JEDDAH INTERNATIONAL TRADE FAIR

15 - 18 December 2013

Jeddah Centre for Forums & Events
Jeddah, Kingdom of Saudi Arabia

www.jitf-arabia.com
The Organiser

Jeddah based Al-Harithy Company for Exhibitions is Saudi Arabia’s leading event organiser. The first to own dedicated exhibition venues and organise international trade shows in the Kingdom, Al-Harithy has, over more than 30 years, staged in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors.

The company’s impressive track record and wealth of expertise provides the assurance that your products and services are promoted with the highest degree of professionalism.

Affiliations

These emblems are your assurance that as an exhibitor or visitor the exhibition you are attending is well organised and promoted to the high standard required by association memberships.

www.acexpos.com
Supporting Government Bodies / Trade Associations at Previous Editions

Official Service Contractors

Rent a Car

Courier

Freight Forwarding

International Coordination

Show Carriage Limited

Exhibit House, Dunmow Road, Felsted, Essex CM6 3LD, England
Tel: +44 (0)1371 820820
Fax: +44 (0)1371 820720
E-mail: ian@showcarriage.com

Customs, Clearance, Handling

Local Coordination

aramex

P O Box 15802 Jeddah 21454 K.S.A
Tel: +966 (0)2 6910000
Fax: +966 (0)2 6834881
Mobile: + 966 (0) 504672380
E-mail: marouf.jaber@aramex.com

Accommodation - Recommended Hotels

The Westin Jeddah
E-mail: alaa.wahba@westin.com
E-mail: w.bashawri@ramadacontinentaljed.com

Sunset Hotel Jeddah
E-mail: sales@sunsethotel-sa.com
Saudi Arabia has traditionally welcomed trade and business to its shores, in the process, establishing its status as the GCC’s most business-confident market and a major player in the world commercial arena. Despite the global crisis, Saudi Arabia is carrying out its development programs with no interruption.

The Kingdom has allocated US$ 650 billion for the implementation of colossal projects in industry and infrastructure which is proving to be a key driver of the country’s vibrant economy.

The market continues to boom with higher than forecasted crude oil prices that are creating confidence and fuelling economic buoyancy, leading to more secured employment and growing consumer demand.

Ambitious industrialization and government reforms schemes, massive inward investments and a growing entrepreneurial business culture have created huge new opportunities for local and overseas suppliers of goods and services to the discerning Saudi market.

With an unmatched annual purchasing power and an ever growing population, estimated to increase to 50 million by 2020, there is no other single market in the Gulf that rivals Saudi Arabia.

The outlook for the Kingdom’s metropolitan mall-based retail market is excellent, given the strong growth in demand and increasing occupancy rates.

Demand for all types of consumer goods has paralleled the high disposable income enjoyed by the population – a fact reflected by a plethora of giant supermarkets and Western style shopping malls in existence with further mushrooming throughout the Kingdom.

The young, educated and cosmopolitan population has a desire for the latest in modern and innovative goods, whilst the older population remains a significant purchasing base for a wide variety of staple and established consumer products. The industrialization of the Kingdom has created huge new opportunities for overseas companies to supply goods and services to the discerning Saudi market.

Saudi Arabia – offers huge opportunities to worldwide suppliers of goods & services
Over the past 24 editions, JITF has provided global companies with an annual platform to showcase their products and services to Saudi traders and entrepreneurs. Since its launch, many of the goods now commonly on sale in the marketplace were first seen at JITF.

This long established fair, has developed with the tastes and demands of the Saudi market, and has gained an unrivaled reputation as a must attend event in the Saudi business calendar.

Located in Jeddah, a city renowned as the commercial and leisure centre of the Kingdom, the fair attracts businessmen from across Saudi Arabia and neighboring Gulf States eager to see the latest products and services on offer from a wide and varied exhibitor profile.

More recently, there has been a growing demand for local manufacture and much of the machinery and equipment needed is being introduced via the show, contributing to the growth in the economy. The volume of multi-million dollar deals being sourced and signed at the show attracted increasing numbers of high profile visitors including leading traders, manufacturers, agents, distributors, investors and entrepreneurs.

JITF is held under the patronage of Jeddah Chamber of Commerce & Industry and the Saudi Council of Chambers and Saudi Business Societies.

JITF also customarily has the support of a large number of Foreign Trade Missions based in Saudi Arabia who work closely with their counterpart international trade associations, export promotion bureaus and relevant government bodies in realizing country national pavilions that take part annually with a large number of their leading national exporters.

Celebrating JITF’s silver jubilee, we will this year be cooperating with the Organization of Islamic Conference (OIC) and the Islamic Centre for Development of Trade (ICDT) in a joint effort to host an “Islamic Countries Pavilion”, supported by the Islamic Development Bank (IDB) with a “Made in Saudi Arabia” centre-piece, in cooperation with the Jeddah Chamber of Commerce & Industry, featuring the best of Saudi industry.

Jeddah - the Kingdom’s undisputed
Trade Fair (JITF) - Region’s largest market

JITF – an outstanding marketing opportunity not to be missed

The Parallel Franchise showcase & Symposia

The rising Saudi franchising industry, estimated at US$1.2 billion and growing at 14% pa, is one of the Kingdom’s most vibrant sectors with highly promising potential.

The government has been encouraging foreign direct investment and SMEs through generous subsidies on utilities, reducing operational costs and assisting franchisees in offering interest free loans and tax holidays.

