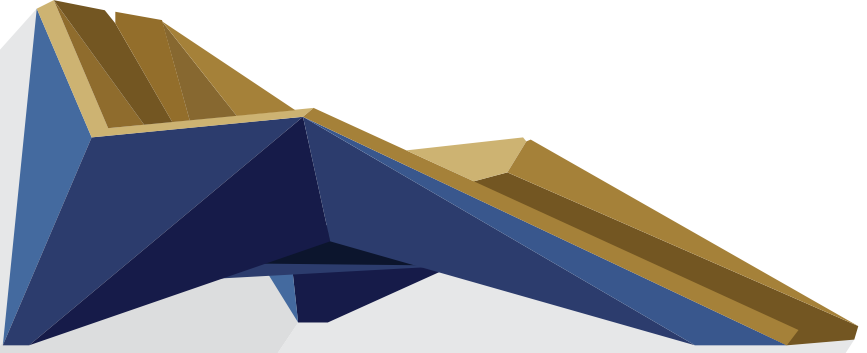


4 - 6 February 2019

**Riyadh Int. Convention and
Exhibition Centre, Saudi Arabia**

٤ - ٦ فبراير ٢٠١٩

**مركز الرياض الدولي للمؤتمرات والمعارض
الرياض، المملكة العربية السعودية**



DECOFAIR RIYADH FACTS & FIGURES

معرض ديكوفير الرياض - حقائق وأرقام



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DECOFAIR RIYADH

SAUDI ARABIA'S EXCLUSIVE INTERNATIONAL DESIGN TRADE EXHIBITION

Decofair is Saudi Arabia's Exclusive International Design Trade Exhibition that offers a great business platform to exhibitors from the international and local design industry. Suppliers and manufacturers will have the opportunities to network and do business with buyers, interior designers, architects, and investors. Decofair covers the industry from A to Z and provides exhibitors with the opportunity to showcase their products and services organised into the 9 sectors: Furniture, Lighting, Design Materials, Home Decoration, Textiles, Home Automation Systems, Kitchen and Bathroom Products, Flooring, and Design & Architectural Services.

المعرض السعودي الدولي المتخصص في قطاع الأثاث والتصميم

يتيح معرض ديكوفير الفرصة لإجتماع الشركات الدولية والمحلية الرائدة في قطاع صناعة وتجارة الأثاث والتصميم تحت سقف واحد خلال أيام المعرض حيث يشكل منصة تجارية مناسبة للتعاون والتواصل التجاري وتبادل الخبرات بين الشركات أنفسهم والزوار من أصحاب الاختصاص والعاملين في القطاع ومنهم المهندسون المعماريون والمصممون والمقاولون والمستثمرون والمختصون بالضيافة ومدراء المشاريع. معرض ديكوفير يغطي كل جوانب هذه الصناعة ويوفر لعارضين الفرصة لعرض منتجاتهم وخدماتهم ويشمل المعرض على 9 قطاعات: الأثاث، الإضاءة، مواد التصميم، ديكورات المنزل، المنسوجات والمفروشات، ومنتجات المطبخ والأدوات الصحية والتصاميم والخدمات المعمارية.

Facts & Figures

حقائق وأرقام

6,600

Gross Space
مساحة المعرض الإجمالية

131

Exhibiting Brands
العلامات التجارية المشاركة

6,101

Attendees
عدد الزوار

10

Pavilions & Countries
الدول والأجنحة الدولية

309

Business
Match Program
تنسيق اجتماعات الأعمال



87%

OF EXHIBITORS
SUCCESSFULLY MET THEIR
BUSINESS OBJECTIVES
AT DECOFAIR 2017

٨٧٪

من المعارضين حققوا أهدافهم
من المشاركة في المعرض



We met with a good number of quality buyers and got business contacts. We are quite happy because we met a lot of people and we had the opportunity to introduce our collections to them.

