



INDEX

SAUDI ARABIA

Interior Design & Furniture Exhibition

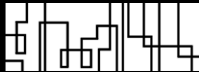
POST-SHOW REPORT

9 - 11 SEPTEMBER 2025

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

STRATEGIC PARTNER

هيئة فنون العمارة والتصميم
Architecture and Design Commission



ORGANIZED BY

dmg::events



The 2025 edition of INDEX Saudi Arabia was inaugurated on the 9th September 2025 by Norah Al Ghofaili, Community Engagement General Manager from the Architecture and Design Commission, highlighting the event's central role in the Kingdom's interior design and fit-out sector. The show welcomed 16,883 visitors and 466 exhibitors from 33 countries, featuring international pavilions, high-profile deals and partnerships that strengthened collaboration across local and global markets. Attendees engaged in a packed conference programme with 65 speakers exploring cultural identity, sustainable interiors, and future-ready design thinking.

The Lighting Design & Technology Expo co-located with INDEX Saudi Arabia created a vibrant synergy between design and lighting communities, showcased cutting-edge innovations, and inspired attendees. It reinforced Saudi Arabia's Vision 2030 goals and set the stage for even greater opportunities in 2026. This further cements INDEX Saudi Arabia's role in shaping the Kingdom's design landscape and driving sector growth.

KEY SHOW FIGURES 2025:

466 EXHIBITORS

33 EXHIBITING COUNTRIES

15 INTERNATIONAL PAVILIONS

16,883 VISITORS

52 VISITING COUNTRIES

65 SPEAKERS



VISITORS PROFILE

16,883

TOTAL VISITORS & VIPS AT INDEX SAUDI ARABIA

52

VISITING COUNTRIES

ATTENDEES' NATURE OF BUSINESS

33%

Interior Designer
& Architects

11%

Real Estate Owners
/ Developers

5%

Education &
Training

13%

Distributors &
Retailers

5%

Government
Authority

17%

Fit-Out
Contractors

6%

Procurement

9%

Engineering

TOP VISITING COUNTRIES



Saudi Arabia



UAE



Türkiye



Bahrain



Egypt



Qatar



India



Kuwait

KEY BUYERS THAT ATTENDED



EXHIBITORS PROFILE

466

TOTAL EXHIBITORS AT INDEX SAUDI ARABIA

33

EXHIBITING COUNTRIES

PRODUCT SECTORS SHOWCASED AT THE EVENT:

- Accessories, Décor & Homeware
- Fit-Out Services
- Bed & Bedding
- Kitchen & Bathroom
- Textiles
- Flooring & Surfaces
- Furniture & Furnishings
- Art

COUNTRY PAVILIONS:

- France
- Italy
- Portugal
- Brazil
- Spain
- South Africa
- India
- Turkiye
- Russia
- China
- Belgium
- Malaysia
- Greece
- Morocco
- United Kingdom

EXHIBITING COUNTRIES INCLUDE



Saudi Arabia



Italy



Turkiye



UAE



Brazil



Belgium



France



Portugal



Morocco



India

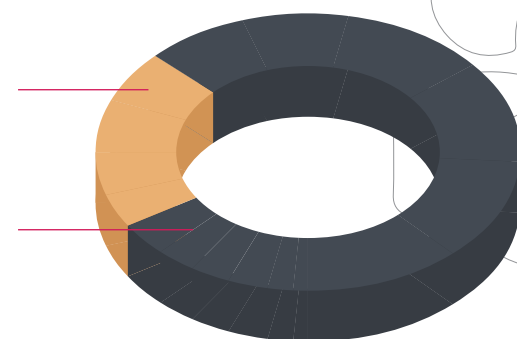
BREAKDOWN OF EXHIBITORS

21%

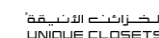
Saudi Arabia

79%

International



LEADING BRANDS THAT EXHIBITED



INDEX DESIGN TALKS



A must-attend for designers, architects, developers, retailers, and distributors, the 2025 INDEX Design Talks brought together 65 renowned speakers over 3 days. Curated by industry leaders, sessions explored the latest trends, challenges, and opportunities in interior design across three themes:

Themes

Day 1 – Collaborate to Build: Cultural & Contextual Identity in Saudi Design

Day 2 – Design that Works: Performance-Driven Interiors and Architecture

Day 3 – Innovate for Impact: Smart, Sustainable, Future-Ready Design Thinking

→ CATCH THE HIGHLIGHTS FROM THE SESSIONS HERE

STAGE DESIGNED BY:



STAGE BUILT BY:



FURNITURE SUPPLIER:



SPONSORS OF INDEX DESIGN TALKS:



KOHLER

■ GEBERIT



Saeed Albially
Executive Director - Design Development
Rua Al Madinah



Sharat Kumar
Retail Design & Delivery Executive Director
Diriyah Company



Viggo Haremst
Partner and Design Director
Henning Larsen



Amani Al Ibrahim
Partner – Executive Director
Kristina Zanich Consultants



Alberto Bounous
Vice President Design & Development
KAED



Erik Hokanson
Principal | Design Director | Board of Directors
AE7



Matthew Utley
Principal
Grimshaw



Ayah Ghassan Al Farraj
Projects Director
Baan Holding



Eli Synnevåg
Director of Acquisition and Business Development Middle East & Africa & Senior Architect
Snøhetta



