



Spectacular opening of the 2024 Thailand International Mega Fair in Riyadh

On November 15, the 2024 Thailand International Mega Fair commenced with a grand and impressive opening ceremony at the Riyadh International Convention & Exhibition Centre. This event marks a significant milestone in enhancing cultural and economic ties between Saudi Arabia and Thailand, showcasing Thailand's rich culture and potential for economic cooperation.

This Fair, the first of its kind in Saudi Arabia, aims to highlight Thailand's presence in the Middle East by displaying unique and innovative Thai products and services across various industries and sectors. It represents a historic collaboration between Thailand and Saudi Arabia, initiating a new era of trade, investment, and cultural exchange.

The exhibition features more than 200 brands presenting prominent Thai products in sectors such as food and beverages, tourism and hospitality, health, automotive parts, smart agriculture and innovation, fragrances, and many other industries. It is sponsored by the Riyadh Chamber of Commerce and the Federation of Saudi Chambers.

The 2024 Thailand International Mega Fair is organized by Index Creative Village Public Company Limited in collaboration with the Thai Chamber of Commerce, the Board of Trade of Thailand, and Cosmos Events Company. With support from the Royal Thai Embassy in Saudi Arabia and the Tourism Authority of Thailand (TAT), this year's fair highlights Thailand's alignment with Saudi Vision 2030 while positioning the country as a prime travel destination for Saudi tourists and neighbouring regions, showcasing its appeal for high-quality tourism experiences.

The exhibition aligns with the visions of public and private sector institutions, such as the General Authority for Foreign Trade, the Federation of Saudi Chambers, the Riyadh Chamber, and the Saud-Thai Business Council, enabling them to access Thailand's vibrant market and strengthen economic relations between the Kingdom and Thailand.

The opening ceremony was attended by many distinguished guests, including the Saudi Deputy Commerce Minister, the Prime Minister's advisor representing the Thai trade delegation, the President of the Federation of Saudi Chambers, the Chairman of the Saudi-Thai Business Council, Honorary Chairman of the Thai Chamber of Commerce and the Board of Trade of Thailand as well as heads and directors of various chambers of commerce and companies.

Among the highlights of the evening were speeches by key figures discussing and outlining the future of Saudi-Thai economic relations.

The 2024 Thailand International Mega Fair, which runs for three days, includes cultural and artistic segments with daily Thai performances that present a model of Thailand's rich cultural heritage. It offers an immersive and vibrant experience filled with activities and events, including exclusive product launches, numerous networking opportunities, and interactive showcases.

The exhibition is expected to attract more than 12,000 visitors, including specialists and buyers, enhancing opportunities to connect with industry experts, suppliers, and sector leaders to build partnerships that support cooperation and business expansion in the Kingdom. Visitors can also participate in a wide range of important events, such as seminars, discussion panels, and forums that offer valuable insights and perspectives on the economic landscape in the region.

Interested attendees can register in advance through the official website:

<https://internationalmegafair.com/main/index>.