

Under the Patronage of HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister of the UAE,
Minister of Presidential Affairs and Chairman of Abu Dhabi Agriculture and Food Safety Authority.



EuroTier

MIDDLE EAST

ANIMAL FARMING

8 – 10 March 2021

Abu Dhabi, United Arab Emirates

Abu Dhabi National Exhibition Centre

Global innovations
for regional markets



**SPECIAL FEATURE:
LIVE ANIMAL CONTESTS AND AUCTIONS**

www.eurotiermiddleeast.com



هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY



MULTIBRIDGE
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EUROTIER MIDDLE EAST – YOUR GATEWAY TO THE MIDDLE EAST ANIMAL FARMING MARKET

The 2nd edition of EuroTier Middle East will form the focal point of the animal farming industry in the region. The event will be held at the Abu Dhabi National Exhibition Centre (ADNEC) from 23 – 25 March 2021.

Meet the **right professionals** to achieve your business objectives. **Grow and enhance your network** in the region. Find a wide variety of **buyers and partners for your products and services all under one roof**.

EUROTIER MIDDLE EAST IN NUMBERS*



EXHIBITORS

120 exhibitors and **150 companies** from **16 countries**, including Saudi Arabia, the country of honour.



TRADE VISITORS

11,000 visitors over three days from **40 countries** across a range of roles and livestock segments.



TECHNICAL PROGRAM

The EuroTier Middle East technical program covers a wide variety of trends and key topics: **30 global experts over 3 days**.



LIVE ANIMAL CONTESTS AND AUCTIONS

6,500 live animals and **175 breeders**: the largest live animal show in the region.

*based on 2019 statistics

EUROTIER MIDDLE EAST EXHIBITORS IN THEIR OWN WORDS

Jeremiah Henchy, General Manager,
Marmum Dairy Farm L LC

“What we love about EuroTier Middle East is that all of our key suppliers are here in one condensed area, so in a very short period of time we get to meet everyone we need to speak to about the new innovations in the industry for the year.”

Louis Smit, Sector Head Business
Planning and Development, Mawashi LLC

“There’s a lot of farmers at EuroTier Middle East; this is the right place to be for our target market. The quality of the people here and the enquiries that we received was excellent.”

THE LIVESTOCK SECTOR IN THE MIDDLE EAST*

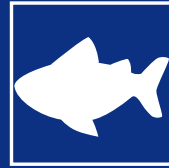
- **3rd largest** market for sheep meat imports
- **63.4 million consumers in total**, and the richest population in terms of per capita wealth.
- **24% of the consumer food budget** is spent on meat
- **4.3 million tonnes of meat** consumed in 2019
- **5% annual increase** in poultry meat consumption in the Middle East.

* Sources: OECD-FAO Agricultural Outlook 2019, Meat Livestock Snapshot MENA

ONE BRAND – ALL SEGMENTS

The trade fair offers a comprehensive exhibitor portfolio for poultry, cattle, sheep, goats, camels, aquaculture and beekeeping. Innovations along the whole animal production chain will be presented.

ANIMAL FOCUS



EXHIBITION PROGRAM

- Breeding animals, breeding programs, trade, reproductive technology
- Feed and other farm inputs
- Feed storage, feed production
- Animal housing and shed construction
- Keeping and feeding technology
- Climate and environmental technology
- Milking and cooling technology
- Technology for solid and liquid manure
- Transport vehicles, transport services
- Processing and marketing
- Equipment and accessories
- Management and consulting
- Veterinary medicine
- Waste treatment
- Livestock environment protection

TECHNICAL PROGRAM

- Accompanying conferences and workshops
- Expert panel discussions
- Guided tours

HOSTED BUYER PROGRAM

A resource-intensive selection of the key players in the industry who are given a personal tour of the exhibition, matching products and services to their needs. The organizers sponsor the accommodation and travel of the selected Hosted Buyers to and during the trade fair. Send us your recommendations.

Top agricultural decision-makers | Match and meet | Meticulous selection criteria



REASONS TO EXHIBIT

■ THRIVING MARKET

Your brand at the heart of the flourishing Middle East North African (MENA) livestock market.

■ STRONG PARTNERS

The undisputed place to do business for the region's livestock industry with top government support.

■ EXCLUSIVE PREMIUM PARTNER PROGRAM

Take a central position at the trade fair by becoming a premium partner.

■ TAILORED TECHNICAL PROGRAM

International and regional experts deliver a customized technical program for the region.

■ HOSTED BUYER PROGRAM

Network with buyers from the industry's key players.

A POWERFUL ALLIANCE FOR A STRONG SHOW

The **DLG** (German Agricultural Society) is a non-profit, politically independent, international organization with a large global network in the agri-food industry. DLG organizes two leading international trade fairs, EuroTier and AGRITECHNICA, and 40 more exhibitions and events in numerous countries.

The government organization Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), which provides the region's farmers with technical advice and an extensive range of services, is the strategic partner of **EuroTier Middle East**. ADAFSA offers services and feedstock to more than 22,000 farms listed in the UAE. They will all be invited to attend the show.

DLG and ADAFSA are organizing EuroTier Middle East together with Multibridge Event Management, whose talents were instrumental in the launch and success of several international exhibitions in Abu Dhabi.

USEFUL INFORMATION

VENUE

Abu Dhabi National Exhibition Centre (ADNEC),
Abu Dhabi, United Arab Emirates

DATES

8– 10 March 2021

IMPORTANT DEADLINES

Registration Deadline: **07 January 2021**

STAND PRICES

Space only	Basic booth	Premium booth	Sheikh Zayed Hall: Space only
US\$ 299/m ²	US\$ 379/m ²	US\$ 399/m ²	US\$ 379/m ²

MARK YOUR CALENDER



EuroTier

17–20 November 2020, Hanover, Germany



EuroTier China

7–9 September 2020, Chengdu, China

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