



International
Business
Hub

@ **InFlavour**

SAUDI'S LARGEST F&B INDUSTRY GATHERING

FULLY ENDORSED
BY THE SAUDI
GOVERNMENT

29-31 OCTOBER 2023

Riyadh Exhibition & Convention Centre
Malham, Saudi Arabia

 www.worksmartbh.com/ibhatinflavour

Hub Organizer:





IT'S

InFlavour.

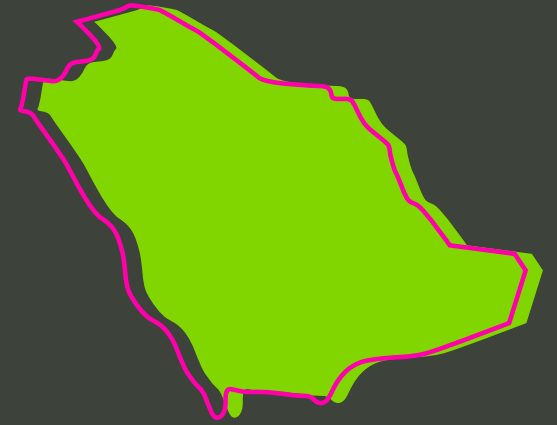
InFlavour is a world leading show in Finished Food, Food Ingredients, Food Manufacturing and Hotel Equipment, partnering with Informa's world renowned mega brands including FHA, Hotelex and Saudi Arabia's flagship technology event, LEAP.

InFlavour is a unique and exciting global B2B food event that will bring together the top players in the space who need to be connected, discover solutions, get hands-on experience and build industry relationships while having an enjoyable time. The event, which will be held in Riyadh, Saudi Arabia and run over three days, aims to attract up to 40,000 visitors, over 200 investors, 200 global speakers, and a wide range of food & beverage-related exhibitors and brands.

World
Renowned
Mega Brands

Top players in
the space
who need to be
connected

TOURISM AND HORECA: SAUDI OPPORTUNITY



121%

RISE IN TOURISM

Saudi Arabia is the Arab country with the most tourists in 2022 with the sector growing by 121% compared to pre-pandemic levels. (World Tourism Organization (UNWTO) Tourism Barometer).

7.7%

PROJECTED MARKET GROWTH

The Saudi Arabian Foodservice market was valued at USD 27.8 Billion in 2021 and is projected to grow at a Compound Annual Growth Rate of 7.71% from 2022-2027. (Mordor Intelligence).

32%

SECTOR REVENUE GROWTH

The consumer food service revenue in Saudi was estimated at nearly \$28 billion in 2021, an increase of approximately 32 percent from 2020. (Global Agricultural Information Network).

80%

POULTRY SELF-SUFFICIENT BY 2025

Saudi Arabia's Public Investment Fund (PIF) and sovereign wealth fund launches HPDC to develop and localise the halal production industry across KSA. (Gulf Business).



I just had a good feeling about being on the ground floor of something as exciting as the evolution of Saudi. There is a boom in the restaurant business and a growth in the country right now.

- Award-winning chef David Burke

KSA





FOOD MARKET: SAUDI OPPORTUNITY

US Department of Agriculture
2022 reports:

- **59% PROJECTED INCREASE IN INVESTMENT**
Saudi Arabia is the largest economy in the Arab world and home to a growing food manufacturing and processing sector. Total investments in the sector are projected to reach \$70 billion in 2030, an increase of approximately 59 percent over total investments from 2016.
- **\$2.8B IMPORTED FOOD PRODUCTS**
Saudi food manufacturers imported a total of \$2.8 billion worth of intermediate food products in 2021
- Anticipation that healthier foods will be a major driver in Saudi Arabia over the next several years

InFlavour

EXHIBITOR SECTORS

Food Producers

- Farms
- Large F&B Companies/Brands
- Food and Food Ingredients

Dairy Products
Meat & Poultry
Drinks & Beverages
Organic & Wellness Products
Frozen Food & Ice Cream Products
Sweet Store & Cupboard Items
Savoury Items
Vegetable & Fresh Products
Bakery Items
Dates



