


Under the Auspices of:



Saudi Agriculture 2010

The 29th International Agriculture, Water and Agri-Industry Show 

Held Concurrently:

Saudi Agro-FOOD 2010 

The 17th International Trade Show for Food Products

Saudi Food – Pack 2010

The International Exhibition for Food Processing and Packaging

4 - 7 October 2010

Riyadh International Exhibition Center



 Riyadh Exhibitions Company

Ex
events & exhibitions

Key decision-makers from the agriculture industry will be present at the show to capitalize on the exponential opportunities



Saudi Agriculture 2010 offers exceptional opportunities

REC, the leading trade fair organizer in the Middle East, presents for the 29th consecutive year the International Agriculture, Water and Agri-Industry Show: Saudi Agriculture 2010. Key decision-makers from the regional and global agriculture industry will be present at the show to capitalize on the exponential opportunities & network with their Saudi counterparts. High ranking Agriculture Ministry officials and policy makers will be at the show in addition to major producers, manufacturers, dealers, agents and distributors. The Saudi Agriculture 2010 will be a high-power international agro-industry event offering quality products & state of the art solutions for a growing sector that accounts to more than 3.3% of the Kingdom's annual GDP. Saudi Agriculture remains the largest business-to-business agriculture and agro-food event in Saudi Arabia. The 2009 edition revealed, beyond any doubt, that Saudi Arabia's strong market showed no signs of slowing down and was a primary factor which motivated more than 670 companies from 32 countries to participate. Saudi Arabia is a safe and secure investment destination and an Agriculture and Food market of primary importance in the Middle East in general and within the GCC region in particular.

Saudi Agriculture and Saudi Agro-Food 2009 were held under the patronage of His Excellency the Minister of Agriculture, Dr. Fahd Abdulrahman Balghunaim



Take part in the regions largest agricultural trade event at the heart of the region's largest agricultural market

A healthy sector that continues to grow, increasing population demand and investor friendly business climate



Agriculture at the heart of the 2010 Saudi State Budget

Agriculture, Water and Infrastructure Sectors received a total expenditure that mounted to some SR 46.0 (\$12.3) billion, an increase of 30 % over FY 2009 appropriation. Appropriations for new projects include enhancing water sources, dams and wells, as well as improving water and sewage networks. A Significant portion of the state agro-budget has been directed into increasing agricultural productivity and the creation of new incentives to farmers.

Solid government support for the agriculture sector and ambitious initiatives have, in turn, spurred a sizeable increase in domestic and international private sector investment which sharply surged in 2008 and 2009 and is expected to reach to SR 200 billion (US\$ 53.5billion) in 2010 in various sectors out of which 23% is focused primarily on agricultural projects. In a bid to generate yet more growth the government has streamlined bureaucratic investment procedures for foreign investors, and is offering a broad spectrum of investor-helpful financial incentives.



Fast Facts

- > Population of 29 millions growing at 3% annually
- > Agricultural sector growing at 8%
- > Generous government subsidies for the sector
- > \$4 billion in agricultural ventures recorded in 2009
- > More than \$ 7 billion of imports in 2009





Saudi Arabia's agricultural sector marks today a steady annual growth of 8%, ranking as the middle east's largest market for all sorts of agricultural products and technologies



Saudi Arabia: investor-friendly business climate and no shortage of large projects

Pivotal for the Kingdom's agriculture strategy: The Prince Abdul-Aziz Mousaed Economic City

Developed near Hail and located on the crossroads of many of the Middle East's trade and transport route, the new Prince Abdul-Aziz Mousaed Economic City to be is a major catalyst for the growth of the Saudi Agricultural Sector. The US\$ 8 billion planned development will create the Gulf's largest agriculture and processing hub with a dry port - near a new international airport providing warehousing, handling and transport services linking road, air freight services to a new railway system- the new city will represent "the largest project of its kind in the Middle East for logistical and transportation services. Considerable potential for pre-packaged foods and other agricultural-related industries is sensed in this huge new development. Agriculture accounts for 90 percent of the corn, 33 percent of the potatoes and tomatoes as well as 30 percent of the barley grown in the Kingdom with total crop production of more than 800,000 tons a year. The project will need solutions including handling and transport systems, irrigation and landscaping equipment, chemicals and fertilizers, packaging systems and products, equestrian products and services, and spraying machinery amidst many other products.



