



SAUDI FOOD
MANUFACTURING
سعودي فود للتصنيع

30 APR - 2 MAY 2024
30 أبريل - 2 مايو 2024
RIYADH FRONT, SAUDI ARABIA
واجهة الرياض، السعودية

STRATEGIC PARTNER



PRESS RELEASE

First SaudiFood Manufacturing, Kingdom's largest F&B manufacturing event to-date, gets underway

Show opened by Eng. Majed Al-Argoubi, CEO of MODON

Keynote addresses touch on the role of F&B manufacturing in achieving Saudi Vision 2030, and

Inaugural SaudiFood Manufacturing Awards winners announced

RIYADH - May 1, 2024: Eng. Majed Al-Argoubi, CEO of the Saudi Authority for Industrial Cities and Technology Zones (MODON) has opened the busy inaugural SaudiFood Manufacturing show, which runs from April 30 - May 2 at Riyadh Front.

Eng. Al-Argoubi inaugurated the exhibition and toured its aisles, visiting the stands of many national and international companies, as well as countries. Over 500 global players from 35 countries are participating in the exhibition, from across the processing, packaging and ingredients sectors.

Opening the Food Forward Summit, Eng. Al-Argoubi stressed the importance of the event for showcasing the economic transformation of the Kingdom and advancing the industrial base to realise the Saudi Vision 2030. Bringing together manufacturers and industry, Saudi Food Manufacturing is enforcing global partnerships and solidifying the Kingdom's vision to be the perfect destination for industry.

Eng. Al-Argoubi commented: "The industrial sector is going to increase both the GDP and abilities of youth in the Kingdom. We are making impressive growth through Saudi Vision 2030 and Made in Saudi is remarkable for expanding cities across the country and achieving our goals."

Eng. Al-Argoubi was followed on stage by leading food futurist Tony Hunter of Future of Food Consulting, speaking for the first time ever in Saudi Arabia, who outlined the technologies advancing the personalisation of food and showcased the tools increasing access to nutritious food. "Saudi Food Manufacturing is looking into the future, optimising and maximising the opportunities based on new technologies. There is a will to make things happen in the Kingdom with a vision for the future and everyone pushing in the same direction to make Saudi Arabia one of the hubs for food manufacturing for the region."

The first day of SaudiFood Manufacturing also saw the winners of the inaugural SaudiFood Manufacturing Awards announced. Aimed at recognising innovative products and technologies that enhance productivity, offer greater convenience, and promote sustainability within the F&B manufacturing sector, the awards were organised in three categories. Brenntag won the Best Ingredients Innovation Award for its ingredient solution for a plant based Greek-style cheese

alternative, Multivac scooped the Best Packaging Innovation Award for its TX series and smart services, and DC Norris & Co. came out top in the Best Processing Innovation category for the DCN Jet Cook, which uses advanced steam technology for sustainable food production.

SaudiFood Manufacturing is affiliated with leading trade event Gulfood Manufacturing. Tickets to the event are complimentary for trade professionals and available on www.saudifoodmanufacturing.com

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About KAOUN International

KAOUN International is the independent events company and wholly owned subsidiary of Dubai World Trade Centre (DWTC) established to organize and manage events internationally. Derived from the Arabic word 'universe', KAOUN International's mission is to 'Create Limitless Connections' for the industries and markets in which it operates. Created to leverage the 40-year legacy of DWTC's events management business and drive future MICE sector opportunity in the MENASA region. KAOUN International delivers game-changing live experiences that build robust business connections, create opportunity, and stimulate economic growth, building on DWTC's extensive portfolio of business and consumer events spanning multiple sectors, including technology, food and hospitality, sustainability, broadcast and satellite, automotive, talent development and leisure marine.

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With a presence in over 20 countries and organizing more than 90 events each year, dmg events is a global leader in the industry. Attracting over 425,000 attendees and delegates annually, we organize events in the construction, hospitality, interiors & design, energy, coatings, entertainment, food & beverage and transportation sectors.

To better serve our customers, dmg events has offices in 10 countries, including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore and India. By being on the ground, we can better understand market needs and nurture relationships to create unforgettable experiences for our attendees.

Our flagship events including the Big 5 Global, ADIPEC, Gastech, EGYPES, The Hotel Show, INDEX and The Saudi Food Show. For more information visit www.dmgevents.com.

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