HoReCa

- Foodservice & hospitality equipment
- Hospitality style
- Bakery, pastry and gelato
- Speciality coffee & tea
- Hospitality technology



EXHIBITOR SECTORS



Process & Packaging

- ➔ Processing & Packaging
- ➔ Food Preservation & Canning
- ➔ Packaging Materials & Products
- ➔ Packaging Machinery & Equipment / Light-weight Equipment
- ➔ Catering & Products

Supply Chain & Logistics

- ➔ Safety & Quality Management
- ➔ Transportation & Logistics
- ➔ Materials and Accessories
- ➔ Storage & Handling
- ➔ Operations

Food Tech

- ➔ Food Innovation and Science
- ➔ AI
- ➔ Vertical / Indoor Farming Equipment
- ➔ Hydroponic & Aeroponic Systems
- ➔ Automation
- ➔ Startup Zone

Startups

- ➔ Groceries
- ➔ Q-commerce
- ➔ Supply Chain
- ➔ Foodservice
- ➔ Stores
- ➔ Mealkits
- ➔ Restaurant Delivery
- ➔ Food Science
- ➔ Packaging
- ➔ Robotics
- ➔ Virtual Restaurants
- ➔ AgTech



8 START

STARTUP

ZONE



55
Unicorns

exist in the FoodTech sector as of 2022

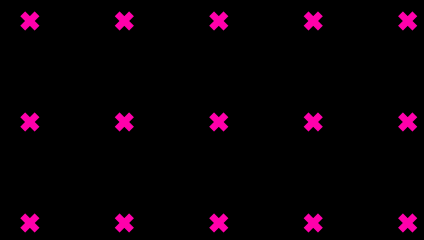
\$1bn
Valuation

Half of them reached the \$1bn valuation in 2021

2X
Investments

Investments doubled globally from 2020

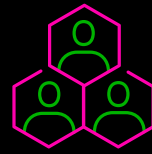
STARTUP PARTICIPATION AT INFLAVOUR



Mentorship sessions and dedicated content



Startup pitch competition



Investor matchmaking



Connect with thousands of buyers



Investment announcements

InFlavour startup sectors include:

- Groceries
- Q-commerce
- Supply Chain
- Foodservice
- Stores
- Mealkits
- Restaurant Delivery
- Food Science
- Packaging
- Robotics
- Virtual Restaurants
- AgTech



YOUR NUMBER 1 SOURCING PLATFORM

1 Bespoke matchmaking

A dedicated program designed for exhibitors to directly engage with potential buyers. An opportunity to share the latest innovations in manufacturing, automation, digitisation, supply chain management, sustainability and more.

2 Content-first approach

Bringing you more global speakers, front page companies and content than any other food event. A curated agenda on future-proofing business strategies, exploring the latest food trends and the technologies paving the way.

3 One-stop shop for regional F&B

A unique B2B platform that connects project owners, investors, startups, buyers, importers, distributors and wholesalers with the world's leading food brands and technologies.

4 Focused visitor audience

InFlavour will specifically target wholesalers, distributors, import/exporters, retailers, catering services, food processors, hospitality, restaurants, suppliers, government associations, farming and agriculture.



I love the vibrancy and the rhythm of Riyadh.

It never stops and there are new things popping up all the time

– Celebrity Chef Susy Massetti,
Owner of EAT'SY Restaurant,
Saudi Arabia



200+
SPEAKERS

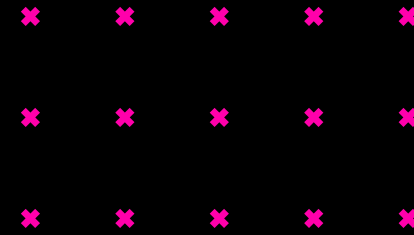


EVENT DETAILS



EXPERIENCE

KEY FEATURES



THE MAIN COURSE

The main event, three days of dedicated food content covering the largest trends globally

