



Under the Patronage of the Jeddah Chamber of Commerce & Industry

JITF 2014



Saudi Arabia's 26th Multi-Sectoral Trade Expo

JEDDAH INTERNATIONAL TRADE FAIR

6 - 9 December 2014

JCFE Jeddah Centre for Forums & Events
Owned by J.C.C.I. Jeddah, Kingdom of Saudi Arabia



www.jitf-arabia.com



ACE

EXHIBITIONS

Creating Global Partnerships

The Organiser

Jeddah based Al-Harithy Company for Exhibitions is Saudi Arabia's leading event organiser. The first to own dedicated exhibition venues and organise international trade shows in the Kingdom, Al-Harithy has, over more than 30 years, staged in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors.

The company's impressive track record and wealth of expertise provides the assurance that your products and services are promoted with the highest degree of professionalism.

Affiliations

Member

aeo

Association of
Event Organisers

Founding Member



Arab Union for International
Exhibitions & Conferences

These emblems are your assurance that as an exhibitor or visitor the exhibition you are attending is well organised and promoted to the high standard required by association memberships.

www.acexpos.com

Organiser:

**Al-Harithy Company
for Exhibitions**

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SAUDI ECONOMIC BOOM CONTINUES UNABATED

Saudi Arabian market remains attractive for a multitude of large and medium industry sectors and the following statistics substantiate the facts.

- Stable economy with a GDP growing at 4.5%
- US\$ 24,500 per capita income.
- A strong budget allocation of US\$ 228 billion for the year 2014.
- Trade forecasts indicate a growth of 5.4% for the non-oil sector, generating a revenue of US\$ 33 billion showing an annual increase of 10.4%.
- Saudi Industrial Development Fund (SIDF) approving loans worth US\$ 75 million for new industrial and expansion projects.

All the above indicators bode well for the small and medium enterprises and a strong and buoyant consumer products market.

Added to this positive trend is the rising population with a high purchasing power and the diversity of its requirements from food, clothing, fashion wear, textiles, accessories to home décor and appliances and the list continues to grow.

This increasing demand unfolds new vistas of business prospects in the retail as well as manufacturing sectors, distributorship and dealerships – thus giving a fillip to trade between the Kingdom of Saudi Arabia and the international business community.

*Saudi Arabia - a haven for the small and medium enterprises
and a strong and buoyant consumer products market*



JEDDAH INTERNATIONAL TRADE FAIR 2014 CONTINUES TO BUILD ON THE SUCCESS ON ITS 25 YEAR HISTORY.

JITF - Jeddah International Trade Fair 2013 heralded the revival of this long established exhibition celebrating its silver jubilee.

JITF 2014 will further expand its geographical reach to solicit the presence of a larger number national pavilions from the Far East, Asia, the Arab World, Africa and Europe.

Historically, this multi-sectoral event is a platform for various national country pavilions displaying the industrial potential to the Saudi market enjoying the support of a large number of Foreign Trade Missions based in Saudi Arabia who work closely with their counterpart international trade associations, export promotion bureaus and relevant government bodies.

The show caters to the specific needs of the Saudi market addressing the increasing demands of the local manufacturers leading to multi-million deals.

JITF - the Gulf's longest established multi-sectoral event & an outstanding marketing opportunity not to be missed



EXHIBITION BROAD CATEGORIES

- Light Industries & Machinery
- Franchising & Licensing
- Building Materials & Equipment
- Interiors & Furnishings
- Textiles & Fabrics
- Safety, Security & Fire Prevention
- Swimming pools, Saunas & Jacuzzis
- Landscaping & Outdoor Environments
- Kitchens & Bathrooms
- Catering & Hotel Equipment
- Packaging & Printing
- Home Commodities & Appliances
- Consumer Electronics & IT
- Clothing & Leather Goods
- Costume Jewellery & Fashion Accessories
- Perfumes & Beauty Products
- Watches & Clocks
- Giftware & Premiums
- Children Necessities & Toys
- Handicrafts & Art Objects
- Sports & Leisure
- Tourism & Travel
- Shipping & Transport Logistics

This broad listing is not definitive and is intended only as a guide to prospective exhibitors.



Visitor Promotion & Publicity Campaign

An extensive promotion and publicity campaign will be undertaken throughout Saudi Arabia and the neighbouring Gulf States. This will ensure the maximum number of high profile visitors.

The campaign will incorporate:

- Personal visits to all relevant government departments and major industrial organisations.
- Direct fax, mail and e-mail campaigns targeted at agents, wholesalers, distributors, entrepreneurs, businessmen, manufacturers, traders and Government Officials.
- Advertisements & supplements in supporting newspapers & specialist journals.
- Radio, SMS and internet campaigns.
- Personal invitations to procurement consultants, specifiers, traders, shop owners and professionals.
- Posters, banners, billboards and electronic sign displays.
- A series of live displays and demonstrations.

