

37th
Edition

Saudi Agriculture

Under the Patronage of

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture
المملكة العربية السعودية
Kingdom of Saudi Arabia



The 37th Int'l. Trade Show for Agriculture, Aquaculture & Agro-Industry

PROMOTING **INNOVATION AND TECHNOLOGY**
IN AGRICULTURE AND **TRADE**

7 - 10 October 2018

Riyadh International Convention and Exhibition Center



رؤية
2030
الجمهورية العربية السعودية
KINGDOM OF SAUDI ARABIA

Held Concurrently With

Agrofood Saudi

The 25th International Trade Show
for Food Products, Ingredients &
Technologies

Food Pack Saudi

The 8th International Trade Show for
Food Processing and Packaging

Aquaculture Saudi

The 2nd International Trade Show
for Aquaculture

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**ARAB WORLD
AGRIBUSINESS**
المجلة العربية
للزراعة في
العالم العربي

Saudi
Agriculture 

37th

Edition

POSITIVE REFORMS BY THE GOVERNMENT

Saudi Arabia's agriculture development over the last three decades has been astonishing and has attracted more than **200 billion Saudi Riyals in investment annually**. This progress is largely due to an array of government programs including the provision of interest-free loans and technical and support services for diversification and greater efficiency. The Kingdom is evolving under the leadership of the young Prince, **Mohammad Bin Salman** who aims to lead a cultural revolution. Changes and reforms are driving businesses to match international standards in their respective industries.



Al-Hasa Rice Field

TREMENDOUS AGRICULTURAL POTENTIAL

Saudi Arabia has been making intensive efforts through its five-year development plans to cultivate and expand the agricultural sector whereby witnessing an unprecedented growth in its agricultural potential.

Additionally, the Saudi government is improvising on building dams, water treatment networks, desalination plants and new major grain silos, leading to significant progress every year.

SAUDI VISION 2030 ACHIEVING FOOD SECURITY

Saudi Vision 2030 aims to diversify the economy by reducing dependency on oil revenues.

Owing to the Vision, Saudi Arabia's most ambitious agricultural accomplishment is its complete self-sufficiency and even transformation from importer to exporter of basic foods, such as wheat, dates, dairy products, meats, and vegetables to markets around the world.

Saudi Arabia has approved financial support for the environment, water and agriculture sectors worth 92 billion Riyals to help them meet their goals under the government's 2030 Economic Plan. The ministries have received "support" from the government to achieve 16 strategic goals to facilitate the economic transformation program and to accomplish the Kingdom's Vision 2030. This includes the shift towards using compound fodder instead of the traditional green feed, investments in aquaculture and greenhouses. The most important objective is to increase the level of food security within the region.

