

Sahara

15-17 September 2024

📍 Egypt International Exhibition Center-EIEC

**Cultivating Agriculture for
a Sustainable Future**



Sahara

The 36th Edition of the International Agricultural Exhibition for Africa and the Middle East

Sahara offers agricultural professionals and keen investors the opportunity to tap into the unfulfilled potential of new emerging markets through facilitating business connections and rapid diffusion of new innovations and technologies, while keeping the lines of communication open across borders.



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.

2023 Overview



17,000

Visitors



225

Exhibitors



23

Countries



480

Brands



200

Pre-arranged
Meetings



30

Hosted Buyers



4

Educational
Features



80

Speakers



70

Sessions



3,200

Delegates

WATCH THE HIGHLIGHTS



Exhibitors Overview

Exhibition Sectors



Fertilizers & Crop Protection

- fertilizers
- crop protection
- Soil Improvement
- Plant Growth Regulators
- Agrochemicals



Seeds & Nurseries

- Seeds
- Nurseries
- Fruits
- Vegetables
- Flowers & Grass
- Medicinal & Aromatic



Agricultural Machinery

- Tractors and Harvesting Machinery
- Machineries and tools
- screens wires and fences



Sustainable Agriculture

- Enviroment protection
- Solar Lighting - Renewable & Sustainable Energy
- Organomineral
- Hydroponics/Urban Farming



Greenhouses

- Greenhouse Technologies & Equipment
- Greenhouse Material and Plastics
- Greenhouse Heating, Ventilation Systems
- Greenhouse Lighting Systems



Water Management

- Modern Irrigation Systems
- Agricultural Water Treatment Systems
- Water Resource Management
- Rainwater Harvesting Technology
- Valves, Pumps, Motors & its Accessories
- Disinfection and Bio-pollutants Technology
- Soil and Water Research



Post Harvest

- Post-Harvest Protection
- Grading, Sorting & Packing Lines
- Logistics - Wholesale, Distribution & Transport, Purchasing



Services

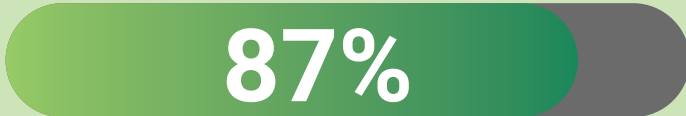
- Banking & Finance
- IT/Software
- Analysis & Research Laboratories



rated Sahara as an important platform for their business



likely to exhibit again next year

















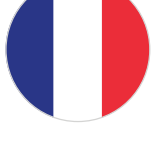








indicated they're satisfied with the 2023 edition



increase in international participation

Exhibiting Countries

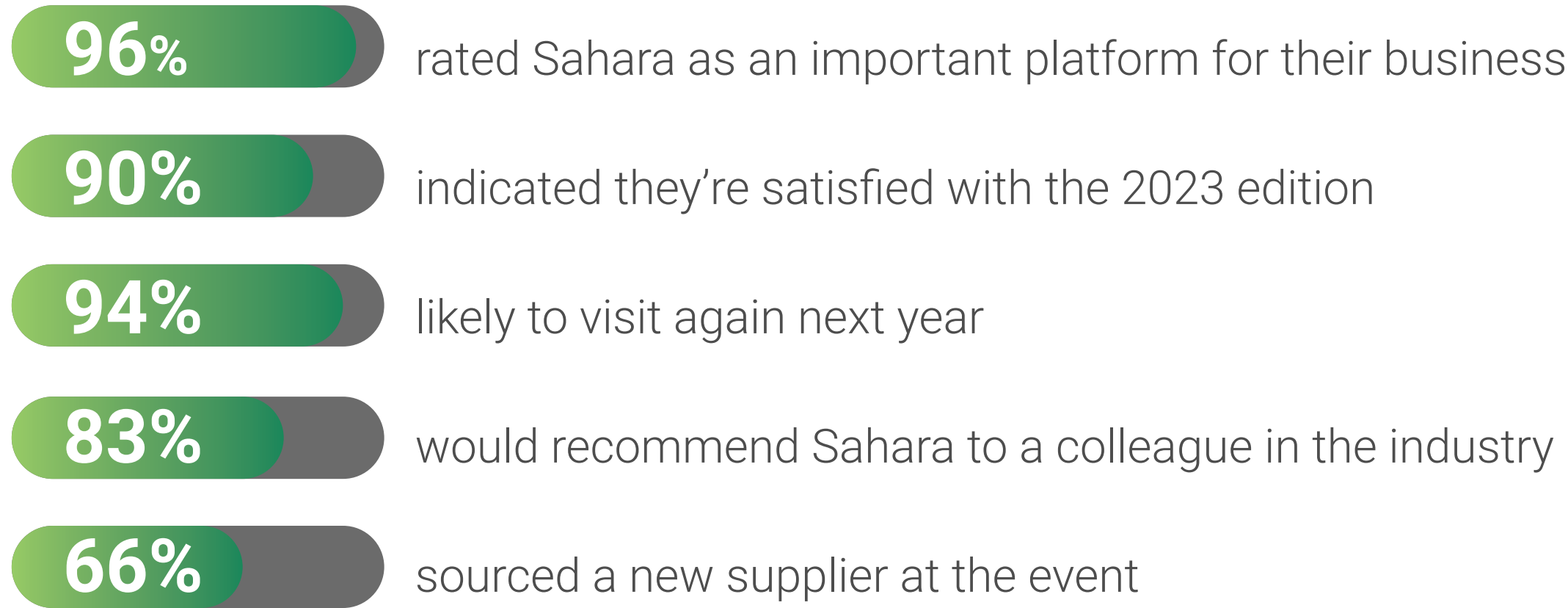
	Egypt		Greece		Netherlands		Thailand
	Armenia		India		Pakistan		Turkey
	Canada		Italy		Poland		UAE
	China		Japan		Saudi Arabia		UK
	France		Kuwait		Spain		US
	Germany		Malaysia		Switzerland		