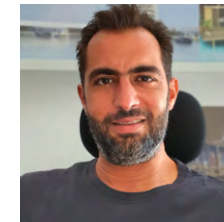
Ahmed Mukhtar
Principal Architect
AtkinsRealis



Richard De La Mare
Vice President, Project Management Office, King Salman Park
Parsons



Christopher Waite
Director
Aedas



Hazem Al-Zaro
Founder
Zaro Architects



Paolo Testolini
Global Director of Masterplanning
ERA co. (sister company of Woods Bagot)



Ziad Fattouh
Founding Partner
Delta Lighting Design

EVENT FEATURES

INDEX Saudi Arabia Future Stars

INDEX Saudi Arabia Future Stars empowered the next generation of interior designers in the Kingdom. The student competition received 86 entries and saw an impressive showcase of creative projects from eight students representing leading universities. For the first time, four winners were selected, each earning internships with top design agencies.

IN COLLABORATION WITH



1ST PLACE:
OLA ABD
ELMONEM AHMED

Project name:
Al-Urwah Village

University:
University of Prince
Mughrin

Internship:
ARAC Engineering
Consultancy Company

2ND PLACE:
REEM ALSAIEGH

Project name:
Echo, a fine art
academy

University:
Imam Abdulrahman
Bin Faisal University

Internship:
FBS - Focal Building
SolutionsConsultants

3RD PLACE:
FATIMAH HUSSAIN

Project name:
CALA "Cinematic
Academy of AIUla"

University:
Imam Abdulrahman
Bin Faisal University

Internship:
UMQ Design Studio

4TH PLACE:
JOUD MALABAREY

Project name:
SHAKRA

University:
Prince Sultan
University

Internship:
Aji Group



We're thrilled to have been part of the "Future Stars" competition jury, what an inspiring experience! The creativity and talent we witnessed from the participants were truly impressive. We wish them the very best and look forward to seeing (and hopefully collaborating on) their exciting projects in the future. We're proud that UMQ had the opportunity to contribute as part of the jury, bringing our insight and expertise to the table. A big thank you to ArchiNet for hosting such a forward-thinking competition, and to INDEX Saudi Arabia, one of the region's leading design events, for inviting us to be part of this journey.

MOAAYAD ALQAHTANI
Founder, UMQ Design Studio

EVENT FEATURES

Trend Tours

For the first time, INDEX Saudi Arabia hosted six Trend Tours to simplify sourcing for interior designers, fit-out contractors, procurement heads, and project owners. Each tour was centered around a specific theme and included guided stand visits, live product demonstrations, and direct interactions with brand founders and designers.

Saudi Made Trail

This tour celebrated the Kingdom's growing manufacturing sector, highlighting brands proudly rooted in Saudi Arabia. Each stop showcased locally made products, supporting Vision 2030 and the rise of homegrown design talent.

Smart Sourcing Tour

This tour highlighted brands combining cost-efficiency with innovation. Focused on quality and function without a hefty price tag, it catered to budget-conscious buyers looking to deliver value at scale.

Lighting Trail

Focused on lighting exhibitors, this tour offered inspiration and education, highlighting innovative lighting design and immersive experiences.

Curated Edit

A premium tour of high-end European brands, showcasing craftsmanship, tradition, and innovation. Visitors experienced timeless aesthetics and design-led stories from France, Italy, Portugal, Germany, and beyond.

Sustainability Trail

Visitors explored how brands are reshaping the design world with sustainable materials, ethical production, and circular solutions. The tour was ideal for buyers seeking to reduce environmental impact without compromising quality or style.

Design Disruptors

Participants discovered forward-thinking brands introducing new materials, processes, and disruptive ideas in form and function. The tour offered insights into the future of design.



MARKETING CAMPAIGNS ENSURING YOUR INVESTMENT DELIVERS THE RETURN YOU SEEK

USD 300,000+ PR VALUE

340,000+ EMAIL SUBSCRIBERS

3,230,000+ DIGITAL CAMPAIGN REACH

1,855,000+ SOCIAL MEDIA REACH

858,000+ WEBSITE VISITS

25 BRAND AMBASSADORS WITH A TOTAL OF 5.9M FOLLOWING

MEDIA COVERAGE

POWERFUL PLATFORM

Cultural identity, performance-driven interiors and future-ready design spotlighted at INDEX Saudi Arabia

Rashid Hassan Riyadh

With the spotlight on cultural identity, performance-driven interiors and future-ready design, INDEX Saudi Arabia, described as the country's biggest showcase for interior design, was held from Sept. 9-11 at the Riyadh Front Exhibition and Conference Center.

Officially opened by Norah Al-Ghailani, community engagement general manager at the Kingdom's Architecture and Design Commission, the event included the INDEX Design Talks, during which about 80 local and international experts in architecture, interior design, development and smart explored and discussed the future of the design ecosystem in Saudi Arabia and beyond, including the influence of the Kingdom's Vision 2030 goals for national development and diversification.

