

Investment Opportunities in Saudi Crafts and Souvenirs

Instruction booklet

In cooperation »



Investment Opportunities in Saudi Crafts and Souvenirs





Table of contents

1	Saudi Souvenirs: Building Value through Identity and Quality	3
2	Business Tracks in the Saudi Souvenir Sector	4
3	Investor’s Journey by Activity Type	6
	Souvenir Retail	8
	Souvenir Manufacturing	8
	Handicrafts	10
4	Quality Catalyst: Turning Keepsakes into Living Experiences	12





Saudi Souvenirs

Building Value through Identity and Quality

The souvenir sector is uniquely positioned to transform creativity and craftsmanship into highly sought-after commercial products, valued for both their authentic identity and economic potential. Every souvenir captures the unique essence of its destination, offering visitors a meaningful connection that enriches their experience of the local culture.

What This Guide Offers Investors:

- 01 Empowers and encourages investors to explore the souvenir sector and pinpoint key growth drivers.
- 02 Outlines standard operating models tailored to fit various investment levels and capabilities.
- 03 Enhances product standards to authentically mirror Saudi identity, enrich the visitor journey, and drive market competitiveness.
- 04 Highlights design trends and cultural benchmarks essential for developing innovative products that resonate with the true spirit of Saudi Arabia.



Where to Begin?

Business Tracks in the Saudi Souvenir Sector



The souvenir sector opens up a vast horizon of opportunities for investors, each capable of becoming a highly successful venture when built on a deep understanding of Saudi identity and visitor needs. Given the diverse activities within this industry, multiple business tracks are available. Below are the primary tracks to help you choose the track that best aligns with your ambitions and capabilities:

Handicraft Production	Creating hand-made souvenirs using traditional artisanal skills, with a core focus on authenticity and cultural value. This track is ideal for artisans, workshop owners, and anyone looking to produce limited editions that showcase premium quality and meticulous artistic detail.
Import and Distribution	Sourcing souvenir products globally and distributing them in the local market after adapting them to reflect Saudi identity. This track offers a fast-track entry into the market without the need to establish local production lines or possess specialized manufacturing expertise.
Local Manufacturing	Creating hand-made souvenirs using traditional artisanal skills, with a core focus on authenticity and cultural value. This track is ideal for artisans, workshop owners, and anyone looking to produce limited editions that showcase premium quality and meticulous artistic detail.

Business models can be combined. Collaborating between traditional artisans and local manufacturers allows you to scale an authentic craft, maintain strict quality control, and satisfy high market demand without losing cultural identity.



Market Access:

Choosing Your Sales Channels

The success of a souvenir business depends as much on choosing the right sales channels as it does on production. Selecting the optimal channel is pivotal to reaching your target audience effectively. Channels vary based on product identity, operational capacity, and marketing strategy. The primary avenues include:

Souvenir Retail Outlets

Best suited for ready-to-sell products—whether handcrafted, locally manufactured, or imported. Success in this channel relies heavily on prime location and the overall visitor experience.

Involves supplying products directly to other retail shops, hotels, museums, or tourism corporates.

Direct-to-Consumer (D2C) E-Commerce

A highly flexible channel suitable for all product types, offering broad market reach to customers both regionally and internationally.

Seasons, Festivals, and Events

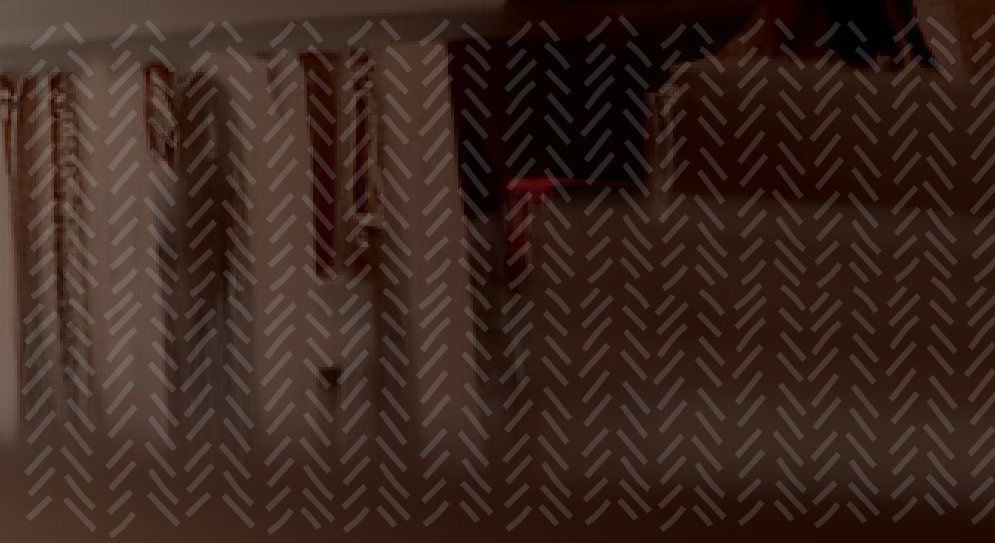
Serves as an ideal launching pad to test new products, engage directly with consumers, and build brand awareness.