National Pavilions

	Germany		China
	Poland		Spain
			Pakistan



Visitors Overview



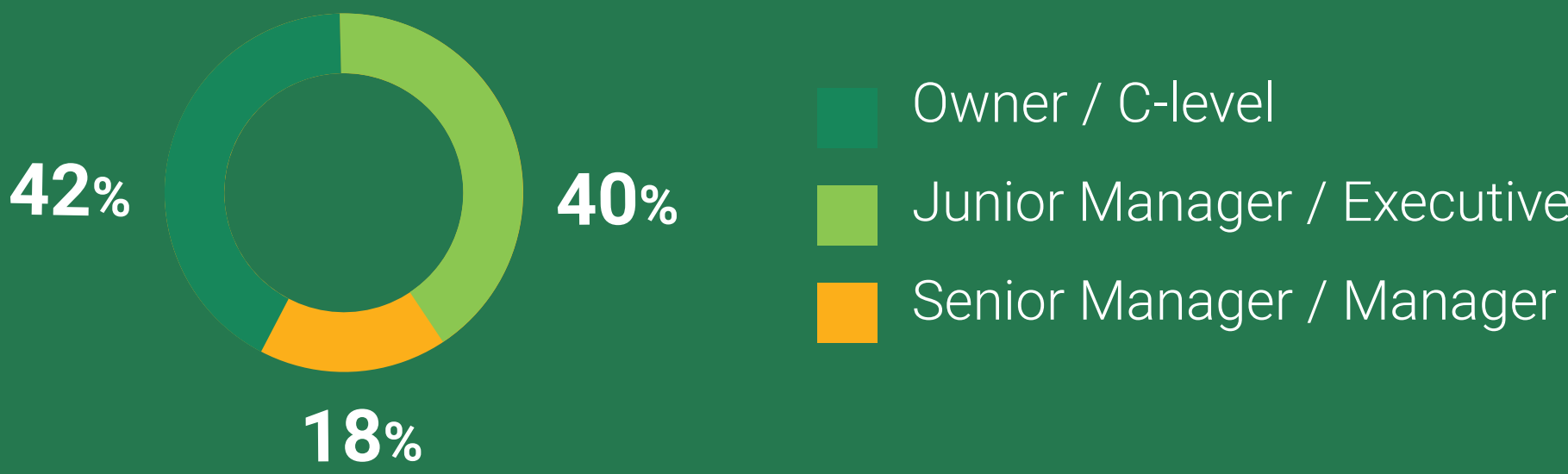
Visitors Profile



Top Visiting Countries

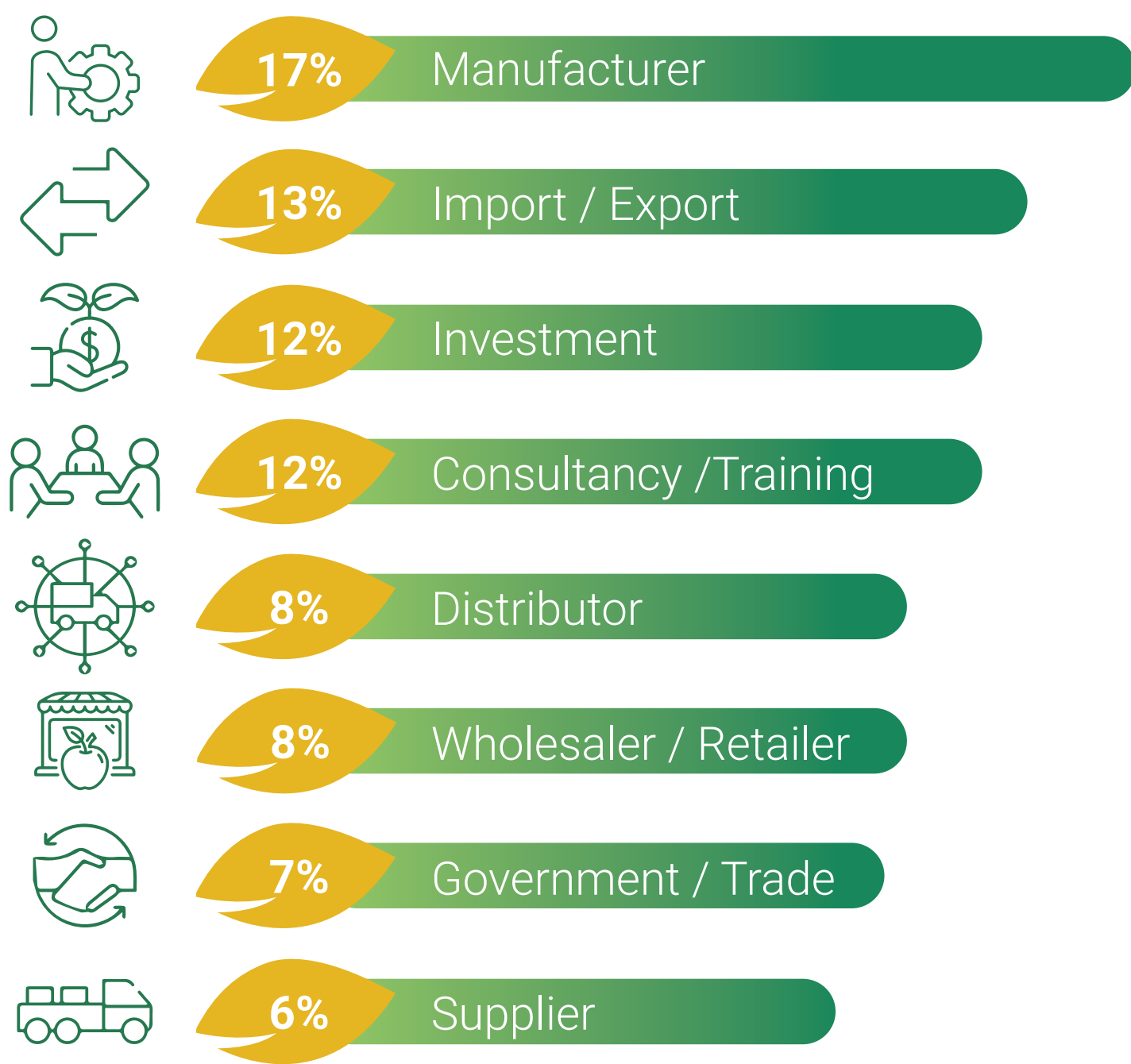


Seniority Level

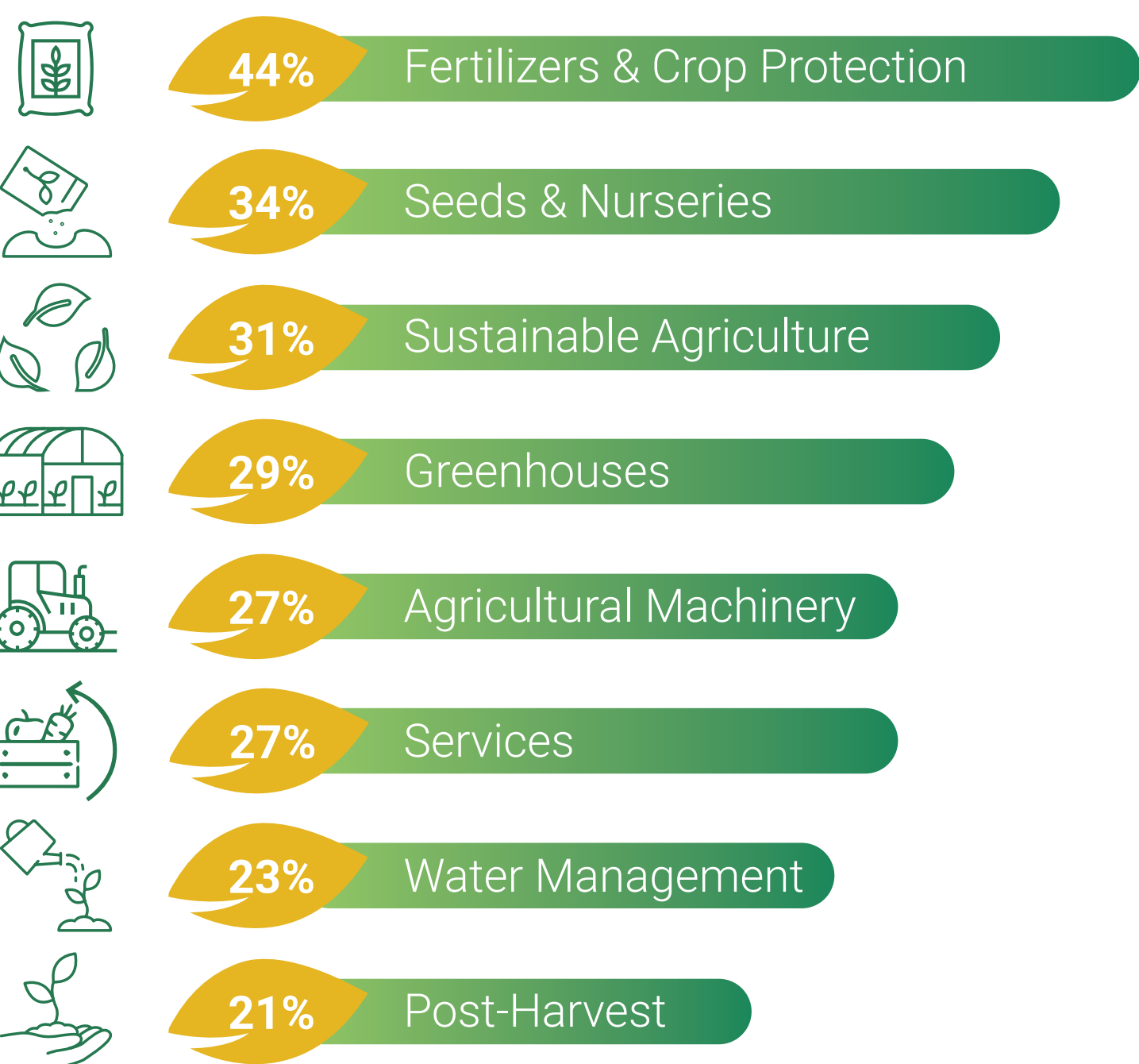


Visitors Overview

Primary Business Activity



Sectors Interests



Networking Opportunities

Matchmaking and Hosted Buyers Programs

Sahara features high-level networking programs that facilitate necessary connections and transcend borders as key buyers are invited from Africa and across the globe to increase Egypt's trade opportunities within the agriculture industry.

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



30
Buyers



200
Conducted
Meetings



21
Participating
Countries





Participating Countries



Rwanda



Zambia



Tanzania



Uganda



Kenya



Ghana



KSA



UAE



Jordan



Oman



Kuwait



Morocco



