

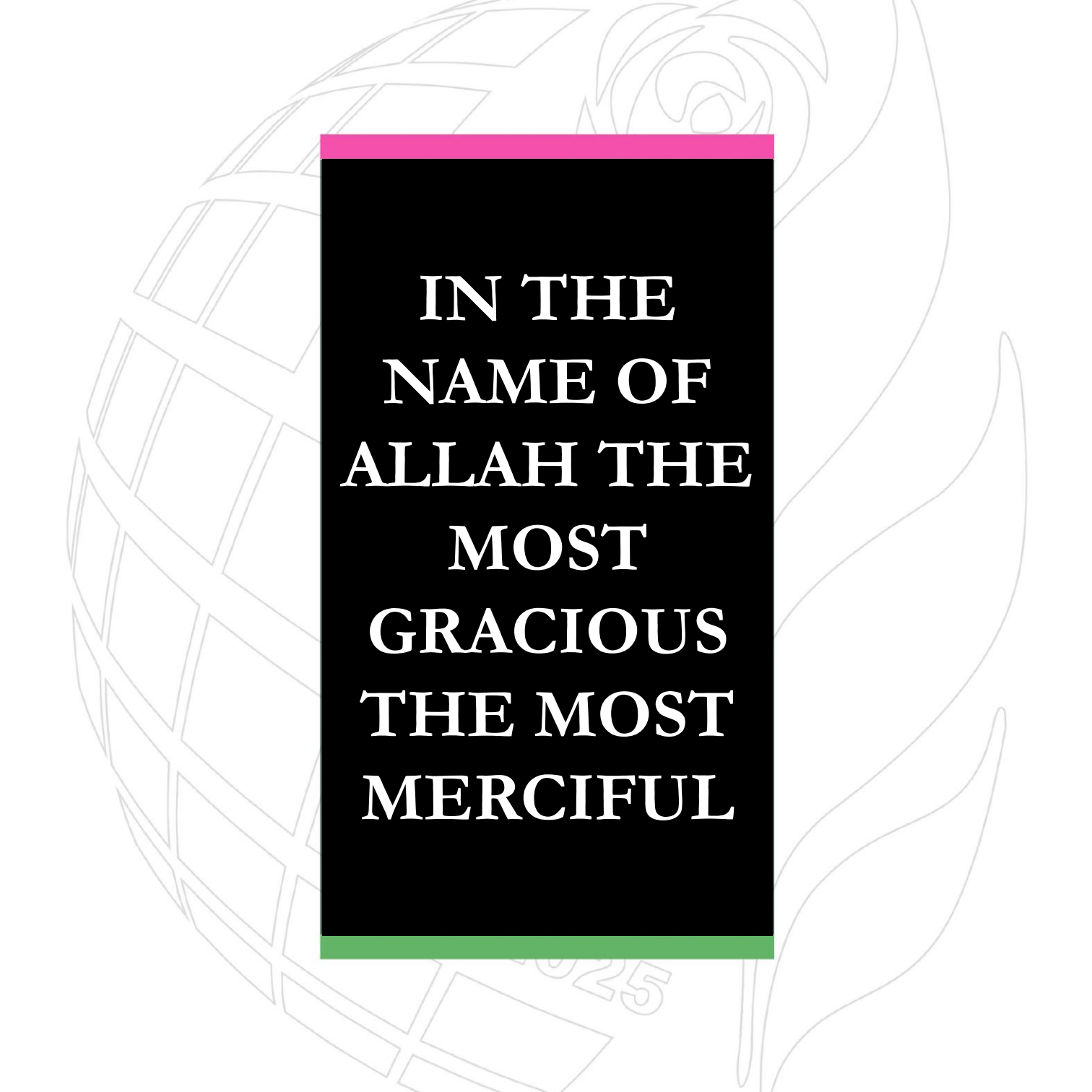


الملتقى العالمي  
للورد والنباتات العطرية  
Rose & Aromatic Plants Global Forum



# Rose & Aromatic Plants Global Forum

TAIF 2025



**IN THE  
NAME OF  
ALLAH THE  
MOST  
GRACIOUS  
THE MOST  
MERCIFUL**



**Rose & Aromatic Plants  
Global Forum**



The Rose & Aromatic Plants Global Forum 2025 brings together experts and investors in the field to capitalize on untapped market opportunities while ensuring resource sustainability. It fosters cross-border connections to build industrial and cultural relationships, disseminate innovations, and adopt modern technologies to advance and develop the sector.



## Why Taif?

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Taif is a city of unparalleled beauty and the historic home of ancient roses. It stands as one of the most economically diverse cities in Saudi Arabia and a prime tourist destination in the Arab world.

