

# Manzeli

Furniture , Furnishing & Home Decoration Expo

**2-5  
JUNE  
2024**

**RIYADH FRONT  
EXHIBITION &  
CONFERENCE  
CENTER —  
SAUDI ARABIA**



Designs  
Spaces

**that Speak,  
that Inspire**





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# About Manzeli:

"Manzeli Expo, powered by AGEX, is a strategic move to effectively address the current surge in demand in the furniture industry in Saudi Arabia. AGEX, with a legacy of 13 years in the exhibition market, brings invaluable expertise to this initiative. It provides a perfect platform for showcasing a wide range of elite and affordable furniture, dining rooms, living rooms, flooring & textiles, kitchens, and baths. From couches and armchairs to fittings, finishing materials, and decor items, you'll find everything you need to create stunning spaces where manufacturers, distributors, and customers come together to explore the latest trends and innovations in the furniture market, all under one show floor in Riyadh, Saudi Arabia.

At Manzeli, we prioritize the success of our exhibitors, ensuring that every exhibitor aligns with the direct customers' and buyers' requirements of design, quality, and quantity. This guarantees a higher success rate for exhibitors to strike deals with retailers, wholesalers, e-commerce platforms, interior designers, and other industry players. The expo presents an opportunity to discover the most cutting-edge and innovative products from both Saudi Arabia and international brands.

As Saudi Arabia's Vision 2030 comes to life, the Saudi government has undertaken various efforts to support the growth of the furniture industry and address the increasing demand for residential property. These efforts include the Housing Program Vision 2030, which has a significant impact on the Saudi furniture sector."



# About The Organizers:

AGEX is a leading exhibition and conference organizer that was established in 2004. Since then, we have played a significant role in the success of several national and regional events. We take pride in our extensive experience, with a series of highly successful events to our name.

These exhibitions have consistently attracted industry leaders, businesses, and professionals from around the world.