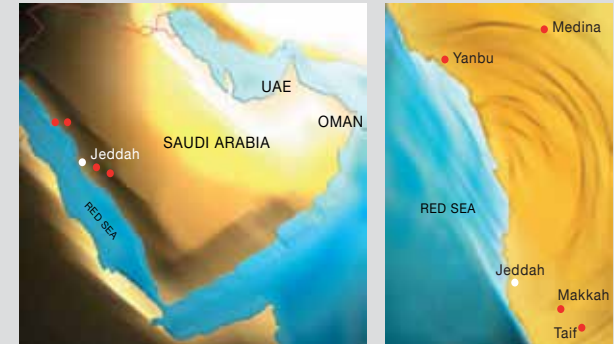


Jeddah: Gateway to Saudi Arabia

Jeddah is a thriving modern city of nearly 5 million and headquarters of many of the Kingdom's largest companies and a major international centre.

The city boasts the Arab World's largest seaport together with one of the busiest international airports in the Middle East.

Jeddah is the Kingdom's commercial and leisure centre and the focal point of the Western Region which accommodates more than half the 28 million plus Saudi population. The Region also contains the Holy Cities of Makkah and Medina, Taif and Yanbu.



Prime Venue



JCFE Jeddah Centre for Forums & Events (Owned by J.C.C.I.)

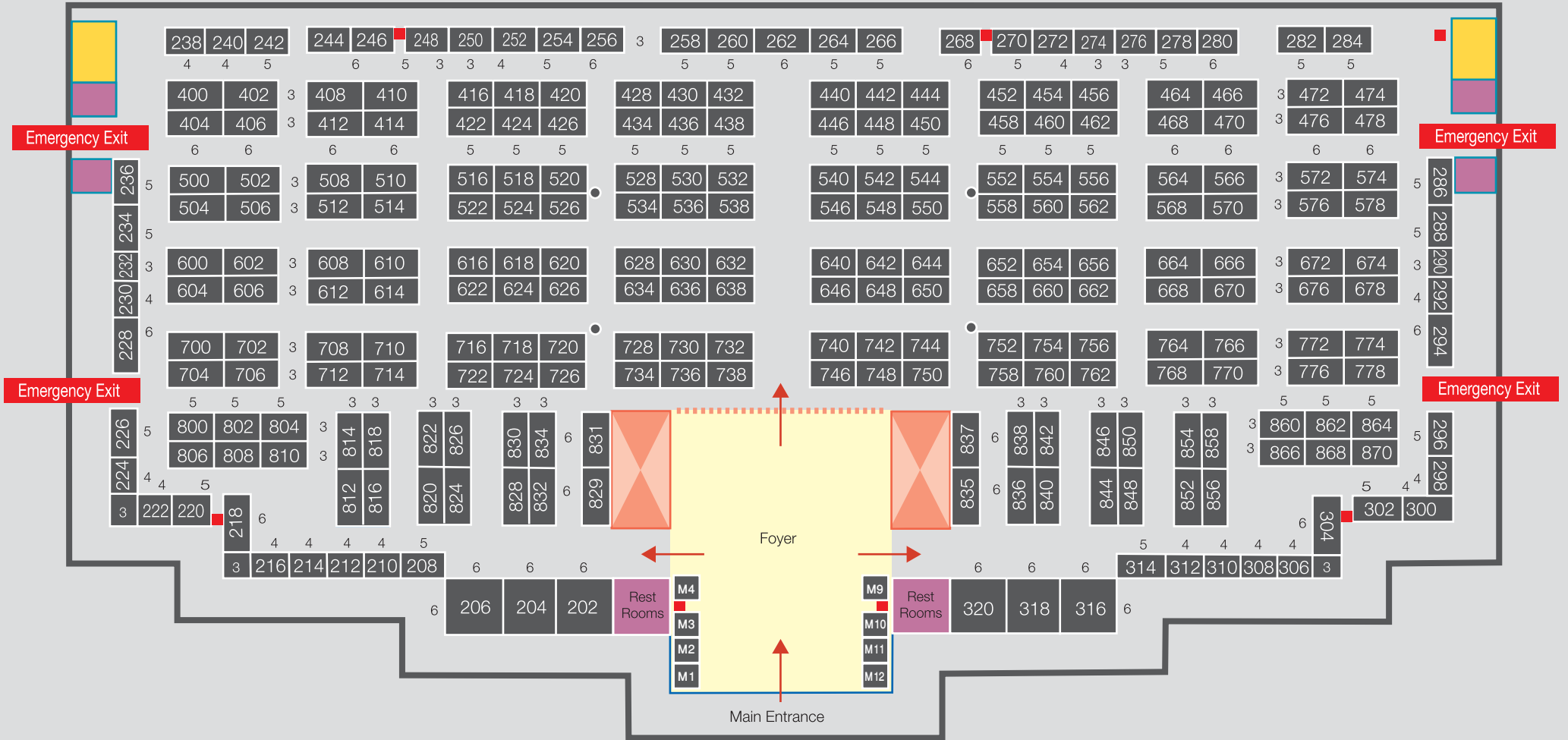
Established, developed and owned by the Jeddah Chamber of Commerce, the purpose-built Jeddah Centre for Forums & Events offers services to the highest international standards.