The Saudi Arabian market continues to offer massive opportunities for agricultural suppliers

Need for advanced irrigation equipment, water management technologies, services, and related products

With a water shortage felt internationally, water technology, management, reclamation and conservation have become problematic to Agriculture, let alone the arid climate of the kingdom. A high demand for a broad array of ultra sophisticated irrigation equipment and super modern water management products and services is arising. In a nutshell, the most advanced products are needed to be able to develop state of the art agricultural projects. International water technology, management firms and seed producers are looking extensively into new opportunities to capitalize on.



Exhibits Profile



- Animal Health & Production
- Apiculture & Honey Farming
- Agricultural Finance & Banking
- Agricultural Products & Services
- Animal Breeding & Husbandry
- Chemicals & Fertilizers
- Cold Storage & Crop Production
- Dairy Farming Products & Equipment
- Equestrian Products and Services
- Feeds, Additives & Feeding systems
- Fisheries & Fish Farming
- Floriculture
- Greenhouses
- Handling & Transport Systems
- Irrigation & Landscaping Equipment
- Machinery & Spare Parts
- Nurseries & Crop Protection
- Organic Farming
- Packaging Systems & Products
- Pesticides
- Poultry Feeding & Watering Systems
- Pumps & Pipe Systems
- Refrigerated Transport
- Seeds & Soil Nutrition Products
- Spraying Machinery
- Veterinary Products
- Water Treatment
- Water Management Systems
- Warehousing



Extensive publicity and promotion for exhibitors at Saudi Agriculture 2010

Advertising and promotion campaign

The exhibition is advertised through a publicity campaign carefully designed to help you maximize the business opportunities offered by the exhibition. The show is promoted extensively across the country and the region. Important trade magazines are participants and supporters of the show. They carry a wide range of coverage, including: editorial features, show previews and reviews, product highlights and news of the exhibitors.

Direct mails and VIP invitations

Direct mailing to the region's key decision-makers including company owners, directors, specifiers, agents representatives and buyers. An impressive dedicated show preview magazine featuring the participants at the show and their products is also sent a month before the show to trade buyers. Personal show invitations to VIP visitors are also included.

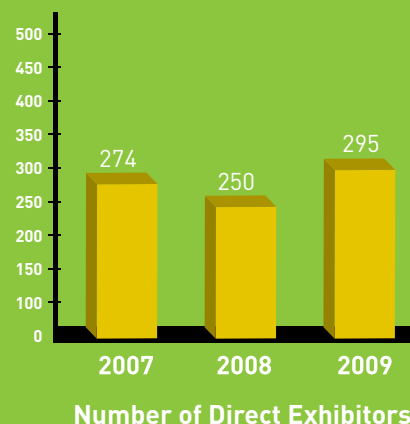
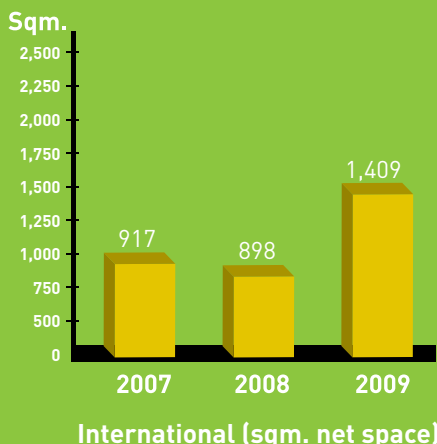
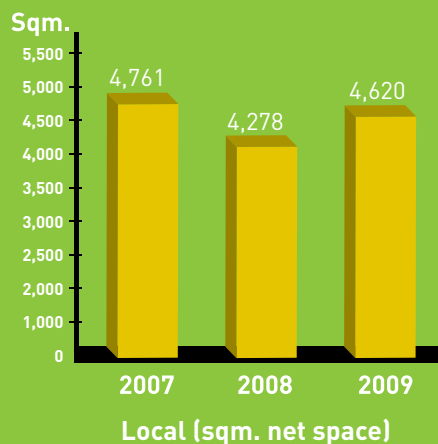
Public Relations

