

# Join Industry Leaders at the Center of the Largest and Fastest Growing Agricultural Market in the Middle East...

VISION رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

Under the Patronage of

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



## 41<sup>st</sup> Saudi Agriculture EDITION

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

### 21-24 OCTOBER 2024

Riyadh International Convention & Exhibition Center



Organized by:



شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.



Why exhibit in Riyadh, Saudi Arabia?

**Riyadh is the Center of a \$1.108 Trillion Economy, the Largest in the MENA region with Agricultural Sector Investments of over \$70 Billion by 2030...**



*Saudi Arabia had the Fastest Growing Economy amongst G20 countries in 2022 and GDP \$1.108 Trillion. Saudi to maintain its GDP over \$1 Trillion in 2024...*

## **\$70 Billion**

**Agri Investments by 2030...**

Saudi Arabia is home to a growing food production, manufacturing and processing sector. The sector benefits from population and income growth, life-style changes, government support, and favourable trade agreements. Investments in the sector is expected to reach \$70 Billion by the end of 2030, which is up from \$44 Billion since 2016.

## **38%**

**Agricultural GDP Growth 2022...**

Saudi Arabia's agricultural gross domestic product witnessed over 38% growth in 2022 to reach \$26.6 Billion. With new government investments and plans to develop local agricultural assets, growth is expected to continue.

Why exhibit with Riyadh Exhibitions Company (REC)?

## REC has been Organizing the Kingdom's Leading B2B Trade Fairs for 43 years and Delivering the Targeted Sector Professionals and Trade Partners...



Saudi Agriculture is held under the patronage of...

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



### Don't miss the International Summit

**The summit is concurrently held on the topic of Food Security and Sustainability.** Private sector enablers will discuss the latest initiatives to grow the sector. Local and international CEOs and thought leaders will discuss the latest solutions and partnerships in support of national plans for agriculture.



### Saudi Agriculture is a Multi-Sectoral Event...

Incorporating:



#### Poultry



#### Livestock



#### Mills & Feed



#### 12<sup>th</sup> Saudi Food Pack

The 12th International Trade Show for Food Processing and Packaging



#### 6<sup>th</sup> Saudi Aquaculture

The 6th International Trade Show for Aquaculture

#### 29<sup>th</sup> Saudi Agrofood

The 29th International Trade Show for Food Products, Ingredients & Technologies

# 43 Years of Sustained Success in Serving the Agricultural Sector of the Kingdom...

| Post Show Report of the 40<sup>th</sup> Edition

Saudi  
**Agriculture**



**26,470**

SQM  
Exhibition



**420**

Exhibitors



**21,530**

Professional  
Visitors



**8**

Country  
Pavilions



**40**

Participating  
Countries



**25**

Agreements  
Signed



**40**

Conference  
Speakers



# Partners of Success in the 2023



وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



NEOM



الهيئة العامة للأمن الغذائي  
General Food Security Authority (GFSA)



## Who you will meet?

- Sector Trade Buyers
- Agriculture Engineers
- Agriculture Consultants
- Farm Owners
- Business Owners & Decision Makers
- Energy & Irrigation Specialists
- Food Products Traders & Distributors
- Government Representatives & Policy Makers

# Products & Services at Saudi Agriculture 2024...

## Farming

- Farming Management Systems
- Feeding & Additives
- Seeds Production
- Landscape & Irrigation Equipment
- Agricultural Machinery & Tools
- Animal Housing & Shed Construction
- Transport & Logistics
- Fertilizers & Pesticides
- Horticulture Technologies
- Agricultural Engineering & Consulting
- Nurseries & Crop Protection
- Organic Farming

## Greenhouses

- Vertical Farming & Greenhouses
- Growing & Solar Powered Systems
- Growing Media
- Irrigation Systems & Hydroponic Technology
- Metal Frame Systems
- Air Circulation & Exhaust Systems
- AI, IOT & Robotic Automation Systems

## Agro & Organic Food

- Fresh, Dried & Canned Foods
- Meat, Poultry & Fish Products
- Milk, Dairy Processing & Production
- Juice Processing & Production
- Water Purification, Bottling & Logistics
- Production Lines, Facilities & Logistics Services
- Chilled & Frozen Foods Equipment & Services
- Display & Presentation POS Equipment
- Honey & Dates
- Food Products, Ingredients & Technologies
- Bakery Products
- Confectionery, Chocolates & Dates
- Convenience Foods
- Fresh, Canned & Dried Foods
- Frozen & Chilled Foods
- Organic & Fresh Foods
- Presentation & Processing Equipment
- Natural Juices