92

Billion SR

16

Strategic Goal

37th Edition of the Saudi Agriculture Exhibition

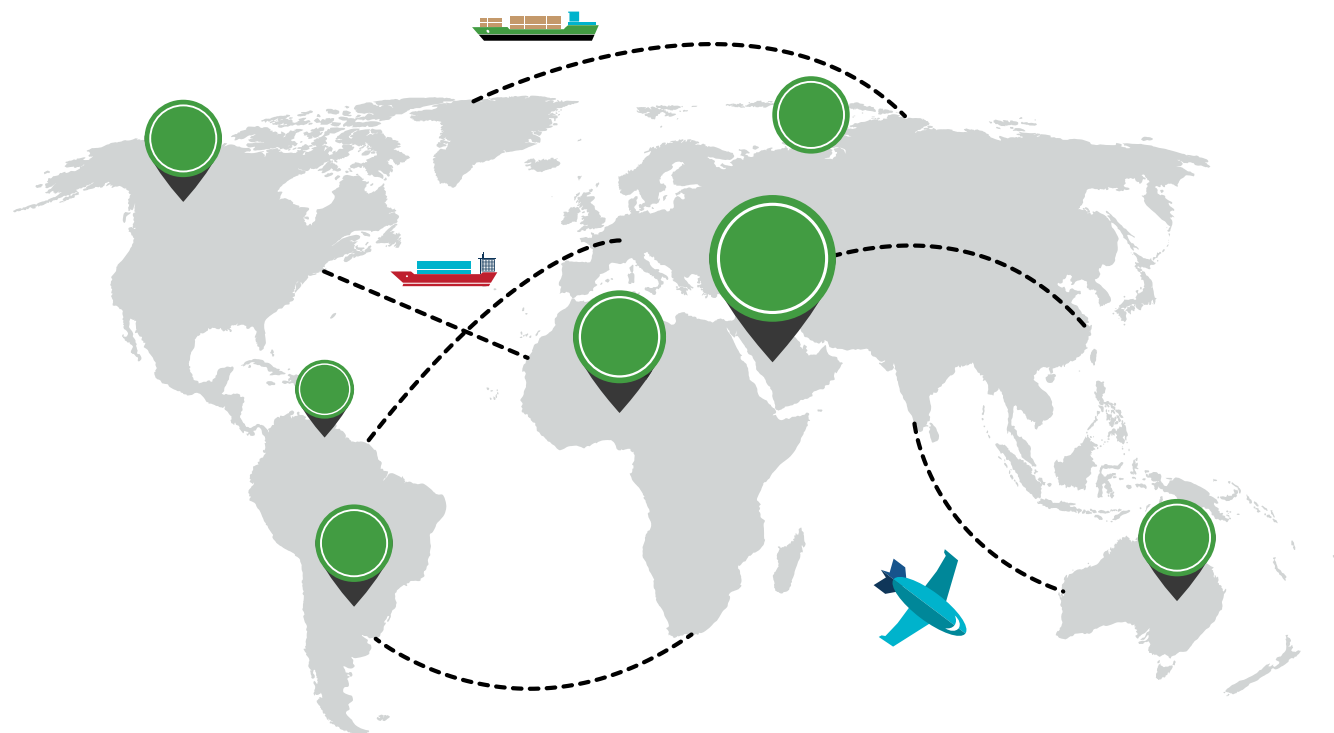
CONNECTING OPPORTUNITY WITH TODAY'S TOP TALENT IN THE AGRICULTURE SECTOR

Since the last thirty-six years, the Saudi Agriculture Exhibition reinforces leadership in the field of agricultural development and associated industries. **Where 350 exhibitors from 31 countries** participated in total last year, the show connects the top talent in the agricultural sector to the opportunities available in the related market.

In line with the government's new direction which aims to achieve sustainable food security and independence, the 37th edition of the exhibition will strategically focus on organic farming, its relevant products and on aquaculture.



REDUCING DEPENDENCE ON IMPORTS



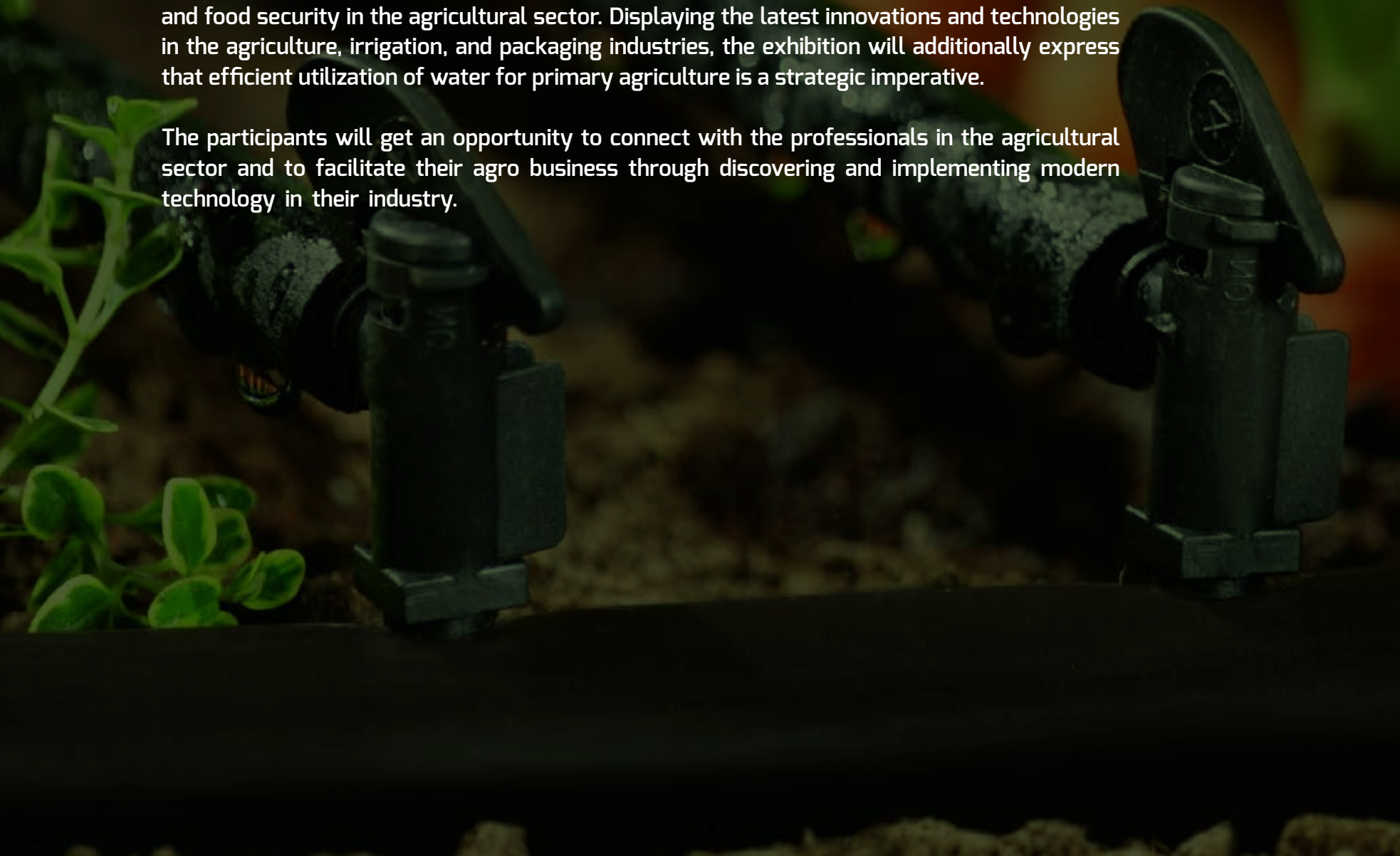
There's great development and advancement of the agriculture and food sector in Saudi Arabia, whereby the government is focused on exporting their products in an effort to decrease reliance on imports. The Kingdom clearly foresees the future of agriculture in the region and is opening more investment opportunities for local and foreign investors.

