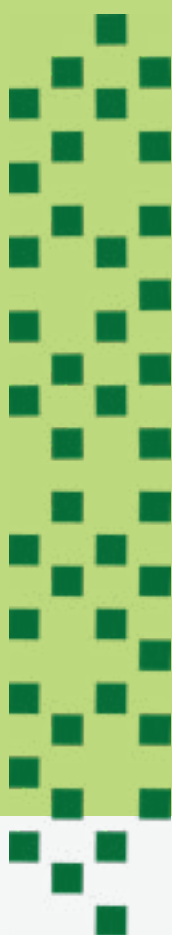


Unlock New Opportunities
Reimagine Retail

Pre-Event MAGAZINE



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Message from the CEO



It is with great excitement and pride that I welcome you to the inaugural edition of Retail Show 2025, the Kingdom's largest upcoming B2B event dedicated to retail innovation, transformation, and opportunity.

Saudi Arabia's retail sector is undergoing one of the fastest and most dynamic transformations globally. Backed by the ambitions of Vision 2030, a rapidly growing, tech-savvy young population, and significant government investment, the Kingdom's retail market was valued at USD 282.2 billion in 2024, according to IMARC Group. Looking ahead, it is projected to reach USD 402.7 billion by 2033, growing at a CAGR of 4.03 percent between 2025 and 2033. This exceptional growth is creating unprecedented opportunities for global brands, technology providers, investors, and innovators who wish to establish or expand their presence in this thriving market.

Retail Show 2025 has been carefully designed to be the definitive platform where these opportunities come together. Over two days, Radisson Hotel Riyadh Airport will transform into a hub for government leaders, multinational retail chains, technology innovators, e-commerce pioneers, real estate developers, investors, and solution providers from across the region and beyond. Attendees will gain access to high-level discussions, cutting-edge product showcases, and targeted business matchmaking that will help shape the future of

retail in Saudi Arabia and the GCC.

The event is more than an exhibition or a conference, it is a meeting point for ideas, expertise, and ambition. It is where groundbreaking innovations meet strategic investment and where partnerships are formed that can redefine entire sectors. With a strong alignment to Saudi Arabia's national objectives, Retail Show 2025 supports the Kingdom's drive to diversify its economy, enhance quality of life, and position itself as a global leader in retail and lifestyle experiences.

I extend our deepest appreciation to our sponsors, partners, exhibitors, and distinguished speakers whose contributions and commitment have been vital in bringing this event to life. Your support enables us to create a marketplace that fosters collaboration, sparks creativity, and drives long-term growth across the retail ecosystem.

Thank you for being a part of this important journey.

Best Regards,
Shariq Abdul Hai
CEO, Valiant & Company

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Industry Background



Saudi Arabia's retail landscape is experiencing unprecedented growth, driven by economic diversification, urban expansion, and a decisive shift toward modern consumer experiences. Retail is one of the key non-oil sectors identified in Vision 2030, playing a central role in the Kingdom's plan to create a vibrant society, a thriving economy, and an ambitious nation.

Government initiatives such as the Quality of Life Program, the National Transformation Program, and major giga-projects including NEOM, Diriyah, and Qiddiya are introducing new retail formats, lifestyle destinations, and high-value investment zones. These developments are designed to integrate retail into broader lifestyle and tourism ecosystems, making shopping a core component of Saudi Arabia's urban transformation.

The Kingdom's population now exceeds 36 million, with more than 60 percent under the age of 35. This young, digitally connected demographic is driving demand for personalised, convenient, and technology-enabled shopping experiences. Rising disposable incomes, coupled with a growing appetite for international brands, have positioned Saudi Arabia as a prime consumer market for both established global players and innovative newcomers.

Recent market performance reinforces this momentum. In 2024, consumer spending grew by 7 percent to reach SAR 1.41 trillion USD 376 billion . Ecommerce surged by 26 percent to SAR 197.4 billion USD 52 billion , while pointof sale transactions reached SAR 668 billion USD 178 billion , reflecting a strong blend of online and offline retail activity. Buy Now Pay Later solutions, led by Tabby and Tamara, now account for the majority of BNPL transactions, offering Shariahcompliant payment flexibility that appeals to a wide range of consumers.