## Poultry

- Poultry Equipment & Tools
- Poultry Production & Processing
- Poultry Feed & Health Maintenance
- Feeding Equipment
- Hatchery & Incubation
- Egg Processing & Handling Equipment
- Drying Technology
- Forage, Harvesting Technology and Hydroponic Technology
- Silos & Feed Producer
- Automation Technology
- Feed Production Equipment
- Storage Technology
- Milling Technology
- Silage Production & Gearboxes/Transmission Technology
- Bio-Energy & Biomass Pelletizing Technology
- Feed Additives
- Poultry Formulation Programs
- Genetics
- High-Tech Animal Health Technology
- Laboratory Equipment
- Quality Control





## Livestock and Dairy

- Animal Nutrition Companies
- Consultants
- Dairy Farm Machines
- Dairy Farming Equipment
- Dairy Processing Machinery
- Milking Machine Manufacturers
- Milk Storage Tanks Manufacturers
- Milk Testing & Quality Management Machines
- Equipment Manufacturers

## Food Processing & Packaging

- Food Production & Processing
- Packaging Machinery & Equipment
- Food Preservation & Canning
- Bakery Equipment
- Food Filling & Wrapping Machinery
- Industrial Refrigeration Technologies
- Packaging Materials, Supplies & Equipment
- Dairy Production Equipment
- Chilled & Frozen Foods Equipment & Services
- Dates Packaging Equipment
- Food Processing Equipment
- Industrial Packaging Equipment
- Consumer Products Packaging Equipment
- Preservation & Food Packaging Technologies
- Refrigeration & Safe Storage Equipment
- Display & Presentation POS Equipment

## Aquaculture

- Aquaculture Machinery & Equipment
- Aquaculture Farming Supplies
- Aquaculture Facilities & Services
- Aquaponics
- Fisheries & Seafood Products
- Aquaculture Logistics Services
- Feeding Systems
- Marine Cranes
- Advanced Nutrition Solutions
- Specialized Boats
- Fish Pumps
- Aqua-Farming Robotics Sensors & Monitoring Cameras
- Filtration Systems & Oxygen Production
- Cage Nets
- Aqua-Farm Management Software
- Hatchery Systems, Breeding & Genetics
- Transport Solutions & Equipment

## Veterinary

- Vaccines & Fish Health Services
- Breeding Equipment
- Disease Diagnostics Equipment
- Animal Pharmaceuticals
- Veterinary & Laboratory Equipment & Supplies
- Pharmaceutical Ingredients
- Pharmaceutical Products

## Innovation, Entrepreneurship & Capacity Building

- SMEs
- Innovators & Start Up's
- Capacity Building & Agri-Education
- Funding & Investment Organizations

# Saudi Agriculture is a Multi-Sectorial Show...

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



## \$28.8 Billion

### Food & Beverage Market Growth...

The Saudi Arabian food & beverage market led by agri food was valued at \$28.8 Billion in 2023 and is projected to register a CAGR of 3.22% during the next five years. Similarly, the food and beverages packaging market will grow at 3.5% during the same period. The specialist market is flourishing owing to an increasing demand for convenience food by shifting demographics and rapid urbanization.

## \$15.70 Billion

### Agri Food Market + \$6.88B of Imports...

The local agri food market is projected to amount to \$15.70 Billion in 2023. An annual growth rate of 3.56% is expected (CAGR 2023-2028), resulting in a value of \$18.70 Billion by 2028. The import value in the Agriculture market is projected to amount to \$6.88 Billion in 2023. An annual growth rate of 5.29% is expected (CAGR 2023–2028).



## \$17.3 Billion

### Saudi Poultry Market Expansion...

The Saudi Arabian poultry market was valued at \$17.3 Billion for the current year and is projected to register a CAGR of 4.11% over the next five years. The poultry sector in Saudi Arabia is one of the largest and fastest growing due to the large consumption of poultry. The growth also presents opportunities to provide feeds, packaging and processing equipment, veterinary and logistics services needed for the sector's growth.



## \$1 Billion

### Egg Market Expansion...

Saudi Arabia is self-sufficient in the production of eggs. \$1 Billion in egg production will be reached by 2025 with production growth annually by 3.95% (CAGR 2023-2028). The surplus of egg production is exported mainly to GCC countries. Opportunities for feeds, poultry houses, health services, processing and packing as well as cold-chain logistics are driving sector expansion.

# Food Security and Sustainability includes the Livestock Sector, Animal Feed, and latest Agrifood Cold Storage Technologies...



## 4.5 Million

### Livestock Heads Growth...

Saudi Arabia's livestock production is expected to reach 4.5 million heads by 2026. Due to agricultural investments in livestock rearing coupled with new technologies, significant growth opportunities exist in livestock farming, feeds, equipment, veterinary services, farm buildings and more are required for the expansion.



