



Department for
Business & Trade

MADE IN THE UK SOLD TO THE WORLD

**UK trade mission to
Saudi Arabia for Index
Interiors & Design Show
and Lighting Design &
Technology Expo**

9th - 11th September, 2025



EXPRESSIONS OF INTEREST INVITE

The Department for Business and Trade (DBT) and Commercial Interiors UK (CIUK) are organising a UK Creative Industries Trade Mission to the Kingdom of Saudi Arabia, focused on promoting UK design and interiors and supply chain expertise associated with the hospitality, leisure, residential, tourism and entertainment sectors.

Background:

The Saudi Vision 2030 initiative, extensive infrastructure development and a growing travel and tourism industry, stand as pillars bolstering the growth and prosperity of Saudi Arabia's interiors market. KSA's interior design market is currently valued at USD 3.5 bn.

As Saudi Arabia continues to unveil numerous high-end projects that redefine luxury living, the demand for premium interior products has soared to unprecedented levels. Quality hotels and upscale residential developments signify a shift towards a new era of luxury living.

Organised by:



Supported by:



Department for
Business & Trade

The Mission:

Now for the third year, DBT in partnership with CIUK, will be organising another Interiors & Design trade delegation to Riyadh, Saudi Arabia.

Why participate:

The trade mission will be focused on the Index Interiors & Design Show and Lighting Design & Technology Expo taking place from 9 - 11 September at Riyadh Front Exhibition & Conference Center from 4pm - 10pm daily.

Joining the UK delegation will enable delegates to research the market and meet key buyers, decision-makers, developers and operators across Saudi Arabia's flourishing Interiors and Design sector.

Who visits the Index Event:

The 2024 edition received over 25,000 visitors over the three day event, consisting of: Interior Designers; Hotel & Restaurant Owners; Specifiers; Giga Project Owners; Architects; Property Developers; Government; Retail Category Buyers; Art Gallery Collectors; Distributors.

UK Pavilion:

A specially designed and branded UK Business Lounge will be available to UK delegates, located in the UK Pavilion in the prime Index Collections Hall 2 dedicated to premium interiors and design.

This lounge can be used as the focal point for promoting your expertise and conduct B2B meetings with key decision-makers.

All attendees will benefit from the connections, knowledge, and experience of specialist advisers from the Department for Business and Trade and Commercial Interiors UK, together with experienced local contacts from the region's British Embassy teams.



Images from Index 2024 – Design Talks & Show entrance:



Joining the trade mission will:

- Raise your company's profile through DBT and CIUK's high profile presence at the event.
- Facilitate access to industry experts.
- Help support and promote UK companies, identify potential partners and customers across the region.
- Provide on-stand support, networking, and advice.
- Offer access to the dedicated UK business lounge for delegates to hold 121 client meetings.
- Offer a comprehensive marketing campaign to support your participation at the event.
- Participate in pre-event meeting with experts to give an overview of current opportunities and projects in the KSA and ways to conduct business.
- Plan additional B2B activities to support your business objectives*.

*to be confirmed

Who should attend the Mission?

UK companies who have expertise in:

- Interior design
- Residential & Hospitality interiors supply & fit-out to residences, high-quality hotels, leisure, tourism and entertainment projects.

Date: 9th- 11th September 2025

Cost: £595 + VAT per delegate

Delegates will be responsible for their own travel, visas, and subsistence.

Costs of transport for out of show organised meetings and events are included within the fee.

Registration Deadline: 29th July 2025

All registrations will go through a formal DBT approval process.

We will send you an email to let you know if your application has been approved.

To register interest or for more information please contact:

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