

interzum
showcase



saudi arabia

Drive business forward in Saudi Arabia's \$7.18 billion furniture manufacturing and office fit-out market

11 – 13 September 2027

Riyadh Front Exhibition & Conference Center

Showcased at:



SAUDI ARABIA

Organized by:

dmg::events

 **koelnmesse**



Introducing the interzum showcase

For the first time in Saudi Arabia, the world-renowned interzum brand, globally recognised as the world's leading trade fair for furniture production and interior design, will be introduced as a curated product showcase within ORGATEC WORKSPACE Saudi Arabia 2027.

As a specialist section inside the event, the interzum showcase will spotlight cutting-edge solutions powering the next generation of commercial, hospitality and residential environments. It delivers global innovation on a focused scale, giving brands a high-impact entry point into the fast-growing Saudi market.

The interzum showcase is part of the interzum brand family, which is now represented on three continents with five trade fairs and one showcase.

Colocated with:



Why interzum, why now?

The Saudi furniture manufacturing market is valued at approximately \$7.18 billion and is projected to grow at a CAGR of 5.91% from 2025-2030. Key drivers include urbanization, real estate development, and increased disposable incomes. The market is seeing a shift toward modern, high-quality designs, with living room furniture being the largest segment. Sustainability is also a growing trend, with new regulations requiring eco-friendly materials and processes.

Saudi Arabia's construction and interiors sector is accelerating at an unprecedented pace. Developers, manufacturers, fit-out specialists, and designers are demanding advanced materials, high-performance components, and sustainable production solutions. The interzum showcase delivers these innovations directly to the project decision-makers who need them most.

Positioned at the heart of ORGATEC WORKSPACE



SAUDI ARABIA

Showcased within ORGATEC WORKSPACE Saudi Arabia, interzum sits at the centre of the Kingdom's only dedicated platform for workspace design and innovation. The event brings together global manufacturers, local innovators and decision-makers shaping the future of offices, public institutions and commercial environments—spanning intelligent furnishings, workplace solutions and technology-driven design. For interzum exhibitors, this means direct access to a highly relevant audience actively specifying materials, components and solutions, while benefiting from the reach, credibility and international recognition of the interzum brand within a focused, high-value business environment.

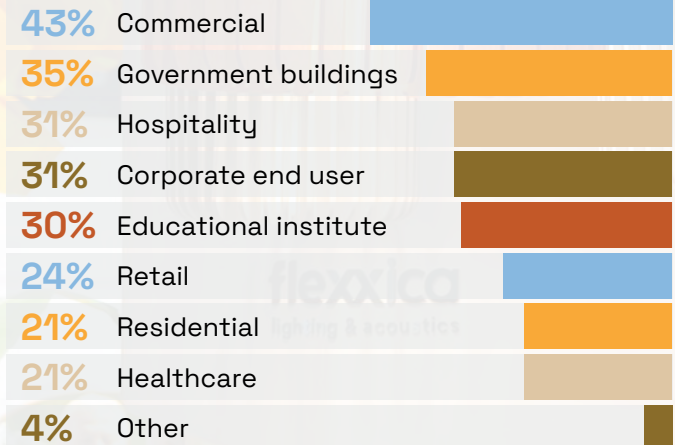
PRODUCT SECTORS AT ORGATEC WORKSPACE SAUDI ARABIA:

- Office Interiors
- Office Technology
- Office Wellness

BY EXHIBITING AT THE INTERZUM SHOWCASE ALONGSIDE ORGATEC WORKSPACE SAUDI ARABIA, INDEX SAUDI ARABIA, LIGHTSPACE SAUDI ARABIA, AND THE HOTEL & HOSPITALITY EXPO SAUDI ARABIA, YOUR BRAND GAINS ACCESS TO A SIGNIFICANTLY LARGER, CROSS-SECTOR AUDIENCE ACROSS MULTIPLE HIGH-GROWTH INDUSTRIES.

SECURE YOUR STAND AND POSITION YOUR COMPANY AT THE CENTRE OF SAUDI ARABIA'S NEXT WAVE OF DEVELOPMENT.

