



# POST SHOW REPORT 2025

The Kingdom and MENA's Longest-Running & Largest International Agricultural Exhibition.

## 42<sup>nd</sup> Saudi Agriculture المعرض الزراعي السعودي

42<sup>nd</sup> EDITION Poultry

42<sup>nd</sup> EDITION Livestock

42<sup>nd</sup> EDITION Mills, Feed & Animal Health

30<sup>th</sup> EDITION Saudi Agrofood

13<sup>th</sup> EDITION Saudi Food Pack

7<sup>th</sup> EDITION Saudi Aquaculture

Organized by:

REC شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.



20-23 OCT 2025

RIYADH INTERNATIONAL CONVENTION &  
EXHIBITION CENTER | RIYADH, SAUDI ARABIA



# OPENING

Under the patronage of the Ministry of Environment, Water and Agriculture, the 42nd edition of Saudi Agriculture took place from 20–23 October 2025 at the Riyadh International Convention & Exhibition Center. The exhibition incorporated Saudi Poultry, Saudi Livestock, Saudi Mills, Feed & Animal Health, Saudi Agro-Food, Saudi Food-Pack and Saudi Aquaculture, bringing together the full agricultural and food value chain.

We extend our sincere appreciation to **Minister of Environment, Water and Agriculture, H.E. Eng. Abdulrahman A. AlFadley** for his continued support, as well as to our local and international exhibitors, sponsors, partners, media partners, and visitors for contributing to the success of Saudi Agriculture 2025.

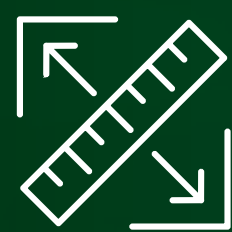
“ With the participation of 35 countries from around the world, and more than 438 local and international entities, the agricultural exhibition is being held at a time when the Kingdom is witnessing a transformation in sustainable agricultural and livestock production, through promoting the adoption of modern technologies, and working to rationalize the use of non-renewable natural resources.

**Eng. Mohammed bin Abdulaziz Al-Abdullatif**

*Assistant Deputy Minister of Environment, Water and Agriculture for Agricultural Facilities and Supporting Services*

# EVENT SCALE & STATISTICS

Saudi Agriculture 2025 reconfirmed its position as the Kingdom and MENA’s leading international agricultural platform, delivering new record participation across exhibitors, visitors, and international presence. This edition recorded an increase of **17.84% in visitors** and **18.40% in exhibitors** compared to 2024 edition.



26,470

Sqm Exhibition Space



444

Exhibitors



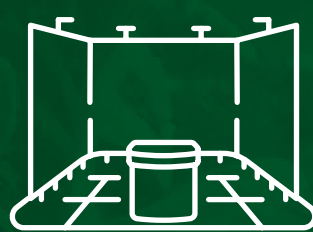
32,727

Visitors



34

Participating Countries



10

Country Pavilions



6

Halls



71

Conference Speakers



7

Workshops



28

Agreements

# INTERNATIONAL PRESENCE

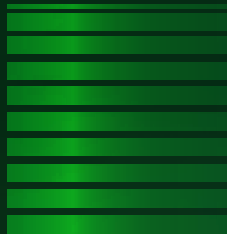
The 42nd edition of Saudi Agriculture hosted 10 country pavilions including **Afghanistan, China, France, Germany, Jordan, South Korea, Spain, The Netherlands, Türkiye, and United Kingdom**. Exhibitors from the country pavilions displayed the latest agricultural innovations, technologies, products and services to 32,727 visitors across 6 halls at the centrally located Riyadh International Convention and Exhibition Center, Riyadh.



# EXHIBITOR INSIGHTS

Exhibitors reported strong outcomes from their participation at Saudi Agriculture 2025, particularly in meeting buyers, distributors, and government stakeholders.

How would you rate the quality of the visitors to the show?



**91.46%**  
Exceeded Expectations



**6.44%**  
Met Expectations

Are you satisfied with the quality of the leads you gained?