STRATEGIC UTILIZATION OF WATER

AN IMPERATIVE

The 37th edition of Saudi Agriculture will showcase the strategic amalgamation of the Ministry of Environment, Agriculture and Water. It will focus on sustainable development to achieve water and food security in the agricultural sector. Displaying the latest innovations and technologies in the agriculture, irrigation, and packaging industries, the exhibition will additionally express that efficient utilization of water for primary agriculture is a strategic imperative.

The participants will get an opportunity to connect with the professionals in the agricultural sector and to facilitate their agro business through discovering and implementing modern technology in their industry.



Exhibits Profile:

Agriculture Machineries and Products

- Flower farming
- Fruits, vegetables and Date Farming
- Fertilizers and Pesticides
- Nurseries and crop protection
- Meat, poultry, and fish products
- Milk, dairy and Juice products
- Milking Machines
- Fresh, dried and canned foods
- Chilled and frozen food
- Irrigation systems
- Tractor and power machines
- Soil cultivation machines
- Planting machines
- Produce sorter machines
- Harvesting / post-harvest Machines

Poultry Farming & Equipment

- Poultry Production
- Poultry Health
- Poultry feed and nutrition
- Food additives
- Veterinary products
- Incubators
- Feeders
- Heaters

Organic Farming & Products

- Organic farming
- Organic Food
- Organic Dates
- Organic fruits and vegetables

- Organic dairy and juice products
- Organic meat, poultry and egg products
- Organic fertilizers and feed

Aquaculture

- Fish & Shrimp farms
- Fish farming equipment
- Seafood products
- Fish canning and packaging machines
- Fisheries
- Fish cleaning equipment

Manufacturing, Canning, Packaging and Preserving Food

- Industrial refrigeration practices
- Consumer products packaging equipment
- Food preservation and canning practices
- Industrial refrigeration techniques
- Packaging equipment
- Preservation and food packaging techniques
- Packaging material and equipment
- Refrigeration equipment & harvest production
- Safe storage equipment
- Dairy production equipment
- Canning equipment
- Industrial packaging equipment
- Bakery equipment
- Food packaging equipment
- Preservation and canning equipment
- Dates packaging equipment
- Packaging and wrapping machinery

Saudi Aquaculture



The 2nd International Trade Show for Aquaculture

AQUACULTURE IN KINGDOM OF SAUDI ARABIA

Despite the great development achieved by aquaculture sector in KSA during the few last years, it remains a developing sector with regard to production volume, expansion, and effect on economic development of the kingdom.