Urban expansion is another growth driver. Riyadh alone accounts for 2.2 million square metres of the 4.9 million square metres of new retail space planned across the Kingdom's five largest cities by 2030. Prime malls in Riyadh are operating at a 92 percent occupancy rate, with average lease rates rising by 4 percent yearonyear as consumer footfall strengthens.

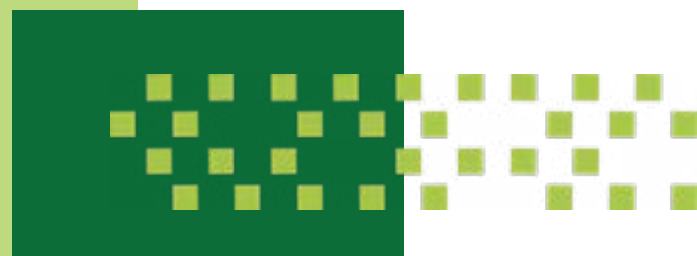
Retail in Saudi Arabia is no longer confined to traditional malls and stores. Today, omni channel strategies, Alpowered personalisation, immersive instore experiences, and sustainable retail solutions are becoming standard practice. Developers are integrating dining, entertainment, and experiential zones into retail spaces, ensuring that shopping destinations are also lifestyle hubs.



With the alignment of government vision, investor confidence, and consumer demand, Saudi Arabia's retail sector stands at the forefront of transformation. This is a market that offers opportunity across every segment, from luxury to valuedriven retail, and is rapidly setting new benchmarks for the region.

