



Saudi International Restaurants
and Hotel Technology

Saudi International Restaurants & Hotel Technology

28-30 October, 2024

25 - 27 Rabi Al-Akhar, 1446

RICEC venue



Vision



Activating the commercial operations of food products and restaurant supplies as well as highlighting all that is new in the world of restaurants and their requirements as well as the decoration technology.



Message



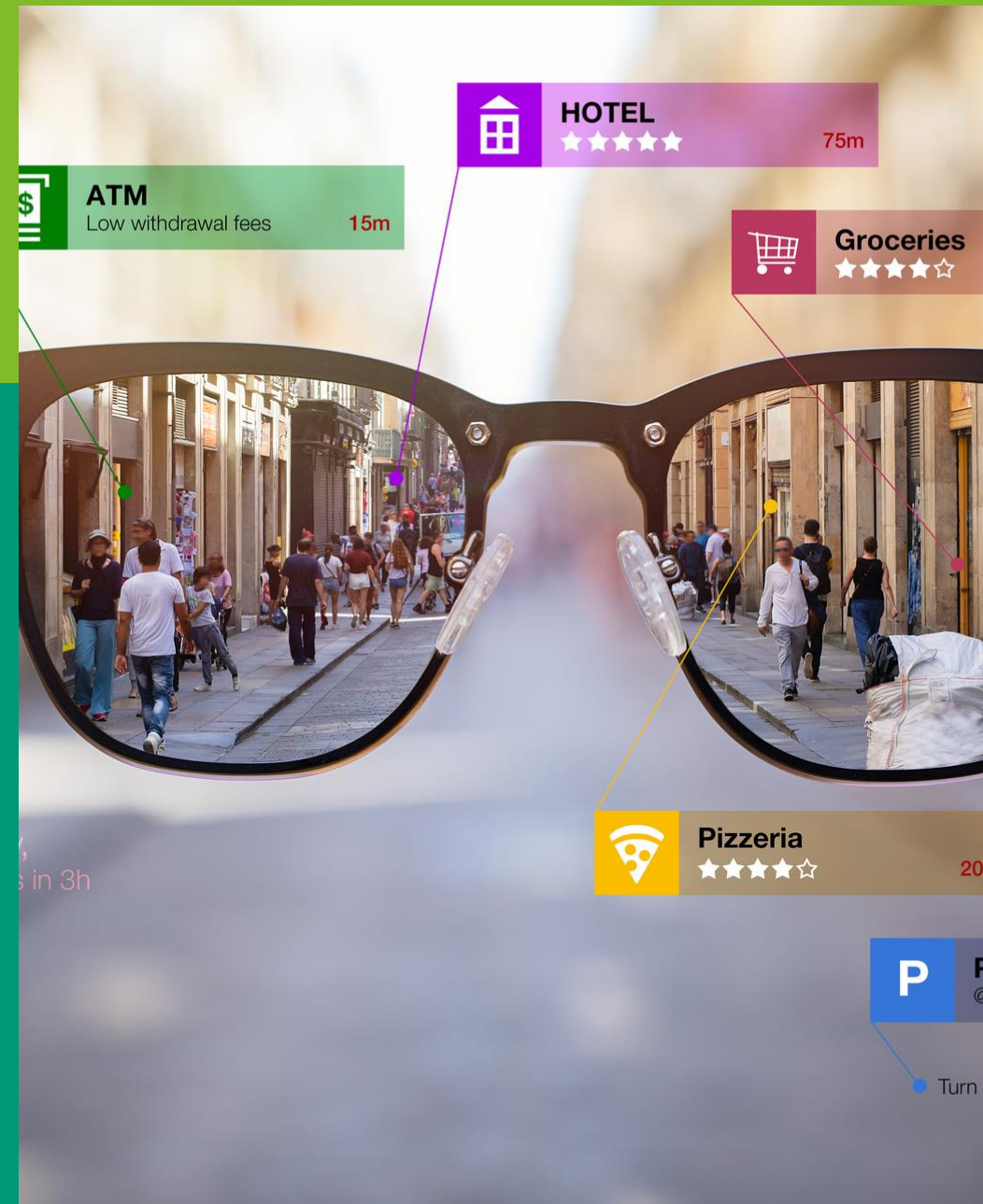
We seek to be the largest event worldwide specializing in the restaurants & supply sectors. We aim that this event becomes an important economic and social driver

in the Kingdom of Saudi Arabia, where the sector is considered one of the most important and growing sectors.



