

INDEX

SAUDI

3 - 5 FEBRUARY 2020
RIYADH INTERNATIONAL CONVENTION
& EXHIBITION CENTER



YOUR KEY TO UNLOCKING
SAUDI ARABIA'S
THRIVING INTERIORS
MARKET

www.index-saudi.com

6,000+
ATTENDEES

5,000+
SQM

200+
EXHIBITORS

02

WHERE SAUDI ARABIA'S INTERIOR DESIGN INDUSTRY MEET

Connecting
interior suppliers
with thousands of
buyers overseeing
projects across
Saudi Arabia

Following the international success of INDEX Saudi 2018, the leading interiors exhibition returns to Riyadh in February 2020.

The gathering has already become a leading sourcing platform for Saudi Arabia's interior buyers specifying for hospitality, commercial, residential and retail sectors as they continue to grow at an exceptional rate.

Bringing together over 6,000 buyers with 200 leading suppliers makes INDEX Saudi an unmissable 3 day event that allows suppliers to increase brand awareness, attract new clients, generate leads and network with the industry to deliver real return on investment.



FURNITURE

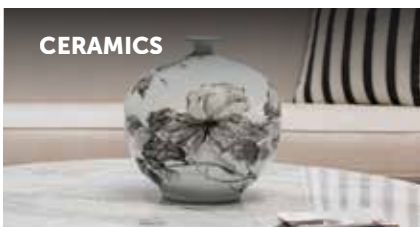
**VISITORS TO
INDEX SAUDI ARE
SPECIFICALLY
SOURCING:**



LIGHTING

ACCESSORIES
& HOMEWARE

SURFACES

KITCHEN &
BATHROOM

CERAMICS



STONE & MARBLE

TECHNOLOGY
& EQUIPMENT

**INTERIORS
MANUFACTURING**



OFFICE



**HOME
TEXTILES**

A RAPIDLY MODERNISING NATION WITH HUGE AMBITIONS

Why the time is right to do business in Saudi Arabia

Diversification from oil reliance and the National Vision 2030 have led Saudi Arabia to plan and spend billions on hospitality, residential, commercial and retail projects that demand the full range of interior and fit-out products.

Already home to the Middle East's largest economy and construction market, Saudi Arabia has quickly become the region's biggest interior design buyer in an effort to supply the massive wave of construction projects, including entirely new cities.

INDEX Saudi is the only platform for Saudi-based interior professionals to specify products and services directly from 200+ local and international suppliers. Interior designers, architects, project managers, buyers and Government officials all use the event to source products to furnish the array of projects underway in this intense period of national development.



It was our first time in Saudi and we saw a fantastic response from the Saudi market. As well as sales on the stand, there was a lot of important follow-ups post show and we won some high-profile contracts - I'm still making my way through all the leads from the show!

Marketing Manager, Mineheart, UK



THE NUMBERS FUELING THE GROWTH:



More than 5,000 construction projects worth **\$819bn** underway



10% Year-on-year growth in the interiors and furniture market



Saudi represents **32%** of the Middle East's **\$10 billion** interiors market



\$400 million budgeted for commercial spend to add 3 million SQM



Residential interior and fit-out spend expected to hit **\$850 million** in 2019



120 major hotel projects to be completed by 2020 with **\$2.5 billion** in contracts awarded



It was the first time I have participated in an exhibition and I've left very satisfied with my experience. I'm looking forward to returning to INDEX Saudi!

Owner, Durrah Furniture, KSA

SHOWCASING YOUR PRODUCTS TO THE INDUSTRY

Exhibiting and getting face-to-face with 6,000 Saudi interior buyers is the most effective way to launch or grow in Saudi Arabia and put your products in front of those sourcing for Saudi Arabia's growth. INDEX Saudi can help you address a range of your business objectives all in one place:



WANT TO INCREASE SALES?

Exhibiting at INDEX Saudi allows you to attract new clients, sell directly on your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.



LOOKING FOR MORE BRAND EXPOSURE IN THE MARKET?

If one of your KPI's is to increase or maintain awareness of your brand, products and services then INDEX Saudi is the perfect platform. You will benefit from extensive PR and marketing coverage as well as putting your brand and products in front of over 6,000 relevant industry professionals.



WISHING TO MEET NEW CONTACTS?

Establishing new contacts and arranging meetings with top prospects is all a part of INDEX Saudi. It's a rare opportunity for you to engage face-to-face with thousands of leading buyers, investors, regulators, distributors and Government officials.

