AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–Saudi Arabia Business Forum

RIYADH • 17–28 JANUARY 2027

Proposed dates within the Nafath 2027 programme



Photo: Riyadh skyline with Kingdom Centre · B.alotaby · CC BY-SA 4.0

EGYPTIAN PRODUCTS. SAUDI OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Saudi buyers through focused, mutually matched business meetings.

Organised by B2B Matchmaking

01 / ABOUT NAFATH

Opening markets. Creating connections.

Nafath is an export development programme designed to connect Egyptian companies with qualified international buyers through sector-focused trade missions and business forums.

The programme brings together market intelligence, exporter preparation, buyer selection and structured matchmaking to help companies build lasting commercial relationships.

The Saudi edition

The Egypt–Saudi Business Forum connects Egyptian suppliers with relevant retail chains, distributors, contractors and industrial procurement teams in Riyadh, the Kingdom's capital and its largest consumer market. Saudi Arabia already buys US$6.6bn a year from Egypt, and Expo 2030, the 2034 World Cup and the capital's giga-projects are lifting demand across food, building materials and furnishings.

100
Trade missions targeted annually

1,000
Egyptian exporters targeted

30%
Target reduction in participation costs

A practical route from market understanding to meaningful business conversations.

Programme figures are targets, rather than results achieved by this forum.

02 / THE ORGANISER

B2B Matchmaking

An Egyptian company specialising in the development and delivery of trade missions and business forums, connecting exporters with international purchasing networks.

800
Trade missions in the company's track record

100,000
B2B meetings delivered

US$2bn
Deals concluded

16 years
Experience by 2027

A team of 75 international trade specialists supports activity across Africa, the Middle East, Europe, Asia and the Americas.

Explore B2B Matchmaking ↗

Company credentials and performance figures supplied by the organiser.

03 / WHY SAUDI ARABIA

Scale. Demand. Opportunity.

A large economy, expanding non-oil activity and diversified purchasing channels create a compelling market for competitive Egyptian products.

SAR 949.8bn
Merchandise imports / 2025

4.5%
Real GDP growth / 2025

4.9%
Non-oil activity growth / 2025

+8.8%
Growth in merchandise imports / 2025

40m Expected visits to Expo 2030 Riyadh, on a 6 million m^2 site

Multiple routes to market

Opportunities span organised retail, food distribution, project supply and industrial procurement. SFDA registration, SASO and SABER conformity, competitive pricing, packaging and reliable delivery remain central to winning business.

GDP and growth: GASTAT, 2026 ↗

Imports and import growth: GASTAT, via Arab News, 2026 ↗

Expo 2030 Riyadh ↗

04 / EGYPT–SAUDI ARABIA TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO SAUDI ARABIA / 2025