The first steps were taken by studying the reality of fisheries and submitting suggestions related to start entering aquaculture operations to KSA during the late seventies of the previous century through White Fish Agency which carried on the first researchers about selecting species and potential of setting up aquaculture projects in KSA.

This was followed by the agreement between Ministry of Agriculture and Food and Agriculture Organization (FAO) to establish a center specialized in aquaculture researches (Fisheries Research Center in Jeddah previously Fish Farms Center) aiming to nationalize technology and training related to aquaculture as well as studying the economic species and providing technical support for projects. During this period the FRC presented great services to the sector as the center was the main producer and supplier of fish and shrimp cultured species such as white shrimp and barramundi.

Shrimp aquaculture sector bloomed commercially by the mid-nineties and expanded by 2009 when KSA became the largest producer of white shrimp in the world with production capacity exceeded 20 thousand tons annually.

However, fish aquaculture sector was limited to production of internal water farms with low production from sea water farms. In 2006, KSA a large trade project was launched to produce fish through floating cages with production capacity exceeded 3000 tons. Production has been expanded since 2006 and achieved incredible results to exceed 10 thousand tons per year produced by sea farms of barramundi,

breed, and other species. This is accompanied with starting work in one of the largest projects related to fish production in floating cages all over the world by the National Aquaculture Group targeting to reach a production capacity 100 thousand tons when completion.



Comprehensive National Strategy to Support & Develop Aquaculture Sector

Agricultural Development Fund and Ministry of Agriculture launched a comprehensive national strategy to develop fisheries called the Seventh Initiation for Fisheries Development

It is expected that in case of approving this strategy to convert aquaculture sector into a real effective industry participating in economic development in KSA through achieving autarky of sea products and reaching 1 million tons capacity by 2029 and providing more than 400 thousand job opportunities for male and female Saudi youth.





Saudi Agrofood

The 25th International Trade Show for Food Products, Ingredients & Technologies

SAUDI ARABIA'S LEADING AGRICULTURE TRADE SHOW ON FOOD PRODUCTS,
INGREDIENTS AND TECHNOLOGIES

DEVELOPING PARTNERSHIPS WITH INDUSTRY PROFESSIONALS

This year, the 25th edition of the International Trade Exhibition for Food Products, Ingredients & Technologies, Saudi Agrofood, will attract the most significant decision makers from the food industry, business and the government. The region's leading professionals and novices in the agriculture and food industries will collaborate to benefit from extensive business opportunities in the Food Products, Ingredients & Technologies markets. Over the course of four days, the exhibitors will meet and develop partnerships with thousands of wholesalers, distributors, retailers and other industry professionals, empowering participants to grow their network of professional industry contacts.

SAUDI'S LARGEST B2B EVENT FOR AGROFOOD NETWORKING

Held concurrently with the 37th Saudi Agriculture Exhibition and the 8th Saudi FoodPack, the 25th Saudi Agrofood is an ideal forum to launch new products and services. The event is displayed in a customized setting, featuring latest products, services, technologies, and solutions for multiple phases of food processing and packaging. Additionally, all types of popular and new food products are showcased through this platform, enabling participants to improve their products and increase efficacy.



FACTS AND FIGURES

- Food consumption in the Kingdom, currently estimated at about 1.6 Million MT, is expected to grow %4.6 CAGR.
- Saudi Arabia is the Middle East's largest individual food importer.
- Saudis spend about %28 of their disposable income on Food.
- The largest market for food and beverages in the GCC with %63 market share.

LIST OF EXHIBITORS

Saudi Agrofood is the premiere platform in the food products, ingredients and technologies industries, displaying works from sectors such as:

- Health & Natural Foods
- Meat & Poultry
- Organic & Fresh Foods
- Bakery products
- Confectionery
- Chocolates
- Convenience Food
- Food Processing & Packaging
- Frozen & Chilled Foods
- Milk & Dairy Products
- Fast Foods & Snacks
- Food Franchises
- Soft Drinks & Juices
- Tea, Coffee & Beverages
- Fresh, Canned or Dried Food
- Presentation & Processing Equipment





