

39<sup>th</sup>  
EDITION

Saudi  
**Agriculture**

INTERNATIONAL TRADE EXHIBITION & CONFERENCE

Farming, Agro & Organic Food • Poultry,  
Livestock & Dairy • Mills & Feed • Aquaculture • Food  
Processing & Packaging • Animal Health  
& Veterinary Services

Under the Patronage of

وزارة البيئة والمياه والزراعة

Ministry of Environment Water & Agriculture



17 - 20 OCTOBER 2022

RIYADH INTERNATIONAL  
CONVENTION & EXHIBITION CENTRE

# POST SHOW REPORT

Held concurrently

Saudi  
**Agrofood**

The 27th International Trade  
Show for Food Products,  
Ingredients, & Technologies

Saudi  
**Food Pack**

The 10th International Trade Show  
for Food Processing and Packaging

Saudi  
**Aquaculture**

The 4th International Trade  
Show for Aquaculture

[www.saudi-agriculture.com](http://www.saudi-agriculture.com)

# The 39<sup>th</sup> Edition of Saudi Agriculture

The Region's Largest Agriculture  
Exhibition set new records in  
visitors and more than 257  
exhibitors

The 39<sup>th</sup> edition of Saudi Agriculture, the International Trade Exhibition for Agriculture, Agro-Food, Livestock, Dairy, Poultry, Aquaculture, Food-Pack and Agro-Industry, is the largest B2B event of the agriculture sector in the region showcased leading technologies, sector-sustainability solutions as well as cutting-edge engineering and innovations.







# General Information



## Show Name:

### Saudi Agriculture

International Trade Exhibition  
Farming, Agro & Organic Food • Poultry  
• Livestock & Dairy • Mills & Feed • Aquaculture  
• Food Processing & Packaging • Animal Health  
& Veterinary Services



## Date:

**17-20 October 2022**

Opening Hours: 13:00 to 21:30



## Venue:

**Riyadh International Convention  
& Exhibition Center**

Riyadh - Saudi Arabia



## Exhibition Space:

**18,224**

Square Meters



## Next Edition Date:

**23-26 October 2023**

RICEC - Riyadh



## Organized By:

**Riyadh Exhibition Co. Ltd.**

[www.recexpo.com](http://www.recexpo.com)



## Website:

[www.saudi-agriculture.com](http://www.saudi-agriculture.com)



# Saudi Agriculture in Numbers:



**21,027**

VISITORS



**257**

TOTAL EXHIBITORS



**320**

INTERNATIONAL BRANDS



**09**

PAVILIONS



**31**

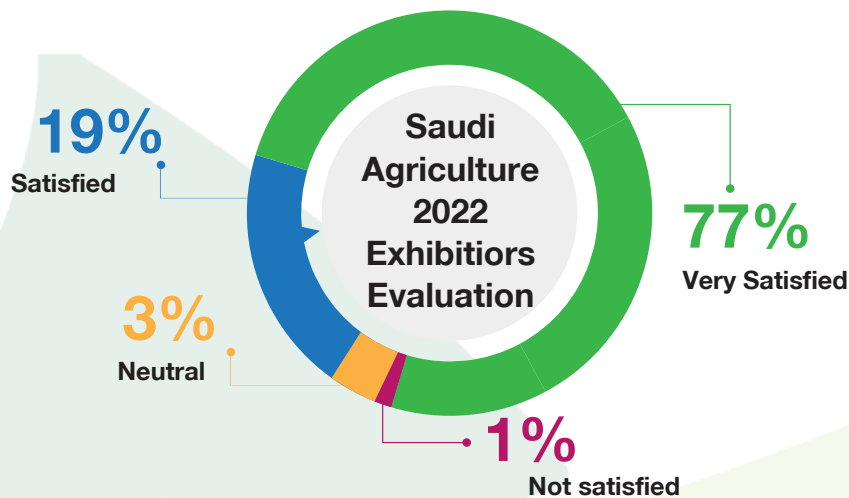
COUNTRIES





# Saudi Agriculture Analysis

How do the exhibitors rate the exhibition overall?

