



SAUDI
WOOD EXPO

2 - 4 September 2024

Riyadh International Convention &
Exhibition Center (RICEC), Riyadh, KSA

POST SHOW REPORT

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Record - breaking launch in the Kingdom of Saudi Arabia

The inaugural Saudi Wood Expo, opened on 2 September by Mr. Hassan AlHwaizy, President of the Federation of Saudi Chambers of Commerce, brought together over 170 exhibitors from 30+ countries, showcasing more than 3,500 innovative products and services. The event attracted over 8,200 buyers and specifiers, including key professionals from contracting, architecture, interior design, and furniture manufacturing. Highlights included dynamic Hala Chats led by top industry exhibitors and the Wood Artisans Zone, which celebrated Saudi talent with a display of expertly crafted wood products.

8,200+

Attendees

170+

Exhibitors

30+

Countries

3,500+

Products

6

International Pavilions

Exhibitors included from the co-located show



Key brands that attended

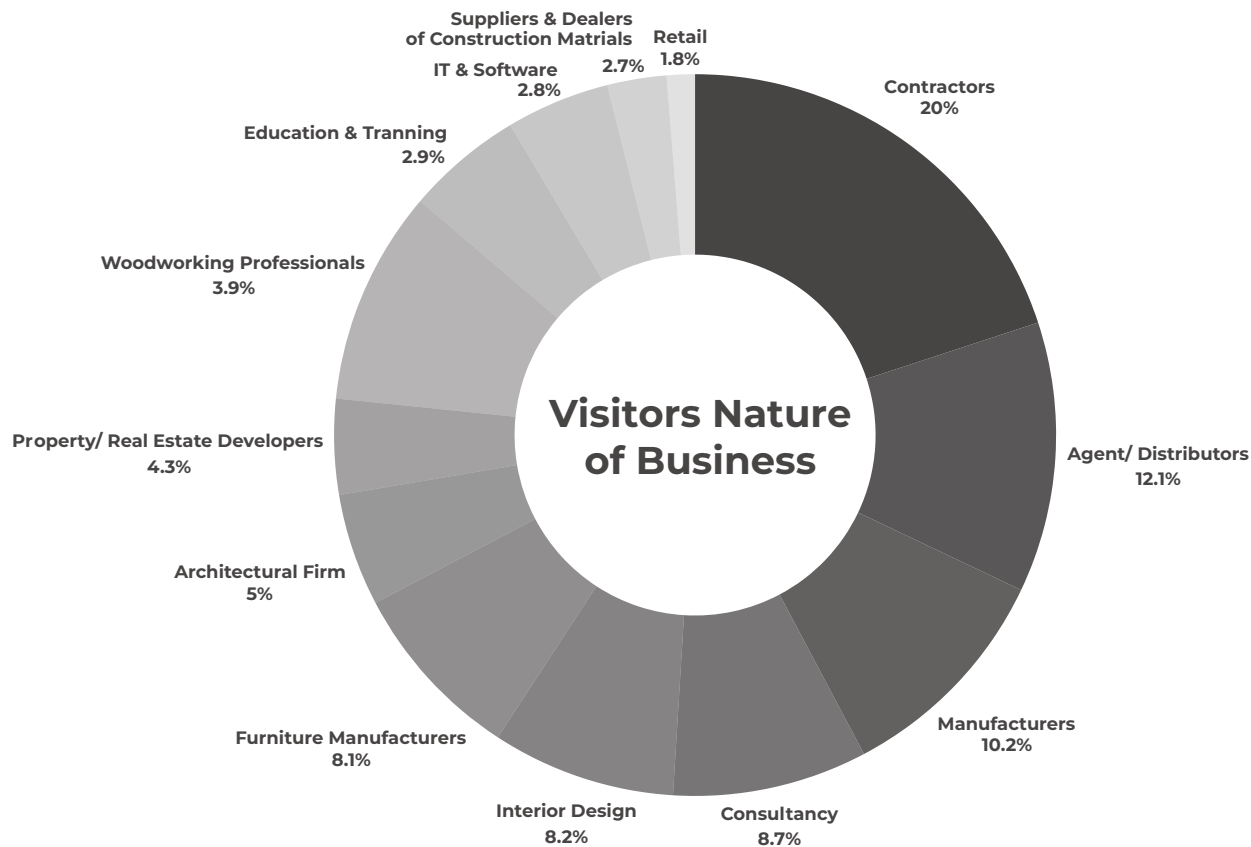


"This is the first event that is really focused on the wood industry in all its aspects, from the start, all the way to the finishing part. We are proud to be founding partners and we are proud to be in this event."

HASSAN SINNO
GENERAL MANAGER
INTERNATIONAL TIMBER COMPANY (ITCO)
FOUNDING PARTNER

Exhibit to reach with potential buyers from a wide range of industries

Uniting 8,200+ buyers & specifiers in the wood & woodworking industries



"It's an ideal place to make good business connections in Saudi's wood industry. The event is friendly, buzzing and very well organized."

