

# furnidex arabia

Saudi Arabia's 2nd International Exhibition for Furniture, Furnishings, Hometex & Décor

8 -11 May 2011

CCFE Jeddah Centre for Forums & Events



## BOOK YOUR SPACE NOW

### THE HUGE SAUDI ARABIAN MARKET INVITES AND AWAITS SUPPLIERS, AND MANUFACTURERS ENGAGED IN FURNITURE, FURNISHINGS & INTERIOR DECOR

Comprising the largest economy in the Middle East and an ever growing young population, Saudi Arabia is the right choice for all those dealing in furniture, furnishings and interior décor.

Saudi Arabia plans to invest US\$ 650 billion in infrastructure projects, all of which will need furniture and furnishings and will have to have suitable décor.

Giving a fillip to the market for furniture and furnishings is personal disposable income, which is expected to reach around US\$ 200 billion by 2013.



ALL THESE SPELL NOTHING BUT OPPORTUNITY FOR FURNITURE, FURNISHINGS AND INTERIOR DÉCOR.

#### LAST SHOW REVIEW

**furnidex arabia 2010** attracted over 15,000 Saudi Arabia and regional visitors. The exhibition ran over 4 days and featured 150 exhibitor highly supported by International companies from Europe, Far East and Arab World, alongside a large number of Saudi companies.

#### EXHIBITOR COMMENTS

Italian Consul General, Dr. Giovanni Nocera, "We have 27 companies representing the world of furniture, furnishing and decor in Italy" "Jeddah is a rich market that is always improving and growing Italy is proud to participate in the progress and development of the Kingdom with the best of technology and quality," he added.

LEGRAND, Project Sales Engineer, said "We participate in all relevant shows, such as building and construction, interiors and décor because it is helpful. People, who are building their villas, project managers, technical managers, and decision makers come and see the new ranges, which results in fruitful follow-up, **furnidex arabia** has proven to be a successful event for us."

Interwood Mobil (Pvt) Ltd. Pakistan, secured orders worth 10 million Saudi Riyals.

#### What are the sectors giving a fillip to the market?

- The following projects and developments throw up vast and lucrative opportunities.
- Nearly 1.5 million homes will have to be built by 2015. The youth make up 60 percent of the Kingdom's population and represent 100 percent of the future.
- The Saudi Arabian General Investment Authority (Sagia) plans to develop six economic cities. New cities will need new furniture and furnishings providing limitless opportunity.
- There are 97 new hospitals under construction. All of these will need specialized furniture.
- Nearly 3,200 schools are coming up in different parts of the Kingdom, throwing up tantalizing opportunity for suppliers of furniture and furnishings.
- Mega tourism projects on the Red Sea coast, which will have a total of 557,000 rooms, provide a wave of opportunity for the "new pearls" that is furniture and furnishings suppliers.



#### 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

Member:

**aeo**

Association of Event Organisers

Founding Member:



Arab Union for International Exhibitions & Conferences

[www.acexpos.com](http://www.acexpos.com)



#### YOU SHOULD BE THERE IF YOU PROVIDE ANY OF THE FOLLOWING PRODUCTS OR SERVICES:

##### The Home

- Salons/Lounges
- Bedrooms
- Soft Furnishings
- Dining Rooms
- Kitchens
- Bathrooms
- Home Electronics
- Lighting & Electrics
- Climate Control
- Gardens/Patios
- Children's Furniture
- Swimming Pools/Jacuzzis
- Antiques & Objet D'art
- Wall & Floor Coverings

##### Hotels & Leisure

- Receptions & Front of House
- Guest Bedrooms & Suites
- Soft Furnishings
- Restaurants/Coffee Shops
- Indoor Public Areas
- Function Rooms
- In-house Shops/Boutiques
- Lighting & Electrics
- Climate Control
- Beauty Salons/Spas
- Gymnasiums/Saunas
- Outdoor Leisure/ Sports Areas
- Safety, Security & Fire Prevention
- Wall & Floor Coverings

##### Business Environment

- Receptions
- Offices & Work Stations
- Board Rooms
- Function Rooms
- Toilets & Canteens
- Lighting & Electrics
- Climate Control
- Safety, Security & Fire Prevention
- Wall & Floor Coverings

#### Participation Rates

##### Indoors

Space only per m<sup>2</sup> US\$ 300

Space + shell scheme per m<sup>2</sup> US\$ 360

##### Outdoors

Space only per m<sup>2</sup> US\$ 120

This broad listing is not definitive and is intended only as a guide to prospective exhibitors

*Furnidex an unrivalled exhibition in an unparalleled market*