PROJECTS THAT ATTENDEES ARE SOURCING FOR:

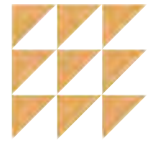


Note: 2025 Attendee Results





Powerful colocations



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SAUDI ARABIA



LIGHTSPACE
SAUDI ARABIA

Co-located with INDEX Saudi Arabia and LIGHTSPACE Saudi Arabia, the interzum showcase benefits from direct access to the Kingdom's most influential interior, fit-out and lighting audiences. INDEX Saudi Arabia brings together leading global and regional brands, alongside senior designers, specifiers and decision-makers shaping the country's design landscape, while LIGHTSPACE Saudi Arabia connects lighting innovators with key buyers across hospitality, commercial, retail and residential projects. Together, these events create a highly qualified, cross-sector environment where Interzum exhibitors can engage with the full value chain —driving stronger connections, broader visibility and more meaningful commercial opportunities within Saudi Arabia's evolving built environment.

PRODUCT SECTORS REPRESENTED AT INDEX SAUDI ARABIA:

- Furniture ■ Outdoor Furniture & Design ■ Kitchen & Bathroom ■ Surface & Flooring ■ Accessories, Décor & Homeware ■ Interior Fit-Out Services ■ Home & Contract Textile ■ Home Automation ■ Architectural Hardware ■ Building Materials

WHO ATTENDS INDEX SAUDI ARABIA:

- Property Developers & Owners ■ Hotel Developers & Owners ■ Interior Designers & Architects ■ Fit-Out Contractors ■ Distributors & Retailers ■ Engineering ■ FF&E Procurement ■ Restaurant Owner / Manager ■ Government Authority

PRODUCT SECTORS REPRESENTED AT LIGHTSPACE SAUDI ARABIA:

- Infrastructure & Lighting For Public Realm
- Intelligent Lighting Solutions
- Decorative Lighting Products & Accessories
- Lighting Controls & Components
- Exterior And Interior Lighting Products & Accessories
- Switches & Other Accessories

WHO ATTENDS LIGHTSPACE SAUDI ARABIA:

- Lighting Consultants & Interior Design Studios
- Fit-Out Contractors
- Architectural Firms
- System Integrators, MEP & Facilities Managers
- Project Owners & Property Developers
- Traders, Distributors & Retailers
- Trade Associations

HOTEL & HOSPITALITY EXPO S A U D I A R A B I A

Co-located with Hotel & Hospitality Expo Saudi Arabia, interzum gains direct access to one of the Kingdom's most influential hospitality buyer audiences. For over a decade, the expo has brought together suppliers, operators and decision-makers shaping hotels, restaurants, cafés and tourism destinations, creating a proven platform for sourcing, networking and business. This strategic pairing with ORGATEC WORKSPACE Saudi Arabia connects workspace and hospitality ecosystems, uniting buyers behind major projects spanning hotels, offices, mixed-use developments, airports and institutional spaces. For interzum exhibitors, this means exposure to a broader, high-value audience with active procurement needs—unlocking stronger commercial opportunities across interiors, materials, fit-out and operational solutions within Saudi Arabia's rapidly expanding built environment.

PRODUCT SECTORS AT HOTEL & HOSPITALITY EXPO:

- Operating Supplies & Equipment
- Hospitality Technology & Security
- HORECA, F&B and Food Services
- Hotel Services
- Wellness & Spa
- Cleaning & Hygiene
- Hospitality Interiors



MARKET LANDSCAPE: SAUDI ARABIA'S FURNITURE MANUFACTURING OPPORTUNITY

A RAPIDLY GROWING MARKET READY FOR ADVANCED MATERIALS & COMPONENTS

Saudi Arabia's furniture and interiors manufacturing sector is undergoing major expansion, fuelled by Vision 2030, giga-developments, and the shift toward local production. For brands supplying materials, components, technology and production solutions, the Kingdom presents one of the most attractive growth markets globally.

