




+206,000 visitors
 throughout **10** days


+608 exhibitors
 from **20** countries
 worldwide


62.68% increase
 in footfall


12 country pavilions


 Three halls spanning
 over **28,500** square
 metres



Overview

Exhibition World Bahrain welcomed the 35th edition of the Autumn Fair from 23 January to 1 February 2025, marking a milestone in Bahrain's event-hosting history. The Autumn Fair is known as the country's largest shopping festival, attracting a diverse audience of local and international visitors. This year's edition was the most successful to date, recording a phenomenal 206,467 visitors, a 62.68% increase from the 2023 edition. This outstanding turnout demonstrates Bahrain's growing appeal as a dynamic retail hub in the Middle East and the success of EWB as a premier venue for large-scale events.

Exhibition Space Expansion

For the first time in its 35-year history, the Autumn Fair took place in three halls (Halls 3, 5 and 6), occupying a total of 28,500 square metres of space – an impressive 50% increase compared to the previous edition. The expanded exhibition area allowed for a broader range of exhibitors and products, further contributing to the fair's success. The larger space accommodated 608 exhibitors from 20 different countries, highlighting the event's international appeal and Bahrain's prominent position as a retail and trade destination.

Thematic Pavilions

One of the key features of this year's Autumn Fair was the introduction of new pavilions, offering specialised experiences for both exhibitors and visitors. Notably, the Jewellery Pavilion showcased a stunning array of exquisite jewellery across the region. Additionally, a Pavilion dedicated to Export Bahrain highlighted the innovative spirit of Bahrain's local entrepreneurs and SMEs, with 16 Bahraini businesses proudly presenting their products to a global audience. Twelve country-specific pavilions further added to the event's diverse appeal, allowing visitors to explore a wide range of international goods, including textiles, handicrafts, electronics and more.

Culinary & Accessibility Enhancements

EWB placed a strong emphasis on enhancing the overall visitor experience, ensuring that attendees enjoyed a seamless and enriching event. The fair was designed with accessibility in mind, offering free parking at the nearby Bahrain International Circuit with convenient shuttle buses, and wheelchairs were readily available at the venue to ensure accessibility for all. In total, over 1,400 parking spaces were available at the venue, with an additional 2,800 overflow spaces, guaranteeing ease of access for the large crowds. Beyond the convenience of parking and transportation, the event featured a vibrant food court offering a diverse selection of culinary delights, while live entertainment added to the festive atmosphere. Visitors enjoyed performances for 10 days, making the fair not only a retail experience but also a cultural celebration. These efforts contributed to the fair's appeal as both a shopping destination and tourism hotspot, drawing in families, tourists, and residents alike.

Success & Impact

The 35th Autumn Fair at EWB was a resounding success, drawing significant praise from visitors and exhibitors alike. Attendees lauded the wide variety of high-quality goods on offer, as well as the top-notch services that ensured a smooth and enjoyable experience. The combination of diverse shopping options, vibrant entertainment, and excellent accessibility made the event a standout occasion in Bahrain's retail calendar. The substantial increase in visitor numbers - more than 62% compared to 2023 - demonstrates the growing popularity of the Autumn Fair and the increasing recognition of Bahrain as an international trade and tourism destination. With the event occupying a larger space and featuring enhanced experiences, the Autumn Fair was a clear indication of EWB's potential to host even more large-scale events in the future.

Key Enabler of Growth

Exhibition World Bahrain has once again proven to be a key enabler of growth in Bahrain's events landscape, by accommodating the 35th edition of the Autumn Fair and offering an expanded, immersive experience for exhibitors and visitors. EWB has successfully elevated the fair to new heights. The success of this year's event paves the way for even greater experiences in the future, reinforcing EWB's role as the premier venue for world-class exhibitions and establishing Bahrain as a leading hub for commerce and tourism in the region.

"EWB is a unique architectural masterpiece in the MICE industry, featuring large and spacious exhibition halls that allow exhibitions to market and sell their products with ease. The flexibility of the facilities and their modernity make the exhibitors' experience exceptional."

Asil, Deputy Director of GIMNILI company, Kyrgyzstan

"We are extremely thrilled with the large turnout at our booth, where we showcased cosmetics and skincare and body care products. The Autumn Fair attracted many visitors. We greatly appreciate EWB's team for the ease and assistance they extended to us and the companies participating from outside Bahrain, their cooperation and support are outstanding."

Marziyeh Jafarbor, Businesswomen, Iran

"The Autumn Fair is one of the Middle East's most successful exhibitions, and we are eager to participate every year because of the large turnout from consumers and the increasing demand for Egyptian products. The services and facilities provided at the venue are remarkable, with advanced and integrated exhibition halls that serve exhibitors of various products."

Ahmed Atef, Director of External Exhibitions at the SMEs Development Authority, Egypt