JITF’s franchising showcase will serve as an annual meeting point for international and regional franchisers, entrepreneurs, agents, and business owners either seeking face-to-face interaction with investors, or establishing long-term connections with potential franchisees.

It will offer endless opportunities for both investors and exhibitors to help enhance the ever growing Saudi franchise market.

The concurrent symposia & workshops conducted by experts in the field will address topical subjects including; legal and financial implications, cross-cultural issues, market depth & expansion, business incentives & support schemes, networking & distribution and will feature case studies and success stories.

Details of the symposium program and speakers will be published on the event website soon.

commercial hub & business centre
Visitor Promotion & Publicity Campaign

An extensive promotion and publicity campaign will be undertaken throughout Saudi Arabia and the neighbouring Gulf States. This will ensure the maximum number of high profile visitors.

The campaign will incorporate:

Personal visits to all relevant government departments and major industrial organisations.

Direct fax, mail and e-mail campaigns targeted at agents, wholesalers, distributors, entrepreneurs, businessmen, manufacturers traders and Government Officials.

Advertisements & supplements in supporting newspapers & specialist journals.

Radio, SMS and internet campaigns.

Personal invitations to procurement, consultants, specifiers, traders, shop owners and professionals.

Posters, banners, billboards and electronic sign displays.

A series of live displays, demonstrations and exciting features.
**Jeddah: Gateway to Saudi Arabia**

Jeddah is a thriving modern city of nearly 4 million and headquarters of many of the Kingdom’s largest companies and a major international centre.

The city boasts the Arab World’s largest seaport together with the busiest international airport in the Middle East.

Jeddah is the Kingdom’s commercial and leisure centre and the focal point of the Western Region which accommodates more than half the 27 million plus Saudi population. The Region also contains the Holy Cities of Makkah and Medina, Taif - and the industrial cityport of Yanbu.

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**Prime Venue**

Established, developed and owned by the Jeddah Chamber of Commerce, the purpose-built Jeddah Centre for Forums & Events offers services to the highest international standards.

This modern exhibition complex is conveniently located just minutes from Jeddah’s main business centre, banks, Government offices, shopping malls and major hotels.

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- 40,000 m² of total area with easy access to major roads
- 10,000 m² of air conditioned exhibition space
- Cafeterias and rest rooms
- Forklift loading ramps and covered storage space
- Electrical power 110/220v - 60hz
- Fully equipped communications / business centre
- Large illuminated visitor, exhibitor and VIP car parks
- Conference hall
- Mosque
- PA system
- First Aid suite
- Plaza area for flag poles
- Taxi / limousine service
Participation Procedure

Complete the booking form at the back of this brochure and indicate the dimensions and area in m² of the stand, also whether space or shell scheme is required. Stands will be allocated by the organiser based on size and in certain cases on product sector and/or nationality.

A contract will be issued for signature and an invoice will be sent for payment.

An exhibitor manual will be forwarded to you, the exhibitor for completion of the forms within the manual regarding all other services available to you.

Exhibitors taking part through group participation, organised by official bodies or through exhibition sales agents will need to implement the above procedures directly with those parties.

Shell Scheme

The shell scheme provides you with a basic stand shell construction suitable for customising to your individual requirements, in a wide variety of sizes, with rear and dividing walls. The standard minimum module of 9m² is equipped with:

- fascia board bearing your company name and stand no.
- carpeting
- 3 spotlights (1 light per 3 m²)
- 1 electrical socket (110/220v 60hz)
- 1 entry in the show catalogue

Please note:
It is mandatory that organiser’s shell scheme stand fitting shall apply to all stands on the perimeter sites of the hall and to other central sites of areas not exceeding 30 m².

Stand Packages

With shell scheme stands, reduced “walk-on” packages are available as follows:

Option A: 9m² @ US$ 4,200 SR 15,750
1 table, 2 chairs, 1 counter*, 1 shelf unit*.

Option B: 12m² @ US$ 5,580 SR 20,925
1 table, 3 chairs, 1 counter, 2 shelf units.

Option C: 15m² @ US$ 6,985 SR 26,200
1 table, 3 chairs, 2 counters, 2 shelf units.

Option D: 18m² @ US$ 8,330 SR 31,240
1 table, 4 chairs, 2 counters, 2 shelf units.

Option E: 21m² @ US$ 9,740 SR 36,525
1 table, 4 chairs, 2 lounge chairs, 1 low coffee table, 2 counters, 2 shelf units.

Option F: 27m² @ US$ 12,515 SR 46,930
2 tables, 6 chairs, 2 lounge chairs, 1 low coffee table, 2 counters, 3 shelf units.

Option G: 36m² @ US$ 16,610 SR 62,290
2 tables, 8 chairs, 2 lounge chairs, 1 low coffee table, 3 counters, 3 shelf units.

*All counters are lockable.

*Each shelf unit consists of 3 shelves either flat or sloping.

Participation Rates

Indoors
Space only per m² US$ 395 SR 1,480
Space + shell scheme US$ 445 SR 1,670

Outdoors
Space only per m² US$ 145 SR 545

This service is complimented by offering on lease a wide selection of furniture, lighting, display aids and graphics. Please see the show exhibitor manual on: www.acexpos.com

The stand contractor ACE Creative also offers a bespoke design and build service for customized stands. Please visit: www.acecreative.com.sa