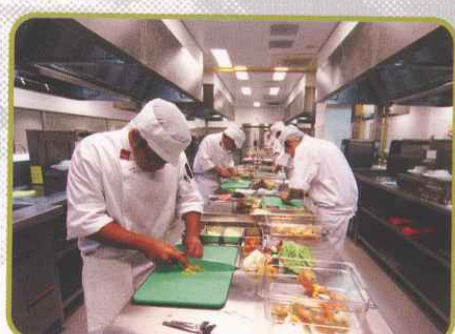




The Saudi Int'l Hospitality & Hotel Exhibition

A specialized exhibition for hospitality, hotels and food services

HOSTEX 2008



1 - 4 June 2008

Dhahran International Exhibitions Center
Dammam, Eastern Province, Kingdom of Saudi Arabia

HOSTEX 2008

The VENUE

DIEC is centrally located between the tri cities of Dammam, Dhahran and Khobar.
Two interconnected air conditioned halls of 7,200 sq.m.
Multi Purpose Hall of 1,200 sq.m. with audio video equipment.
Wi - Fi internet is available on Free of charge basis in the halls.
Business Center is available for the exhibitors' assistance.
VIP Lounge is available for meetings and business deals.
Design Center is ready for any special requests and stalls.
Parking lots to accommodate 5,000 vehicles.
Storage facility.



The ORGANIZERS

The Dhahran International Exhibitions Company "DIEC" was founded in 1985, by a leading group of ambitious businessmen and investors, in the Eastern Province.

Since its inception, the company has become a leading exhibitions organizer in the Kingdom of Saudi Arabia.

The professional expertise of DIEC has ensured the success of its exhibitions since 22 years.

DIEC covers more than 12 key market sectors each year.

The impressive exhibition complex and prestigious events attract hundreds of international and local exhibitors, with thousands of visitors every year.

FOR MORE INFORMATION, PLEASE CONTACT:

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MARKET INFORMATION

- Access to 2 billion consumers in the Saudi Arabia and surrounding countries.
- Saudi Arabia has the largest economy in the Gulf with 70 % of its population under the age of 30, it has immense spending power and a driving demand for new products.
- Saudi Arabia has the highest economic power in the Arab world. The GDP of Saudi Arabia is U.S. \$ 173.2 billion, while the GDP of Egypt is U.S. \$ 95.8 billion, and the GDP of U.A.E. is U.S. \$ 66.1 billion.
- Saudi Arabia is well known by its famous luxurious shopping malls.
- Saudi Arabia's GDP is expected to grow by 4.3 % in 2008.
- Saudi Arabia is a large consumer market, almost reliant highly on imports.
- Middle East is a growing franchise destination with an annual growth of 27% valued at U.S. \$ 14 billion, the fast food accounts for 40%.
- GCC's annual food imports exceeded U.S. \$ 17 billion in 2007.
- Middle East food service market is estimated to be worth more than U.S. \$ 31 billion annually.
- Middle East is projected to continue to be the world's fastest growing tourism market reaching an annual growth rate of 6.7 % up to 2010.
- Saudi Arabia has more than 1,070 hotels, with more than 108,000 rooms, and has more than 3,050 furnished apartment buildings.
- The GCC will witness more than 130 new hotels, with over 40,000 rooms, to open during the period up to 2009.