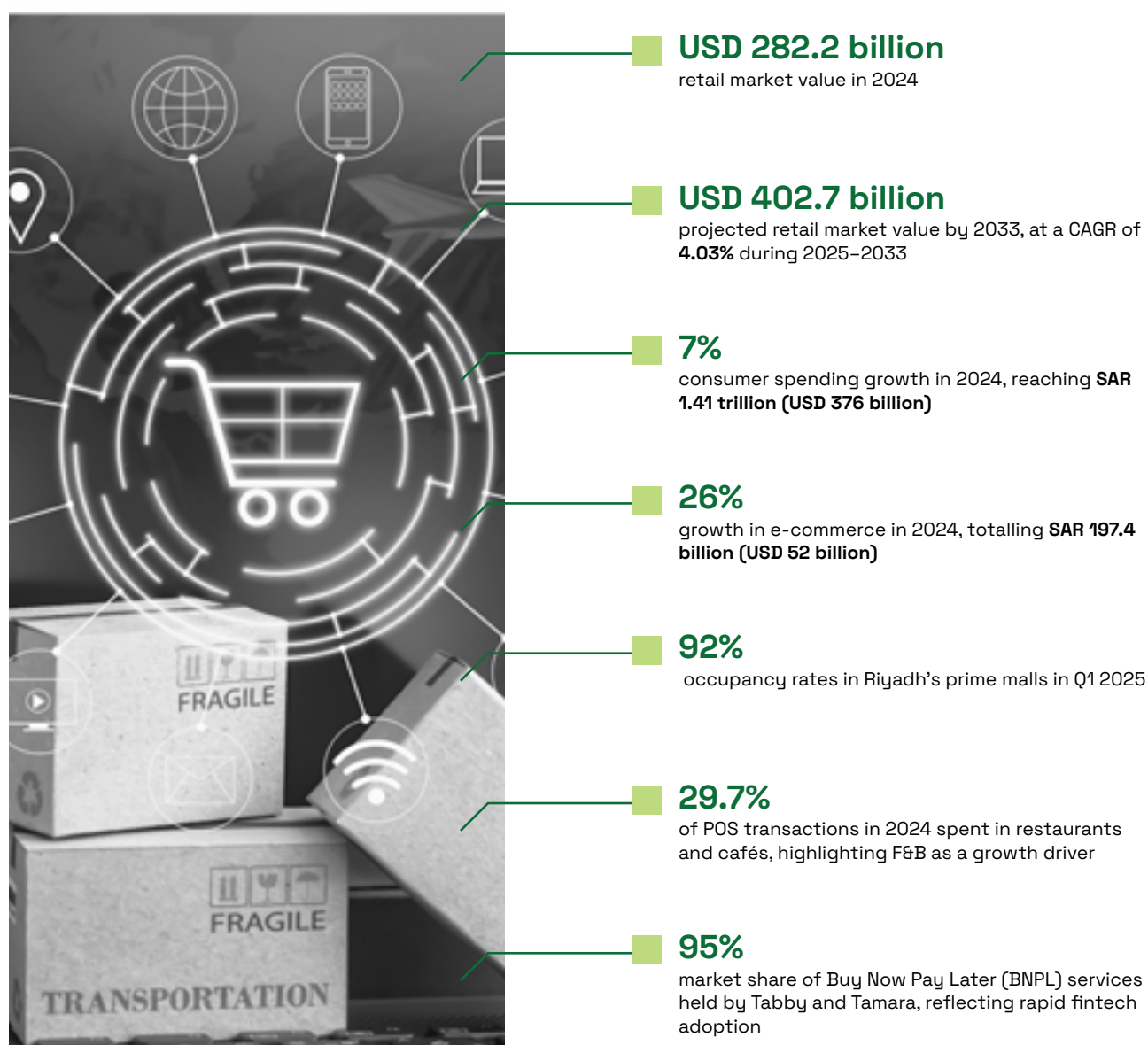


Market Overview



Saudi Arabia Retail Market – Key Facts

(Sources: IMARC Group, Knight Frank, SAMA, Statista)



Saudi Arabia is firmly positioned as the Middle East's most attractive retail investment destination. The Kingdom's retail transformation blends luxury, lifestyle, and affordability, creating opportunity across every segment of the market.

With a youthful population, increasing disposable incomes, and government-led mega projects, the retail sector is on track to set new regional benchmarks for innovation and growth.



Why Saudi / Why Now?

Saudi Arabia is not just growing, it is transforming. Vision 2030 has redefined the Kingdom's retail ambition, moving it from a traditional marketplace to a global retail and lifestyle hub.

Why now is the moment
to enter:



Economic Powerhouse:

Largest economy in the Middle East with robust GDP growth.



Government Backing:

Investment-friendly policies and incentives for foreign businesses.



Youth-Driven Market:

Over 60 percent of the population is under 35, digitally connected, and brand-conscious.



E-commerce Surge:

Online retail is expanding rapidly, with e-commerce sales reaching USD 52 billion in 2024 and continuing to grow.



Mega-Projects:

Retail integration into mega-projects such as NEOM, Diriyah, and Red Sea Global is creating new destinations for shopping, leisure, and lifestyle experiences.



Tourism Growth:

The Kingdom is targeting 150 million annual visitors by 2030, creating significant retail demand from both residents and international tourists.

For investors, brands, and innovators, the time to enter Saudi Arabia's retail market is now. Retail Show 2025 is your gateway to connect with decision-makers, explore high-growth opportunities, and establish a lasting presence in one of the most dynamic retail markets in the world.

Event Overview

Retail Show 2025 is set to become the most influential platform for the retail industry in Saudi Arabia and the wider GCC region. The event will bring together every part of the retail value chain, including government bodies, real estate developers, technology providers, e-commerce leaders, global and regional brands, supply chain and logistics specialists, and innovative startups. By gathering this diverse mix of stakeholders under one roof, the event will create an environment where ideas, innovations, and partnerships can flourish.

Over the course of two days, Radisson Hotel Riyadh Airport will transform into a dynamic marketplace for knowledge exchange, product discovery, and strategic networking. Attendees will be able to experience the latest trends and solutions that are redefining the future of retail in the Kingdom and beyond.



What to Expect?

Exhibition:

A comprehensive showcase of products, services, and technologies from leading companies and emerging innovators. The exhibition floor will cover multiple sectors, including retail technology, e-commerce solutions, supply chain management, store design, visual merchandising, and sustainable retail practices. Visitors will be able to explore live demonstrations, product launches, and interactive displays designed to inspire and inform.