US$2.98bn

Egypt-reported, all non-oil goods

GROWTH SINCE 2020

+96%

Egypt's exports to Saudi Arabia, from US$1.52bn in 2020

TOTAL BILATERAL TRADE / 2025

US$12.43bn

All goods, exports plus imports

EGYPT'S IMPORTS FROM SAUDI ARABIA

US$9.45bn

2025

EGYPT'S EXPORTS TO SAUDI ARABIA BY MISSION SECTOR / 2025

4 of 11 sectors grew in 2025; fastest: Garments & Textiles **+50%**

Engineering, Electrical & Metals

US$1.07bn

+182% since 2020 −16% vs 2024

Food & Beverages

US$448m

▲ **+31%** vs 2024

+116% since 2020

Agricultural Produce

US$401m

+26% since 2020 −14% vs 2024

Garments & Textiles

US$358m

▲ **+50%** vs 2024 **×6.1** since 2020

Furniture & Home Textiles

US$154m

+68% since 2020 −1% vs 2024

Chemicals & Paints

US$98.1m

+67% since 2020 −3% vs 2024

Cosmetics & Personal Care

US$75.6m

+22% since 2020 −11% vs 2024

Plastics

US$69.8m

▲ **+34%** vs 2024 **+31%** since 2020

Building Materials, Marble & Ceramics

US$50.8m

−22% vs 2024

Printing & Packaging

US$44.2m

+14% since 2020 −33% vs 2024

Detergents & Home Care

US$42.6m

▲ **+11%** vs 2024 **+46%** since 2020

US$ values of Egypt's reported exports. Non-oil exports exclude mineral fuels (HS 27) and gold and precious metals (HS 71). Growth compares 2025 with 2024 and with 2020; small 2024 bases (under US$0.5m) are not given a rate. Mission sectors by HS chapter: food & beverages 04, 11, 15–22; agricultural produce 06–10, 12–14; building materials 25, 68–70; engineering, electrical & metals 72–76, 78–91; garments & textiles 50–56, 58–62; furniture & home textiles 57, 63, 94; plastics 39; printing & packaging 48–49; chemicals & paints 28–29, 31–32, 38; detergents 34; cosmetics 33.

Egypt's trade with Saudi Arabia, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

WHY JOIN THIS FORUM

Room to grow. Reasons to join.

Egypt's non-oil exports to Saudi Arabia reached US$2.98bn in 2025, up +96% since 2020. Riyadh is preparing for Expo 2030, and Egyptian goods enter duty-free under the Greater Arab Free Trade Area.

+96%
Growth in Egypt's non-oil exports to Saudi Arabia since 2020, to US$2.98bn in 2025

+8.8%
Growth in Saudi merchandise imports in 2025

0%
Customs duty on Egyptian goods under the Greater Arab Free Trade Area

40m
Expected visits to Expo 2030 Riyadh

FASTEST-GROWING MISSION SECTORS IN SAUDI ARABIA / EGYPT'S EXPORTS

▲ +50%
Garments & Textiles
US$358m in 2025, from US$238m in 2024

▲ +34%
Plastics
US$69.8m in 2025, from US$52.0m in 2024

▲ +31%
Food & Beverages
US$448m in 2025, from US$343m in 2024

▲ +11%
Detergents & Home Care
US$42.6m in 2025, from US$38.2m in 2024

30%
Target reduction in participation costs through Nafath

100,000
B2B meetings delivered by the organiser

US$2bn
Deals concluded by the organiser

Saudi imports from Egypt, 2025: UN Comtrade via Trading Economics ↗

Saudi GDP, 2025: GASTAT ↗

Egypt's trade with Saudi Arabia, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

05 / THE PROJECT PIPELINE

Landmark projects. Future opportunities.

Landmark events and development programmes shaping demand in and around Riyadh.

WORLD EXPO / 2030–2031

Expo 2030 Riyadh

A global exhibition from 1 October 2030 to 31 March 2031, expected to attract more than 40 million visits.

POTENTIAL SECTOR FIT

Finishing materials, furniture, food and packaging.

CULTURE & HERITAGE / ONGOING

Diriyah

A culture-led destination around the historic At-Turaif district, with hotels, homes and retail.

POTENTIAL SECTOR FIT

Stone, ceramics, furniture and hospitality supplies.

ENTERTAINMENT / ONGOING

Qiddiya

A major entertainment, sports and cultural city near Riyadh, with supporting urban development.

POTENTIAL SECTOR FIT

Building materials, metals, electrical products and food.

Project summaries: Expo 2030 Riyadh; Diriyah Company; Qiddiya Investment Company; Public Investment Fund. Sector fit is indicative analysis; procurement opportunities depend on project schedules and supplier qualification. No affiliation or participation is implied.

06 / PARTICIPATING SECTORS

One forum. Multiple buying channels.

Eleven Nafath mission sectors, matched to what Saudi buyers already source from Egypt.

- Food & Beverages
- Agricultural Produce
- Building Materials, Marble & Ceramics
- Engineering, Electrical & Metals
- Garments & Textiles
- Furniture & Home Textiles
- Plastics
- Printing & Packaging
- Chemicals & Paints
- Detergents & Home Care
- Cosmetics & Personal Care

Product-level qualification determines the buyer shortlist for every exporter.

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Food, Beverages & FMCG

Processed and packaged foods, beverages and fast-moving consumer goods.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Panda ↗
- Tamimi Markets ↗
- BinDawood ↗
- Danube ↗
- LuLu Retail ↗
- Al Othaim Markets ↗

BUYING ROUTE — Category buying teams, approved distributors and retail supplier programmes.