The Investor's Journey by Activity Type

While an investor's roadmap varies depending on their chosen sector, all tracks rely on procedural clarity and high-quality execution. Understanding regulatory requirements from the outset ensures the foundation of a sustainable business, resulting in finely crafted products that authentically reflect Saudi identity and meet market expectations.





Investor’s Journey by Activity Type

Souvenir Retail

Saudi Competitiveness & Business Center has streamlined business setup and operations through a unified platform that integrates services from over 50 government entities. This ecosystem enables investors to launch their businesses efficiently and complete transactions with ease.

Economic Activity Title	»	Retail of Gifts	Wholesale of Gifts and Accessories
Economic Activity Code	»	469040	477361





Investor's Journey by Activity Type

Souvenir Manufacturing

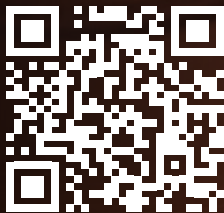
Economic Activity Title	» Manufacturing of wooden statuettes, ornaments, and small handicrafts	Manufacturing of ceramic ornaments, statuettes, and decorative articles
Economic Activity Code	» 162941	239320

“Senaei” Platform

The official platform of the Ministry of Industry and Mineral Resources, responsible for issuing industrial licenses.

The platform enables investors to meet all regulatory requirements to commence industrial activities by streamlining licensing and operational procedures.

Key services include applying for factory construction or operation licenses, updating industrial facility data, and issuing final industrial registries.



“Daleel” Platform

An informational and guidance platform affiliated with the Ministry of Industry and Mineral Resources and the National Industrial Development and Logistics Program (NIDLP).

It is designed to equip investors with essential industrial data before initiating formal procedures, enabling them to evaluate market opportunities and identify relevant requirements and stakeholders.

Key services include exploring available industrial opportunities, accessing geographic maps of industrial cities and zones, and navigating supporting ecosystems such as financing and logistics.





Investor's Journey by Activity Type

Handicrafts

Economic Activity Title	»	Household Utensils and Miscellaneous Handicrafts	Handcrafted Items, Art Pieces, and Gifts	Pottery and Handcrafted Goods
Economic Activity Code	»	475930	477361	477366



For Enterprises

This license enables establishments to design, produce, and showcase authentic Saudi handicrafts, subject to the following requirements:

- 01Products must be authentic Saudi crafts
- 02Minimum of one registered artisan linked to the platform
- 03A fully operational and ready-for-display physical location
- 04A valid Commercial Registration covering the specified activities

For Individuals

Artisan Practitioner License

This license permits individuals to produce and sell handcrafted works, subject to the following requirements:

- 01Saudi nationality
- 02Completed application form
- 03Portfolio submission to demonstrate artisanal skill



Quality Catalyst:
Turning Keepsakes
into Living Experiences

Quality is what gives a souvenir its true value, turning a simple object into a lifelong memory for the visitor. When thoughtful design combines with premium materials to clearly express heritage, the product rises to reflect true craftsmanship and the prestige of the destination.

Create souvenirs that capture the spirit of your destination, enrich the traveler's experience, and secure your place in a market that demands excellence. For inspiration, explore the Souvenir Design Guidebook by the Ministry of Culture—a definitive creative resource for developing products that resonate deeply with the rich cultural identity of Saudi Arabia's regions.



Souvenir Design Guidebook