Tunisia



Netherlands



Pakistan



Poland



Spain



US



Canada



China



India

Educational Features to Establish Your Place as a Thought Leader!

Stay up to date with the latest technologies, innovations, sustainable practices guiding the challenging agriculture industry towards a food secure future.

Sahara offers a wide range of educational features serving the various audience segments in the industry, making sure there is something for everyone.

4 Features



Sahara Conference



Agricultural Consultancy



Food Security Seminar



Young Entrepreneurs
Networking Event



80

Speakers



70

Sessions



3,200

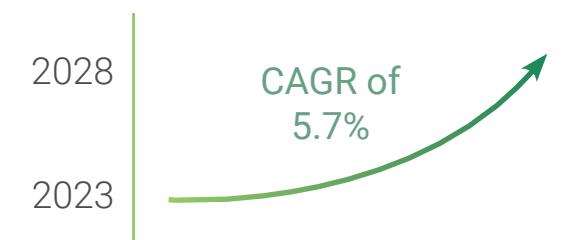
Delegate

Tap into the Agriculture Markets of the Future

- According to the African Development Bank, Africa's food and agriculture market could increase from **US\$280 billion a year in 2023 to US\$1 trillion by 2030.**



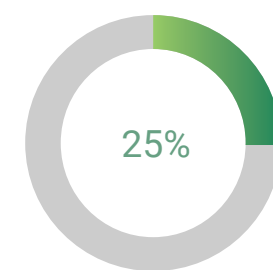
- The MENA region's agriculture market is projected to record a **CAGR of 5.7%** during the forecast period (2023-2028).



- The **Agriculture Market in Egypt** is estimated at USD 5.04 billion in 2023 and is expected to reach **USD 5.90 billion by 2028.**



- Egypt produces 25% of the net value of agriculture and fish production in the Near East and North Africa region, according to OECD-FAO AGRICULTURAL OUTLOOK 2023-2032



- Egypt is a regional key player and the highest producer of fruits and vegetables, which are the most suitable crops for the region's climatic conditions.

*Sources: Mordor Intelligence, White & Case

Sahara 2024 Building Upon 36 Years of Success



250

Exhibitors



20,000

Visitors



4.3m

Social Engagement



20,000

SQM



23

Countries



450

Brands

Get involved

Get in touch with us today!

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