

**SAUDI
CARPET &
FLOORING
EXPO**
رؤية
2030
الجمهورية العربية السعودية
KINGDOM OF SAUDI ARABIA

**THE 1ST AND BIGGEST
EXHIBITION FOR CARPET,
AND FLOORING TRADE IN
SAUDI ARABIA**



2025 نوفمبر 17-19
November

مركز الرياض الدولي للمؤتمرات و المعارض
Riyadh International Convention & Exhibition Center

www.saudicarpetandflooring.com



WHO ARE WE

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



**HANDMADE CARPETS
AND RUGS**



PRAYER RUGS



**MACHINE-MADE
CARPETS AND RUGS**



**LAMINATE, WOOD
AND PARQUET**



**TURF AND RUBBER
FLOORING**



TILES

OUR AIM

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



WHY SCFE?

- 1** 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.
- 3** FEATURE AT NEW PRODUCT LAUNCHES OR INNOVATIONS.
- 4** 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.

VISITOR PROFILES



WHOLESALERS



CHAIN STORES



DISTRIBUTORS



PRODUCERS



**IMPORTERS &
EXPORTERS**



**INTERIOR ARCHITECTS
& DECORATORS**

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**

CARPET & FLOORING MARKET



\$ 4.09 B

Market Revenue 2023



6%

CAGR increase



WOOD FLOORING & SIMILAR LAMINATED WOOD



3.5%
CAGR increase



\$ 2.2 B
Market Revenue 2023



\$ 202 M
Imports value 2021

CARPET MARKET SIZE



\$ 2.6 B
Market Size 2023

1



36%
of World Market's Revenue

2

CARPET EXPORTS



\$ 2.63 M
Exports value 2021

1



37th
Largest Exporter
Worldwide

2

CARPET MARKET REVENUE



3.5%
CAGR increase

1



\$ 0.45 B
Market Revenue 2023

2

CARPET IMPORTS



\$ 91.2 M
Imports value 2021

1



7th
Largest importer
Worldwide

2

PROMOTION CAMPAIGN

ONLINE PRESENCE

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

MOBILE MARKETING

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

OUTDOOR PROMOTIONS

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



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



SOCIAL MEDIA

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



TARGETED INVITATIONS

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



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