**87.25%**  
Extremely Satisfied



**10.86%**  
Satisfied

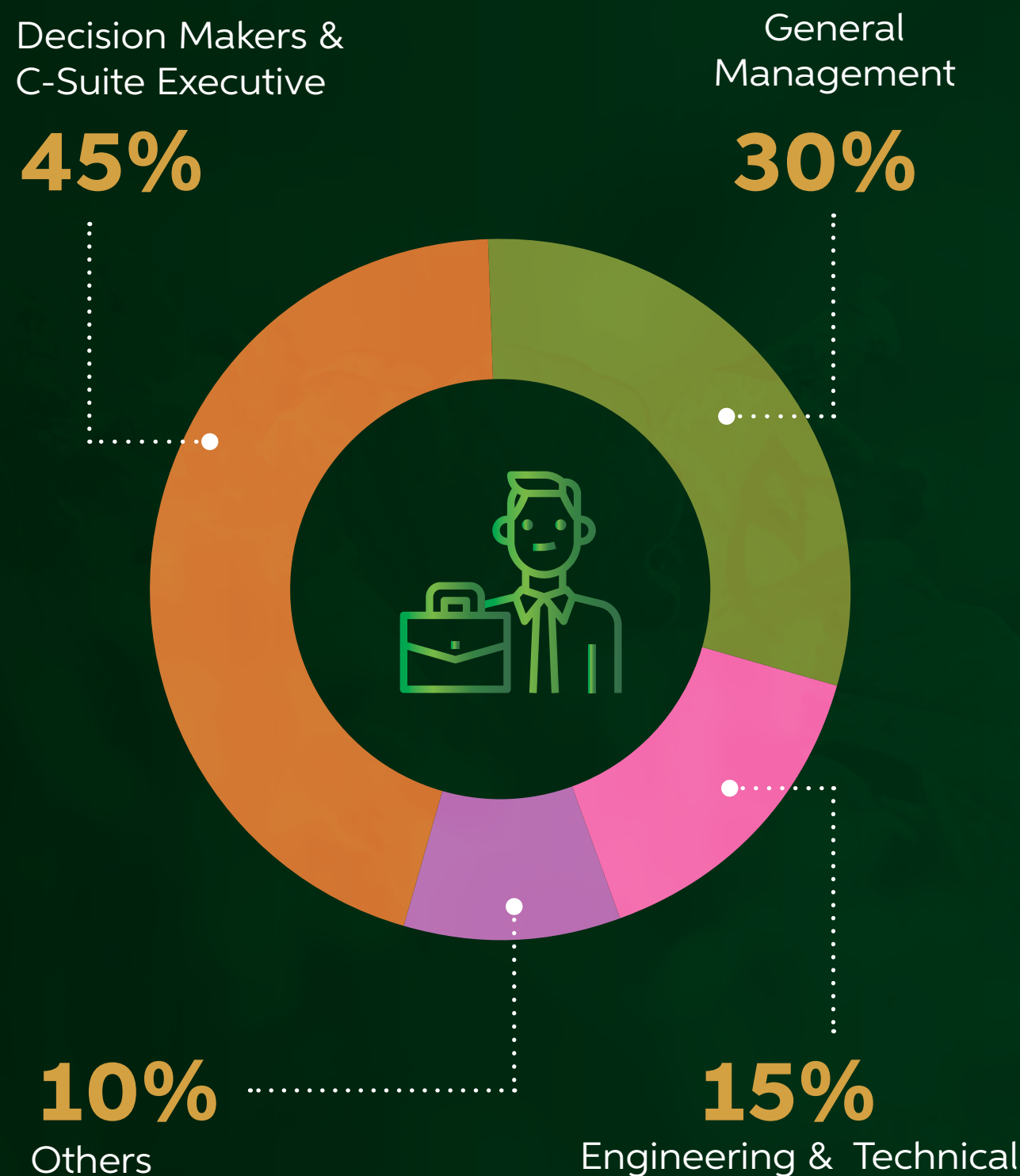


# VISITOR INSIGHTS

The exhibition attracted a highly targeted and professional audience from across Saudi Arabia, the wider region, and international markets.