Target Sectors of The Exhibition:

- Marketing and Advertising Technology Companies
- Software Development and Smart Technology Companies.
- Payment and Financial Solutions Providers.
- Smart Data and Analytics Companies.
- Emerging and Innovative Companies in Artificial Intelligence.
- Robotics and Automation Companies.
- Suppliers and Manufacturers of Smart Technology Devices.



- Hotel furniture suppliers and equipment suppliers
- (kitchens and room furnishings).
- Cleaning equipment & supplies.
- Hotel décor and accessory supplies.
- Coffee, tea and drink supplies.
- Food factories.
- Packaging factories
- Shipping, transportation and storage
- FMCG companies.
- Food production & restaurant equipment
- Supply chain



- Research centers and nutrition laboratories.
- Interior design companies.
- Bakery & Snacks
- Beverage
- Dairy
- Grocery
- Meat & Poultry
- Producers
- Refrigerated & Frozen
- Foodservice
- Guest houses
- Hotels, Hostels, Motels
- B&Bs
- Holiday parks
- Catering
- Tourists services



Who will Participate in The Exhibition?

- International restaurants in Saudi Arabia (Franchise).
- Saudi local restaurants.
- Fast food restaurants.
- Healthy food providers.
- Organic and Healthy Restaurants Providers.
- Hotels and touristic resorts restaurants.
- Catering services and equipment providers.



- Food Trucks (mobile food vans).
- Households producing food.
- Kitchen, decoration and construction companies specializing in restaurants.
- Food preservation societies & Charities
- Governmental, semi-governmental and private bodies that finances
- restaurants and their projects.
- Governmental, semi-governmental and private sectors
- concerned with restaurants- monitoring and licensing.
- Local and international agents for food and beverages
- provided to restaurants.
- Chefs.
- Food and delivery applications.

Why Exhibit ?



1

Direct communication
with suppliers.

2

Meet businessmen and
investors in the catering
sector.

3

Communicate with
governmental agencies
and bodies to food &
Beverages and health.

4

Remain updated with
the needs of the local
and international
market.

5

Showcase your
products & services
in a specialized
environment.

6

Marketing services and
products to target
customers and giving them
easy access on a platform
witnessing the gathering of
professionals in the
industry.

7

Promoting through
different types of media
including social media
platforms.

8

Conclude agreements
with many participating
parties.

9

Exchange experiences with the participating authorities.

10

Establish a network of business relationships with the industry's most important distributors, retailers and food service buyers.

11

Explore new business opportunities

12

Launch new products- the exhibition is the most important commercial opportunity to launch your new products and announce them to your new and former customers.

13

Direct Marketing: the exhibition provides you with the possibility to directly market and display your products.

14

Exploring the latest technologies and innovations in technology to enhance operations within the restaurant and hospitality sector.



Exhibition Activities:



1 | Opening ceremony



2 | Accompanying conference

The Conference is considered a platform for discussing investment opportunities and requirements in restaurants and FoodService for diverse markets from all over the region, as well as discussing current trends in order to anticipate the future potential of this evolving sector, and exploring new business opportunities in the development of global markets. The Conference brings together a group of Elite professional restaurants and brands owners locally, regionally & internationally, executive directors and thought leaders who formulate an assessment of global growth for this sector. In addition, analyzing strategies and experiences that have an impact on business and the exchange of inspiring and ambitious ideas for developing strategies in a way that support this growing industry.



3 | Theme of the Conference

- A** The size of the investment in the FoodService and catering sector in Saudi Arabia.
- B** Qualifying Saudi manpower in this sector.
- C** Barriers and problems facing both the restaurants and investors.
- D** The Franchise in Saudi Arabia & its global spread.
- E** Governmental trends and their role in monitoring and developing the catering sector.
- F** 2030 Vision in the catering sector, its organization, and attractions.
- G** The size of entertainment in restaurants and its support for the sector.
- H** The size of the competition in the fast-food sector and its rapid spread.

