



Tips & Tricks Saudi

Dates

Construction 'space only': from Friday 5/09/2025 - 08:00 a.m. onwards
Construction 'shell scheme': only on Monday 8/09/2025 - 08h00 - 20h00

Exhibition days : From 9 to 11 September 2025 from 14h00 - 22h00 -> exhibitors may enter the exhibition area 2h in advance

Dismantling: starts on Thursday 11/09 from 22h30, Friday 12/09 dismantling must be finished by 15h00

Venue

INDEX SAUDI
Riyadh Front Exhibition & Conference Center
King Khalid International Airport
13412 Saudi Arabia

Logistic

The official logistics partner for INDEX SAUDI, they are responsible for delivery of the goods to the stand, rental of forklifts, The goods can of course be shipped with a transport company of your choice, just ask for a quote with delivery to the stand

DB Schenker
Mr Edward S Gillo
Edward.gillo@dbschenker.com

Other possible transport companies with local partners:

Kristal Logistics	Geert Fere – fairs & exhibitions
	+32 477 705 187
	geert.frere@kristal-logistics.com

Pro-Messe Service This German company is responsible for the transport of the German exhibitors and can also provide the same person for companies based in Belgium and the Netherlands.

Herr Norbert Kassel
n.kastl@pro-messe.de

DSV Official partner for Big 5 Saudi
+966 11 460 2124
info@sa.dsv.com

Standard stand “Shell Scheme”



GES
Pooja Shenoy
pshenoy@ges.com

For any queries regarding the standard stand offered, you can contact them directly.

Travel

Flights:

- There are no direct flights to Riyadh from Belgium.
- It is possible to fly to Riyadh from Brussels with Emirates (via Dubai), with Etihad Airways (via Abu Dhabi) or Qatar Airways (via Qatar).
- From the Netherlands (Amsterdam Schiphol Airport), there are direct flights with KLM.

Hotels:

- For this, it is best to study [booking.com](https://www.booking.com). There are several hotel chains with hotels in Riyadh. The exhibition organiser has a partnership with Holiday Inn Business District.

Getting around in Riyadh:

- There is not much public transport available in Riyadh
- Taxis or Ubers are very reliable

Currency:

- Riyal: 1€ = approx. 4.27 SAR
- Visa and Mastercard are accepted everywhere

Visa required

- Travelling to Saudi from the EU is only possible with valid VISA, this can be registered online at <https://visa.visitsaudi.com> or via the mobile app IVisa - this visa is valid for approximately 1 year

Guidelines INDEX

- During construction, closed shoes and fluorescent vests are compulsory
- Shell Scheme stands are handed over cleaned before the fair opens, afterwards the exhibitor is responsible for cleaning. Extra cleaning can be ordered via the online manual.
- The first exhibition day is always opened by a high-ranking official. At that time, security is ramped up and every stand is expected to be manned. Protocol prohibits exhibitors from shaking hands with the official.

Preparing your exhibition

- Register exhibitor badges via the online exhibitor platform
- Install app so exhibitors can scan visitor badges
- Catering at the stand can be ordered via the online manual

Catering

- Food trucks will be set up on the fairgrounds during the fair days
- The fairgrounds are within walking distance of a Shopping Centre with plenty of good restaurants

Wifi

- There is no free wifi available in the halls, there is the option of ordering an internet connection via the online manual
- There are also several mobile apps offering unlimited data for a small price:
 - o Holafly: <https://esim.holafly.com/nl/>
 - o Saily: <https://saily.com/nl/esim-saudi-arabia/>
 - o Etc....