1

INVESTOR PROGRAM

Investor Stage
Investor Lounge
Mentorship Program
Matchmaking Hub

2

ZERO HUNGER INITIATIVE

An executive strategic initiative to provide sustainable solutions and support ending world hunger

3

STARTUP COMPETITION

50 startups battle it out onsite, to be crowned the winner with cash + equity prizes

4

KEY FEATURES

THE SIDE DISHES

The Future of Tourism & Hospitality
Empower
Inspire
Future Food
Workshops

5

THE BUSINESS HUB

Dedicated hub for
matchmaking suppliers,
distributors and buyers

6

AN INTERNATIONAL EXHIBITION

Food
Beverages
Food Technology
HORECA
Process and Packaging
Supply Chain and Logistics

7

FLAVOURFEST

Something for the everyday food lover

Food trucks, tasting stations, live
music, entertainment, coffee tasting,
mixology sessions

PLUS Masterchef Classes: These aim
to nurture a love of the culinary arts
and inspire future generations of chefs
and pastry chefs.

8

FOR THE FOODIES AND GASTRONOMES



1

Live Cooking Activities & Challenges

A series of exciting and engaging competitions and challenges:
 InstaFood Photography Challenge
 Young Chef Competition / The Cook Off
 Competition / Daring Dishes / Table
 Edge Competition

2

Fast Forward Immersive Experience

Visitors will travel to the future and discover the food industry of 2030 – experience what restaurants of the future will look like, what food we will be eating and the technologies that will reshape the food industry

3

World InFlavour

The best way to experience a new culture is to sample its food. So, providing global flavours is an easy way for visitors to travel the world by visiting this village.

4

FoodTech Lab

An interactive area hosting innovations in food-tech from around the world

5

The Chef Corner

Visitors will get the chance to interact and network with celebrity chefs coming from around the world. There will also be book signings, and much more!

6

Foodology

The experimental zone – think cleverly conceived tasting stations!

CONTENT TRACKS

THE MAIN COURSE

8 CONTENT TRACKS

- AgriTech & Farming
- Food Security
- Manufacturing & Packaging
- Restaurants & Cafés
- Ingredients
- Sustainability
- Tourism
- Hospitality

INVEST & INDULGE STAGE

STARTUP COMPETITION

SIDE DISH SESSIONS

- Inspire
- Empower
- Future Lab



MAIN COURSE STAGE



KEY TOPICS

→ Averting the Looming Crisis: Novel Technologies for Food Security and Water Management

Government Role in Keeping the Shelves Stocked
State of Agritech and Advances in Desalination
Molecular Farming, Cell Cultivation, Microbial Fermentation
The Environmental Case for Controversial GMOs

→ Droughts, Pandemics, Conflicts... A Ship Stuck in a Canal: Farm to Fork Supply Chain

Resilience
Strategies and Case for Supplier and Foods Diversification
Vertical Urban Farms and Mobile Farms
Smart Packaging, Manufacturing, Contract Manufacturing and Machinery
Nurturing the Backbone of Food Supply: Small and Medium Businesses

→ Sustainable Food Systems

Blockchain Technology for Responsible Sourcing, Transparency,
Traceability and Clean Labels Food Waste Reduction, Management
and Technologies for Upcycling Alternative Proteins: Plant-based, Lab-
grown Meats and Dairy, Insect-based Proteins



The consumer food service revenue in Saudi was estimated at **nearly \$28 billion in 2021**, an increase of approximately 32 percent from 2020. (Global Agricultural Information Network).