Saudi Food Pack

The 8th International Trade Show for Food Processing and Packaging

THE LARGEST FOOD PRODUCTION AND PACKING TECHNOLOGY
PROVIDER TRADE EVENT IN THE KINGDOM

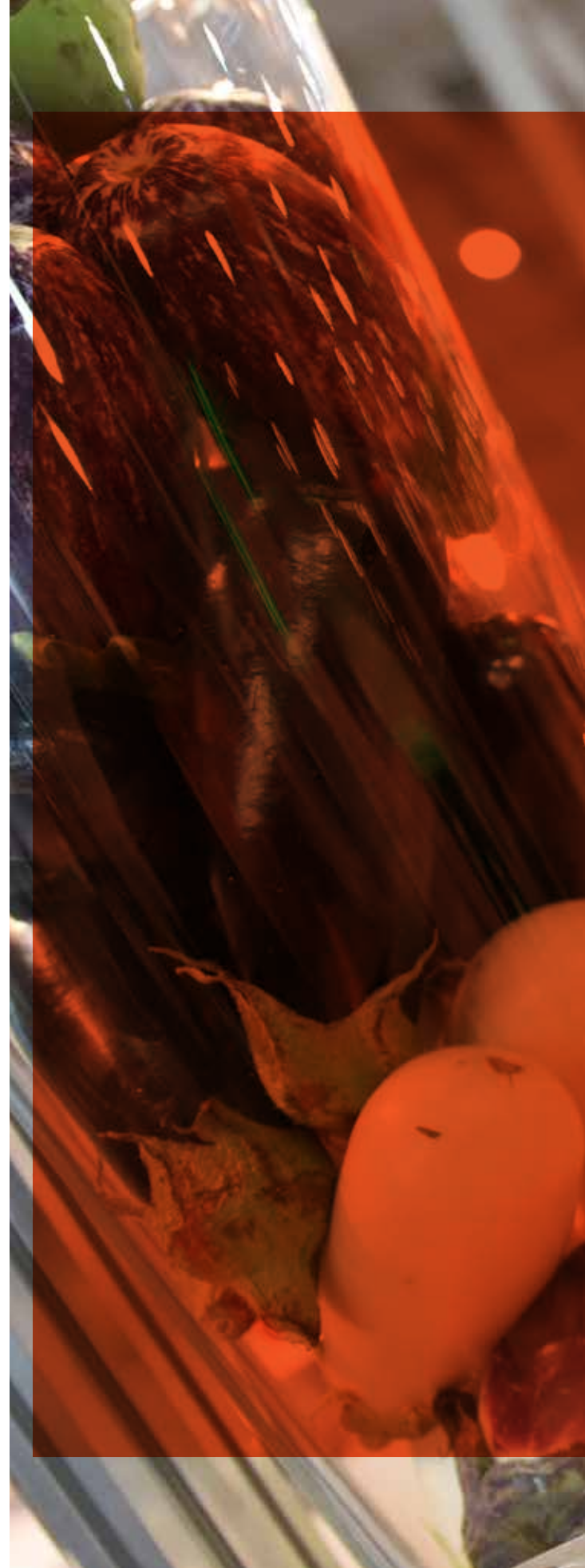
LARGEST DISPLAY OF FOOD PROCESSING AND PACKAGING TECHNOLOGIES

The 8th International Trade Exhibition for Food Processing & Packaging Technologies, Saudi FoodPack will display a wide variety of equipment and solutions from the manufacturers and distributors of the food production, packing machinery and services industries. The exhibitors will showcase tools that are essential for their food production and packaging business as well as their display in stores and outlets.

Saudi FoodPack showcases the largest display of food processing and packaging technologies in the Kingdom and gives its participants an opportunity to discover the various technologies in the food production and packing sector.

DEMONSTRATIONS ON IMPROVING PRODUCTS AND EFFICIENCY

For the last seven years, showcasing food production, packaging services and technologies, Saudi FoodPack is held in concurrence with SAUDI AGROFOOD and SAUDI AGRICULTURE and has been a pivotal part of the exhibition. The event displays the latest technology and innovations in food processing and packaging, whereby the participants learn to improve their products and increase their efficiencies under the guidance of top industry professionals at the largest trade event of its kind.



FACTS AND FIGURES

- The overall packaged food sales in Saudi Arabia reached 45\$ billion in year 2017 and are expected to grow at an increasing rate.
- The total purchases by the Saudi food service sector is estimated at about \$5 billion annually.
- With higher income, a higher percentage of consumers are able to buy more meat, more dairy products, more quality processed foods and more beverages than ever before.

