

# UK Trade Mission to Saudi Arabia targeting Index, The Hotel Show and Cityscape Global Exhibitions

Register Today

10<sup>th</sup>-13<sup>th</sup> September 2023

PROUD  
TO SUPPORT



*The Department for Business and Trade (DBT) and Commercial Interiors UK (CIUK), supported by The Royal Institute of British Architects (RIBA), have organised a UK Creative Industries Trade mission to the Kingdom of Saudi Arabia focused on promoting UK design, architecture and supply chain expertise associated with the hospitality, entertainment and leisure sectors.*

## Background:

As Saudi Arabia moves towards economic diversification and a non-oil future, the country is investing billions in various mega-projects that demand the full range of creative services and expertise to service the growing hospitality, leisure and commercial property sectors. The interiors, interior design, architecture and entertainment markets are witnessing a massive growth and transformation in the region, driven by the urgent need to construct, design, and fit-out.

## The Mission:

The mission will be present at the **Index/Hotel/Lighting Design & Technology shows - 10-12<sup>th</sup> September (4pm-10pm daily)** and companies can also visit **Cityscape Global 10-13<sup>th</sup> September (10am-10pm daily)**.

A designed **UK Lounge** will be available at Index/Hotel Show for UK delegates as the focal point for promoting UK expertise and a base to conduct B2B meetings with key decision-makers. There will also be a pre-arranged **programme of organised visits during the day** to key buyers/agencies and government Ministries.

Organised by:



Supported by:



## Why participate?

- An opportunity to be part of a DBT/CIUK supported programme of visits that will offer access to key decision makers and potential clients.
- Access to key shows in Riyadh, with a UK Lounge available to delegates at Index/Hotel Show.
- On-the-ground support from DBT and CIUK to facilitate your visit and assist in identifying opportunities for your company in this increasingly vibrant marketplace.

## Who should attend?

UK companies who have expertise in:

- Architecture
- Interior design
- Hospitality interiors supply & fit-out to high-quality hotels, leisure, tourism & entertainment projects.

**Date** 10<sup>th</sup>-13<sup>th</sup> September 2023

**Cost:** £350 + VAT per delegate

**Where:** Riyadh, Kingdom of Saudi Arabia

**Registration**

**Deadline:** Monday 10<sup>th</sup> July 2023

Delegates will be responsible for their own travel, visas, and subsistence. Costs of transport for out of show organised meetings/events are included within the fee.

## To register interest contact:

[sue@commercial-interiorsuk.com](mailto:sue@commercial-interiorsuk.com) T: 07891 594796

*All registrations will go through a formal DBT approval process. We will send you an email to let you know if your application has been approved.*