Taitu Milano
Italy

Exhibitor Profile

- Furniture
- Lighting
- Design Materials
- Home Decoration
- Textiles
- Home Automation Systems
- Kitchen and Bathroom Products
- Flooring
- Design & Architectural Services

فئات المعارضين

- الأثاث
- الإضاءة
- مواد التصميم
- ديكورات المنزل
- المنسوجات
- أنظمة التشغيل الآلي للمنازل
- المطابخ والأدوات الصحية
- الأرضيات
- التصميم والخدمات المعمارية



Visitor Profile

- Interior Designers
- Architects
- Investors
- Professionals from Hospitality Sectors
- Distributors
- Retailers
- Importers
- Real Estate Developers

فئات الزوار

- المصممين
- المهندسين المعماريين
- المستثمرين
- المتخصصين بالضيافة
- الموزعين
- المختصين بالبيع بالتجزئة
- المستوردون
- المقاولين و شركات البناء والتشييد

73% of trade visitors came to Decofair to make deals and meet with companies they are considering doing business with



DECOFAIR 2017 Highlights



"It is my first time here in Decofair, I think the result is positive; I like so much the people here. The visitors were interested in our products. I had good and positive connections."

Helder Barbosa
CEO - Douro Deck
Portugal



There is a variety in the number of exhibitors and products this year. The show is growing nicely year after year. We can see the number of professional and trade visitors are quite impressive.

Mohammed Farooq
Export Managing Director
Egypt Furniture Export Council
Egypt



"This is our 4th participation in Decofair. The visitor traffic and the quality of visitors and exhibitors are great. Decofair is one of the largest and most important design exhibitions in the region."

Ahmed Alsaadni
Project Manager- Value's
UAE

VISITOR BREAKDOWN

Consumers

41%

Trade Visitors

59%

VISITORS BY COMPANY ACTIVITY

Interior Design Agency / Architectural Offices	25%
Engineering Co. / Construction / Contractor	21%
Furniture Distributor / Retailer	11%
Hotel / Leisure	4%
Government	4%
Media	3%
Other	32%



We are happy to participate in Decofair this year. We met with many professional visitors and they were interested in our new products.

Jameel Bogus
Business Development Manager
Aljazeera Paints - Saudi Arabia

EVENT FEATURES

BUSINESS MATCH PROGRAM

Business Match Program connects trade visitors and investors with exhibitors. Buyers can schedule their meetings before the show.

For more Information: info@reedsunaidiexpo.com

برنامج تنسيق اجتماعات الأعمال

برنامج تنسيق اجتماعات الأعمال صمم خصيصاً لتسهيل إتقاء الزوار من قطاع الأعمال بالعارضين من القطاعات المختلفة وترتيب جدول للاجتماعات

للإشتراك فيه البرنامج ، تواصل معنا:
info@reedsunaidiexpo.com

DECOfAIR DESIGN AWARDS

Decofair Design Awards is a platform for dynamic professional architects and interior designers where they can find their niche and stand out in the crowd. The aim of Decofair Design Awards is to bring more exposure to exceptionally talented and creative designers and to provide them with the opportunity to meet and network with decision makers and project directors from the architecture and design industry.

The Awards will be judged by industry experts including leading international architects, interior designers, and real estate developers.



جائزة ديكوفاير للتصميم

تعد جائزة ديكوفاير للتصميم منصة إحترافية لدعم المصممين والمصممات المبدعين وتهدف الجائزة إلى تسليط الضوء على تصاميمهم ومشاريعهم ليتمكن أصحاب الإختصاص وأصحاب القرار من قطاع الأعمال من التواصل والتعاون معهم. سيتم تقييم المشاركين من قبل لجنة تحكيم متخصصة تضم مجموعة من أهم وأشهر المعماريين والمصممين الدوليين وشركات التطوير العقاري

3rd
Edition

The Largest Furniture and Interior Design Market in GCC

أضخم سوق للأثاث والتصميم في منطقة الخليج

10% CAGR (2015 -2019)

Furniture consumption in Saudi Arabia is projected to grow at a CAGR of 10%

14% Growth

Furniture imports value is anticipated to grow to 14% at 2017 -2018 making KSA one of most attractive & buoyant interior market in the Middle East

Over 40,000 hotel rooms by 2018

Riyadh & Jeddah to see an increase in hotel rooms

Around 11%

The Furniture Business of the kingdom will develop at a CAGR of around 11%

Over 120

upcoming major hotel projects to be completed by 2020

The largest market

in terms of construction projects lined up for completion, followed by UAE and Qatar



Sources:

- Central Department of Statistics
- BMI
- GAIN REPORT
- Euromonitor

Riyadh, The Big Market Potential

- Riyadh leads hotel development in Saudi Arabia with **50** hotel projects.
- During the last **2** years, more than **2,608** development projects were under construction with a total budget of around **400** billion SAR. (According to The High Commission for the Development of Arriyadh)