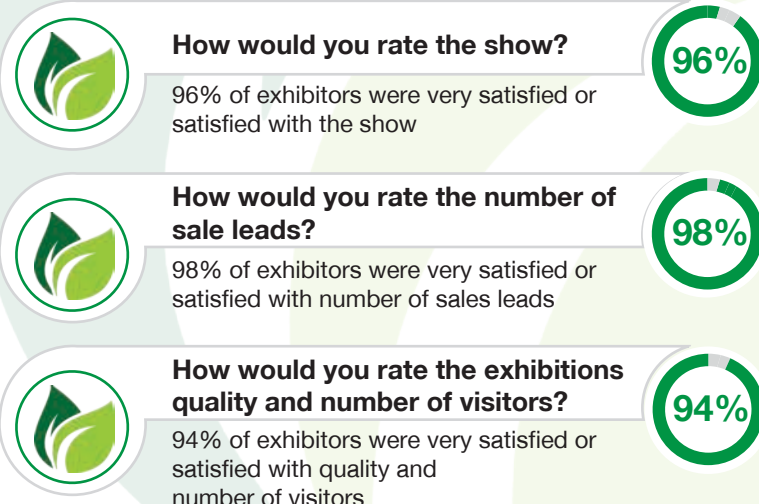


“ We saw a variety of companies, whether international or local. We also witnessed the latest technology and solutions in the agriculture sector. ”

**Anas Bin Mohammed AlBassam**

VP, Commercial & Market Development, Ma'aden

## Exhibitors Feedback



“ This exhibition gave us the opportunity to meet with many exhibitors here in SALIC. In addition to that, we were able to connect with many international and local companies. ”

**Mubarak Bin Abdulaziz Aldajen**

VP of Corporate Communication, SALIC

## Visitors Feedback



“ We want to grow together with the Saudi ambition. So next year we would love to be back with even more Dutch companies. And we would like to invite you all to visit the Dutch pavilion next. ”

**Daan Busscher**

Head of Trade show  
Department/Netherlands pavilion







# Opening Ceremony









# Sector Leaders Include

























# 54 Russian Companies Presenting their Latest Agricultural Products and Technologies



The Russian agriculture sector is exploring new markets, aiming to establish stronger ties with the Kingdom... 54 companies demonstrated new products and technologies at the show. The pavilion offered complete solutions in Agriculture, Agro Food, Frozen and dried foods, and food processing, as well as animal health, greenhouses, and irrigation system.



For detailed Russian exhibitors' list, please visit:  
[www.saudi-agriculture.com](http://www.saudi-agriculture.com)







# 19 Companies at the Dutch Pavilion







The Netherlands companies demonstrated innovative products and technologies at the show, from crop-farming solutions, Modern Livestock Farming equipment, Farm Bio-security Solutions, Poultry Farming, Greenhouses, the installations of complete horticulture projects, and indoor farms robotics.

For detailed Dutch exhibitors' list, please visit:  
[www.saudi-agriculture.com](http://www.saudi-agriculture.com)

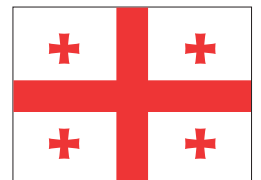


# Leading Georgian Agriculture Exporters at the Show



The Georgian participation included 11 companies specialized in Agro-Food, Organic products, and Live Sheep farming.