Conference:

A high-level conference programme featuring keynote presentations, panel discussions, fireside chats, and case study sessions led by top industry voices. Topics will cover critical themes such as digital transformation in retail, customer experience innovation, new market trends, supply chain optimisation, and the integration of sustainability into retail operations.

Networking:

Opportunities for targeted networking that go beyond casual conversations. The event will feature structured B2B matchmaking, private meeting areas, and dedicated networking zones, enabling participants to connect with potential partners, clients, and collaborators from across the region and internationally.

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Buyer Program



Unlock exclusive access to the Saudi Retail Show with our Buyer Program, designed for senior executives and decision-makers shaping the future of retail in Saudi Arabia.

What's Included:

Complimentary Delegate Pass:

Full access to all sessions, exhibition floor, and networking events.

Strategic Matchmaking:

Tailored introductions to top solution providers and industry experts.

Personalised Support:

On-site assistance to maximise event experience.

Insights & Innovation:

Exposure to breakthrough retail technologies and market insights.



Who Should Apply:

- Retail Chains & Department Stores
- E-commerce Platforms & Marketplaces
- Investment Firms & Venture Capital
- Government Agencies & Regulatory Bodies

Need Assistance?

Contact:

Iqbal Ahmed Qureshi

Head of Client Experience

iqbal.qureshi@valiantbmedia.com

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Event Objectives



01 Connect the retail ecosystem in Saudi Arabia and the GCC:

Bring together government agencies, industry leaders, entrepreneurs, and innovators from across the region to foster collaboration and create new business opportunities that strengthen the retail sector.

02 Showcase cutting-edge retail solutions and innovations:

Provide a platform for global and local companies to present the latest technologies, products, and services that are shaping the future of retail, from digital transformation tools to experiential in-store concepts.

03 Drive innovation in customer experience:

Highlight new strategies, technologies, and design concepts that enhance shopper engagement, loyalty, and satisfaction, from omnichannel retailing to immersive in-store experiences.

04 Facilitate partnerships between global brands, investors, and local businesses:

Enable meaningful interactions that can lead to joint ventures, strategic alliances, and investment opportunities, helping both international and domestic players to expand and grow in the region.

05 Support Vision 2030's goal to make retail a leading non-oil sector:

Align the event's agenda and activities with Saudi Arabia's national development strategy, highlighting retail's role in economic diversification and its contribution to sustainable growth.

06 Highlight market opportunities for every retail category, from luxury to value-driven:

Present insights, case studies, and business models that cater to a wide range of retail segments, ensuring that companies of all sizes and specialties can identify growth potential in the Saudi market.

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Event Agenda



Conference Agenda at-a-Glance

01

Vision 2030 and the Future of Saudi Retail

High-level discussions on the Kingdom's retail transformation, government initiatives, and global innovations shaping the sector's growth.

02

Franchising and Market Expansion

Exploring opportunities for international and local brands to expand in Saudi Arabia, with insights into scaling strategies and evolving consumer trends.

03

E-Commerce and Digital Transformation

Examining the rapid rise of online retail, emerging digital technologies, and omni-channel strategies that are redefining the shopping experience.

04

Supply Chain and Logistics Excellence

Strategies for optimising operations, embracing innovation, and enhancing resilience to meet the demands of a fast-changing retail landscape.

05

Investment, Financing, and Giga Project Opportunities

Insights into the retail investment climate, financing solutions, and retail requirements in Saudi Arabia's landmark giga projects.

06

AI, Technology Integration, and Customer Experience

How artificial intelligence, advanced retail technologies, and experience-led strategies are driving customer loyalty and competitive advantage.