## Our portfolio in Saudi Arabia



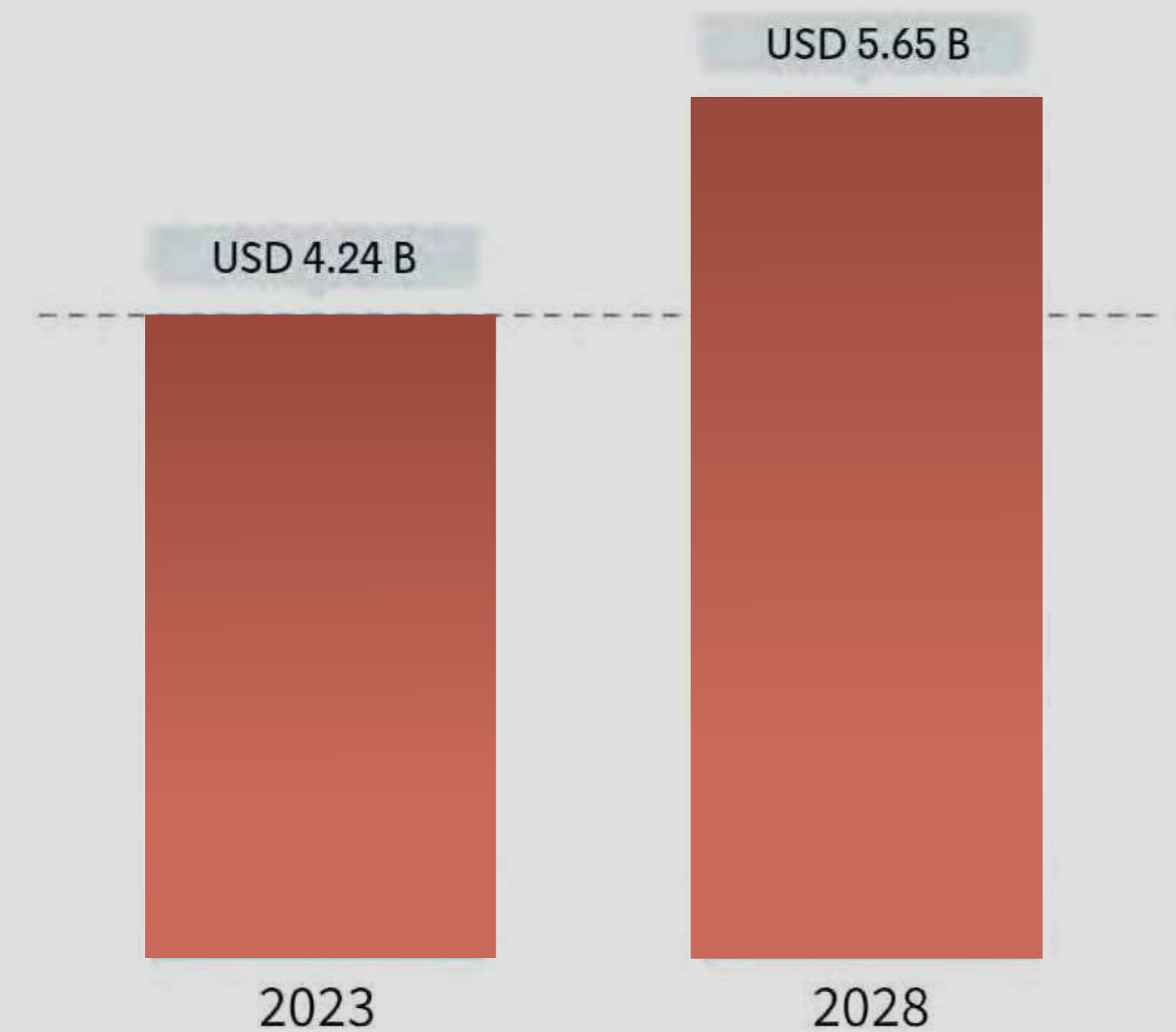


# Market Size and Growth:

The furniture and interior market in Saudi Arabia is expected to grow significantly, reaching USD 5.65 billion by 2028 from USD 4.24 billion in 2023. This represents a substantial compound annual growth rate (CAGR) of %5.91. This growth is driven by a rising demand for furniture and interior products across the country.

**The Saudi Arabian home furniture industry is one of the most vibrant and fastest-growing industries in the GCC region.**

## Saudi Arabia Furniture Market Market Size in USD Billion CAGR 5.91%



# Global Comparisons



While Saudi Arabia's furniture market is growing, it is important to note that the largest revenue in the furniture market is generated in the United States. This indicates the scale and maturity of the US market compared to Saudi Arabia. However, the projected growth rate for the Saudi Arabian market is notable and indicates its potential for expansion