From issues related to cultural authenticity and sustainability, to mega-event design and the use of artificial intelligence, organizers say the event provides a powerful platform for exchange of knowledge and collaboration.

"This show is now the leading meeting place for Saudi Arabia's design community, connecting the world's top suppliers as well as the Kingdom's rising design stars," said Jawaher Ehsani, the vice president of design and hospitality at INDEX Saudi Arabia. "This year's event celebrates global creativity while reaffirming our commitment to Vision 2030 by promoting local talent, sustainable practices and world-class design solutions."

On Tuesday's opening day of the Design Talks, Arabi Ghassam Al-Farsi, project and development director at entertainment and hospitality company EMM, led a session titled "Design Innovation: Shaping Space Through Emotion, Not Rules."

"By designing with intention and empathy, we create interiors that reflect culture, memory and human emotion," she said. "As Saudi Arabia moves towards its Vision 2030 goals, the interior industry must ensure that cultural identity, performance-driven interiors and future-ready design are being designed in a way that they will leave behind legacies of infrastructure, hospitality, cultural venues and public spaces."

On Wednesday, Forum Credit, the managing director for MENA, at architecture and design firm LWS and Partners, took part in a panel discussion titled "Mega Moments: Designing for Expo 2030, World Cup 2034 and Beyond."

He said, "The stadiums that are being constructed for the innovation, sustainability and cultural identity as the foundation stones for the future of design in Saudi Arabia are being designed in a way that they will leave behind legacies of infrastructure, hospitality, cultural venues and public spaces."

"Saudi Arabia is on the cusp of a design evolution, and INDEX provides a platform to co-create a future that honors innovation with authenticity, helping the Kingdom set new global benchmarks for design."

He highlighted innovation, sustainability and cultural identity as the foundation stones for the future of design in Saudi Arabia.

Exhibitors and visitors interact at INDEX Saudi Arabia 2025 at the Riyadh Front Exhibition and Conference Center. Supplied

Arabi, from the adoption of digital twin and AI technologies to the reworking of resilience in desert environments, while celebrating cultural heritage and traditions as part of the nation's unique design palette.

The main INDEX Saudi Arabia event featured more than 400 exhibitors from 33 countries, many of which have pavilions, including France, Italy, Portugal, Brazil, Spain, South Africa, India, Turkey, Russia, China, Belgium, Malaysia, Greece, Monaco and the UK.

"INDEX creates a unique platform where global expertise and local talent can meet, exchange knowledge and spark collaboration," said Al-Farsi. "The real opportunity lies in co-creation, combining international experience with the Kingdom's cultural identity to shape spaces that are both world-class and authentically Saudi."

Ahmed Al-Jalal, marketing manager at Rawabi Al-Nabi, a Saudi company exhibiting at the event that has 20 years of experience in fine woodworking, told Arabi Saeed: "We are glad to be at the expo for the second time. Rawabi Al-Nabi is a Saudi company that stands as a premier, indigenous-based manufacturer specializing in luxury natural wood products."

"Our expertise lies in transforming rare, carefully selected indigenous hardwoods into exceptional decorative pieces, bespoke furniture, and retail centers that celebrate the wood's natural beauty. Our products are crafted by local artists."



PREMIUM SHOWCASE

INDEX Saudi Arabia celebrates local talent, global trends

The Kingdom's design industry will showcase its talent and innovation at the INDEX Saudi Arabia event, which is now the leading meeting place for Saudi Arabia's design community, connecting the world's top suppliers as well as the Kingdom's rising design stars.

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While showcasing local talent, the event also provides a platform for global expertise and local talent to meet, exchange knowledge and spark collaboration.

The event, which opens a meeting opportunity with the international design community, will see exhibitors displaying cutting-edge designs across the entire range of interior design, from residential to commercial, hospitality and beyond.

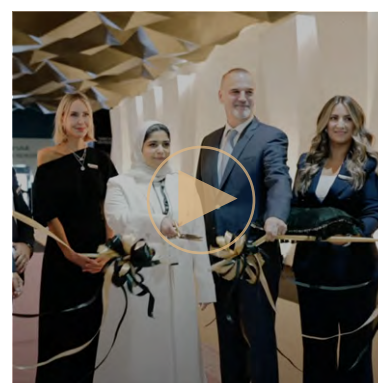
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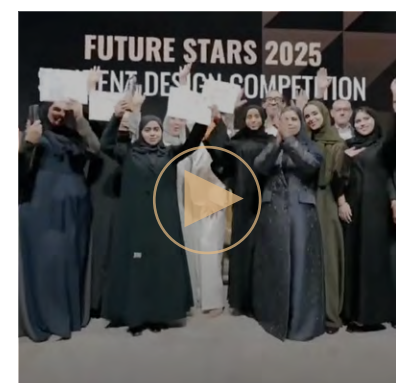
EVENT HIGHLIGHTS



DAY 1



DAY 2



DAY 3

WATCH OUR EVENT HIGHLIGHTS

THANK YOU TO OUR SPONSORS AND PARTNERS

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INDEX SAUDI ARABIA

6 – 8 SEPTEMBER 2026

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