LIST OF EXHIBITORS

- Packaging Materials & Supplies
- Wrapping Machinery
- Industrial Refrigeration Practices
- Bakery Equipment
- Filling Machinery
- Food Packaging Equipment
- Food Processing Equipment
- Industrial Packaging Equipment
- Consumer Products Packaging Equipment
- Food Preservation and Canning Practices
- Industrial Refrigeration Techniques
- Packaging Equipment
- Dairy Production Equipment
- Canning Equipment
- Preservation and Canning Equipment
- Dates Packaging Equipment
- Preservation and Food Packaging Techniques
- Packaging Material and Equipment
- Refrigeration Equipment & Harvest Production
- Safe Storage Equipment

OPPORTUNITIES AND BENEFITS

PROMOTING ENTREPRENEURSHIP THROUGH SAUDI AGRICULTURE 2018

The exhibition is considered the most prominent event of its kind in Saudi Arabia. With the largest gathering of decision-makers, experts, manufacturers and suppliers, Saudi Agriculture serves as a spear for networking, relationship development and future revenue growth in the agricultural sector.

EXPLORING STRATEGIES FOR MODERN ECO-AGRICULTURE

Developing modern eco-agriculture is necessary in order to achieve agricultural sustainable development. Certain restrictive factors, such as the contradiction between land and population, the shortage of water and biology resources, the deterioration in ecological environment, the lag of technology development and the imperfection of service system hinder the progress of the vision. The exhibitions at Saudi Agriculture present pertinent policies and measures to develop the eco-agriculture sustainably and healthily.

BENEFICIAL FOR NEW AND EXPERIENCED BUSINESS OWNERS

Attended by hundreds of local, international and regional exhibitors, along with thousands of specialized visitors, the Saudi Agriculture exhibition presents a premium opportunity for new business owners to display their skill set while simultaneously learning from the innovators and experts in their industry.

IMPLEMENTATION GUIDANCE FOR POLICYMAKERS AND INVESTORS

Being surrounded by the market experts and innovators at the event and gaining industry insights gives investors and policy makers an extra edge over their competitors and assists them in making favorable decisions for the benefit of the state.

VISITORS OVERVIEW

As the most comprehensive agricultural exposition in the Kingdom, the Saudi Agriculture Exhibition attracts thousands of attendees from all facets of the industry, including:

- Advertising Professionals
- Packaging, Production, Purchasing and Operations Managers
- Diplomats & High-Ranking Government Officials
- Distributors & Suppliers
- Financiers
- Retailers
- Manufacturers
- Traders & Wholesalers
- Industrial Engineers
- Journalists and Bloggers who cover the vital and dynamic agricultural industry.

Similar to previous years, the Saudi Agriculture Exhibition 2018 will attract visitors across the agricultural spectrum. Being the longest-running and most renowned agricultural show in the Kingdom, the Saudi Agriculture witnesses the attendance of thousands of trade visitors during the run of the event.

THE VENUE



Riyadh International Convention & Exhibition Center (RICEC)

RICEC benefits from its proximity to the Riyadh King Khalid International Airport. The Center extends over 20,000 square meters - 75% of which is dedicated to 4 closed exhibition halls, with 5000 square meters being open space. The Center also boasts of an exclusive, world-class conference hall with a separate VIP area and state of the art business and media centers. For refreshments, visitors can also enjoy several restaurants, cafes and offices. Additionally, the Center's parking lot can accommodate more than 1,500 cars.

Riyadh Exhibitions Company (REC)



Saudi's Leading Exhibition Helping Businesses Accomplish More

Riyadh Exhibition Company (REC) is a Saudi company specialized in organizing exhibitions, conferences and other business activities. Being Saudi's top exhibition organizer, REC has contributed immensely to the growth of the MICE (Meeting, Incentives, Conferences and Exhibitions) industry in Saudi Arabia for over 36 years and has been serving 20 economic and financial sectors in the Middle East. REC's leading events are certified by UFI.

Their events facilitate customers to efficiently learn about a market, supply products and accomplish business dealings, generating great revenues for the economic development of the national economy.

As Saudi Agriculture's organizer, the REC effectively contributes to the growth of key companies and the agricultural industry as a whole by hosting the exhibition. These exhibitions are organized to focus on the innovative solutions offered by businesses in multiple agricultural sectors.

The Saudi Agriculture 2018 exhibition will be held from the --- till the --- of October, 2018 at the Riyadh International Convention & Exhibition Center – RICEC, owing to its perfection as the venue for all types of events & trade shows.

For more information, please visit www.recexpo.com.

BOOK YOUR SPACE

You can book your booth at the show directly By contacting us:

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