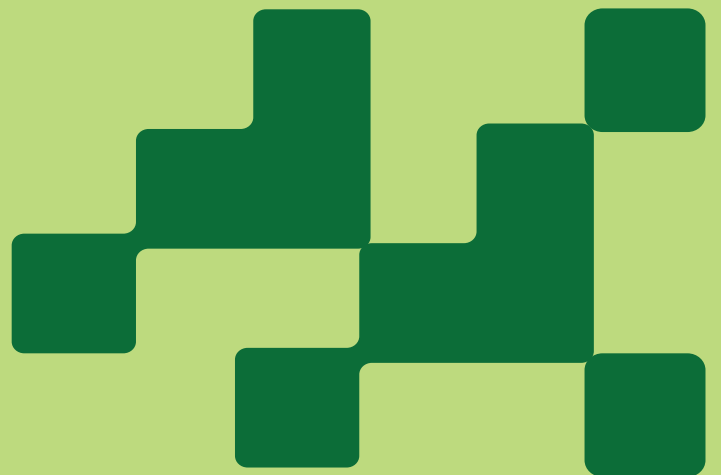
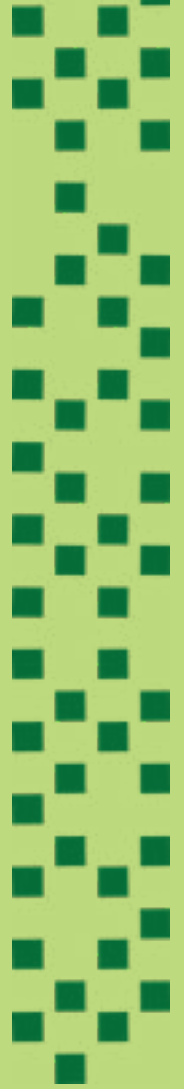
Focus Sectors:

- E-commerce & Omnichannel Strategies
- Supply Chain & Logistics
- Retail Technology & AI Integration
- Franchising & Brand Expansion
- Sustainability in Retail
- F&B Concepts & Hospitality Retail



Retail Show 2025

SPEAKERS





Dr. Duaa Abaoud

Director - Portals & Content Quality
Ministry of Municipalities and
Housing



Dr. Martyn Davies

Head of the Retail Sector and Head,
City Excellence
Royal Commission for Riyadh City



Khalid Alaraifi

Executive Director | Marketing and
Communication
Mohammed Bin Salman Nonprofit
City



Koushikram Tamilselvan

Founder/Head of Product
Momentum91



Rebecca Griffiths

CEO & Founder
Primis



Abdo Chlala

Country Manager, Amazon Saudi
Arabia
Amazon



**Turki Abdulaziz Hamad Al
Washmi**

Vice President of Retail
Saudi Post | SPL



Stuart Henwood

Senior Director - Middle East, Africa
& India
New Balance



Bilal Fares

SVP & General Manager | MENA,
Ukraine, Central Asia & The
Caucasus
adidas



Sharat Kumar

Executive Director - Retail Design
& Delivery
Diriyah Company



Debashish Mukherjee

Partner and Regional Lead,
Consumer and Retail, ME&A
Kearney



Sundeep Khanna

Partner - Retail & Consumer
Arthur D. Little



Patrick Fallman

Partner | General Manager - Market
& Finance
Store Makers - Middle East



Robin Joffe

Partner & Managing Director
Frost & Sullivan



Zeynep Sarsar

Director | Leasing & Advisory
Services
CBRE MENA



Rajeeb Chowdhury

Chief Strategy & Transformation
Officer
AJEX Logistics Services

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Abdulrahman Bamalan

Chief Operating Officer
Mukatafa



Alex Ford-Cox

Senior Associate
Trowers & Hamlin LLP



Mohammed AlMarwani

Chief Marketing & Business
Development Officer
BARQ



Imteyaz Khan

Chief Performance Officer
RedTag



Artem Avdeev

Brand Director
L azurde Group for Jewelry



Khaled Almomani

General Manager - KSA
Versuni



Shareef Hendricks

Head of Retail and Brand
M. A. Al Abdul Karim & Co.



Ahmed Dawoud

CFO
Alsafi Danone



Hassan Tamimi

Chief Executive Officer
Little Things Trading LLC ("The Little
Things")



May Kanounji

Chief Executive Officer
Blooming Wear



Doaa Gawish

Founder & CEO
The Hair Addict



Anuvrat Gaurav

Regional Director
SellAnyCar.com



Michel Kazan

Business Developer - MENA
Partoo



Mustafa Khanwala

Founder and CEO
MishiPay



Charlotte Rodgers

Head of Commerce - MENA & APAC.
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Amsal Kapetanovic

Head of Saudi Arabia
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Dr. Ahmed Aljizani

