

**The 35th Edition of the International
Agricultural Exhibition for Africa and
the Middle East**

10-12 September 2023

 **Egypt International Exhibition Center-EIEC**



Sahara: Cultivating Agriculture for a Sustainable Future

Sahara offers agricultural professionals and keen investors the opportunity to tap into the unfulfilled potential of new emerging markets through facilitating business connections

Evolving for over three decades, Sahara has come to offer a diverse range of services fit to support young businesses, startups, and large agribusinesses alike, connecting them with large-scale as well as small-scale farmers that make up an intricate and crucial part of the regional market.

With an eye on the future, Sahara continuously expands to cover new sectors in response to rising market demand such as agricultural wastewater treatment sector, horticulture, post-harvest and more.

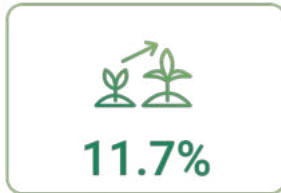


Branch into the Agriculture Market of the Future



and rapid diffusion of new innovations and technologies, while keeping the lines of communication open across borders.

Of the world's arable lands is held by Africa as agriculture is one of Africa's most important economic sectors, accounting for over 15% of the region's GDP.



Growth rate for the Middle East and Africa precision agriculture market to be reaching USD 1 billion in 2026. Water scarcity, sustainable farming, and the increasing demand for



higher productivity is driving farmers to modern agriculture practices and propelling the market for precision agriculture.

2022 Highlights



19,000

Visitors

from 66 countries



170

Exhibitors

from 20 countries



420

Brands

with 67% increase in international participation



212

Pre-arranged meetings

from matchmaking and hosted buyer programs



96

Sessions

conducted in conference and consultancy



3,000

Attendees

for conference and consultancy sessions



Get to know Our Exhibitors

Top Exhibition Sectors



Fertilizers & Crop Protection



Seeds & Nurseries



Greenhouses



Water Management



Agricultural Machinery



Sustainable Agriculture



Post Harvest



Services

Participating Countries



Egypt



Greece



Kuwait



Poland



Switzerland



China



India



Latvia



Saudi Arabia



Turkey



France



Italy



Netherlands



South Korea



UAE



Germany



Jordan



Pakistan



Spain



Exhibitors' Feedback



Importance of Event

4.48/5

3.71 Industry Benchmark



Overall Satisfaction

3.99/5

3.57 Industry Benchmark



Likelihood of Return

4.23/5

3.9 Industry Benchmark



“Many German companies are looking for new markets to strengthen their position and Egypt is one of the most interesting ones, it’s the first time in Sahara and in Egypt, but I’m very impressed so we will have a German pavilion next year, hopefully twice as big!”

German Pavilion Representative

“We witnessed a noticeable increase in international visitors this edition from Europe, Gulf region, and Jordan. Sahara is also a great networking opportunity to connect with a variety of suppliers and gain access to raw materials crucial for the continuation of business amid all circumstances”

El-Saied For Trading and Distributing

“Sahara is one of the biggest agribusiness fairs in the region. This is a place where Dutch companies can come, meet and engage in business and partnerships. We have something to offer in the area of climate and water smart agriculture, which is even more in theme this year because of COP27”

Agricultural counselor of the Netherlands embassy - Netherlands Pavilion

“The show was an excellent opportunity to present our solution, meet with different companies, explore new opportunities within MENA and Africa”



Hits Solutions



Who You Are Going to Meet



Farmers Agricultural Landscape Importers and Engineers Architects Exporters



Distributors

Governmental
Officials

Manufacturers

Training &
Education
Professionals

Investors

79%
Increase in
International
Visitors in 2022

Top Visiting Countries



Sudan



Libya



Saudi Arabia



Algeria



Jordan

What Our Visitors Had to Say



Importance of Event

4.42/5

3.8 Industry Benchmark



Overall Satisfaction

4.09/5

3.86 Industry Benchmark



Likelihood of Return

4.49/5

3.97 Industry Benchmark

“Sahara is an interesting event, this is my second time visiting, I see the show has grown. The opportunity for Africa is big in the future, the next 10 years as people focus more on African markets as serious markets”

Dr. John Kimani – Managing Director, Pick a lot limited, Kenya

“Sahara serves not only Egypt but also Africa and the Middle East. I can see exhibitors covering the agriculture supply chain till post-harvest and a lot of visitors benefiting from it, whether the farmers, investors, researchers and more.”

Dr Amgad Elkady - Director of the Center for Food Technology and Food Processing at the Ministry of Trade and Industry

“It was a great networking opportunity, meeting a lot of Egyptian and international companies at Sahara to find new suppliers and connect with them in our Saudi market. Also, the matchmaking program was very helpful and saved us a lot of time getting to know the exhibition.”

Mohamed Radwan – Executive director of AKEL TRADING AND INDUSTRIAL CO.

Matchmaking and Hosted Buyer

Your ROI

Make the best out of your participation through pre-arranged targeted meetings with carefully selected local and international visitors, who are interested in your specific products and services. Maximize your ROI with time well spent at the event.

The programs facilitate necessary connections transcending borders to increase trade opportunities between Egypt and the rest of the world.



Educational Content to Establish Your Place as a Thought Leader!

Sahara Conference

Agricultural Consultancy



Total 96 Educational Sessions & 3000 Attendees

Diversified
Speakers Lineup From



Egypt



Sudan



Turkey



USA



Netherlands

Stay tuned for more educational content **all year-round.**



Sahara 2023

Building Upon 35 Years of Success

Join us in celebrating the 35th edition, as Sahara continues to connect the valuable yet challenging agricultural industry in Egypt, Africa and the Middle East.



200
Exhibitors



20,000
Visitors



30,000
SQM



2.5m
Social Engagement

Features



Sahara
Conference



Company
Listing

Take advantage of the services
facilitating necessary
connections



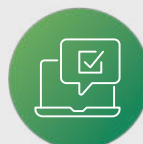
Matchmaking
Program



Hosted Buyers
Program



Consultancy
Service



Lead
Retrieval



Digital Advertising
Opportunities

About the Organiser



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.

Our 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.






Get in touch with
us today!

Sahara

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 **Gabriela Tucan**
Project Manager

 +496221-13 57-25

 g.tucan@ifw-expo.com

Supported by



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