LOCAL MANUFACTURING IS GAINING MOMENTUM

Saudi Arabia is accelerating localisation across furniture, joinery and interior production, backed by government incentives, new industrial zones and subsidised financing. With large-scale commercial, hospitality, residential and retail projects underway nationwide, demand for locally manufactured components continues to rise.

SAUDI ARABIA IS ONE OF THE WORLD'S LARGEST ACTIVE CONSTRUCTION MARKETS

Over USD 1 trillion worth of construction and infrastructure projects are underway, creating sustained demand for furniture, interior components, surfaces, fittings, and production technologies.

TENS OF THOUSANDS OF INTERIORS ARE BEING DELIVERED BEFORE 2030

Saudi Arabia is adding tens of thousands of hotel rooms, offices, residential units, and public spaces, all requiring high-volume, specification-led interior solutions.

MANUFACTURING IS RAPIDLY MODERNISING ACROSS THE KINGDOM

More than 4,000 factories are being upgraded with AI, automation, and smart manufacturing technologies, increasing demand for advanced materials, components, and production solutions.

SUSTAINABILITY IS NOW A MAJOR SOURCING DRIVER

Saudi Arabia's green technology market is forecast to reach USD 12.8 billion by 2030, accelerating demand for sustainable materials, eco-friendly surfaces, and circular interior solutions.

The evolving Saudi regulatory landscape is reshaping how workspace environments are planned, built and operated. Stricter building codes, performance baselines, localisation requirements and smart-city expectations are driving higher standards across interiors, technology and wellness.





A curated platform for furniture production and interior design

The interzum showcase is designed to present the essential building blocks behind today's interiors — from materials to mechanisms, surfaces to systems.

PRODUCT CATEGORIES FEATURED:



Materials & Surfaces:

Laminates, veneers, coatings, decorative surfaces, edge materials



Function & Components:

Hardware systems, hinges, locks, connectors, drawer systems, lift mechanisms



Textiles & Upholstery Materials:

Fabrics, foams, fillings, cushioning technologies



Interior Construction Components:

Acoustic solutions, partitions, flooring substrates, modular systems



Sustainable & Smart Materials:

Recycled materials, energy-efficient components, eco-friendly alternatives



Production & Processing Technology:

Tools, machinery, and solutions that support advanced manufacturing



For brands and manufacturers who want to win in Saudi Arabia

The interzum showcase is built for international and regional suppliers who want access to high-value B2B buyers in a focused, low-barrier entry format.

Exhibitor profile

THIS SHOWCASE IS DESIGNED FOR:

-  Component manufacturers
-  Furniture production solution providers
-  Material suppliers (wood, surfaces, fabrics, laminates)
-  Hardware and fittings manufacturers
-  Upholstery and padding suppliers
-  Interior construction system providers
-  Sustainability-driven material innovators
-  OEM suppliers expanding into Saudi Arabia
-  Technology companies supporting furniture and workspace production

WHY EXHIBIT?

- Enter the Saudi market with a globally trusted brand
- Tap into billions of dollars in procurement demand
- Meet decision makers shaping commercial, hospitality and residential interiors
- Connect with fit-out contractors, architects, manufacturers and distributors
- Position your brand for future standalone interzum growth in the Kingdom