## Market Concentration



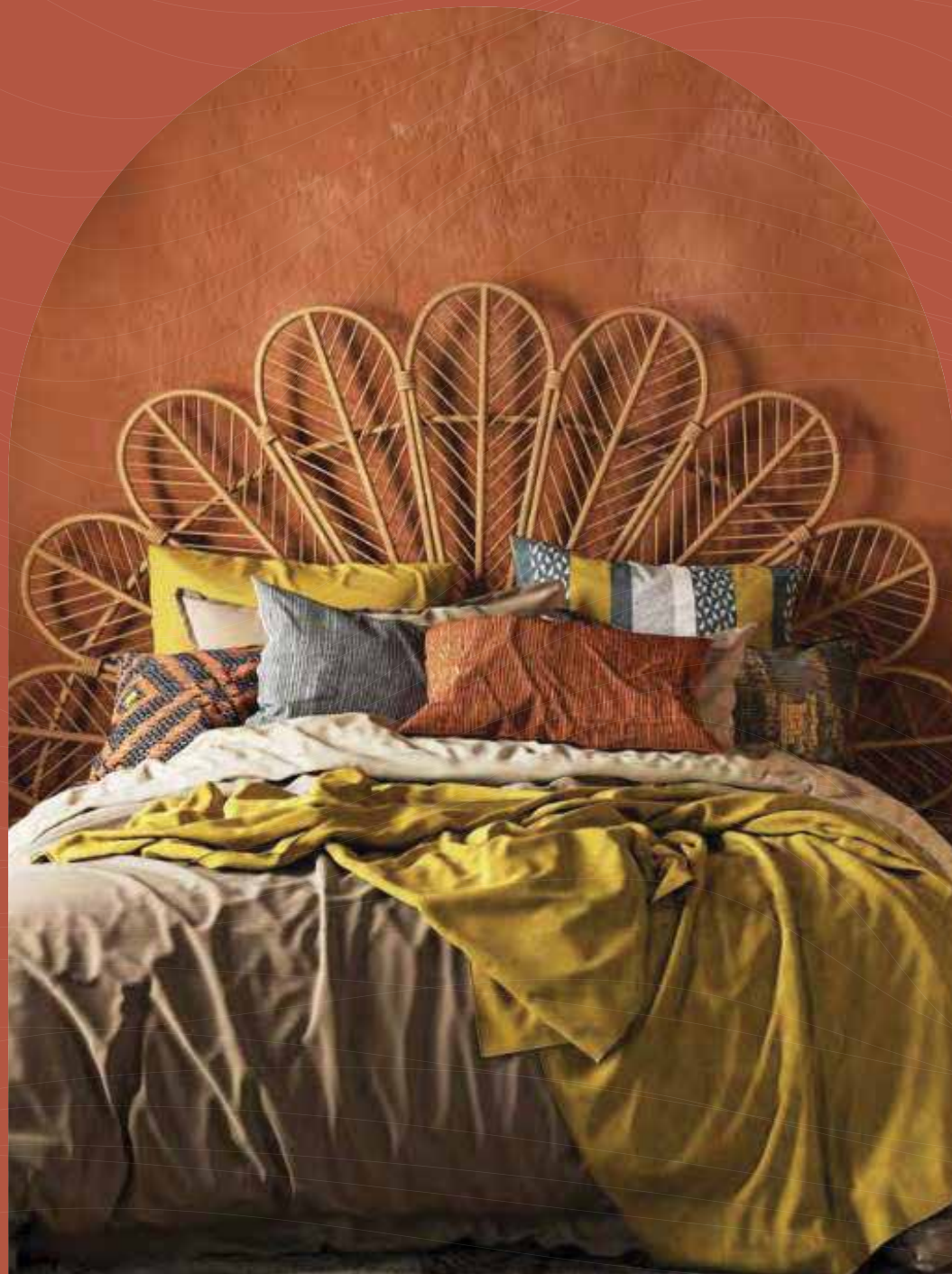


# Take a Seat and Explore Manzeli Sectors!





# Discover the Expo Sectors



FURNITURE &  
SYSTEM FURNISHING



KITCHEN & BATH



FLOORING & TEXTILE



# Discover the Expo Sectors



INTERIOR DECOR &  
ACCESSORIES



LIGHTING DESIGNS



OUTDOOR ,LANDSCAPE  
SOLUTIONS &  
SWIMMING POOL



# Why Exhibit?

## 1. Unparalleled Exposure:

Showcase your brand to a diverse and influential audience, including industry professionals and discerning consumers from the B2C market.

## 2. Targeted Networking:

Connect with key players, decision-makers, and potential customers in the furniture and interior industry.

## 3. Brand Enhancement:

Manzeli provides a prestigious platform to strengthen your brand image and credibility, reaching both B2B and B2C audiences.

## 4. Business Expansion:

Engage with a market that is not only growing but also evolving in terms of design preferences and consumer demands.

## 5. Return on Investment (ROI):

Manzeli Expo is designed to deliver measurable results, ensuring that your participation translates into tangible business outcomes.