## \$3.46 Billion

### Animal Feed Market Opportunities...

Saudi Arabia's animal feed market was valued at \$2.4 Billion in 2020 and is anticipated to grow at a CAGR of 5.31% to reach \$3.46 Billion by 2027. This is due to the increasing agricultural development and investment in meat and poultry production coupled with ever-growing consumer demand for meat products.



## \$2.3 Billion

### Cold Chain Market Expansion...

The cold chain logistics market size is expected to grow from \$1.36 Billion in 2023 to \$2.33 Billion by 2028, at a CAGR of 11.39% during the forecast period (2023-2028). The acceleration of the smart food logistics market dominates the cold chain sector. Rising domestic consumption of fresh food imports and exports has ushered in a rapidly growing cold chain logistics market that relies on smart technologies in transport management and distribution of temperature-controlled products.

# Opportunities in Greenhouse Technologies and Agriculture...



## 15 Football Fields

NEOM's Greenhouse City, offers exceptional solutions in support of the Kingdom needs...

NEOM is building a horticulture mega-oasis to help provide sustainable models suitable for the Kingdom in support of the fast growing agriculture greenhouses sector. Urbanization is growing rapidly in the Kingdom, with plans for the city of Riyadh to grow from its current 8.5 Million population to over 15 Million by 2030, further driving huge growth needs and opportunities for the agriculture greenhouse sector.



## Smart Greenhouses

Fully Automated Food Production Demand for the 21st Century is Growing...

The agricultural sector is witnessing a transformation in food production. Saudi Arabia's continual development of its digital infrastructure, IOT, AI, real-time data analytics, and automation to optimize food production processes is becoming a reality. Commercial agri-operations that develop smart greenhouses equipped with advanced technology are particularly suited for the Kingdom's urban growth needs, offering labour cost reductions, greater crop yields and enhanced food quality.



## Growing Opportunities

Driven by Official Incentives for Food Processing and Packaging...

The Kingdom's consumers are exhibiting growing sophistication and demanding the latest in processed agri-food and smart packaging. A large number of agri-food processing opportunities have been identified by official agencies with incentives to drive sector growth. Smart packaging systems that utilize technology to extend shelf life, monitor freshness, display information and improve product and customer safety are in demand.

## High Growth Sub-Sectors Include: Aquaculture, Organic Farming, Veterinary Services and Coffee...



**500%**

**Projected Sector Growth for Aquaculture Products and Services...**

With the predicted fish production increase of 500% by 2025, new opportunities to service the aquaculture sector are accelerating. With the increasing export of Saudi fish that will add nearly \$1 Billion to the economy, the expansion of fish production requires an increase in aquatic health services, fish farming equipment, packaging and processing systems, and cold-chain logistics services.



**17.4% Projected Growth**

**Creates Fastest and Largest Market in the Region for Organic Foods...**

Saudi Arabia is the largest natural and organic foods market in the Middle East valued at \$54.2 Million. Projections anticipate a market growth of 17.4% to 2026. The organic food market growth is driven by rising disposable income and government support towards organic farming as well as growing consumer preferences toward chemical free food.



**\$201.8 Million**

**Veterinary Medicine Market Growth Assured...**

Saudi Arabia's veterinary medicine market is expected to grow at a CAGR of 5.00% in the forecast period (2023-2027), to reach \$201.80 Million by 2027. The growth presents room in the market for new business entrants as well as expansion opportunities for current providers. The full services of animal health are in growing demand as the sector desires the latest know how and further sophistication.



**Top 10 in Consumption**

**Kingdom's Coffee Consumers Spend Annually more than \$266 Million...**

Saudi Arabia sits in the Top 10 of coffee consuming nations, globally. The Kingdom imports 70,000-90,000 tons of coffee every year and produces another 800 tonnes locally. Whilst significant business opportunities exist in the coffee import market, the government's plan to plant 1.2 Million coffee trees by 2026 presents new opportunities for coffee farm machinery and equipment suppliers and coffee processing and packaging solution providers.

# Technological Innovations that are Changing the Face of Saudi Farming...



## (CEA)

### Controlled Environment Agriculture...

Business opportunities to provide the technologies for CEA farms are accelerating as the demand for food and food security increases. Innovative CEA farming regulates the growing environment. Temperature, humidity, carbon dioxide, light, and nutrient concentration is controlled to maximise crop yields and reduce pests and plant disease using technology. Solar panels for energy efficiency, LED lighting, low-energy dehumidifiers, nutrient and temperature control systems are also needed to create a new generation of food production facilities that rely on imported technologies.



## \$220 Million

### Vertical Farming Takes Hold in Saudi...

One area of the CAE farming approach is seen in Vertical Farms. This new space-saving and controlled environment farming approach is gaining traction in Saudi Arabia. With lifestyle changes and the demand of salads and other greens rising, the Agricultural Development Fund of Saudi Arabia is distributing approximately \$220 Million on high-tech greenhouses between 2021 and 2025. This will include funds for vertical farming. Imports of the technologies and materials required for the expansion of vertical farming will accelerate to expand the sub-sector.