For centuries, Taif has served as the ideal environment for cultivating Taif roses, a tradition passed down through generations. Its historical economic significance, rooted in its role as a hub for trade caravans during the summer and winter journeys, coupled with its unique social, environmental, and economic factors, makes it a natural host for the Rose & Aromatic Plants Global Forum. Taif's deep cultural heritage and vibrant rose industry have positioned it as the global capital of roses.

To establish the rose and aromatic plant sector as a driving force for social, environmental, economic, and cultural growth in Saudi Arabia.



## Vision



## Mission

To support national strategies for the sustainability, development, and growth of the rose and aromatic plant sector by expanding its scope through collaboration with public and private entities and forging fruitful partnerships locally and globally.

## Leadership in Innovation

Promote awareness among citizens, particularly job seekers and families eager to join the sector, by encouraging the adoption of modern technologies and initiating innovative projects.

## Promotion

Showcase projects and products through exhibitions, forums, seminars, workshops, and specialized online platforms.

## Training and Capacity Building

Implement advanced academic programs, training courses, and workshops that align with the latest technologies to drive sector development.

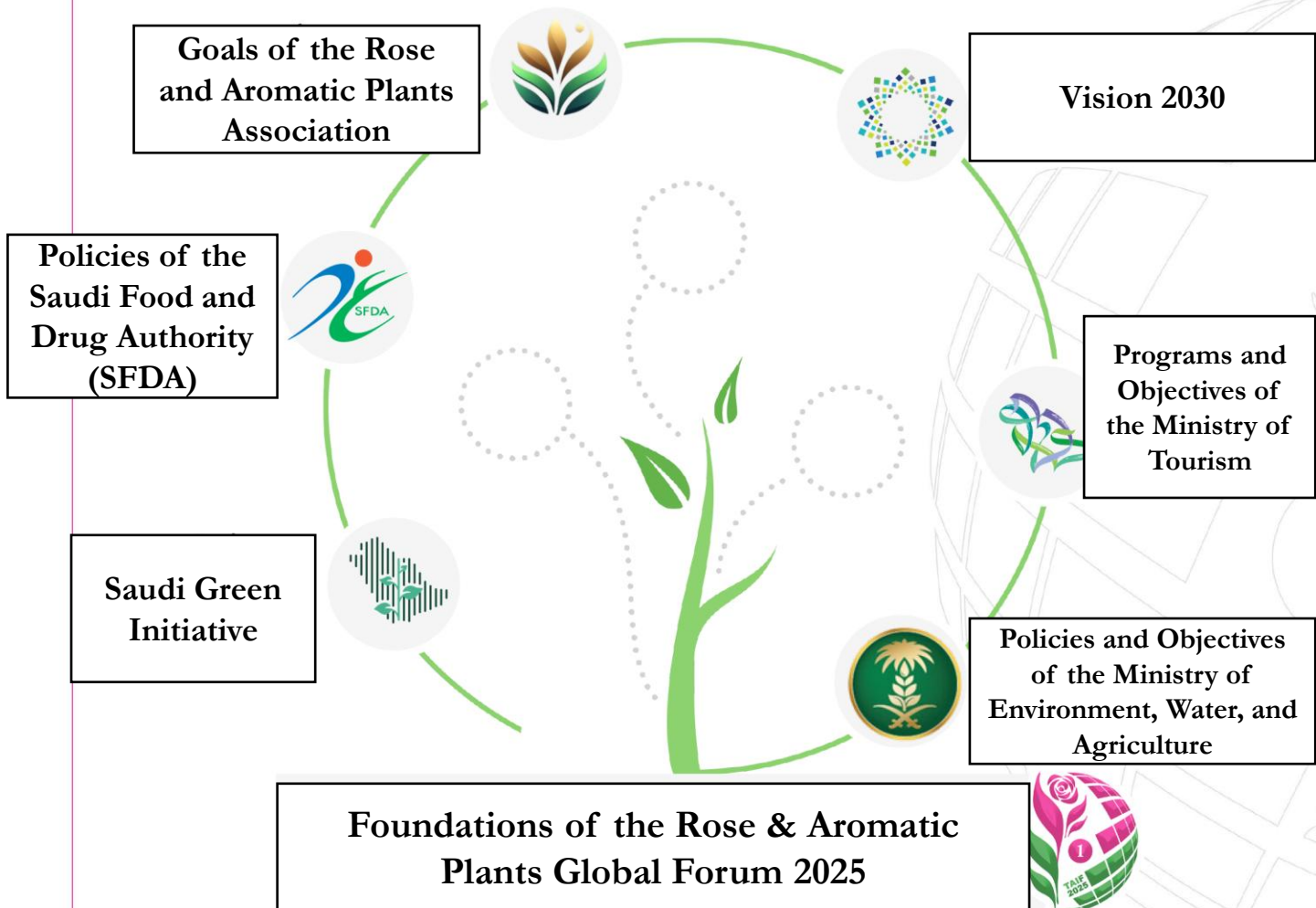
## Objectives

### Economic Development

Leverage international experiences and expertise to economically enhance the sector.