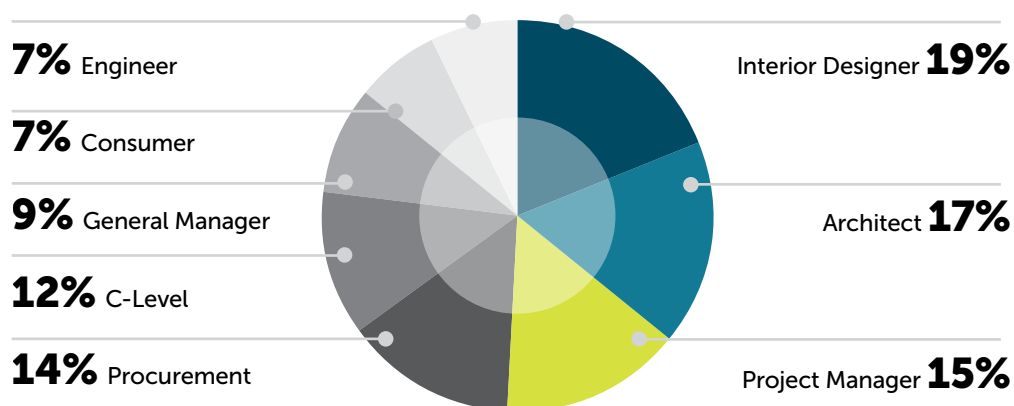


NEED TO EXPLORE NEW BUSINESS OPPORTUNITIES?

Use your time at the exhibition to generate new leads, find distributors, capture data with our purpose built app and assess demand for different product types.

A TRACK RECORD OF ATTRACTING THE RIGHT BUYERS FOR YOU

MEET THE 6,000 ATTENDEES



REPRESENTING THE FOLLOWING INDUSTRIES



Commercial Real Estate



Healthcare



Retail and Shopping Mall



Contractor and Fit-Out



Hotel, Spa and Hospitality



Trade Association



Education



Residential Real Estate



Wholesale and Distribution

TOP REASONS FOR VISITING

71% source new products

65% discover the latest product trends and innovations

38% meet with current suppliers

EXHIBITOR FEEDBACK

92% said INDEX Saudi was important to their business

100% said the exhibition met at least one of their objectives

82% satisfied with their ROI from the event

MEGA-PROJECTS

BEHIND THE DEMAND

A diverse range of projects reaching various development stages need interior products

1



AL FAISALIAH CITY

Purpose: Residential, retail, airport, seaport
Budget: \$25 billion

A concept city on Saudi's west coast that will accommodate 6.5 million people in the 995,000 housing units.

2



DAHIYAT AL FURSAN

Purpose: Residential, commercial
Budget: \$20 billion

Due for completion in 2020 the vast project contains over 100,000 units including apartments, townhouses, villas, schools and office buildings.

5



NEOM

Purpose: Residential, commercial, hospitality, retail
Budget: \$500 billion

With its first phase due to complete in 2025, this unprecedented project will build a new megacity on the Red Sea near Saudi Arabia's border with Egypt and Jordan and cover an area some 33 times the size of New York City.

6



AL-QIDDIYA ENTERTAINMENT CITY

Purpose: Leisure, hospitality, retail
Budget: \$500 billion

Expected to attract 17 million people by 2030, this entertainment city almost as big as Las Vegas is located southwest of Riyadh, and will include theme parks, resorts and hotels.

06

5

8

3



MALL OF SAUDI

Purpose: Retail, hospitality
Budget: \$3.2 billion

Due in 2020, the project includes construction of a mall spread over an area of 866,000 SQM which will include indoor snow parks and 300,000 square meters of shops, restaurants, entertainment areas.

4



THE AVENUES – AL MALQA

Purpose: Retail, hospitality,
residential

Budget: \$1.9 billion

An expansive 1.7 million SQM multi-use project set to become one of the Middle East's largest shopping malls.

7



KING ABDULLAH FINANCIAL DISTRICT

Purpose: Commercial, residential,
hospitality

Budget: \$7.8 billion

Home to the Kingdom's sovereign wealth fund, the 17.2 million-square-foot master plan calls for over 60 towers capable of housing 50,000 residents when complete.

8



JEDDAH TOWER

Purpose: Residential, hospitality,
commercial

Budget: \$1.2 billion

The world's first building to reach 1 km high, the Jeddah Tower is a symbol of the growth, prosperity, and regional emergence of its homeland on the global stage.



INDEX has always been involved in this industry – it's been a player for decades. It attracts our clients and gives us the opportunity to gather and see new trends and then to meet suppliers that we don't always get to see.

Managing Director, MMAC Design Associates



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For more information about
securing your stand, please contact:

INTERNATIONAL ENQUIRIES:

Jaafar Shubber
Event Director

Email: info@index-saudi.com
Phone: +971 4445 3727

SAUDI ENQUIRIES:

Islam Hassaballah
Sales Manager

Email: islamhassaballah@dmgevents.com
Phone: +966 555 380 785

PRICE

SPACE ONLY STAND

\$415 per sqm

This option is for
companies who wish to
build their own stand.

SHELL SCHEME STAND

\$460 per sqm

This option includes shell
construction, carpet, walling, fascia
with company name and stand
number, power point and spotlights.