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## Trade Mission on Climate- and Water-Smart Agriculture and Horticulture and Netherlands (NL) Pavilion at the Sahara Expo 2024 Cairo, September 14-19, 2024

### INTRODUCTION AND CONTEXT

This document presents the external report of the Netherlands Pavilion at the Sahara Expo held from September 14-19, 2024, in Cairo. Egypt, the largest country in the MENA region, is a key agricultural hub with access to European, Middle Eastern, and African markets. However, rapid population growth, water shortages, and climate change pose serious challenges to Egypt's agricultural system, underscoring the need for resilient, climate-smart technologies and partnerships. Solutions in areas like soil health, pest management, and heat- and salinity-tolerant seeds are essential.

Under the theme "Farming the Future," the NL Pavilion built on the success of a recent Study Tour on Protected Horticulture in February 2024 and the development of a Partners in Business programme. Sahara Expo, one of North Africa's largest agricultural events, offered Dutch companies an ideal setting to showcase innovations for Egypt's shift toward sustainable, integrated farming practices.

Accordingly, the NL Pavilion was organised with a two-pronged purpose: to provide Dutch companies with existing ties to Egypt an opportunity to launch and grow their operations in the country, and to introduce the Egyptian market to Dutch companies entering the region for the first time. Highlights included four seminars that presented Dutch expertise in critical areas such as water management, biopesticides, and financing, offering practical solutions for a future-ready agricultural sector.

### THE NETHERLANDS (NL) PAVILION

The NL Pavilion was organised by the [Netherlands-African Business Council](#) and [Land water Food Consult \(LWF\)](#), the [Netherlands Enterprise Agency](#) and the [Embassy of the Netherlands in Cairo](#).

The NL Pavilion was 168m<sup>2</sup>, featuring 20 Dutch organisations, 14 individual company booths, and a spacious central networking area for additional companies and visitors. Its open design highlighted the Netherlands' holistic approach to climate-smart agriculture and "farming the future." A large interactive screen at the back, along with two prominent signs reading "Get in touch with the Dutch," drew considerable attention from visitors.

[This video](#) was made by the Dutch Embassy in Cairo during the Sahara Expo of the NL Pavilion. The companies which joined are listed below. The mission booklet with the overview of the companies can be found [here](#).

1. Invest International
2. Hydrosat represented by local partner TAMKEEN Group
3. JASA Packaging Solutions
4. Jiffy Products International
5. Netherlands Food Partnership (NFP)
6. Niepce
7. Priva
8. Rijk Zwaan
9. Technocool Engineering
10. Ag Leader Technology
11. Allround Vegetable Processing
12. Bom Greenhouses
13. Bosman van Zaal
14. Certhon
15. De Gier Drive Systems
16. Delphy
17. Dutch Greenhouse Delta (DGD)
18. eLEAF
19. Gemeente Westland
20. HZPC



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## THE PROGRAMME

The mission spanned a 4-day programme: three days at the Sahara Expo, and one day of field visits, in addition to a networking reception and a wrap-up dinner.

### September 15: Sahara Expo Day 1

The first day of the Sahara Expo was Sunday September 15. The NL Pavilion welcomed Egypt's Minister of Agriculture, Mr. Alaa Farouk, and featured presentations by the Netherlands Embassy, NFP, and Rijk Zwaan, inviting visitors to the pavilion. Delphy and NFP hosted a women-in-agribusiness graduation ceremony, drawing significant interest. The day closed with a networking reception at the Dutch Ambassador's residence, attended by around 90 industry leaders.



### September 16: Sahara Expo Day 2

On day two, two seminars were held: "Cultivating the Future" (with speakers from Invest International, AfricInvest, Care Egypt, and Falak Startups) and "Smart Farming" (with speakers from Delphy, eLEAF, Agroland, and Wageningen University). Dutch companies engaged with Egyptian farms, NGOs, universities, and students at the pavilion, which remained active throughout the day. The evening was free for informal gatherings among Dutch participants.



### September 17: Sahara Expo Day 3

The final Expo Day featured seminars on "Greenports: Horticulture Cluster Development" (with Gemeente Westland, Ministry of Water Resources and Irrigation, Dutch Greenhouse Delta, and Delphy) and "Innovations in Agriculture," led by BioEgypt, Ag Leader, and Allround Vegetable Processing. A wrap-up dinner at Sky Rim allowed companies to share feedback on their experience at the Sahara Expo.



### September 18: Field Visits

The mission concluded with a day of field visits: firstly to Pico Farms and secondly to the Jaguar citrus nursery at Agroland. Delegates toured Pico's tissue culture lab, greenhouses, and fruit-packaging facilities, followed by a visit to Jaguar's nursery showcasing citrus propagation and rootstocks.

