



INDEX
SAUDI

Saudi Arabia's Premier Interiors Trade Show

7-9 SEPTEMBER 2021

**Riyadh International Conference
and Exhibition Center**



BOOK YOUR STAND TODAY

WWW.INDEX-SAUDI.COM

[#INDEXSAUDI](https://twitter.com/INDEXSAUDI)

Connect with Saudi Arabia's interior design community

Over the past 3 years, INDEX Saudi has established itself as the leading exhibition for local and international suppliers of interior design and fit-out products to tap into Saudi Arabia's \$3.5 billion interiors market. Following the success from the previous edition, INDEX Saudi will be back in Riyadh in 2021.

The event will bring retailers together over 10,000 visitors including interior designers, procurement specialists, distributors, architects and hoteliers from across the Kingdom who are looking to source furniture, furnishings, lighting, textiles, surface materials and decorative products from a wide range of global brands.

INDEX Saudi helps interior design and fit-out suppliers to find new distributors to establish their presence and attract new clients to grow their existing business in the Kingdom. The success of this year's event is an indication of the increase in demand for interior products and how effective the event has been in catering to the demand.



THE
**JOTEL
SHOW**
SAUDI ARABIA

**CO-LOCATED WITH
THE HOTEL SHOW
SAUDI ARABIA**

INDEX Saudi 2021 will be co-located with The Hotel Show Saudi Arabia, which is the Kingdom's premier food and hospitality trade event. This unique co-location will attract additional visitors from the hospitality sector looking to source interior design and fit-out products for their hotels and restaurants, offering increased exposure across all three days.



COVID-19 All Secure: dmG events follow a detailed set of enhanced health and safety measures to ensure the successful integration of exhibitions and events post-COVID-19.

Saudi Arabia: The Last Untouched Frontier

WHY SHOULD YOU LOOK AT SAUDI ARABIA AS YOUR NEXT MARKET?

Saudi Arabia is home to the Middle East's largest construction market, making it the region's largest interior design and fit out buyer, with an interior market value of US \$3.5 bn. With the entertainment industry opening its doors to the world and relaxing laws to encourage tourism, the country is gearing up for a massive change.

This is the right time to enter this booming market and INDEX Saudi is the perfect platform to meet key buyers and decision-makers from the interior design and fit-out industry.

THE KINGDOM'S GROWTH IS BACKED BY STRONG NUMBERS



Saudi Arabia's interiors market estimated to be valued at **\$3.5 bn**



Saudi Arabia's construction market is projected to grow to **\$43.5 bn** by 2024



In-bound tourism is expected to increase to **100 million by 2024**



Saudi Arabia accounts for **29%** of the interiors and fit-out spend in the GCC region

PRODUCT SECTORS SHOWCASED AT INDEX SAUDI

FURNITURE & FURNISHING



LIGHTING



SLEEP & BEDROOM



OFFICE



BATHROOMS & KITCHENS



ACCESSORIES, GIFTWARE
& ORNAMENTS



TEXTILES



INTERIOR SURFACE
MATERIALS



DECORATIVE STONE



OBJECT & ARTISAN



RETAIL SPACE



Showcase Your Products To the Industry

It's difficult for international companies to tap into the Saudi Arabian market and for local companies to grow their existing business themselves. INDEX Saudi was created to bridge this gap and give exhibitors direct access the thriving interiors' market.

This event offers a platform to get face-to-face with over 10,000 decision-makers from the interiors and fit-out sector and establish new connections to help meet a range of business objectives.



Grow your business

Use your time at the exhibition to launch or test new products, survey the market, find distributors and capture data with our lead app.



Expose your brand to your target audience

If one of your objectives is to increase or maintain awareness of your brand then with over 10,000 industry professionals at INDEX Saudi, you'll be sure to meet your perfect future customer.



Increase your revenues

Meet a large volume of new customers for long term business relationships, as well as the ability to make direct sales at the show.



Renew existing relationships

Engage with your existing clients and customers to maintain and grow your business relationships.



85%

visitors said attending INDEX Saudi is important for their business

76%

visitors attend to source products for their projects

75%

visitors met their objectives for attending the event

Leading Companies Who Visit INDEX Saudi



A PLATFORM THE INDUSTRY TRUSTS

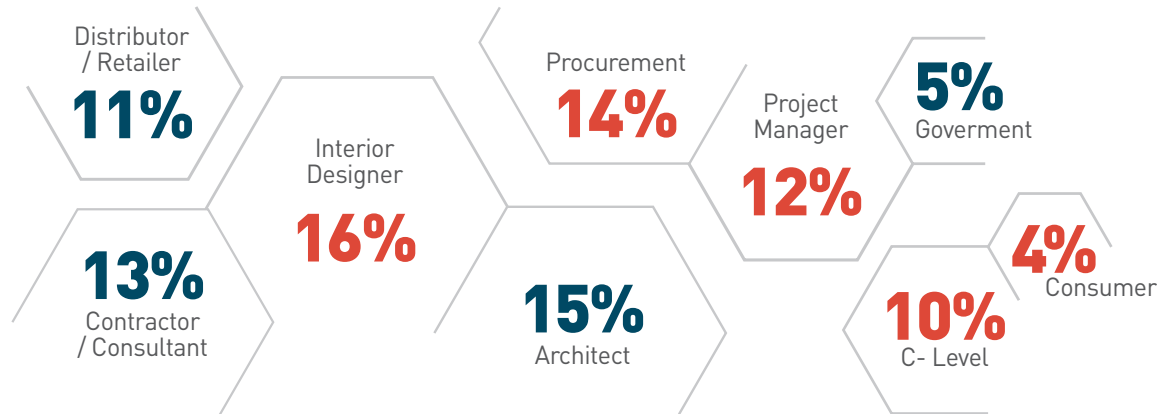
" This is the second year we participated in INDEX Saudi and must say the team made the whole experience of exhibiting at an event so smooth. The show is very important for us as a company and we would highly recommend other companies who supply to the interiors industry to be part of the event as well. "