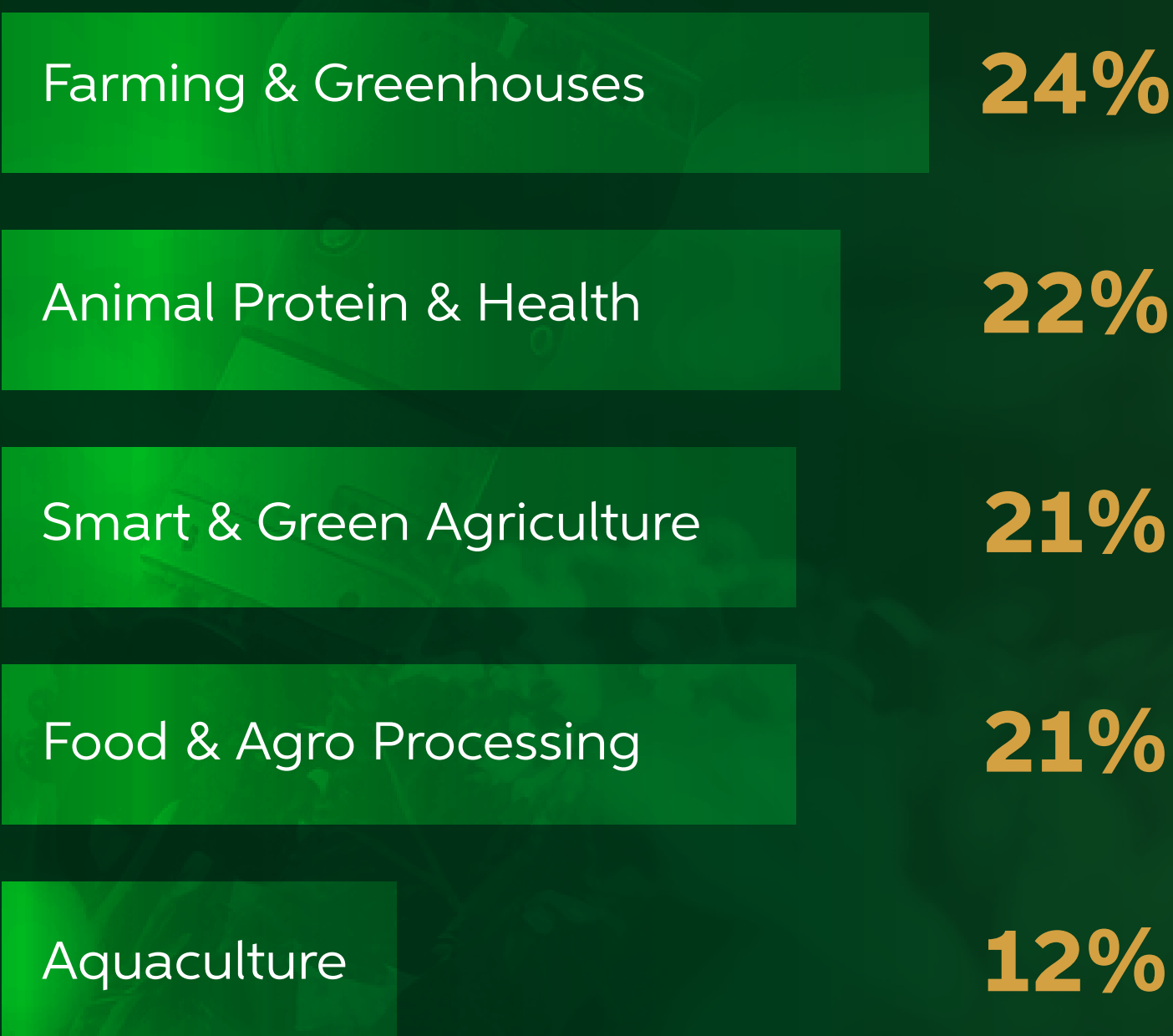
## Attendees by Seniority

We Bring You People Who Decide and Buy...



## Attendees by Sector Interest

Strong Demand for Smart & Sustainable Agriculture...



## Attendees by Geography Interest

Breakdown by Across the World...