### Collaboration and Integration

Attract stakeholders in various subfields of the rose and aromatic plant sector, including cosmetic, medical, aromatic, industrial, and nutritional applications, to foster both local and global projects.





Highlights of the Rose & Aromatic  
Plants Global Forum 2025



31  
Countries



300  
Exhibitors



100,000 Visitors



21 Investment  
Meetings



210 Pre-scheduled  
Meetings



5,000 Attendees for Seminars  
and Conferences

## Key Participation Targets at the Forum

### Production Inputs

- Seeds
- Seedlings
- A variety of flowers
- Medicinal and aromatic plants

### Fertilizers and Crop Protection

- Crop protection solutions
- Specialized fertilizers and nutrients
- Soil improvement products
- Plant growth regulators
- General agricultural chemicals

### Sustainable Agriculture

- Solar panels and renewable energy solutions
- Environmental protection solutions
- Organic materials
- Hydroponics/soil-less farming

### Technology & Artificial Intelligence

- Equipment
- Machinery and tools
- Cables and wires
- Advanced technologies

### **Irrigation Systems**

- Modern irrigation systems
- Water treatment systems
- Water resource management
- Rainwater harvesting technology
- Valves, pumps, motors, and accessories
- Water purification technologies
- Soil and water research

### **Smart Greenhouses**

- Advanced greenhouse technologies and equipment for floral and aromatic plants
- Specialized plastics and materials for greenhouses
- Heating and ventilation systems for greenhouses
- Lighting systems for greenhouses

### **Transformative Industries**

- Skincare products
- Medicinal and aromatic oils
- Soaps
- Cosmetics
- Fragrances

### **Marketing**

- Packaging and labeling
- Storage solutions
- Refrigerated transportation

### **Marketing Platforms**

- Mobile applications
- E-commerce websites
- Global online marketplaces
- Digital media

### **Services**

- Banking and financial services
- Information technology and software solutions
- Research and analysis laboratories
- Logistics services

Forum Visitors



Exporters

Manufacturers

Investors

Government Officials

Academics

Importers

Agricultural Engineers

Distributors

Farmers





## Participating Countries



China



Kuwait



UAE



Saudi Arabia



Malaysia



Switzerland



South Korea



United States



Greece



Poland



Italy



Canada

Participating Countries



Thailand



Egypt



Japan



Netherlands



United Kingdom



Spain



India



France



Armenia



Turkey



Pakistan



Germany

## International Pavilions



Poland



China



Germany



South Korea



Pakistan



Spain

### Opportunities for Networking and Building Business Relationships



#### “Wafaq” Program

The Rose & Aromatic Plants Global Forum 2025 introduces exceptional programs to facilitate essential cross-border connections. Investors from around the globe are invited to establish partnerships and contribute to the growth and development of the rose sector.

### Educational Programs to Establish Market Leadership



Stay ahead with the latest technologies, innovations, and sustainable practices in the promising field of roses and aromatic plants. The forum offers a wide range of educational programs tailored to the diverse interests of its attendees.





## Rose & Aromatic Plants Global Forum



Hackathon



Youth  
Entrepreneur  
s Networking  
Forum



9  
Seminars



Consultations  
on Aromatic  
Scents



21  
Mentors



## Why Participate in Rose & Aromatic Plants Global Forum ?

01 Showcase your latest products and services to a broad audience of potential clients.

02 Access a thriving market with a high growth rate and promising opportunities.

03 Benefit from year-round digital advertising and sponsorship opportunities.

04 Discover the latest trends and innovations shaping the future of roses and aromatic plants.

05 Connect with market leaders and decision-makers from private companies, government organizations, and cooperatives.

Sponsorship Packages



Strategic Partner  
Sponsorship

1

(Value: 2,000,000 SAR)

Sponsorship Benefits

- Inclusion of the strategic partner's name and logo in the forum's introductory film.
- Allocation of a prime exhibition space for the strategic partner in the accompanying expo.
- A 90-second presentation about the strategic partner during the forum event.
- Display of the strategic partner's name and logo on the backdrop of all speaker sessions.
- Inclusion of the strategic partner's name and logo in all forum publications.
- Placement of the strategic partner's name and logo on participant bags.
- Display of the strategic partner's advertisements on the forum's on-site screens.

