

Sahara

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

Event Brochure

11-14 September 2022

📍 Egypt International Exhibition Center



About Sahara

Sahara has been serving the valuable yet challenging agricultural industry in Egypt and The Middle East region for over three decades. Helping agricultural professionals and keen investors tap into the unfulfilled potential of new emerging markets through facilitating business connections and rapid diffusion of new innovations and technologies.

Sahara supports the entire industry presenting new opportunities to large agribusinesses while enhancing the skills and capabilities of the small-scale farmers that makeup an intricate and crucial part of the regional market.

Market Overview

60%

The African continent holds more than 60% of the world's arable land, yet its full agricultural potential remains untapped, as Agriculture is one of Africa's most important economic sectors, accounting for over 15% of the region's GDP and providing employment to more than two-thirds of the working population.

55%

Similarly, on country level, Agriculture is a major component of the Egyptian economy. The Agriculture Sector provides livelihoods for 55% of the population and directly employs about 30% of the labor force. Furthermore, the sector accounts for about 20% of total exports and foreign exchange earnings. It's one of the most attractive yet underserved investment opportunities.

The opportunity-rich continent still holds more room for investment as its level of production can reach up to three times more cereals, grains, horticulture crops and livestock.



Egypt Overview:



One of the world's top 10 markets in fertilizers exports.



One of the world's leading producers of fruits and vegetables.



5th largest tomato producer in the world



Advantageous geographical location with proximity both to Arab countries and Europe.



High participation in trade agreements.



First globally in citrus and frozen strawberry exports.



Agriculture sector resilient to economic downturns.



Total Agricultural exports reached 5 million tons in 2020 despite the corona pandemic.



Volume of agricultural exports has increased to more than 2.7 million tons from January to April 2021; an increase of about 150,000 tons over the same period of last year.



305 Egyptian agricultural products are marketed in 160 countries



Leading position in the dairy and cheese production in the Middle East and Africa, one of the most important exporters of cheese in the region.

2021 Highlights



145

Exhibitors



16000

Visitors



20000

SQM



732

Conference Attendees

Participating Countries



Egypt



Jordan



Italy



Russia



China



Lebanon



Netherlands





What Our Exhibitors Had To Say



of Exhibitors find Sahara important for their business



Likelihood of return



Importance of the event

“ One of the biggest and most successful agricultural exhibitions in the Middle East

Agrisolar ”

“ We participated in the exhibition this year, and during the signing of the contract, we have also signed our participation for next year because we believe in being here at this exhibition, as it's not just a local one rather it's considered a regional one

Evergrow ”

“ Our factory is located in Saudi Arabia and we have distributors here in Egypt but our presence among clients makes us understand more about the needs of the Egyptian market

Alwasail Industrial Co. ”

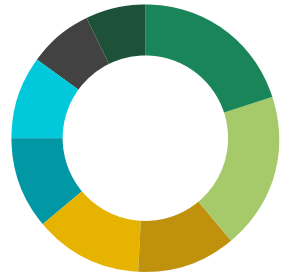
“ it's very impressive to be honest, I can only compare it to the European exhibitions, at this point it's very attractive, the place is very nice and has plenty of exhibitors from fertilizers to agricultural machinery, it's our pleasure to be part of this exhibition

Grupa Azoty – Chem Rock Trade ”

Learn More About Sahara Visitors

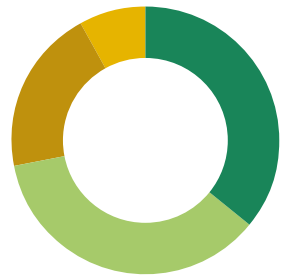
Visitors Profile

- 20% Engineer
- 19% Business Owner
- 12% Academic
- 13% Consultant
- 11% Marketing and Sales
- 10% Farmers
- 8% Distributors and Agents
- 7% Top Management