HASSAN SINNO
GENERAL MANAGER,
ITCO

" The show was really good and we met a lot of prospect clients including interior designers and hoteliers and also managed to close some deals. The show floor was always busy with a great vibe and atmosphere. We will be back again next year and would recommend the show to companies who work within this sector. "

CHLOE SHARRATT,
EXECUTIVE DIRECTOR,
GERFLOR MIDDLE EAST

A TRACK RECORD FOR ATTRACTING THE RIGHT BUYERS FOR YOU



INDUSTRIES REPRESENTED

- Commercial Real Estate
- Education
- Healthcare
- Retail and Shopping Mall
- Contractor and Fit-Out
- Hotel, Spa & Hospitality
- Residential Real Estate
- Government

Mega Projects That Will Shape The Future of Saudi Arabia



NEOM

Project value: \$500 bn

The project, spanning across 26,500 sqkms, entails the construction of an independent economic zone in the north-western region of Saudi Arabia to open links with Jordan and Egypt.



RED SEA TOURISTIC DEVELOPMENT

Project value: \$4 bn

The project will focus on the development of resorts spread across 28,000 sqkms, including more than 90 natural islands, located between the cities of Umluj and Al Wajho, on the western coast of Saudi Arabia.



JABAL OMAR

Project value: \$4.4 bn

This major Makkah development is one of the kingdom's largest construction projects, covering an area of 40 hectares and costing \$4.4 billion. A mix of towering hotels and residential buildings, once complete, it will have the capacity to host up to 36,000 guests annually, and more than 100,000 during Hajj season.



AMAALA

Project value: \$2 bn

The project involves the construction of a luxury tourism destination spanning across 3,800 kms of untouched nature reserves in Saudi Arabia's northwestern coast. The project will include luxury hotels with 2,525 hotel rooms, 700 private villas, 1,496 residential units, a dedicated airport, more than 200 shops, a retail village, marinas, several yachting clubs and an Academy of the Arts.



JEDDAH TOWER

Project value: \$1.4 bn

Set to take the Burj Khalifa's crown as the world's tallest building is the Jeddah Tower. When completed, it will stand at an estimated height of one kilometre. With more than 250 floors, the Jeddah Tower will be a mix of residential units, serviced apartments, and hotels, with a Four Seasons expected to open within.

If you want to connect with decision-makers working on these projects to supply your products and services, please contact:

brentcrosbie@dmgevents.com

Mega Projects That Will Shape The Future of Saudi Arabia



MALL OF SAUDI

Project value: \$3.2 bn

The project envisages the construction of a shopping mall spanning an area of 866,000 sqmtrs. The project will comprise an indoor snow park, shops built across 300,000 sqmtrs, besides restaurants, entertainment areas, offices, showrooms, luxury hotels, and serviced apartments.



AL WIDYAN

Project value: \$2.7 bn

The development will be largely walkable and feature entertainment, leisure, retail and education facilities, as well as homes and offices. Al Widyán will be targeting young families, students, creatives and entrepreneurs with its mix of 20,000 high and low-rise housing units.



AL QIDDIYA ENTERTAINMENT CITY

Project value: \$1 bn

The project includes the construction of a mega futuristic entertainment city spread across 334 sqkms. This city, named Al Qiddiya, will be located 40 kms Southwest of Riyadh. The project will be an important entertainment, sports and cultural destination. It includes fun city, sports facilities, car and cycle racecourses, water adventures and ice games, natural attractions, and cultural and heritage events.



THE AVENUES MALL

Project value: \$2.9 bn

Under this project a shopping mall complex will be constructed with a leasable area of approximately 400,000 sqmtrs, housing more than 1,300 stores as well as five multi-purpose towers consisting of hotels, exhibition and conference halls, residential apartments, offices and medical facilities.

If you want to connect with decision-makers working on these projects to supply your products and services, please contact:

brentcrosbie@dmgevents.com

Snapshot of INDEX Saudi





INDEX
SAUDI

7-9 SEPTEMBER 2021

**Riyadh International Conference
and Exhibition Center**

Say hello

TO FIND OUT MORE...

TO BOOK A STAND CONTACT

Brent Crosbie - Project Manager & International Sales

t: +971 4 445 3612
m: +971 525 072 847
e: brentcrosbie@dmgevents.com

Ahmed El Ezmerli - Saudi Arabia Local Sales

t: +966 92 000 9623
m: +966 501 30 0308
e: ahmedelezmerli@dmgevents.com

Lucy Adams - Specialist Workspace and Office Interiors Sales

t: +971 4 445 3624
m: +971 561 77 7405
e: lucyadams@dmgevents.com