- Inclusion of the strategic partner's advertisements on ID cards of the forum's working committees.
- Reservation of 6 premium seats for the forum's opening ceremony and sessions throughout the event.
- Inclusion of the strategic partner's name and logo on invitation cards.
- Mention of the strategic partner's name and logo in the forum's media coverage.
- Prominent display of the strategic partner's name and logo on the forum's website and digital platforms.
- Placement of the strategic partner's name and logo in promotional emails.
- A commemorative shield presented by the Governor of Taif during the forum's opening ceremony.

## Sponsorship Packages



### Diamond Sponsor

2

(Value: 1,500,000 SAR)

### Sponsorship Benefits

- Inclusion of the sponsor's name and logo in the forum's introductory film.
- Allocation of exhibition space for the sponsor in the accompanying expo.
- Placement of the sponsor's logo on the backdrop of all speaker sessions.
- Inclusion of the sponsor's name and logo in all forum publications.
- Placement of the sponsor's name and logo on all participant bags.
- Full-page colored advertisement for the sponsor in the forum guide, distributed to all participants.
- Display of the sponsor's advertisements on university screens across all locations.
- Inclusion of the sponsor's name and logo on a display board at the forum venue throughout the event.

- Reservation of 5 premium seats for the forum's opening ceremony and sessions.
- Inclusion of the sponsor's name and logo on invitation cards.
- Mention of the sponsor's name and logo in media coverage of the forum.
- Prominent display of the sponsor's name and logo on the forum website and digital platforms.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.

Sponsorship Packages



Platinum Sponsor

3

(Value: 1,300,000 SAR)

Sponsorship Benefits

- Inclusion of the sponsor's name and logo in the forum's introductory film.
- Placement of the sponsor's logo on the backdrop of all speaker sessions.
- Placement of the sponsor's name and logo on all participant bags.
- Full-page colored advertisement for the sponsor in the forum guide, distributed to all participants.
- Inclusion of the sponsor's name and logo on a display board at the forum venue throughout the event.

- Placement of the sponsor's name and logo on all advertising materials and media content.
- Mention of the sponsor's name and logo in media coverage of the forum.
- Placement of the sponsor's name and logo in promotional emails.
- Reservation of 4 premium seats for the forum's opening ceremony and sessions.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.



## Sponsorship Packages



### Gold Sponsor

4

(Value: 1,000,000 SAR)

### Sponsorship Benefits

- Placement of the sponsor's name and logo on all advertising materials and media content.
- Mention of the sponsor's name and logo in media coverage of the forum.
- Placement of the sponsor's name and logo in promotional emails.
- Reservation of 4 premium seats for the forum's opening ceremony and sessions.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.

- Inclusion of the sponsor's name and logo on the forum's website and digital platforms.
- Prominent display of the sponsor's name and logo on all advertising materials and media content.
- Mention of the sponsor's name and logo in the forum's media coverage.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.

Sponsorship Packages



Silver Sponsor

5

(Value: 800,000 SAR)

Sponsorship Benefits

- Inclusion of the sponsor's name and logo in all forum publications.
- Display of the sponsor's name and logo on a showcase board at the forum venue throughout the event.
- Allocation of two premium seats for attending the forum's opening ceremony and sessions during the event.
- Placement of the sponsor's name and logo on all participant bags.

- Placement of the sponsor's name and logo on the forum's official website.
- Mention of the sponsor's name and logo in the forum's media coverage.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.

# Rose & Aromatic Plants Global Forum 2025

## Sponsorship Packages



### Bronze Sponsor

6

(Value: 500,000 SAR)

### Sponsorship Benefits

- Mention of the sponsor's name and logo in the forum's media coverage.
- Display of the sponsor's name and logo on a showcase board at the forum venue throughout the event.
- Placement of the sponsor's name and logo on the forum's official website.
- Inclusion of the sponsor's name and logo in all forum publications.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony.

Sponsorship Packages



Participating Sponsor

7

(Value: 400,000 SAR)

Sponsorship Benefits

- Inclusion of the sponsor's name and logo in the forum's media coverage.
- Display of the sponsor's name and logo on a showcase board at the forum venue throughout the event.
- Placement of the sponsor's name and logo on the forum's official website.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony..

## Sponsorship Packages



### Supporting Sponsor

8

(Value: 300,000 SAR)

### Sponsorship Benefits

- Inclusion of the sponsor's name and logo in all forum publications.
- Placement of the sponsor's name and logo on participant bags.
- Recognition with a commemorative shield presented by the Governor of Taif during the opening ceremony..



For Contact and Coordination



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**Rose & Aromatic Plants  
Global Forum 2025**

**DONE**

**THANK  
YOU**



**Rose & Aromatic Plants  
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