



SOURCING EXPO Saudi Arabia

27–29 September 2026

Riyadh International Convention & Exhibition Centre (RICEC)

**The leading international
retail sourcing expo for
Saudi Arabia**

CONTACT US

Organized by: **dmg** events



Driving growth in Saudi Arabia's retail sourcing market and across the wider Middle East supply chain

Sourcing Expo Saudi Arabia brings together Kids & Toys Expo Saudi, Gifts & Homeware Expo Saudi, and Stationery & Paper Expo Saudi into one unified platform, now expanded to include Lifestyle and Home & Outdoor.

This consolidation creates the Kingdom's most comprehensive retail sourcing destination, giving exhibitors direct access to buyers, distributors, and procurement teams across Saudi Arabia, while also positioning them to serve demand from across the wider Middle East through established regional trade and distribution networks.

Be part of the region's fastest-growing marketplace and connect directly with active buyers, secure distribution partnerships, and accelerate your growth in Saudi Arabia's rapidly expanding retail market.



We are distributor of Hasbro, Crayola, Spin master, Squishmallow, Wabuba, and Maestro. Saudi this is very important for us especially as its one of the biggest markets in the Middle East, and the event is important for our business because we are meeting new customers and retailers.

Riad Aouad, Head of Sales
SAMACO Toys & Leisure
Toys sector

Covering the retail value chain



Gifts, Toys & Stationery

High-frequency retail demand driven by everyday consumer spending and strong transactional activity across gifting, toys and stationery purchases.



Lifestyle Products

Lifestyle categories benefit from Saudi Arabia's expanding consumer base and growing appetite for wellness, fragrance, fashion accessories and personal products.



Home & Outdoor

Rapid residential development, hospitality expansion and lifestyle retail growth continue to fuel demand for home living and outdoor categories.

Supply to the region's fastest growing retail economy

Saudi Arabia stands as the region's primary engine of retail growth, with consumer spending reaching SAR 1.41 trillion in 2024 across POS, e-commerce and cash transactions.

Retail momentum continues to accelerate:

SAR 668 billion

POS retail transactions in 2024
(+9% YoY)

SAR 197.4 billion

E-commerce sales in 2024
(+26% YoY)

USD 293.6 billion in 2025

The overall Saudi retail market

As Saudi Arabia's retail sector expands at pace, the brands that enter the market now will be the ones that secure the strongest buyer partnerships



What to expect at Sourcing Expo Saudi Arabia

What to expect for 2026:

5,000+

Attendees

120+

Exhibitors

200+

Brands

25+

Speakers



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Saudi Arabia is proving to be a very strong destination at the moment, driven by the momentum of Vision 2030. We welcomed a significant number of new clients at the show, and they were very impressed with our products.

Mohammed Alayat, CEO
Alpha Art
Gifts sector

Attended by key buyers from leading retail companies across Saudi Arabia & the Middle East