# THE FUTURE OF AGRICULTURE INTERNATIONAL CONFERENCE 2025

Running alongside the exhibition, the Saudi Agriculture Conference delivered a focused knowledge program on food security, sustainable agriculture, water efficiency, and agri-tech innovation. The program featured leading speakers including representatives from:

**Ministry of Environment, Water and Agriculture, Ministry of Investment, Agricultural Development Fund (ADF), National Industrial Development Center (NIDC), SALIC, Topian-NEOM, Estidamah, United Group, SABIL, Othaim Market, AgriServ, and other private-sector leaders.**

## Key Themes of the Conference

- Saudi Arabia's Vision for a Sustainable and Innovative Agriculture future
- Advanced Fertilizers, Pesticides and Water Solutions: Responding to Food Productivity and Quality Challenges
- Precision Agriculture: Stepping to the Next Generation of Smart Farming
- Agri 4.0 and Latest Agriculture Technologies: AI, Agri drones, Advanced Sensing and Robotics Technologies
- Latest Trends Redefining Livestock Production and Processing
- The Future of Mills and Feeding: Stepping into the next Generation of Livestock Production
- Feeding Tomorrow: The Future of Food Processing, Food Packaging and Supply Chains

## Key Speakers Included:



**Dr. Suliman Ali Al-Khateeb**  
Deputy Minister  
Ministry of Environment,  
Water & Agriculture



**Mr. Abdulrahman Alowais**  
CEO  
SABIL



**Eng. Muaffaq Mobarah**  
CEO  
Othaim Market



**Eng. Omar AlSuhaibani**  
CEO  
AgriServ



**Mr. Abdulaziz Aldalaan**  
Senior Vice President -  
Strategic Engagement  
& Insights  
SALIC



**Mr. Hassan Halawy**  
CEO  
Elite Agro



**Mr. Wissam Abbas**  
Executive V.P.  
Al Dahra



**Dr. Tobias Bollmann**  
CEO  
Caisley



**Pr. Mohammed Alamgir Hossain**  
CEO  
Digital Readiness &  
Intelligent Systems



**71**

Speakers from  
19 countries



**19**

Number of  
CPD-Certified Sessions

# PARTNERSHIPS & SPONSORS

Saudi Agriculture 2025 was supported by a strong line-up of sponsors and strategic partners representing leading organizations across agriculture, food production, finance, and logistics.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>FOOD SOLUTION PARTNER</b>  | <b>AGRICULTURAL INVESTMENT PARTNER</b>  | <b>FOOD QUALITY &amp; SAFETY SPONSOR</b>  | <b>DIAMOND SPONSOR</b>  |   |   |
|    |    |    |    |    |    |
| <b>PLATINUM SPONSOR</b>   | <b>GOLD SPONSOR</b>   | <b>SILVER CONFERENCE SPONSOR</b>  | <b>SILVER SPONSOR</b>   | <b>AGRICULTURE FINANCE SPONSOR</b>  | <b>FOOD SECURITY PARTNER</b>  |
|   |  |   |   |    |    |
| <b>INTEGRATED AGRICULTURAL SOLUTIONS SPONSOR</b>                                    | <b>VISITORS LANYARD SPONSOR</b>   | <b>AGRICULTURAL EMPOWERMENT PARTNER</b>   | <b>REGISTRATION AREA SPONSOR</b>  | <b>SUSTAINABLE VEGETATION GUARDIAN SPONSOR</b>  | <b>ORGANIC PARTNER</b>  |
|  |  |  |  |  |  |



# PR & MEDIA COVERAGE

Saudi Agriculture 2025 secured extensive coverage across national, regional and specialist media, alongside strong digital and social performance. Major outlets included **Saudi Press Agency (SPA), Al Ekhbariya TV, Asharq Al-Awsat, Al Eqtisadiah, Al Riyadh, Al Watan, Al Jazirah, Al Youm, Arab News** and other leading newspapers, TV channels and online portals