ELVIS PALESA
GENERAL MANAGER
EURO FOREST COMPANY
EXHIBITOR

Key visitors from the government & private sectors



Reach out to exhibit and position your brand among influential decision makers and high-profile buyers

Key exhibiting brands



Exhibiting markets:



Austria



Belgium



China



Canada



Egypt



Estonia



Finland



France



Germany



India



Italy



Japan



Lithuania



Malaysia



Oman



Poland



Romania



Saudi Arabia



Singapore



Slovenia



Spain



Sweden



Switzerland



Turkey



UAE



UK



USA



Vietnam



Insightful sessions empowering your business strategies

Hala Chats featured insightful sessions led by key exhibitors, exploring innovations and sustainability topics such as luxury free-form timber construction, digital manufacturing and automation, and advancing timber construction to support the green economy. Attendees gained valuable knowledge on optimizing efficiency, adopting cutting-edge technologies and navigating the evolving landscape of modern wood and woodworking in Saudi Arabia.

82

Attendees

5

Speakers

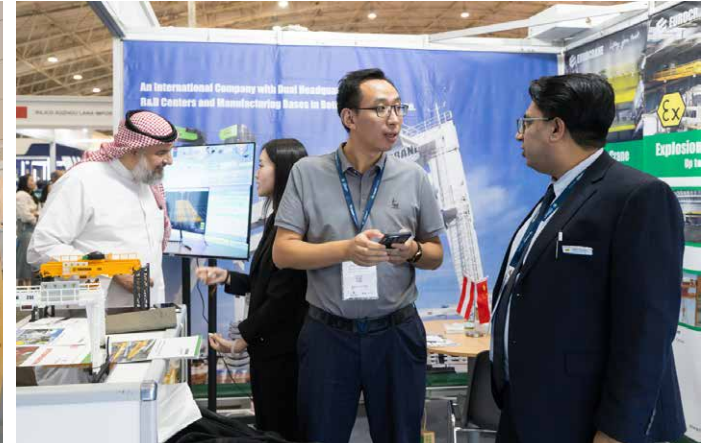
5

Sessions

Speakers including



Glimpses from the event



"First time for us to exhibit in a show like this in Saudi Arabia and it's very good for us to get to know the market through it. I think it's better than I had anticipated and we have made quite a few good contacts."

SVEN GUSTAFSON
SOFTWARE MANAGER - QWEB
EXHIBITOR





Wood Artisans Zone

The Wood Artisans Zone hosted 4 wood artists, offering countless live showcases that sparked creativity and celebrated the beauty of handcrafted wood art.

Visitors were captivated by the artisans' mastery as they demonstrated traditional techniques, from intricate carvings to modern woodturning. Each piece reflected the rich heritage of woodworking while also embracing innovative designs. The zone provided an interactive space where attendees could not only admire the craftsmanship but also engage with the artists, gaining insights into their processes and inspirations.

Artists included:



**WIJDAN
ALJHWRI**
Visual Artist

"Art is beauty. It speaks to all but with different nuances and that's where the beauty lies. It is an expression of a human being's creative mind, their feelings, imagination and personal emotions. I am happy that our gallery is drawing visitors at the expo."



**ABDULLAH
ALSILANI**
Wood Carving Artist



**AHMED
ALSHADOUKHI**
Wood Carving Artist



**AHMED
AL NKHLANI**
Visual Artist





Wood U Do It?

Visitors had the exciting chance to demonstrate their drilling skills, precision and speed for a shot at winning an incredible prize. The interactive challenge captivated attendees, offering a fun and engaging experience while giving participants the perfect platform to show off their drill power.



Making headlines: PR coverage from the event

\$ 341.61k **12mn**
PR Value PR Reach

Inaugural warehousing, wood expo held in Riyadh



Featuring more than 3,500 products and services, the Riyadh event showcases the latest

Source: Arab News

1st Saudi Wood Expo aims to elevate Saudi Arabia's wood industry



Source: Arab News



Source: Alriyadh

في نسخته الأولى...
الرياضي يفتتح معرض Saudi Warehousing & Logistics Expo ومعرض Saudi Wood Expo



الرياض تستضيف غدا
النسختين الأولى من
معرض
Warehousing &
Logistics Expo
ومعرض
Saudi Wood Expo

Source: Al Watan



Media coverage included



Strategic marketing initiatives for amplified ROI that drives business growth

980k

Total reach of the digital campaign

4.2mn

Emails Sent

73k

WhatsApp messages delivered

242k

Website views

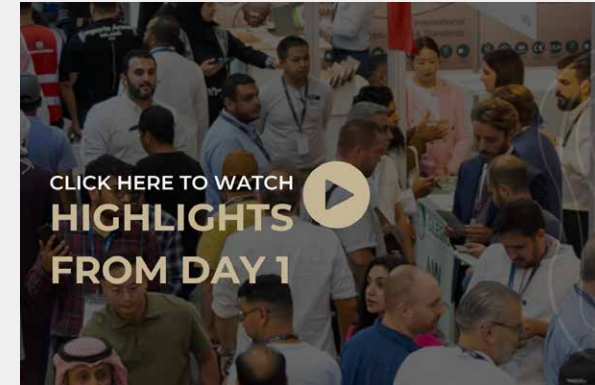
2.2k

New social followers

3.1k

Telemarketing calls made

Watch event highlights



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SAUDI
WOOD EXPO

1 - 3 September 2025
Riyadh International Convention & Exhibition Center

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