Official embassies in Riyadh

Here you can find additional information on doing business in Saudi

Belgische Ambassade Riyadh

Ambassador GREGOIRE Pascal
+966 11 4882888
+966 505 693459 Noodnummer buiten de
openingsuren
+966 11 4882033
Riyadh@diplobel.fed.be
<https://saudiarabia.diplomatie.belgium.be>

Nederlandse Ambassade in Riyadh

Ambassador:
VAN DER WOUDE Hans Peter
Deputy Ambassador:
VAN SOMEREN Esther
+966 11 442 23 00
Riy-aa@minbuza.nl

Flanders Investment & Trade

Wim van Cauteren
Ebtisam Ahmed
riyadh@fitagency.com

Luxembourg Ambassade in Abu Dhabi

Er is geen ambassade in Riyadh
+971 2 207 9999
Adudhabi.amb@mae.etat.lu

Wallonia

Anja Heinen
a.heinen@awex-wallonia.com

Interested websites

The Netherlands:

<https://www.rvo.nl/onderwerpen/landen-en-gebieden/saoedi-arabie/exportregels>
<https://www.rvo.nl/onderwerpen/subsidiespelregels>

Belgium:

<https://export.flandersinvestmentandtrade.com/nl/subsidies/>
<https://www.awex-export.be/fr/aides-et-subsides>
<https://info.hub.brussels/nl/subsidies/premie-om-te-exposeren-op-een-fysieke-beurs-het-buitenland>
<https://export.flandersinvestmentandtrade.com/nl/landen/saudi-arabie/infofiche>

Luxembourg:

<https://luxembourgtradeandinvest.com/>
<https://luxembourgtradeandinvest.com/our-international-network/ltio-abu-dhabi>

Tips to do business in Saudi

- **Be patient:** Decision-making can take time. Be prepared for a slower process as decisions often require several layers of approval
- **Face-to-face meetings:** Face-to-face meetings are highly appreciated. Don't rely only on emails or phone calls, as physical presence helps build trust. For newcomers, use formal titles and addresses. A respectful tone is essential, especially in the early stages of business relationships.
- **Formal communication:** Use formal titles and addresses. A respectful tone is essential, especially in the early stages of business relationships.
- **Be culturally aware:** Understand cultural norms, such as the importance of religion and family in everyday life. Avoid sensitive topics such as politics/religion.
- **Build personal relationships:** Trust and personal relationships are crucial. Take time to get to know your interlocutors before jumping into business.
- **Abaya:** For foreign businesswomen, wearing the traditional long black dress with long sleeves is no longer mandatory. Business attire is accepted..
- **Apply for a tourist visa:** Obtaining a business visa can be a complicated process. We recommend applying for a tourist visa for your business trip to Saudi Arabia. You can easily apply for this through the Visit Saudi platform.
- **Know the licensing requirements:** If you want to establish an office, you will need specific licences or approvals. Work with local authorities or legal experts to ensure that all required licences are obtained.
- **Adhere to local standards and certifications:** Saudi Arabia enforces strict product standards through the Saudi Standards Metrology & Quality Organisation (SASO), which requires certifications such as the Saudi Quality Mark and compliance through the Saber platform. Imported goods must comply with GCC and energy efficiency regulations. Make sure your products comply with local quality standards and certifications. This is especially relevant in sectors such as food, health and manufacturing.
- **Summer holidays:** During the summer holidays, from June to August, many people in Saudi Arabia travel abroad, making it a less ideal time for business activities. It is advisable not to do business during this period.
- **Ramadan:** During Ramadan, important events and fairs are generally not held, and working hours are usually reduced by an hour in both the public and private sectors. Therefore, it is advisable not to plan a visit to Saudi Arabia during this period. Ramadan moves up about 10 days in the Gregorian calendar every year. For example, in 2025, Ramadan starts on 1 March, so in 2026 it will start on 20 February and in 2027 on 10 February.

Touristic sites



Discover the birthplace of Saudi Arabia in Diriyah, with the UNESCO-listed At-Turaif District, the cultural Bujairi Terrace and the picturesque Hanifa Valley.

Accessible by taxi, very nice restaurants, beautiful surroundings, site to visit for a fee



Explore the most fun, exciting areas in Riyadh on a tour of Boulevard World and Boulevard City. Feel the heartbeat of the season in Riyadh with live concerts, shopping and an incredible Saudi dining experience.

Extra day in Saudi



Discover the beauty of the Tuwaiq Mountains in the Najd Plateau on this day trip from Riyadh.



Discover the modern and unique restaurant The Globe in Riyadh. Dine luxuriously with contemporary European dishes and enjoy panoramic views of the city from the glass-enclosed venue with this dining experience