4 | Expected Attendance



- A** Specialists, investors and workers in the sector.
- B** Officials from the governmental, semi-governmental and private catering sector.
- C** The public, families, and restaurant followers of all kinds.
- D** Social media “Food” influencers.
- E** Media (Digital, Journals, etc.).
- F** Workers and investors in hotels, restaurants, and resort sectors.
- G** Executive Directors of Food & Beverage Companies.
- H** Food & Beverage importers, distributors and wholesalers.
- Y** Scientists, experts and specialists in the field of cooking.
- J** Dietician.
- K** Academic staff and students of specialized colleges in the targeted sectors.
- L** Developers and Technology Solution Providers
- M** IT Managers and Technologists



5 | Workshops

Success stories for businessmen & business women in restaurants.



6 | Chefs competition



7 | Traditional saudi food from different regions in the kingdom competition



8 | Domestic business woman competition



9 | Most unique menu competition



10 | Best restaurant competition



11 | Most Featured Local Dishes Worldwide competition



12 | Popular Traditional music Bands

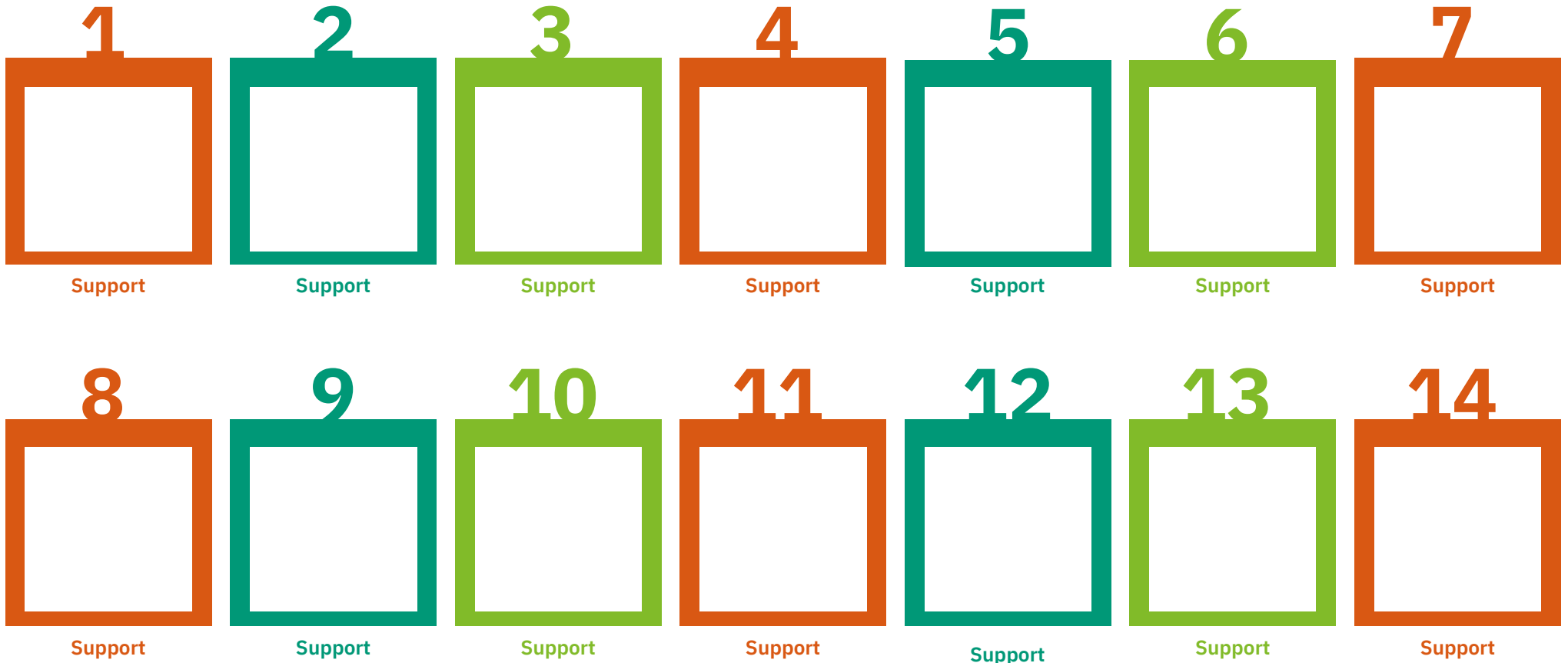


13 | Household families' products



14 | Saudi folklore arts

Targeted Supportive Sectors:



How to Participate?

Filling the registration form
on the exhibition website.





Organized by



Saudi International Restaurants
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