

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





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



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.





HANDMADE CARPETS AND RUGS

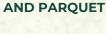


MACHINE-MADE CARPETS AND RUGS



TURF AND RUBBER FLOORING





TILES

PRAYER RUGS

LAMINATE, WOOD

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.

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.

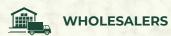
WHY SCFE?

4 ENGAGE IN INSIGHTFUL SEMINARS, WORKSHOPS, AND DEMONSTRATIONS TO STAY ABREAST OF THE LATEST TRENDS AND TECHNOLOGIES.

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























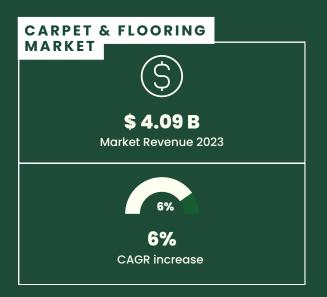
SAUDI ARABIA MARKET





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















PROMOTION CAMPAIGN



WWW

ONLINE PRESENCE

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



RADIO ADS

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

MEDIA CAMPAIGNS

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

MOBILE MARKETING

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



SMS

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 FLOORING EXPO 2025 November 17-19

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