The PR department keeps close relations with the media, and issues regular press releases for greater publicity ensuring TV, radio and press coverage throughout the region. More reasons why you should exhibit at the show:

- Directly reach buyers and decision-makers
- Generate new leads
- Showcase new products
- Establish your presence in a dynamic and growing market
- Be where the world leaders are
- Access the entire Middle East market

Be Part of a Growing Show

Saudi Agriculture 2009 witnessed a remarkable growth in terms of size, number of exhibitors and trade visitors from the region and around the world.



Gross Exhibition Area = 15,000 sqm.

Net Exhibition Area = 7,348 sqm.

Total Number of Visitors = 17,956

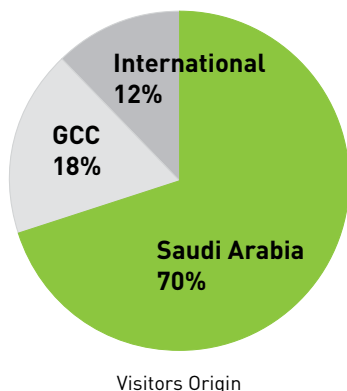
Country Pavilions

- > Saudi Arabia**
- > Brazil**
- > China**
- > Egypt**
- > India**
- > Iran**
- > Netherlands**
- > UAE**



International Participation

- Australia
- Spain
- Bahrain
- Sweden
- Belgium
- Switzerland
- Cyprus
- Syria
- Denmark
- Taiwan
- France
- Thailand
- Germany
- Tunisia
- Jordan
- Turkey
- Kuwait
- USA
- Latvia
- Vietnam
- Lebanon



Visitor Statistics Report

The show welcomed a total of 17,956 visitors. 70% of the trade professionals who visited the show came from Saudi Arabia, 18% came from GCC countries and 12% were international visitors.

General Information

The Venue

Riyadh International Exhibitions Center

A modern international exhibition complex consisting of four halls offering 15,000m² of indoor exhibition area in addition to 5,000m² of outdoor area, ample car parking with a capacity of 1500 cars and buses, conference hall, support services, VIP reception lounge, business and press centers, restaurants and cafeterias, organizers offices.



The Organizers

Riyadh Exhibitions Company Ltd. (REC) has organized over 380 International Trade Shows, over the last 29 years. REC offers full international and local logistical support, on-site stand builders, signs, lettering, and graphics. All services are executed to the highest international standards.



How to Reserve & Book Space

In order to reserve space, kindly fill in the enclosed form and fax it to the indicated address. In return you will receive the required information.

Visit our Web Site, Send us an E-mail Information on REC's international exhibitions are also available on the internet. To access our information pages, visit: <http://www.recexpo.com>, or e-mail us your questions at info@recexpo.com

UFI Accredited

REC is a member of the Global Association of the Exhibition Industry (UFI). Exhibitions showing this symbol are UFI certified. Certification is only given to fairs and exhibitions which have taken place at least three times and have a proven record of international exhibitors and visitors. Facilities at accredited fairs conform to the highest standards as laid down in the UFI rules.

Travel and accommodation

Riyadh is well connected by its international and domestic airport. The city has a wide selection of international hotels. Novotel Al Anoud is the official hotel of the show.

Official Hotel:



Official Taxi:



ORGANIZED BY



P.O. BOX 56010, Riyadh 11554, Kingdom of Saudi Arabia. Tel: +966 1 229 5604, Fax: +966 1 229 5612. Email: info@recexpo.com, Web: www.recexpo.com