Founding Partner
Advisory Channels



Saleem Adam

Resident Managing Partner
Trowers & Hamilins LLP



Manal Assaad

Chief Experience Strategist
KlarCX



Ali Wahid

Brand Head - Bissell (KSA)
Modern Electronics (Al-Faisaliah Group)



Nour Semaan

Marketing Automation Manager |
Digital Marketing Professor
Holt Renfrew | George Brown
College



Abdulmajeed Alyemni

CEO & Co-Founder
Salasa



Ayman Yousif

CX Projects Manager
iHR (International Human
Resources)



Samo Pedersen

Head of Business Development
Middle East / Asia & Lead Associate
Architect
Ece Europa Bau- Und
Projektmanagement G.M.B.H



Omar Bukhari

Chief Technology Officer
Foodics



Wael Qenawy

CX Director
Morni



Peter Hopwood

HOST / Presenter / Moderator /
Story & Speaker Coach
EMCEE



Rola Abu Taha

Business Advisor
Imar Engineering Consultants



Yamish Yakoob

Head of Retail, Food & Drinks
British Embassy



Mustafa Younis

CEO & Founder
Revest



Ali Mansour

Chief Retail Officer
Eyewa



Mario (Yusuf) Germino JR.

Executive Secretary, Operational
Excellence
Aani & Dani



Shantanu Jha
Head of B2B
Styli



Abhinav Nair
Chief Growth Officer
Styli



Chris Innes-Hopkins
Director at UK-Gulf Connect Ltd |
Strategic Director at Valiant
UK-GULF CONNECT LTD & Valiant



Abdulrahman Aljefri
Destination (DMO) Executive
Director
Diriyah Company



Saurabh Bhardwaj
Director of Enterprise Solutions
MoEngage



Abdul Aziz Mohammed
Senior Enterprise Solution
Consultant
MoEngage

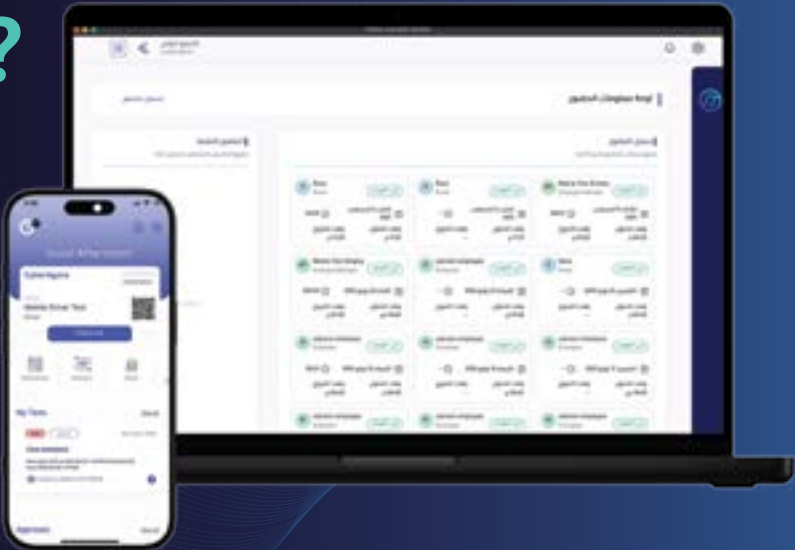


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S2

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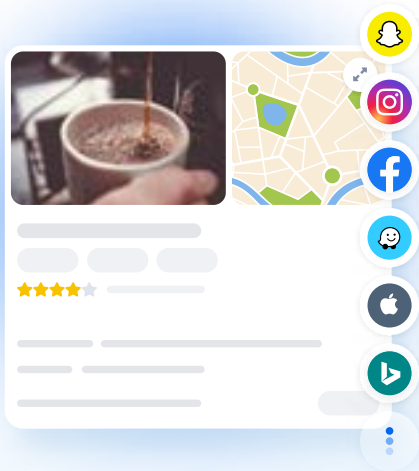