Specialist niche retailers and concept stores

Event planners and hospitality procurement companies

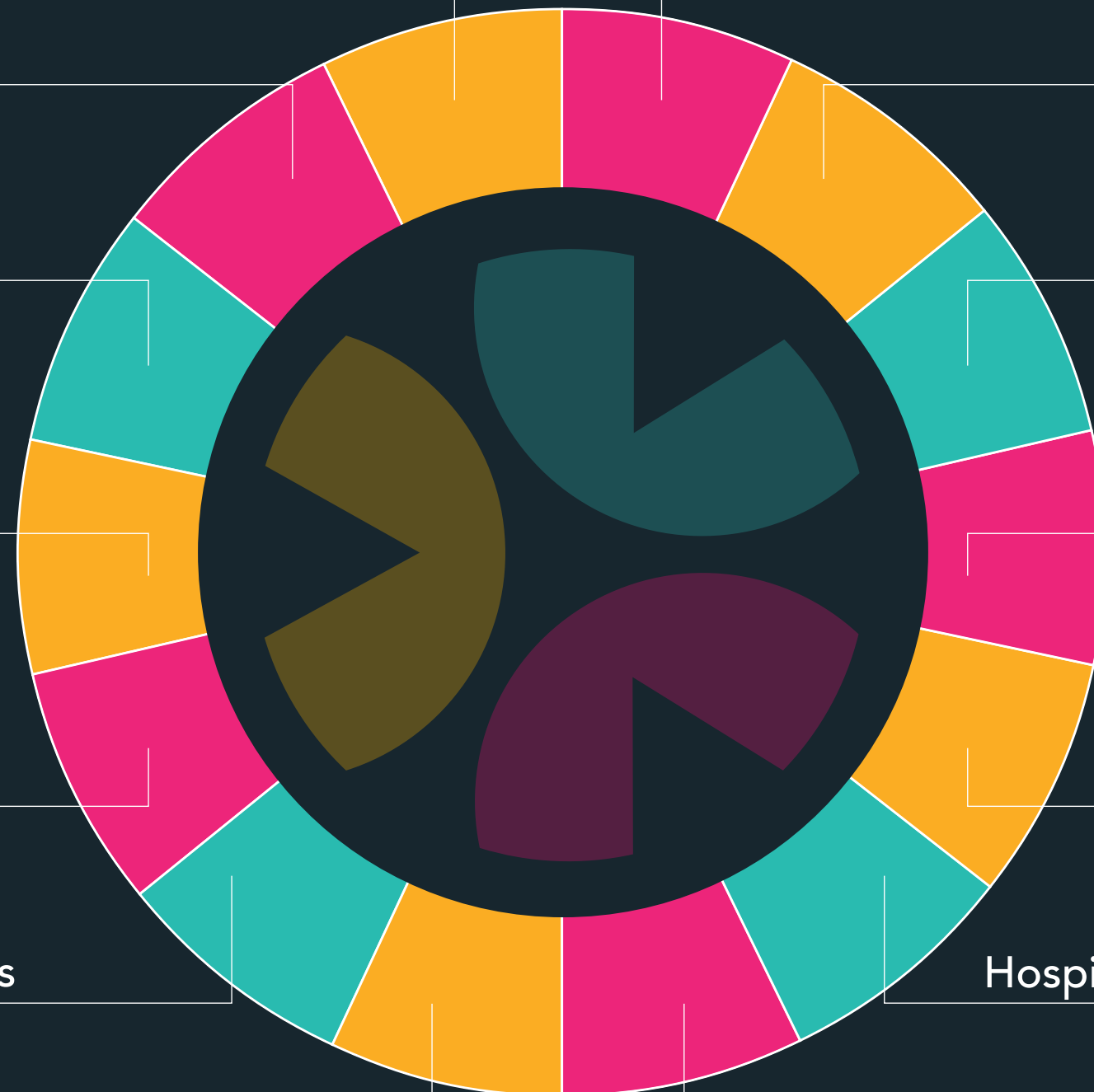
Home décor, Corporate gifting and promotional agencies

Home décor, furniture and outdoor retailers

Electronics and smart-living retailers

Gift, toy and stationery retailers

Fashion, homeware and lifestyle retailers



Major retail groups and international retail brands

Hypermarkets and supermarkets

E-commerce platforms and online marketplaces

Distributors, importers and trading houses

Medium-sized retail chains and wholesalers

Hospitality procurement teams (hotels, resorts and serviced apartments)

Government and giga-project developers

Visiting brands include:



Leading brands launch products, showcase innovations, and connect with key retail buyers

Exhibitors from last year's edition:



Active buyers are looking for your products

Buyers across Saudi Arabia's retail and distribution networks are continuously seeking new products to meet growing consumer demand across the following categories



STATIONERY, GIFTS & TOYS

- Corporate gifts
- Greeting cards
- Souvenirs
- Trendy & designer gifts
- Drinking bottles
- Thermos and containers
- School stationery
- Office stationery
- Teaching materials
- Classroom equipment
- Arts & crafts
- Finished paper products
- Toys
- Games & licensing
- Dolls and soft toys
- Electronic toys
- Licensed and general toys
- Books and learning products



LIFESTYLE

- Fragrance & scents
- Personal care & wellness
- Festive & party supplies
- Travel goods & accessories
- Pet supplies & accessories
- Electronics & appliances
- Baby, mother & kids products
- Fashion
- Accessories & jewellery
- Handicraft products



HOME & OUTDOOR

- Furniture & furnishings
- Home fragrance
- Candles & accessories
- Decorative home accessories
- Decorative lighting
- Kitchenware & bake accessories
- Home textiles & fabrics
- Outdoor & garden accessories
- Camping products
- BBQ & leisure products
- Outdoor games & sports

Why exhibit at Sourcing Expo Saudi Arabia

Secure distribution partnerships across Saudi retail channels

Whether you are launching new product lines or expanding into Saudi Arabia, position your brand directly in front of buyers actively sourcing new suppliers and solutions.

Build strategic sourcing and distribution partnerships

Over three days, meet procurement heads, buying teams, trading houses, and key partners who can take your products into retail channels across Saudi Arabia and the wider region.

Connect with high- value retail and distribution buyers

Engage with retailers, distributors, importers, and e-commerce players looking to source new products across gifts, toys, lifestyle, and home categories.

Unlock new revenue streams and market entry opportunities

Access buyers from across the region and beyond, showcase your products to decision-makers, and secure long-term supply agreements with strong commercial potential.