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→ Food and Hospitality Business in The Kingdom

Keys to the World's Fastest Growth in Market Size and Investments
Effect of Giga Projects on Hotels, Restaurants and Catering
Opportunities for Sourcing and Imports in The Kingdom

→ Connected and Informed: Consumer Trends Driving the Food Industry

Confectionary, Snacks and Ice Creams
Specialty Foods
Foods with Benefits
Impact of Social Media and Influencers on the Eve of Web 3
Fair and Equitable Trade Across the Value Chain

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→ Culture, Cuisine, Culinary Arts

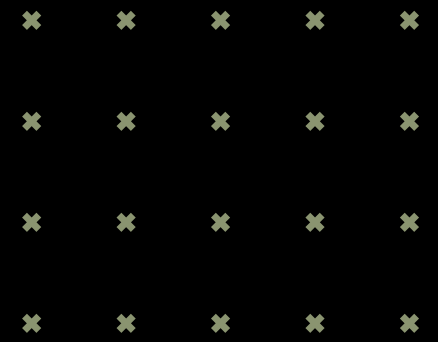
Hospitality and Restaurants – Trends and Technologies
Curating The Ultimate Fine Dining Experience
Cloud Kitchens and Online Restaurants
The Renaissance of Street Food – Market Size and Opportunities

× × ×

→ 4IR and the Future of Food

Trends Anticipation with Data-driven Use of AI
Applications of Space Science in the Food Industry
Apps, Delivery, E-commerce, Unmanned Shops, NFTs
The Metaverse: Future Skills in the Age of Tech Farmers and Automated Factories

SPEAKER LINE-UP



KEYNOTE SPEAKER



MARCO PIERRE WHITE
THE GODFATHER OF MODERN COOKING

KEYNOTE SPEAKER



MANAL AL ALEM
THE CELEBRITY CHEF, MANAL'S KITCHEN



SKY KURTZ
FOUNDER AND CEO PURE HARVEST



ANDREW MURPHY
CHIEF OPERATING OFFICER, JOHN LEWIS AND WAITROSE



DIDIER SOULLAT
CEO, TIMEOUT MARKET



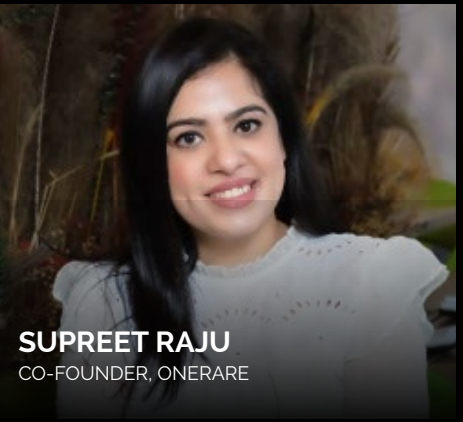
GREGOIRE BERGER
THE EXECUTIVE CHEF, OSSIANO