For detailed Georgian exhibitors' list, please visit:  
[www.saudi-agriculture.com](http://www.saudi-agriculture.com)





# Participating Countries



Algeria



Azerbaijan



Bahrain



Belgium



Canada



China



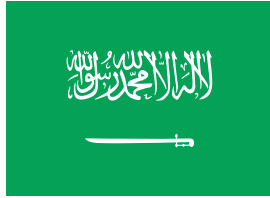
Cyprus



Denmark



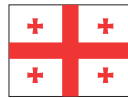
Egypt



Saudi Arabia



France



Georgia



Germany



India



Italy



Jordan



Kuwait



Latvia



Lebanon



Oman



Pakistan



Russia



Rwanda



South Africa



Spain



The Netherlands



Turkey



UAE



UK



USA



Uzbekistan

**More than 257 companies from 31 countries exhibited at the Show.**

**In addition to 320 international brands from 14 Countries participated in local partner pavilions... at the Middle East's largest agriculture exhibition...**

## Exhibitors Feedback



**We want to grow together with the Saudi ambition. So next year we would love to be back with even more Dutch companies. And we would like to invite you all to visit the Dutch pavilion next.**

**Daan Busscher**

Head of Trade show Department/Netherlands pavilion

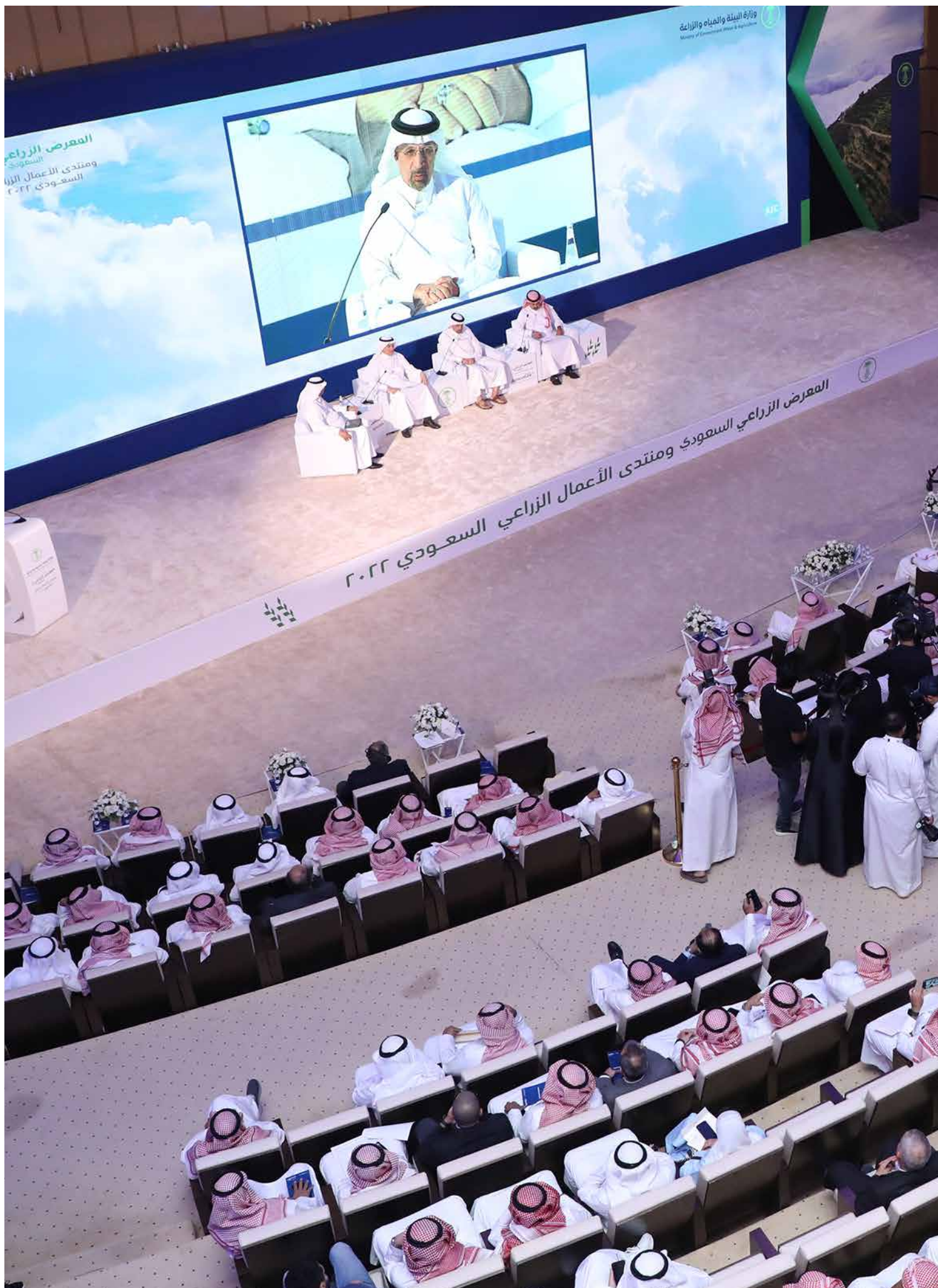


**This exhibition gave us the opportunity to meet with many exhibitors here in SALIC. In addition to that, we were able to connect with many international and local companies.**

**Mubarak Bin Abdulaziz Al-Dajen**









The background image shows a large, tiered audience of men, mostly wearing traditional Saudi clothing (thobes and ghutras), seated in a large hall. They are facing towards the left side of the frame, presumably towards a stage. The hall has a high ceiling and modern lighting. The text is overlaid on the right side of the image.

# THE SAUDI AGRI-BUSINESS FORUM 2022

The Forum took place for 3 days and offered a Ministerial session, a keynote address, 4 presentations' panels and 2 discussions' panels. The Ministerial Session was attended by H.E. Eng. Abdulrahman bin Abdulmohsen Al-Fadley, Minister of Environment, Water and Agriculture, H.E. Eng Khalid bin Abdulaziz Al-Falih, Minister of Investment, and Mr. Ajlan bin Abdulaziz Al-Ajlan, Chairman of the Federation of the Saudi Chambers.