The Creative Circle

Driving conversation across the retail space

More than just a conference, The Creative Circle is a dynamic forum where imagination meets innovation, ideas turn into opportunities and the future of Saudi Arabia's retail industry is reimaged, one inspiring session at a time

Our 2025 speakers



Dr. Mohammad Tantawy
Co-Founder,
Board Member & CMO
Green Point Group



Ahmad Weiss
Commercial Director
Spacetoon Kids TV



Anthony Youngman
Director Retail
Seven



Zyad Jamalallail
Director of Supply Chain
& Administration
Six Flags & Aquarabia



Mohamed Alayat
Founder & CEO
Alpha Art Gifts



Ms Lujain AbulFaraj
Founder and
Creative Director
Akwan



Ms Namrata Budhreja
Co-Founder
Shift Eco



Ms Souad Al Merheb
General Manager
Teeb Made



Mr Yehia Hassan
Head of Training
Cenomi Retail



Maximize your sales potential with our targeted marketing and PR campaigns

Saudi Sourcing Expo's integrated marketing and PR campaigns are designed to attract active buyers and decision-makers, positioning your products in front of the right audience and driving meaningful engagement before, during, and after the event.

5.4mn

Digital campaign impressions

2.5mn

Email reach

\$1,787,684

Total PR value

224k

Website views



I think for us it is one of the best platforms to present ourselves here as a German producer for office and stationery products and we have connected with a lot of new partners here.

Beate Rauls, Export Area Manager - Middle East and Africa
DURABLE Hunke & Jochheim GmbH & Co. KG
Stationery sector

Maximising exposure with our in-depth PR campaigns

Landmark trade show in Riyadh attracts thousands



A session in progress at Orgateco Workspace Saudi Arabia and Stationery, Paper, Gifts, Homeware, Kids and Toys – at the Riyadh Front Exhibition and Conference Centre. (Supplied)

Short Url <https://arab.news/zmwup>

Updated 18 September 2025 • More than 250 exhibitors showcase latest products

RASHID HASSAN RIYADH: Thousands of local, regional, and international professionals descended as more than 250 exhibitors showcased workspaces and stationery, paper, gifts, homeware, and children's toys at the Riyadh Front Exhibition and Conference Center.

September 18, 2025 21:51

المملكة العربية السعودية تستضيف ثلاثة معارض تجارية في قطاعات الألعاب والقرطاسية والهدايا الشهر المقبل



المملكة العربية السعودية تستضيف ثلاثة معارض تجارية في قطاعات الألعاب والقرطاسية والهدايا الشهر المقبل في العاصمة الرياض، وذلك في إطار سلسلة من الفعاليات التي تنظمها الهيئة العامة للغرفة التجارية والصناعية السعودية بالتعاون مع وزارة التجارة والاستثمار. وتعد هذه المعارض من أهم الفعاليات التجارية التي تنظمها المملكة سنوياً، وتهدف إلى تعزيز العلاقات التجارية بين الشركات المحلية والعالمية، وتوفير منصة للترويج للمنتجات والخدمات الجديدة.



المملكة العربية السعودية تستضيف ثلاثة معارض تجارية في قطاعات الألعاب والقرطاسية والهدايا الشهر المقبل

15 أغسطس 2025 | الرياض | Assalibah Ramadan

Riyadh to host expos for toys, stationery, corporate gifting

RIYADH Tue, 19 Aug 2025

SHARE



Saudi capital Riyadh will host a series of trade-only exhibitions next month turning the city into a sourcing hub for toys, stationery, and corporate gifting.

dmg events will organise the Inaugural Kids & Toys Expo Saudi Arabia, Stationery & Paper Expo Saudi Arabia, and Gifts & Homeware Expo Saudi Arabia. All three shows will be co-located under one roof at the Riyadh Front Exhibition & Conference Centre from September 16 to 18, providing attendees with a comprehensive platform for all their sourcing needs.



The trio of inaugural shows will empower future of play, stationery, and gift-giving from 16-18 September in Saudi capital. Image Courtesy: dmg events

SAUDI ARABIA'S FIRST STATIONERY & PAPER, GIFTS & HOMEWARE, AND KIDS & TOYS EXPOS SPARK GLOBAL CONNECTIONS AND REDEFINE RETAIL OPPORTUNITIES

Trio of trade fairs attracted more than 3,800 visitors, positioning Riyadh as the region's leading sourcing destination

Press Release

Featured in





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EXPO**
Saudi Arabia

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& Exhibition Centre (RICEC)

**Grow your business at the
leading international retail
sourcing expo for Saudi Arabia**

sourcingexpoksa.com

Book your stand today

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Organized by: **dmg::events**