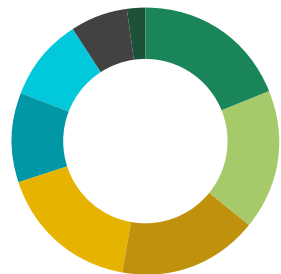
Interest In Exhibition Sectors

- 36% Agricultural Materials and Applications
- 36% Agricultural Machinery and Infrastructure
- 20% Animal Production
- 8% Aquaculture



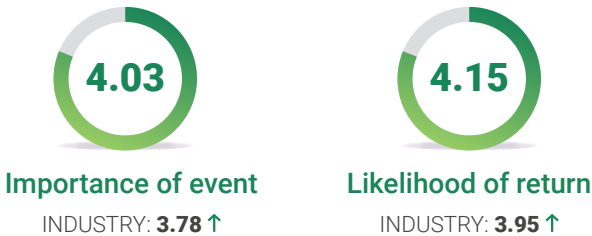
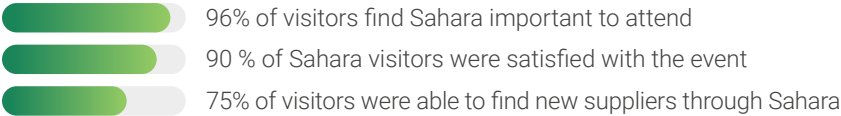
Reasons For Visiting The Show

- 19% Learn New Industry Trends
- 17% Attend Seminars / Talks
- 17% Meet New Suppliers
- 17% Network
- 11% Consider Exhibiting in Future Years
- 10% Purchase Product / Service
- 7% Visit Existing Supplier
- 2% Other





Visitors' Satisfaction



What Our Visitors Had To Say

- “Great experience attending the Expo, a lot of exhibitors and attendees, the organizing of the event is excellent, from providing map to both halls and the list of exhibitors on the website, ease of entering the expo. Would definitely attend next year.”
- “An excellent experience and a qualitative addition. During my visit to the exhibition, I met representatives of companies I dealt with in the past. The meeting was constructive and I was very happy as I learned about new agricultural products that contribute to the development of the agricultural sector and increase the quantities of agricultural product. Thus, it contributes to improving the income of farmers.”
- “An enjoyable experience to learn about modern trends in various sectors of the agricultural field, with a remarkable effort from the organizers of the exhibition to provide all security, and safety standards, while providing all amenities for exhibitors and visitors.”

Join Us At Sahara 2022



250

Exhibitors



20000

Visitors



30000

SQM

Exhibition Sectors



Agricultural Materials
& Applications



Agricultural Machinery
& Infrastructure



Animal Production
& Aquaculture

Features



Conference and
educational
workshops



Company and
products listing



Promotional
webinars



Digital advertising
opportunities





Benefits



Access a pivotal agricultural market with promising growth and opportunities



Network with influential market drivers from both private businesses and governmental associations



Discover the latest trends and innovations transforming the industry



Showcase your latest products and services to diverse audience segments



Benefit from all year-round digital advertising and sponsorship opportunities



Stand Types

Wooden Stand

Space Only



Floor space that allows you to design and produce your own original stand

(minimum 24 sqm)

Shell Scheme



Fascia Name Board
Table
2 Chairs
2 Spotlights

(minimum 12 sqm)



Fascia Name Board
Table
3 Chairs
3 Spotlights

(minimum 18 sqm)

Sahara Commitment to Sustainability

At Informa, we achieve sustainable commercial success through thoughtful market focus and superior results for our customers. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.

Our continuing evolution is fueled by insight, innovation, and collaboration. We are proud of our commitment to having a positive environmental and social impact on both the communities and industries we work within.



Placing Your Safety At The Heart Of Our Events



Sahara is organised in accordance with Informa's AllSecure health and safety standards. As the world's leading events' organizer, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.



About The Organizer



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Join us at


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