Booth Number

B1



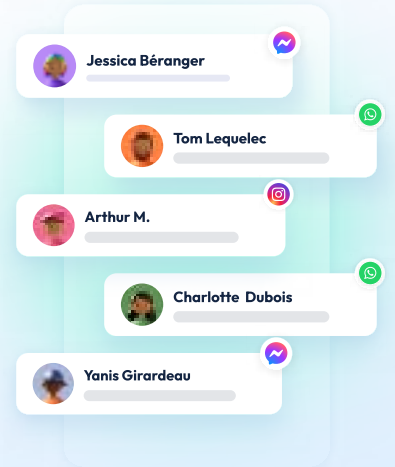
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www.globant.com



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B2

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E1

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Foodics Group is the leading restaurant and payment tech company in MENA, with an innovative 360° SaaS ecosystem making it a pioneer in the regional F&B industry. Formally licensed as a Fintech company by the Saudi Central Bank (SAMA), the company's vision is to build a complete restaurant management ecosystem that enables owners to run their operations seamlessly and grow their business.

www.foodics.com



Booth Number

B3

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www.moengage.com



Booth Number

B4

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Infobip is a global cloud communications platform that enables businesses to build connected experiences across all stages of the customer journey. Accessed through a single platform, Infobip's omnichannel engagement, identity, user authentication and contact centre solutions help businesses and partners overcome the complexity of consumer communications to grow business and increase loyalty.

www.infobip.com



Booth Number

B2



Retail Show 2025

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TurnB turnb.com Booth E11 	LinkMisr linkmisr.com Booth S2 
ZULTEC zultec.com Booth E4 	Globant globant.com Booth B2 
Shark Shopfits Private Limited sharkshopfits.online Booth E13 	Partoo partoo.co/fr/ Booth E1 
DRB Logistic Solutions drbexp.com Booth E6 	Foodics foodics.com Booth B3 
Momentum91(A DevX Company) momentum91.com Booth E8 	MoEngage moengage.com Booth B4 
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Rasheed rasheedapp.com Booth ST1 	

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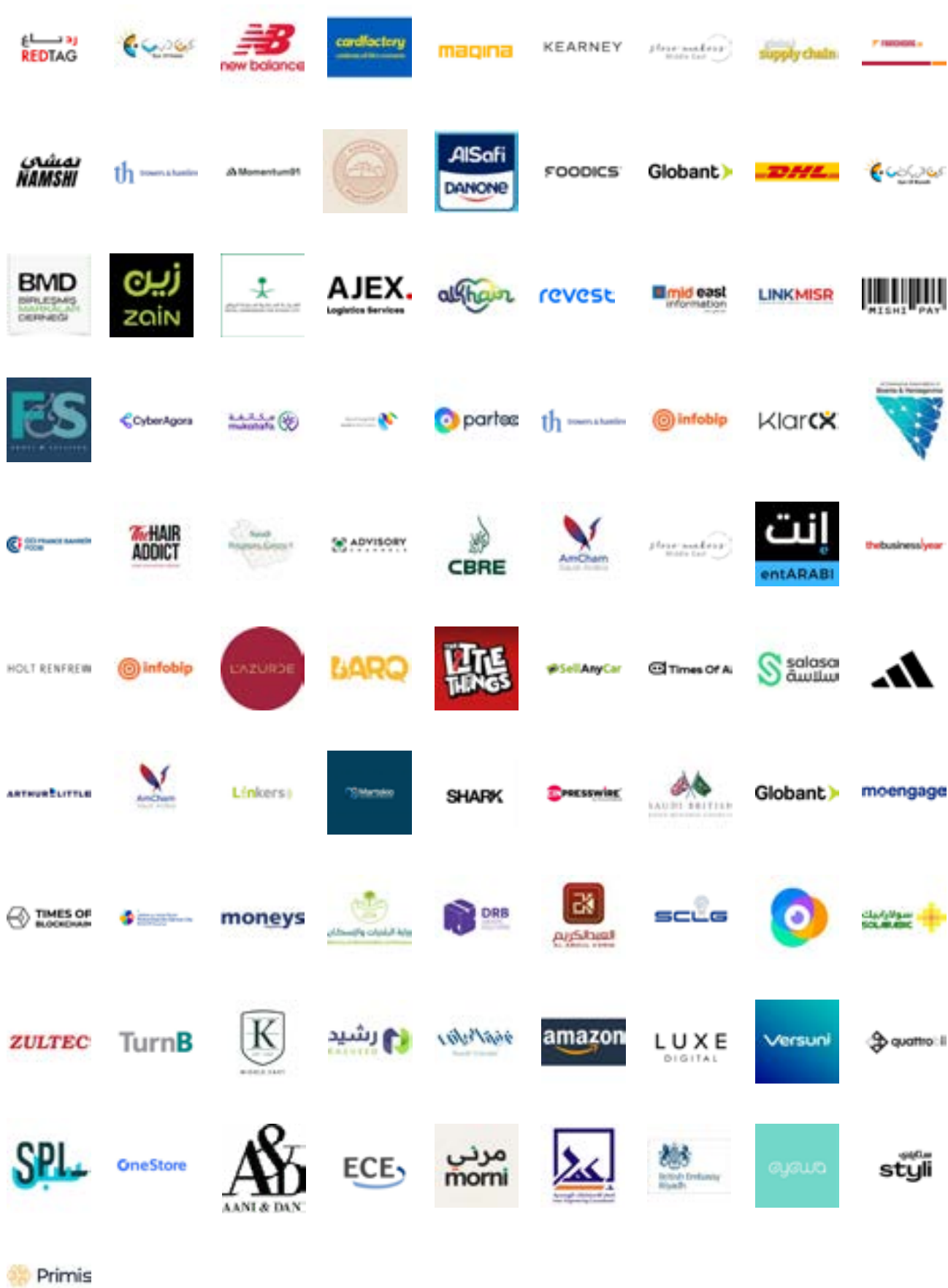
Supporting Partners