**70+**  
Articles  
& Reports



**20**  
TV & Radio  
Coverage



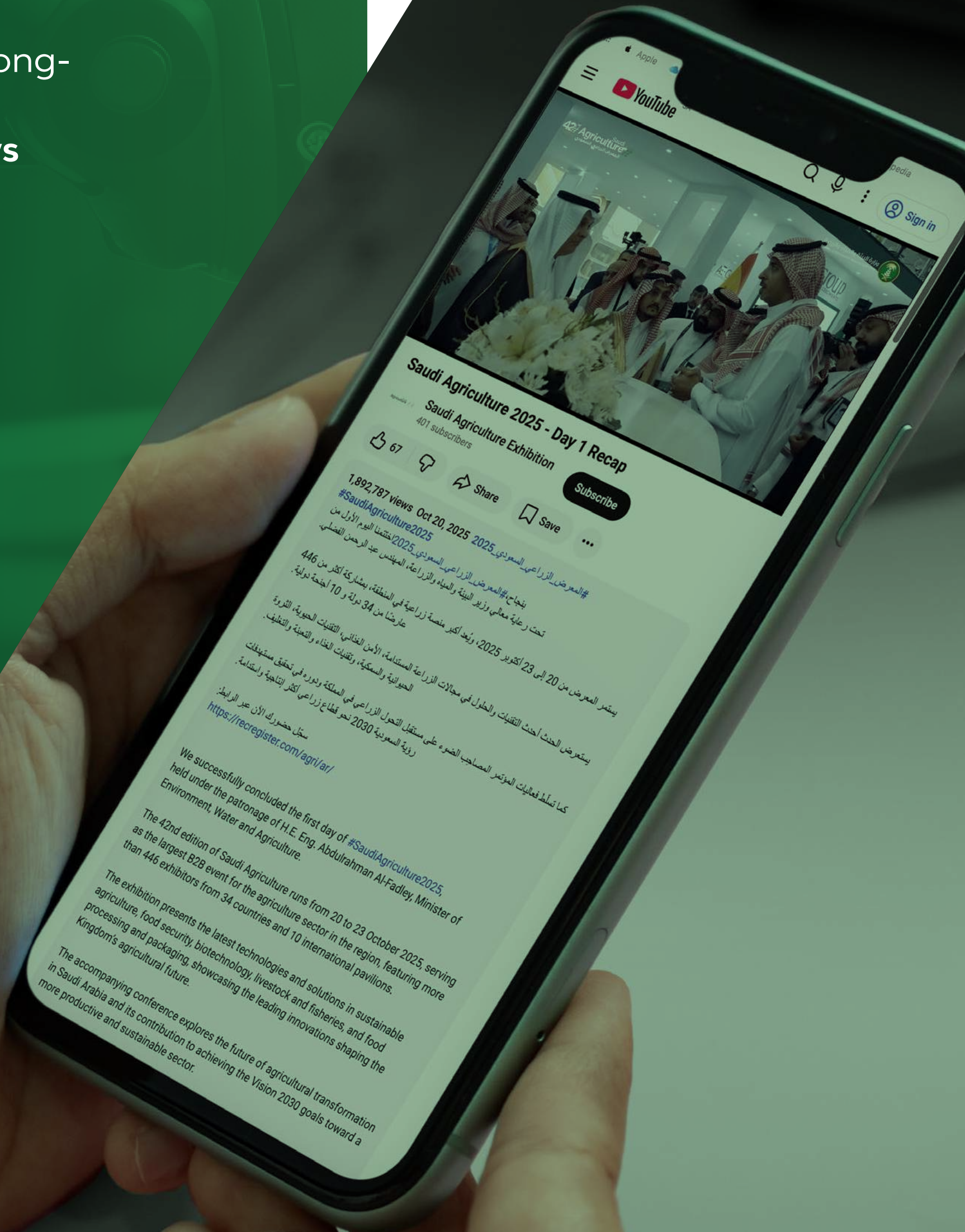
**15,000+**  
Mentions  
across platforms



**1.5 M**  
Video Reach  
(all platforms)

**43%**

**Total Reach**  
Compared with 2024



# BUSINESS OUTCOMES

Beyond scale and visibility, Saudi Agriculture 2025 delivered tangible business and investment outcomes for exhibitors and stakeholders.

**28 MoUs** and cooperation agreements were announced during the exhibition between government entities, private-sector companies, and international partners.

**42% of exhibitors** met new distributors, agents, or partners during the event. The show facilitated pre-scheduled and on-site meetings between exhibitors, buyers, and official delegations. Several participating organizations launched new products, services, or initiatives focused on agricultural innovation, food security, and sustainability.



