickly reach the venue from the airport, reducing travel time and logistical challenges.

Convenient Amenities | Granada Mall

Mall Access: The proximity to Granada Mall increases foot traffic for event attendees. Visitors are more likely to explore the event and exhibition before or after.

Accommodation Options

Hotel Convenience: The presence of a nearby hotel offers attendees comfortable and convenient accommodations, reducing the need for extensive travel between the event venue and lodging.

Parking Spaces

Availability of parking facilities in the area, ensuring all attendees can park their vehicles conveniently.

Dining Variety

Restaurant Choices: The availability of restaurants and coffee shops in the area ensures that eventgoers can access a diverse range of dining options catering to various tastes and preferences.





www.saudifashionexpo.com

Organizers



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Riyadh - KSA

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