More than 20 valued speeches were delivered by senior national and regional agriculture officials, including elite decisions-makers from the Ministry of Environment, Water and Agriculture, Experts from the United Nations Food and Agriculture Organization, universities' lecturers and researchers. The Netherlands 27 attending companies were represented by 4 speakers from strategic agriculture technology sectors. The keynote speech on "Future of Food" was delivered by the Head of Food sector at NEOM, followed by discussions featuring executives from the Kingdom's agricultural key players (SABIC, MA'ADEN, SALIC, ARASCO, FEEDCO, Agriculture Development Fund), addressing the challenges related to food security and sustainability.



# The Future Direction of Agriculture Investment

H.E. the Minister of Environment, Water and Agriculture, Eng. Abdulrahman Abdulmohsen Al-Fadley has launched the Saudi Agribusiness Forum and the Saudi Agriculture 2023 international trade fair, in the presence of the Minister of Investment, H.E Eng. Khalid Al-Falih and the President of the Federation of Saudi Chambers, Mr. Ajlan Al-Ajlan.

During the main session, "The Future Direction of Agricultural Investment" of the Forum, Eng. Al-Fadley made clear that "Saudi Arabia has achieved high self-sufficiency for many agricultural crops, which aims to enhance food security and increase gross domestic product (GDP). Eng. Khalid Al-Falih explained that investment in the agricultural sector is closely followed by His Royal Highness the Crown Prince, may God protect him, and that the demand for foreign investment in the agricultural sector is constantly increasing, and the volume of foreign investments in agricultural activities and activities related to this sector, such as fish farming, food industry, and others, has reached the end of 2021, to about 22 billion riyals. Adding that the Ministry of Investment is working to overcome the challenges facing investors.

The President of the Federation of Saudi Chambers said that the National committees of the Federation of Chambers have achieved many goals in food security and sustainability.