Agricultural Produce

Fresh produce and export-ready crops, with suitable grading, packaging and cold-chain arrangements.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Tamimi Markets ↗
- Panda ↗
- LuLu Retail ↗
- Al Othaim Markets ↗
- Visit website ↗

BUYING ROUTE — Fresh-category sourcing teams and specialist import and distribution channels.

CONSTRUCTION & INDUSTRY

Building Materials, Marble & Ceramics

Construction products, stone, ceramics and finishing materials for commercial, residential and hospitality projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Al Bawani ↗
- Nesma & Partners ↗
- El Seif ↗
- Abyat ↗
- SACO ↗

BUYING ROUTE — Contractor procurement, technical approval and building-material distribution.

Engineering, Electrical & Metals

Electrical and engineered products, components and fabricated metal products.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Alfanar ↗
- Nesma & Partners ↗
- Al Bawani ↗
- El Seif ↗

BUYING ROUTE — Technical purchasing teams, project supply chains and specialist contractors.

FASHION & LIVING

Garments & Textiles

Apparel, fabrics and textile products for retail and brand sourcing.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Alshaya Group — Visit website ↗
- Apparel Group ↗
- REDTAG ↗
- Landmark Group (Centrepoint, Max) ↗

BUYING ROUTE — Regional sourcing teams; franchise purchasing remains subject to brand-owner approval.

Furniture & Home Textiles

Furniture, home textiles and furnishings for homes and projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Abyat ↗
- IKEA Saudi Arabia ↗
- SACO ↗
- REDTAG ↗

BUYING ROUTE — Product development, retail sourcing and project furnishing teams.

MATERIALS, CHEMICALS & CARE

Plastics, Printing & Packaging

Food-contact packaging, cartons, labels and printed materials.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- SADAFCO ↗
- NADEC ↗
- Savola Group ↗
- BinDawood ↗

BUYING ROUTE — Industrial packaging teams and private-label supplier programmes.

Chemicals, Paints & Home Care

Chemical inputs, coatings and household cleaning products.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Jotun ↗
- Hempel ↗
- Brenntag ↗
- Panda ↗

BUYING ROUTE — Manufacturer procurement, distributors and home-care category buyers.

Cosmetics & Personal Care

Beauty, skincare, haircare and personal-care products.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Nahdi ↗ | Al-Dawaa ↗ | Nice One ↗ | LuLu Retail ↗

BUYING ROUTE Beauty and personal-care buying teams, subject to SFDA registration.

Illustrative invitation targets; attendance and purchasing interest are subject to qualification and confirmation. Names identify their respective owners.

Product fit
Positioning, ingredients, pack formats and category relevance.

Supply readiness
Pricing, capacity, documentation and reliable replenishment.

07 / HOW TO APPLY

Your route to the Saudi market.

A clear, six-step journey from registration to business meetings.

01 **Register your interest**
Submit your contact and company details, website, participating sector and product information.

02 **Analyse your export opportunities**
We assess your product's potential in the Saudi market and identify relevant opportunities and buyer categories.

03 **Confirm your participation**
Review and sign the participation agreement to formalise your company's place in the forum.

04 **Review the initial buyer list**
Receive an initial list of potential buyers, review their profiles and share your feedback on relevance.

05 **Submit your buyer wish list**
Nominate the buyers you would like to meet. Your preferences inform outreach and the matchmaking process.

06 **Attend your B2B meetings**
Take part in the scheduled business meetings with buyers, based on mutual interest and confirmed availability.

YOUR PRIORITIES SHAPE THE MATCHMAKING

The initial buyer list is provided for your review. You may also submit a wish list of additional buyers you would like to meet.

Buyer nominations are subject to qualification, interest and availability. A wish-list submission does not guarantee an appointment.

NAFATH / SAUDI ARABIA

Your next market.
Your next connection.

Bring an export-ready product. Meet a relevant purchasing partner.

Egypt–Saudi Arabia Business Forum

Riyadh · 17–28 January 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