



Pre-Press Release - Saudi Agriculture 2019 [English]

## **Saudi Agriculture 2019 Inauguration Under the patronage of the Minister of Water and Agriculture**

Under the patronage of His Excellency, Eng. Abdulrahman Al-Fadhli, the Minister of Environment, Water and Agriculture, Riyadh Exhibitions Company Ltd. (REC) inaugurated the 38th edition of the **Saudi Agriculture Exhibition 2019**. With a diamond sponsorship by Fakieh **Poultry Farms**, and the partnership of Saudi **Organic Farming** Association (SOFA), and Saudi **Aquaculture** Society, Saudi Agriculture 2019 will take place from 21st to 24th October 2019 at the **Riyadh** International Convention & Exhibition Center.

Concurrently held with **Saudi Aquaculture**, **Saudi Food Pack** and **Saudi Organic food**, Saudi **Agriculture** 2019 is expected to have 9 Country pavilions and more than 380 exhibitors representing 34 countries.

Mohammad Al Al-Sheikh, Head of Marketing at Riyadh Exhibitions Company (REC) said: "Saudi Agriculture 2019 is a comprehensive trade fair that will feature the latest technological advancements, machinery and practices in the field of agriculture", he further added, "This year, we expect the participation of hundreds of international and local companies in the exhibition, in addition to thousands of attendees and visitors of various nationalities".

The theme of the 38th International Exhibition for Agriculture, Aquaculture and Agro-Industries is (Agricultural innovation, for a better life). Al Alsheikh, Head of Marketing at Riyadh Exhibitions Company (REC), noted: "Saudi Agriculture Exhibition 2019 aims, with the support of the Ministry of Environment, Water and Agriculture, to promote the development of the Kingdom's agricultural sector and achieve compliance to international benchmarks". Furthermore, the exhibition will provide an opportunity for local and international companies to showcase the latest innovations, equipment and products which can lead the industry towards a prosperous future.

Additionally, Al-Sheikh confirmed that the upcoming exhibition will contribute to open up new horizons to benefit from the agricultural opportunities in achieving food security and balanced development. It will also explore the emerging trends and developments the Saudi agricultural sector is witnessing under the ambitious **Vision 2030**.

The Saudi Agricultural Development Fund (ADF) is expected to participate in the exhibition along with the Ministry of Environment, Water and Agriculture. ADF is specialized in funding various agricultural activities across **KSA** in order to help develop the agricultural sector and improve its production efficiency using the best scientific methods and modern technologies. This happens through a developed strategy of offering facilitated loans (up to 70%) without interest with the objective of enhancing food security while maintaining natural resources.

The Saudi Agricultural Development Fund (ADF) implemented its approved strategy in accordance with the specified timetable, in line with the strategy of the Ministry of Environment, Water and Agriculture to contribute to achieving the 2020 National Transformation program and the 2030 Kingdom's vision which is expected to achieve.

It is worth noting that Saudi Agriculture Exhibition 2019 is certified by UFI, the Global Association of the Exhibition Industry. Over 38 years, the exhibition established itself as a leading in agricultural innovation highlighting the development and growth of the agricultural sector in the Kingdom and its future aspirations.

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