Digital Partner



Participants



Organiser Profile



Founded in 2009, Valiant & Company is a UK-based company offering an extensive array of services across diverse market sectors to a broad clientele throughout the UK. Our offerings include tailored consulting, event management, training, specialized workshops, and marketing solutions aimed at enabling clients to seize promising prospects, tackle critical obstacles, and enhance their competitive edge in the constantly evolving market landscape.

Having operated in the industry for over a decade, we are renowned for our comprehensive service portfolio and have forged successful partnerships with government bodies, non-government organizations (NGOs), and various other entities, striving to deliver practical and lasting outcomes.

OUR OFFICE LOCATIONS



Europe

📍 London, UK



Asia Pacific

📍 Delhi, India



MENA

📍 Ras Al Khaimah, UAE
📍 Riyadh, KSA



Oceania

📍 Melbourne, Australia

Venue & Accommodation Info



Overview:

The Radisson Hotel Riyadh Airport offers a modern and highly accessible setting for international conferences and exhibitions, located just minutes from King Khalid International Airport. With over 1,800 square meters of dedicated event space, the hotel is fully equipped to host large-scale business gatherings, industry exhibitions, and networking sessions.

Its facilities include a state-of-the-art auditorium, alongside versatile boardrooms and training rooms that can be configured to meet the needs of workshops, seminars, or private meetings. Each space is supported by advanced audio-visual technology, high-speed connectivity, and professional event services to ensure a seamless experience for exhibitors, speakers, and attendees.

This strategic location, coupled with world-class hospitality, makes the Radisson Hotel Riyadh Airport an ideal venue for bringing together global and regional retail leaders under one roof.

How to Reach Radisson Hotel Riyadh Airport

01 From King Khalid International Airport

By Taxi / Car: The hotel is located just 5 kilometers from the airport, accessible via Airport Road (Route 539). The journey takes a little over 5 minutes and taxi fares are typically around SAR 50.

02 From Riyadh City

By Taxi / Car: The most convenient option is to travel by taxi or private car. The drive from central Riyadh takes approximately 30 minutes, depending on traffic.

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Session 2
10:30 - 12:50



Hosted by
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Conference
Agenda



Expo
Floorplan



Pre Event
Catalogue



Registration & Contact Info

For registrations, partnership enquiries, and
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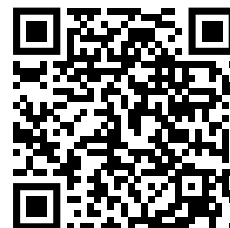
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