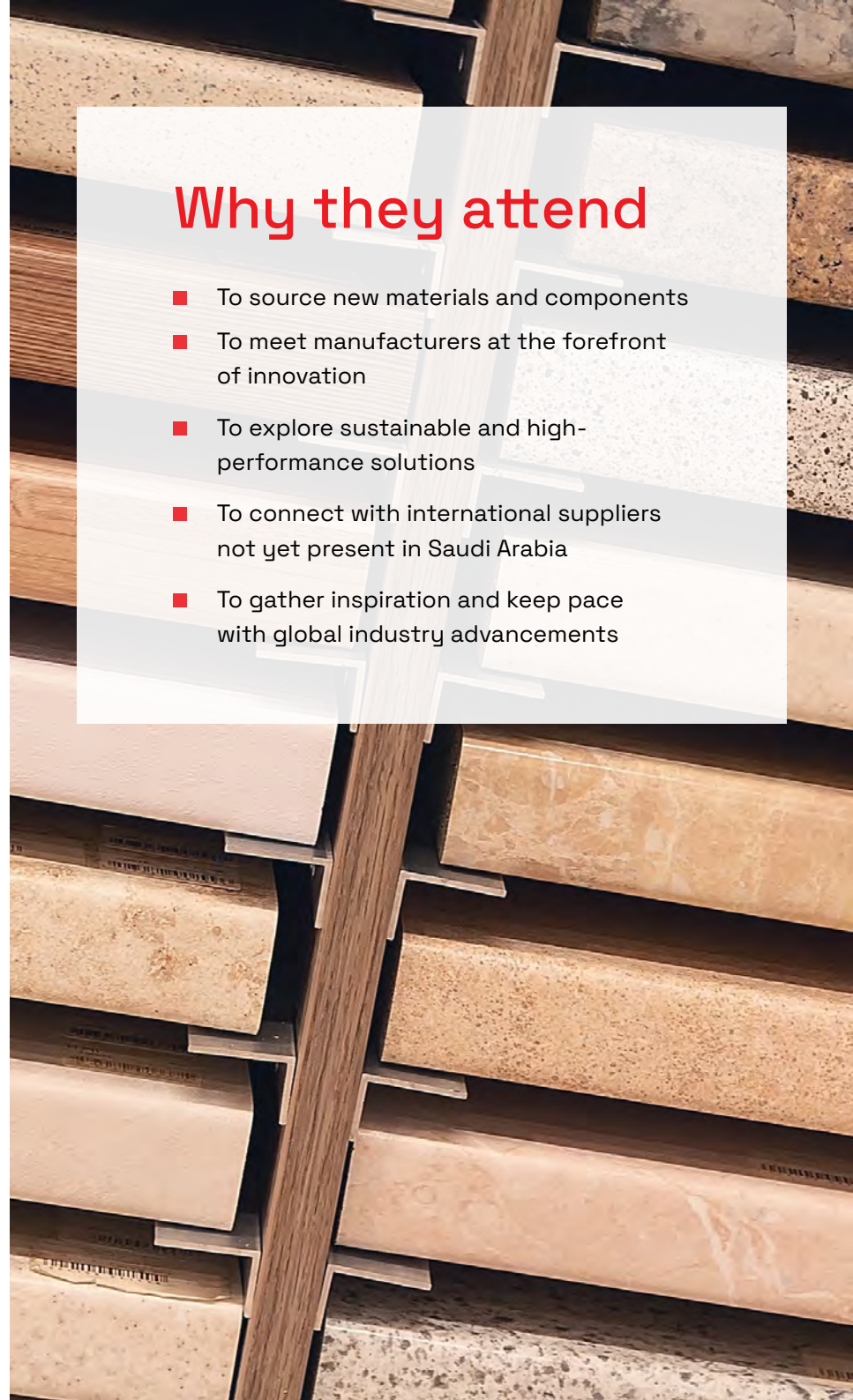


Built for buyers manufacturing the Kingdom's future interiors

The interzum showcase attracts professionals behind every stage of design, manufacturing and project development.

VISITOR PROFILE INCLUDES:

-  Interior designers & architects working on commercial, hospitality, and mixed-use projects
-  Furniture manufacturers seeking new materials and production solutions
-  Fit-out contractors & turnkey specialists
-  Procurement teams & sourcing managers
-  Developers & project owners delivering high-volume construction
-  Distributors & wholesalers expanding their product portfolio
-  Hospitality operators upgrading or developing hotel assets
-  Commercial real estate managers enhancing workspaces and facilities



Why they attend

- To source new materials and components
- To meet manufacturers at the forefront of innovation
- To explore sustainable and high-performance solutions
- To connect with international suppliers not yet present in Saudi Arabia
- To gather inspiration and keep pace with global industry advancements

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Be part of interzum's first step into the Kingdom

Position your brand where the future of interiors is being built.
Join the interzum showcase at ORGATEC WORKSPACE Saudi Arabia.

Contact us to book your stand!



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