LOU COOPERHOUSE
FOUNDER, PRESIDENT & CEO BLUENALU



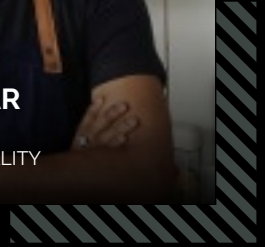
VONNIE ESTES
VP OF INNOVATION INTERNATIONAL FRESH PRODUCE ASSOCIATION



SUPREET RAJU
CO-FOUNDER, ONERARE



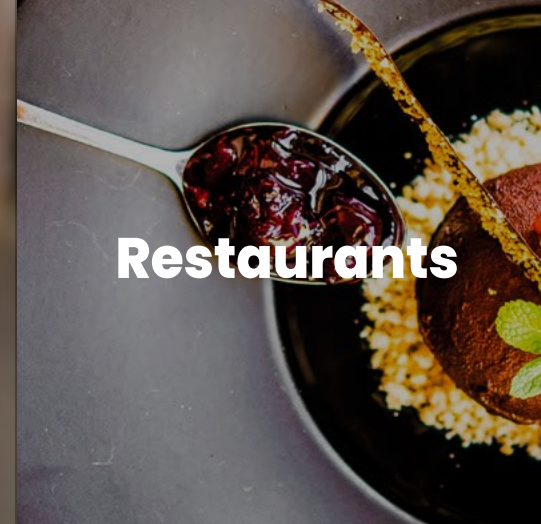
VARUN INAMDAR
CHEF/CONSULTANT INDEPENDENT HOSPITALITY



VISITOR PROFILE



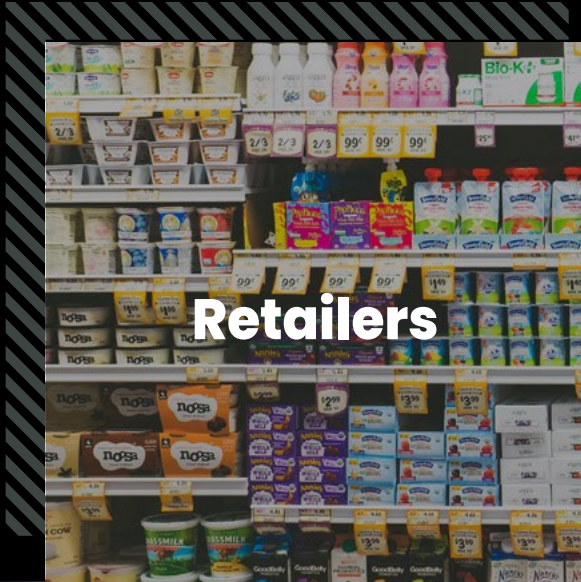
Wholesalers



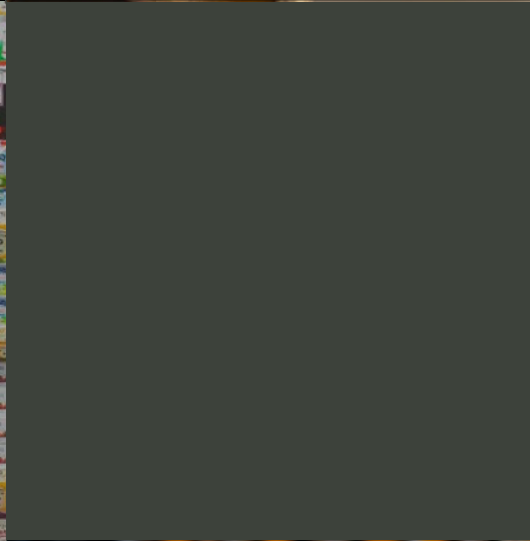
Restaurants



Government



Retailers



**Manufacturing/
Food Tech**



Education



**Distributors/
Suppliers**



**Hospitality/
Catering**

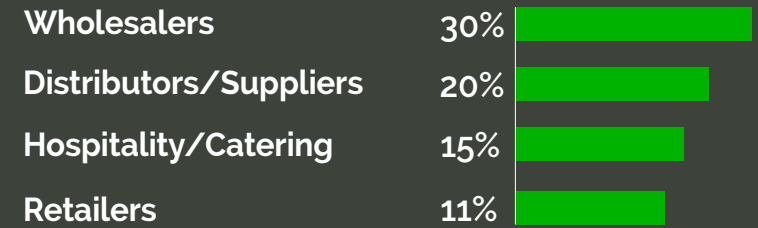


**Foodies,
Gastronomes,
Enthusiasts
& Others**



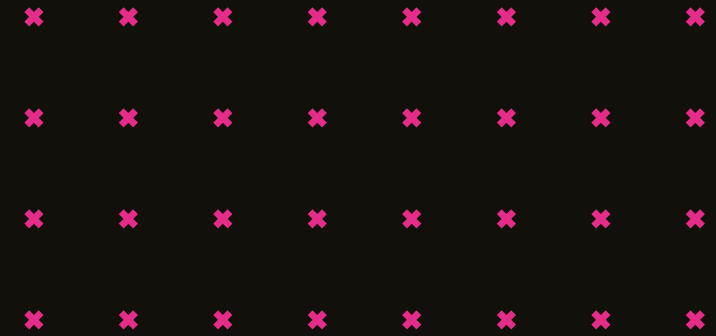


TARGET VISITOR PROFILE



CONNECT

GET IN TOUCH



For inquiries on early space booking:

**ROSEANN
MANCERA**

Events Manager

foodevents@worksmartbh.com

Call: +973 17002280 or +973 38401553

Hub Organizer:

