

THE IST AND BIGGEST EXHIBITION FOR CARPET, AND WOOD FLOORING TRADE IN SAUDI ARABIA



13-15 اکتوبر 13-15 اکتوبر

مركز ذي أرينا الرياض للمعارض والفعاليات The Arena Riyadh Venue for Exhibitions



With an extensive portfolio of organizing international exhibitions and conferences in the middle east, we focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



DIVISIONS





PRAYER RUGS





LAMINATE, WOOD AND PARQUET

OUR AIM

To create cohesive platform that brings together key stakeholders within the carpet and wood flooring industries, fostering a conductive environment for forging meaningful business connections and exploring lucrative opportunities.



WHY SCFE?

- EXPLORE AN EXTENSIVE ARRAY OF CARPETS AND WOOD FLOORING SOLUTIONS FROM LEADING NATIONAL AND INTERNATIONAL EXHIBITORS.
- 2 CONNECT WITH INDUSTRY EXPERTS,
 DESIGNERS, AND MANUFACTURERS TO BUILD
 VALUABLE RELATIONSHIPS AND
 COLLABORATIONS.
- FEATURE AT NEW PRODUCT LAUNCHES OR INNOVATIONS.

- ENGAGE IN INSIGHTFUL SEMINARS, WORKSHOPS, AND DEMONSTRATIONS TO STAY ABREAST OF THE LATEST TRENDS AND TECHNOLOGIES.
- 5 IMMERSE YOURSELF IN A WORLD OF CREATIVITY AND DESIGN, WHERE EVERY TEXTURE AND PATTERN TELLS A STORY.
- **6** ESTABLISH ANNUAL EVENT THAT GROWS IN SCALE AND REPUTATION OVER TIME.

SAUDI ARABIA MARKET

NEW PROJECTS



255+
New Cities

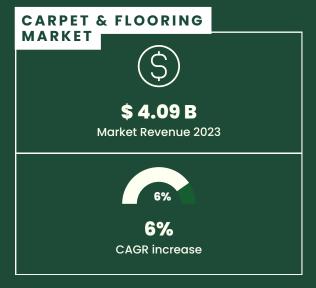


300K+

New residential projects 2022

FREE TRADING AGREEMENTS

- GCC Free Trade Agreement with EFTA countries
- GCC Free Trade Agreement with Singapore
- Agreement on Liberalization of Trade in Services among Arab





WOOD FLOORING & SIMILAR LAMINATED WOOD



3.5%

CAGR increase



\$ 2.2 B

1

2

Market Revenue 2023



\$ 202 M

Imports value 2021

CARPET MARKET SIZE



\$ 2.6 B

Market Size 2023



36%

of World Market's Revenue

CARPET EXPORTS



\$ 2.63 M

Exports value 2021



37th

Largest Exporter Worldwide

2

1

CARPET MARKET REVENUE



3.5%

CAGR increase



\$0.45B

Market Revenue 2023

2

1

CARPET IMPORTS



\$ 91.2 M

Imports value 2021



7th

Largest importer Worldwide

2

1

VISITOR PROFILES



WHOLESALERS



CHAIN STORES



DISTRIBUTORS



PRODUCERS





INTERIOR ARCHITECTS & DECORATORS



PROMOTION CAMPAIGN

ONLINE PRESENCE

Promotions through the official website, digital channels, online communities, email shots and digital advertisements



MEDIA CAMPAIGNS

Extensive media campaigns, press, and specialized magazine advertising, online press advertising and press releases



RADIO ADS

Strategic spots at selected local stations to target visitor audiences and get them involved with the exhibition



MOBILE MARKETING

Targeting visitors to spread the word on Egy Carpet & Flooring EXPO and keeping audiences up to date



SOCIAL MEDIA

Reach out target visitors across essential channels by daily show updates and sponsored posts



OUTDOOR PROMOTIONS

Extensive outdoor campaigns in selected prime locations to ensure visitors get every incentive to attend



TARGETED INVITATIONS

Targeted invitations to potential and targeted buyers prior to the event and ensuring to save the date



SAUDI CARPET & FLOORING EXPO

13-15 اكتوبر 2024

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