

Export Bahrain participates in the Saudi Food Show in Riyadh, alongside several local companies

Export Bahrain, an organization dedicated to promoting the culture of export in various industries, is excited to announce its participation in the upcoming Saudi Food Show. Taking place in Riyadh from June 20th to 23rd, 2023, this event aims to raise awareness about the opportunities in the global food sector.

Under the Bahrain Pavilion organized by Export Bahrain, several local companies will join the exhibition. As a specialized event in the food sector, the show in Riyadh is the first of its kind and is experiencing rapid growth worldwide. This growth presents promising business opportunities for companies in the food industry.

The exhibition is expected to attract more than **90,000** visitors, consisting of various businesses from the food sector, and will host over 1000 global companies across the food value chain and industry thought leaders from more than 30 countries.

Ms. Safa Sharif Abdulkhaliq, Chief Executive Officer of Export Bahrain, emphasized the organization's commitment to supporting exporters. Export Bahrain aims to raise awareness about export procedures, enhance exporters' readiness for global markets, and improve the competitive quality of local products. Ms. Abdulkhaliq also emphasized the importance of both local and global food investment opportunities.

Export Bahrain utilizes its resources to improve the export environment, overcome obstacles faced by exporters, provide guidance on export practices, and develop export competencies. They also facilitate the identification of suitable export opportunities and markets for institutions by preparing market access guides and studies. Furthermore, Export Bahrain actively showcases Bahraini products to target audiences through participation in international exhibitions, facilitates connections between exporters, potential buyers, and partners, and organizes bilateral meetings on the sidelines of international exhibitions.