**28**

MoU's  
(Memorandum of  
Understanding)



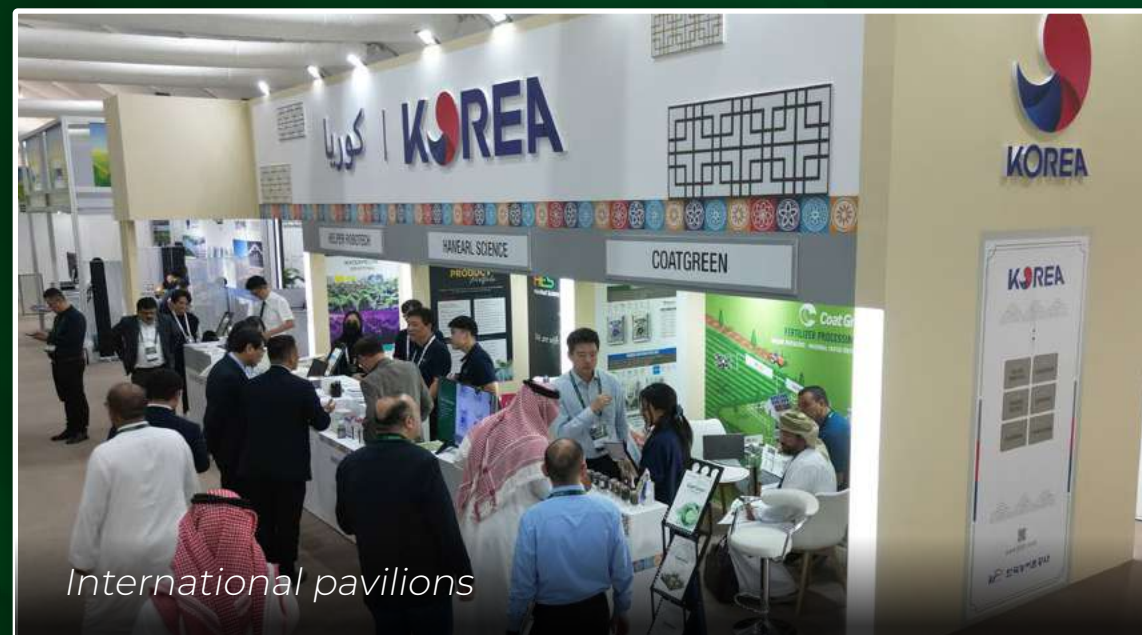
**3.5 BILLION**

Worth of Signed  
During the  
Exhibition

# FROM THE EXHIBITION



# FROM THE EXHIBITION



# KEY TAKEAWAYS

- /// **Saudi Agriculture 2025** reconfirmed its position as the Kingdom and MENA's leading international agricultural exhibition, with strong growth in visitors, exhibitors, and international participation.
- /// Exhibitors reported high satisfaction and strong intent to return, with positive feedback on lead quality and decision-maker presence.
- /// The conference and knowledge sessions reinforced the show's role as a platform for food security, sustainability, and agricultural innovation.
- /// Strategic partnerships and media coverage further elevated the profile of Saudi Arabia's agricultural sector at regional and global levels.
- /// The 2025 edition delivered record deal-making, with **28 MoUs** worth over **ﷲ 3.5 billion** signed during the exhibition.

# Secure Your Space at Saudi Agriculture 2026



BOOK YOUR SPACE

19-22 OCTOBER 2026

RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER  
RIYADH, KINGDOM OF SAUDI ARABIA

## Get in Touch With Us

+966 9200 24020  
Trunk Line

www.saudi-agriculture.com  
Official Website

a.almadhi@recexpo.com  
Local Sales

habib@recexpo.com  
International Sales



Organized by:



**Riyadh Exhibitions Company (REC)** has pioneered B2B international trade fairs and events sector in the Kingdom, with over 45 years of sustained success in serving the Kingdom's national priorities. REC has organized leading international B2B exhibitions and related conferences for all key economic sectors. A dedicated professional team is committed to serve events' clients, partners, and guests to the highest standards.