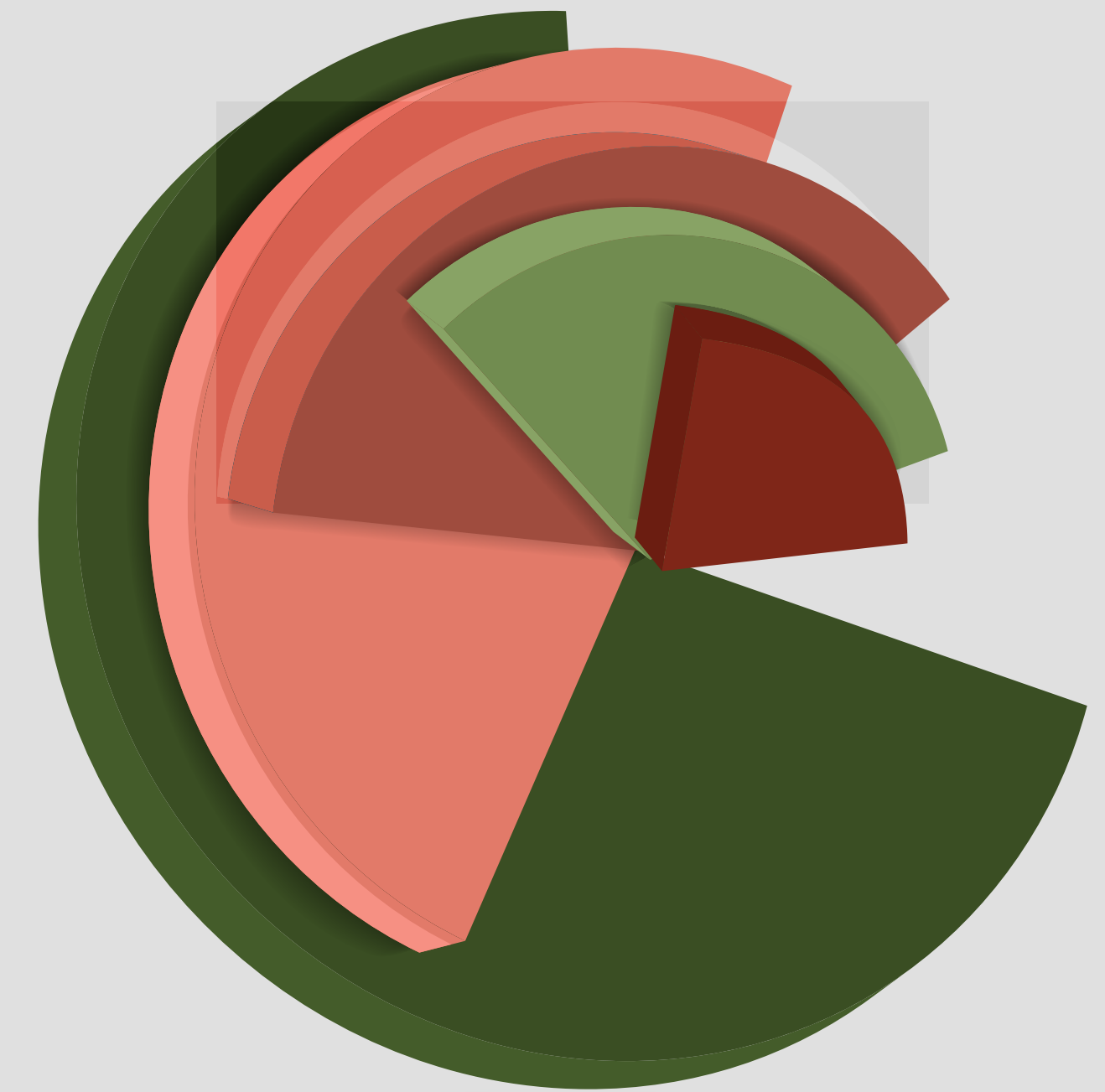




# Who Will Meet?

- Home owners
- hotel & restaurant owners
- interior designers & architects
- property developers
- distributor & retailer independent

## visitors



# Your Path to Success with expecting



**+287** Exhibitor



**+10,000** Visitors



**10** International Pavilions



# Manzeli

Co-Located With



We're here to connect, collaborate, and create with you.  
your journey with Manzeli starts with a simple step.

## Reach Out Today:

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