## \$24 Billion

### Agri-Robotics Global Trends...

The Kingdom's agriculture technologies adoption is following the global trends, encouraged by Kingdom's officials and sector technology leaders such as NEOM agriculture. By 2030 the global agriculture robotics market is predicted to be valued at \$24 Billion. Particular application of interest in the Kingdom is for greenhouse automation in planting, spraying, picking; to increase crop yields, production efficiencies and farm logistics.



## 50%

### Hydroponic Growth Cycle Reduction...

By using technology that uses solar energy to desalinate water and LED lighting to increase yields, hydroponic farming can create new efficiencies in food production. The system efficiently utilizes space and can reduce the growth cycle by up to 50%. There are also reductions in pests and plant diseases. Demand for solar panels, LED lighting, and other hydroponic equipment, technologies and materials are set to increase as the demand for food increases in parallel with the Saudi population.

# Opportunities in Agriculture Sector Innovation, Entrepreneurship and Capacity Building...



## \$3.2 Billion

### Saudi Start Up Ecosystem...

The Kingdom has turned to modern agriculture technologies and methods for faster means of achieving food security and sustainability driving innovation, entrepreneurship and start ups creation in the sector. At the G20 Agriculture Ministers meeting, the Kingdom indicated that \$3.2 Billion were allocated to support small farmers, while funding by the Agricultural Development Fund has grown over the past four years by about 400 percent, which has contributed to building a resilient and sustainable food system. Highest growth areas to include: *Controlled Environment Agriculture, Greenhouses, Hydroponics, Remote Sensors and Digitalized Processes, Drones, Use of Solar Energy for Water, Desalination and Genetic Editing.*



## 3000 Farms

### Large Opportunities are Offered by Red Sea Global Tamala Project...

The Red Sea Project is enabling 3000 farms in the Tabuk region through technology and capability support, to deliver its food security and supply chain for the future. The tourism project will need 1000's of tonnes of food. The formation of a farm cooperative to boost the agriculture economy in the region will rely heavily on new farming technologies to increase production. This is providing a wide range of business opportunities for providers of the full range of agriculture systems and equipment, as well as the latest technological innovations.



## 25

### Agricultural Science Schools in Saudi Arabia...

Agriculture education schools are spread around the Kingdom. The university-based colleges offer Saudi's opportunities to study agriculture and how to incorporate new methods and technologies into the improving agricultural outputs. Opportunities for suppliers of agricultural products, services and technologies to partner with the schools exist. Top schools include King Saud University in Riyadh, King Fahd University of Petroleum and Minerals in Dharan and KAUST with its Centre for Desert Agriculture in Thurwal.

## Organized by



شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.

Serving the Kingdom's Economic  
Priorities for 43 years...



**Riyadh Exhibitions Company (REC)** has 43 years of experience in executing the most successful exhibitions, trade shows, and events in the Kingdom. A professional dedicated team is committed to client comfort and success.

**Global Expertise - Local Know-how:** In partnership with over 120 commercial & industrial bodies from more than 50 leading countries, REC has executed over 450 successful events to date by providing a professional platform to facilitate billions in business deals. 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 or expand your exports in the region or internationally.

## UFI Proud Member



**REC is a proud member of UFI**, the International Association of the Exhibition Industry. Quality certification for regularly audited international events that conform to the UFI standards for exhibitions and events. REC continually achieves UFI recognition for adherence to international standards.

## The Venue



**Riyadh International Convention & Exhibition Center (RICEC)** is the leading international prominent venue that is centrally located on King Abdullah Road and Airport Road, with a modern on-site hotel, conference auditorium, VIP rooms, workshop rooms, restaurants and other services.





# 41<sup>st</sup> Saudi Agriculture

Brought to you by Riyadh Exhibitions Company (REC), serving your business development needs in the Kingdom with sustained success for 43 years...

41<sup>st</sup> Saudi Agriculture

29<sup>th</sup> Saudi Agrofood

12<sup>th</sup> Saudi Food Pack

6<sup>th</sup> Saudi Aquaculture

34<sup>th</sup> SAUDI BUILD

25<sup>th</sup> STONE TECH

13<sup>th</sup> PMV TECH

25<sup>th</sup> SAUDI ELENEX

22<sup>nd</sup> SAUDI HVAC

20<sup>th</sup> Saudi Plastics & Petrochem

20<sup>th</sup> Saudi Print & Pack

3<sup>rd</sup> Saudi Smart Manufacturing

3<sup>rd</sup> Saudi Smart Logistics



For more information,  
please visit the event website:

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



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