This modern exhibition complex is conveniently located just minutes from Jeddah's main Business Centre, banks, Government offices, shopping malls and major hotels.

- 40,000 m2 of total area with easy access to major roads
- 10,000 m2 of air conditioned exhibition space
- Cafeterias and rest rooms
- Forklift loading ramps and covered storage space
- Electrical power 110/220v - 60hz
- Fully equipped communications / business centre
- Large illuminated visitor, exhibitor and VIP car parks
- Conference hall
- Mosque
- PA system
- First Aid suite
- Plaza area for flag poles
- Public telephones
- Taxi / limousine service

JEDDAH CENTRE FOR FORUMS & EVENTS

Exhibition Floor Plan



Participation Procedure

Indicate the dimensions and area in m² of the stand, also whether space or shell scheme is required. Stands will be allocated by the organiser based on size and in certain cases on product sector and/or nationality.

A contract will be issued for signature and an invoice will be sent for payment.

An exhibitor manual will be forwarded to you, the exhibitor for completion of the forms within the manual regarding all other services available to you.

Exhibitors taking part through group participation, organised by official bodies or through exhibition sales agents will need to implement the above procedures directly with those parties.

Participation Rates

Indoors Space only per m ²	US\$ 395 SR 1,480
Space + shell scheme per m ²	US\$ 445 SR 1,670
Outdoors Space only per m ²	US\$ 145 SR 545

Shell Scheme

The shell scheme provides you with a basic stand shell construction suitable for customising to your individual requirements, in a wide variety of sizes, with rear and dividing walls. The standard minimum module of 9m² is equipped with:

- fascia board bearing your company name and stand no.
- carpeting
- 3 spotlights (1 light per 3 m²)
- 1 electrical socket (110/220v 60hz)



Please note:
It is mandatory that organiser's shell scheme stand fitting shall apply to all stands on the perimeter sites of the hall and to other central sites of areas not exceeding 30 m².



This service is complemented by offering on lease a wide selection of furniture, lighting, display aids and graphics. Please see the show exhibitor manual on: www.acexpos.com

Stand Packages

With shell scheme stands, reduced "walk-on" packages are available as follows:

Option A: 9m² @ US\$ 4,200 SR 15,750
1 table, 2 chairs, 1 counter*, 1 shelf unit*.

Option B: 12m² @ US\$ 5,580 SR 20,925
1 table, 3 chairs, 1 counter, 2 shelf units.

Option C: 15m² @ US\$ 6,985 SR 26,200
1 table, 3 chairs, 2 counters, 2 shelf units.

Option D: 18m² @ US\$ 8,330 SR 31,240
1 table, 4 chairs, 2 counters, 2 shelf units.

Option E: 21m² @ US\$ 9,740 SR 36,525
1 table, 4 chairs, 2 lounge chairs, 1 low coffee table, 2 counters, 2 shelf units.

Option F: 27m² @ US\$ 12,515 SR 46,930
2 tables, 6 chairs, 2 lounge chairs, 1 low coffee table, 2 counters, 3 shelf units.

Option G: 36m² @ US\$ 16,610 SR 62,290
2 tables, 8 chairs, 2 lounge chairs, 1 low coffee table, 3 counters, 3 shelf units.

* All counters are lockable.

* Each shelf unit consists of 3 shelves either flat or sloping.

The stand contractor ACE Creative also offers a bespoke design and build service for customized stands.
Please visit: www.acecreative.com.sa

Accommodation-recommended hotels



رمادا كونتيننتال جدة
R A M A D A Continental Jeddah
E-mail: info@ramadacontinentaljed.com



Sunset Hotel
Jeddah

E-mail: sales@sunsethotel-sa.com

Recommended Freight Forwarder Official Onsite Handling



FOR SHIPPING SERVICES EST.

El Zaki for Shipping Services Jeddah
Overseas International Services
P.O. Box 13620, Jeddah 21414 – KSA
Tel: +966-12-6816777 Fax: +966-12-6024355
E-mail: info@overseass.com

Official Courier

aramex

E-mail: marouf.jaber@aramex.com

Recommended Travel Office



E-mail: abaig@almahautravel.com