نثمار في القطاع الزراعي

MAIN SESSION : FUTURE  
THE



عبدالله بن عبدالعزيز آل سعود  
His Excellency Eng. Abdulrahman bin Abdulmohsen Al-Fadley  
Minister of Environment, Water & Agriculture



مستقبل الزراعة  
#FutureOfAgriculture



الأعمال الزراعي



# الجلسة الرئيسية: التوجهات المستقبلية للإسـ

## TURE DIRECTIONS FOR INVESTMENT IN AGRICULTURE SECTOR



معالي المهندس / خالد بن عبدالعزيز الفالح  
His Excellency Eng. Khalid bin Abdulaziz Al Falih  
Minister of Investment وزير الاستثمار



الأستاذ / عجان بن عبدالعزيز العجان  
Mr. Ajjan bin Abdulaziz Al Ajjan  
Chairperson of Council of Saudi Chambers رئيس مجلس إدارة الغرف السعودية



# السعودي ومنت



# Forum Program

## Moderator



### Session 1

#### Mr. Talaat Hafez

Economic writer for Al-Riyadh and Arab News newspapers and presenter of a program clearly on Al-Ekhbariya channel Secretary-General of the Committee on Information and Banking Awareness

## Speakers



#### H.E. Eng. Abdulrahman bin Abdulmohsen Al-Fadley

Minister  
Ministry of Environment, Water and Agriculture



#### H.E. Eng. Khalid bin Abdulaziz Al-Falih

Minister  
The Ministry of Investment



#### Mr. Ajlan bin Abdulaziz Al-Ajlan

Chairman of the Board of Directors  
Federation of Saudi Chambers

## Moderator



### Session 3

#### Prof. Dr. Saleh Abdullah Al-Dosari

Consultant  
Ministry of Environment,  
Water and Agriculture

## Speakers



#### Dr. Kakoli Ghosh

Chief Technical Adviser  
Sustainable Rural Development Program  
Food and Agriculture Organization  
United Nations



#### Mr. Marimuthu Swaminathan

Technical Adviser, Food and Agriculture United Nations



#### Dr. Ali Musa Abakar Eissa

Associated Professor  
Arab Organization for Agricultural  
Development (AOAD)



#### Mrs. Reham Mohamed Al-Harbi

Manager of Local Marketing Dept.  
National Center for Palm & Dates

## Day- One

## Moderator



### Session 2

#### Dr. Ibrahim Al-Turki

Chairman  
The National Agriculture Committee  
Federation of Saudi Chambers

## Speakers



#### Mr. Salah bin Salem Al-Fifi

Director of the Plant Risk Assessment  
Department  
Ministry of Environment, Water and Agriculture



#### Dr. Ibrahim Ahmed Qasim

Director General of Animal Resources  
Directorate  
Ministry of Environment, Water and Agriculture



#### Dr. Ali Mohammed Al-Shaikhi

Director General  
General Directorate of Fisheries



#### Mr. Zaid bin Abdullah Al-Shabanat

Deputy Governor  
Saudi Grain Organization

## Moderator



### Session 1

#### Dr. Mohamed Al-Mutairi

Deputy Director General for Plants  
Resources, Ministry of Environment, Water  
& Agriculture

## Speakers



#### Prof. Abdullah Abdulaziz AL-Doss

Vice Dean for Education and Academic  
Affairs  
College of Food and Agriculture,  
King Saud University



