



JOIN THE NETHERLANDS PAVILION AT THE SAHARA EXPO 2022

NL
Farming
the
Future

Sahara

The 34th International Agricultural Exhibition
for Africa and the Middle East

📍 Egypt International Exhibition Centre

From 11 to 14 September 2022, the NABC, Land Water & Food Consult and East West-Trade & Consulting will organise a Netherlands Pavilion during the Sahara Exhibition in Egypt.

Dutch companies active in the field of Climate-Smart Agriculture are invited to join the Netherlands Pavilion, themed "The Future of Agriculture" at the fair. The Netherlands Pavilion will offer exclusive opportunities to Dutch companies to demonstrate their innovative technologies and will be an ideal platform for building a business network, hosting official meetings, events, and much more.

The Netherlands Pavilion will be an open pavilion to showcase the holistic approach of the Netherlands to climate-smart agriculture with saline farming as a cross-cutting theme while focusing on:

- Climate-Smart Agricultural Practices and Carbon Farming
- Seeds for Resilience
- Smart Water for Resilience



The Netherlands Pavilion is made possible with the support from:



Kingdom of the Netherlands



**11-14
SEPTEMBER
2022**



**SAHARA EXPO,
CAIRO, EGYPT**

WHAT TO EXPECT FROM THE NETHERLANDS PAVILION AT THE SAHARA EXPO?

- Egypt's largest agricultural fair with more than 20,000 targeted visitors over 4 days
- Strategically located pavilion
- A dedicated space for your company within the collective open Netherlands Pavilion
- A large lounge area with sufficient space for networking activities including a networking reception with relevant local counterparts
- Seminars on "Climate-Smart Agriculture" and "Resilient Seeds" during the Sahara Expo
- Extra media attention and exposure for your company

FOR WHOM?

The Netherlands Pavilion is open to Dutch companies active in the field of Climate-Smart Agriculture. Please be informed that registration does not automatically lead to participation; companies will be reviewed based on their fit and level of involvement in Egypt's agricultural sector.

PARTICIPATION COSTS & PACKAGE

Participation is possible for €2,500 for NABC members, and €3,000 for non-members (price per company, including 2 participants). These costs include a dedicated space for your company within the pavilion, the booth construction with Holland branding, entrance to the Sahara Expo, participation in the Climate-Smart Agriculture and Resilient Seeds seminars, and a networking reception. For a selected number of companies, sharing a stand will be allowed.

HOW TO REGISTER?

For more information and to register make sure to contact [Ralph Rustom](#). As the pavilion can only host up to 13 companies, make sure to register in time to not lose your spot. Registration is possible until Monday 15 August 2022.