#### Dr. Mohei Eldine S. Mohammed

Associate Professor of Plant Biotechnology  
King Faisal University Al Hassa



#### Dr. Claudio Fuentes Grünewald

Algae Program director  
King Abdallah University of Sciences and  
Technology

## Day- TWO





**Prof. Mohamed Abdelaziz Al-Tawil**  
University Lecturer  
King Faisal University Al Hassa



**Dr. Kyle J. Lauersen**  
Assistant Professor, Bioengineering  
King Abdallah University of Sciences  
and Technology

#### Moderator



#### Session 2 & 3

**Dr. James Morgan**  
Dean, International Tourism and Hospitality  
College

#### Speakers



**Mrs. Mirjam van Buchem**  
Adviser  
Netherlands Water Partnership



**Dr. Juan Carlos Motamayor**  
Head of Food Sector  
NEOM



**Dr. Pierre Broun**  
Director, Climate Proof Agriculture  
NEOM



**Dr. Hans van der Beek**  
Advisor for the Gulf Region  
Dutch Greenhouse Delta Foundation



**Mr. Jan Hulzebosch**  
Relations Manager  
Dutch Poultry Centre



**Mr. Damion Schwarzkachel**  
Sales Manager  
CERTHON

#### Moderator



#### Session 4 & 5

**Dr. Ahmed Saleem Al-Tuhaini**  
Assistant Professor and Journalist  
Kingdom of Saudi Arabia

#### Speakers



**Mr. Ahmed Shahini**  
CEO Advisor  
SALIC



**Mr. Mishel Al-Mutairi**  
Senior Director, Market Development  
MA'ADEN



**Prof. Youssef M. Al-Youssef**  
Agriculture international Expert,  
University Lecturer  
FEEDCO



**Mr. Fahad Faisal Al-Jadaan**  
Marketing & Business Development Director,  
Al-Khorayef Commercial



**Mr. Abdallah Al-Yemni**  
Vice-President - Research  
ARASCO



**Mr. Ahmad Hijazi**  
Vice President - Feed Business  
Modern Mills Company



**Mr. Tareq Al-Jammaz**  
CEO  
United Feed Manufacturing



**Dr. Essam Jamea**  
Research Fellow  
SABIC



**Mr. Sadek Al-Ramadan**  
Chairman  
Al-Yassin Agriculture



**Mr. Yazeed Al-Faifi**  
Manager of the Farmers Unit  
Saudi Organic Farming Association



**Eng. Alaa K. Siddiq**  
Consultant  
Agriculture Development Fund



# Our Sponsors









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**41,891 +**  
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# Media Partners





# Featured Exhibitors



Celebrate Your Food







## Organized by



شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.

Riyadh Exhibitions Company (REC) holds more than 40 years of experience in executing the most successful exhibitions, trade shows, and events in the Kingdom. A professional dedicated team is committed to client health, comfort, and success.

**Global Expertise - Local knowhow:** In partnership with over 120 commercial & industrial bodies from more than 50 leading countries, REC has executed 450 successful events to date. This wealth of Global expertise, and local know-how is at your service to advance your business objectives, be they to reach effective trade buyers, distributors, joint venture partners, expand your exports in the region or internationally, over 4 decades of experience and relationships is in your service.



SCAN ME!



## UFI Certified International Event



**REC is a proud member of UFI**, the Global Association of the Exhibition Industry. UFI international recognition is a quality certification of regularly audited international standards of organizing trade exhibitions and events, carried out over the decades that span REC organizing program.



## The Venue

Riyadh International Convention & Exhibition Centre (RICEC) is a state-of-the-art convention and exhibition facility designed to help businesses showcase their products, services, and capabilities. RICEC can serve your additional needs for conference, workshops, and VIP meetings space.





# Saudi Agriculture

The ideal opportunity for a resilient, sustainable, return to your market leadership, and expanding your business, at the center of the largest market in the Middle East...

Plan Early... Contact us... we are here to help...



The screenshot shows the official website for the 40th edition of the Saudi Agriculture International Trade Exhibition. The header includes the event name, dates (23-26 October 2023), location (Riyadh, Kingdom of Saudi Arabia), and a navigation menu with links to HOME, OVERVIEW, EXHIBITION, SPONSORSHIP, VISIT, and ORGANIZER. The main content area features a large circular graphic on the left depicting a field with a drone and various agricultural icons. To the right, it states the event is under the patronage of the Ministry of Environment, Water & Agriculture, and highlights that it is the largest B2B event in the region showcasing leading technologies and solutions. It also mentions that the event brings together businessmen, industry professionals, decision-makers, and sellers to develop their business at the leading agriculture event in the Middle East. The event dates and location are reiterated at the bottom of the main content area.

See you in Saudi Agriculture 2023, book your space now..

[www.saudi-agriculture.com](http://www.saudi-agriculture.com)

[www.recexpo.com](http://www.recexpo.com)

Or contact us:



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