



SAHARA 2024 POST SHOW REPORT

15 - 17 September 2024

Egypt International Exhibition Center-EIEC

Organized by



Under the Patronage of



In Collaboration With



Chemicals
& Fertilizers Export Council
المجلس التصديري للصناعات الكيماوية والأسمدة



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Platinum Sponsor



Gold Sponsor



Silver Sponsor



Strategic Partner



SAHARA 2024

Sahara Agricultural Exhibition is a leading event for the agricultural sector in Africa and the Middle East, attracting industry professionals from Egypt and across the globe. It serves as a hub for networking, knowledge exhibition, and showcasing the latest advancements in agriculture. As a significant part of the agricultural exhibition scene, Sahara exhibition offers participants a valuable opportunity to explore innovative solutions and technologies covering the entire agricultural value chain.

The 36th edition of Sahara Agricultural Exhibition, **held under the patronage of the Prime Minister**, took place from September 15-17, 2024, at Egypt International Exhibition Center. The event was inaugurated by the Minister of Agriculture and Land Reclamation, establishing it as a key platform for promoting agricultural advancements and solutions in the region.



2024 Event Overview



36

Edition



250

Exhibitors



90

Speakers



20,000

Attendees



4,000

Delegates



100,000

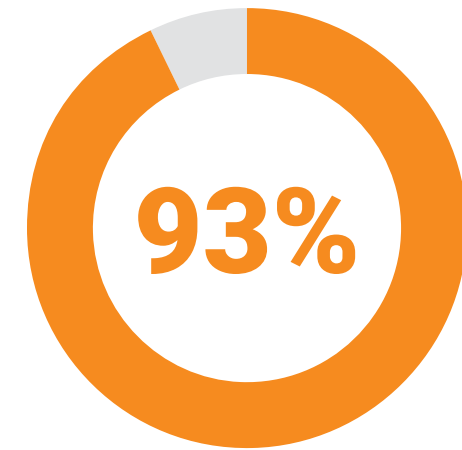
Network of Agriculture Professionals



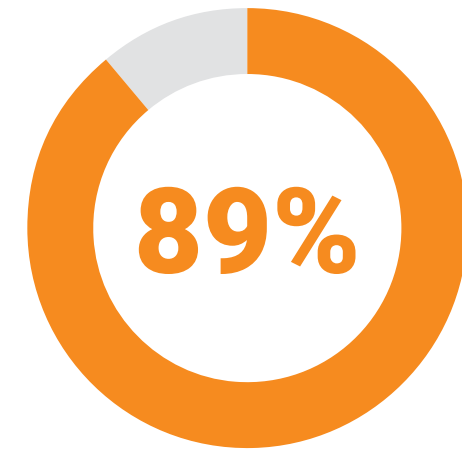
20

Countries

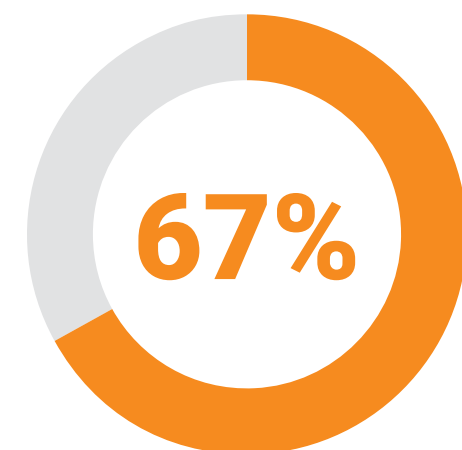
Exhibitors Overview



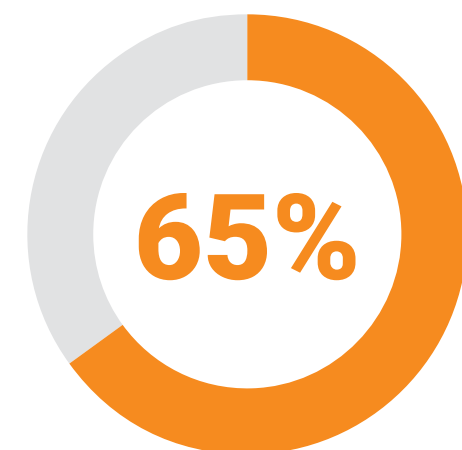
consider exhibiting important to their business



plan to exhibit in 2025



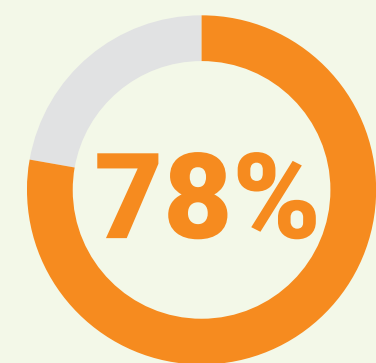
of exhibitors are returning or participated before



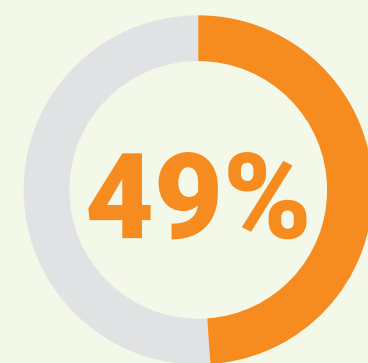
of exhibitors re-booked for 2025



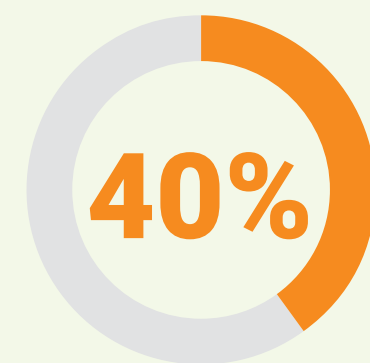
Primary Reasons for Exhibiting at Sahara 2024



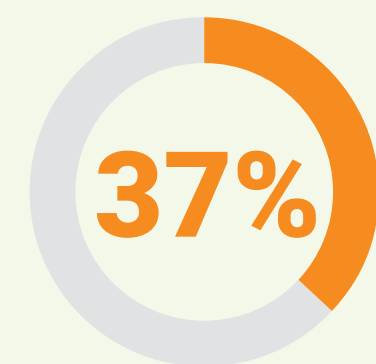
to make new connections with potential clients & business partners



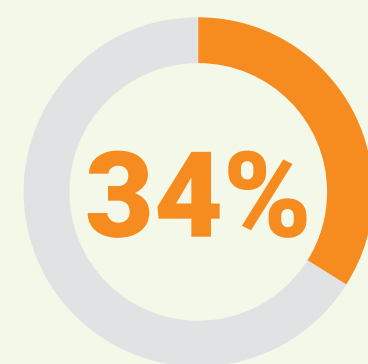
to maintain contacts with existing clients and business partners



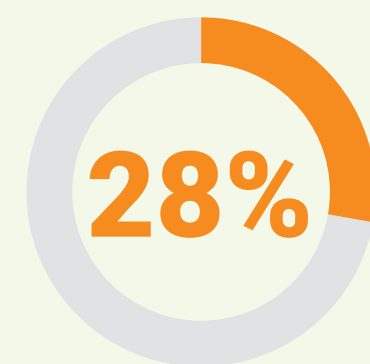
to showcase existing products & services



to launch a new product



to enhance and further international reach



to network with industry peers & professionals

Exhibition Sectors Snapshot



WATER
MANAGEMENT



GREENHOUSES



SEEDS &
NURSERIES



FERTILIZERS &
CROP PROTECTION



AGRI-TECH



SERVICES



POST
HARVEST

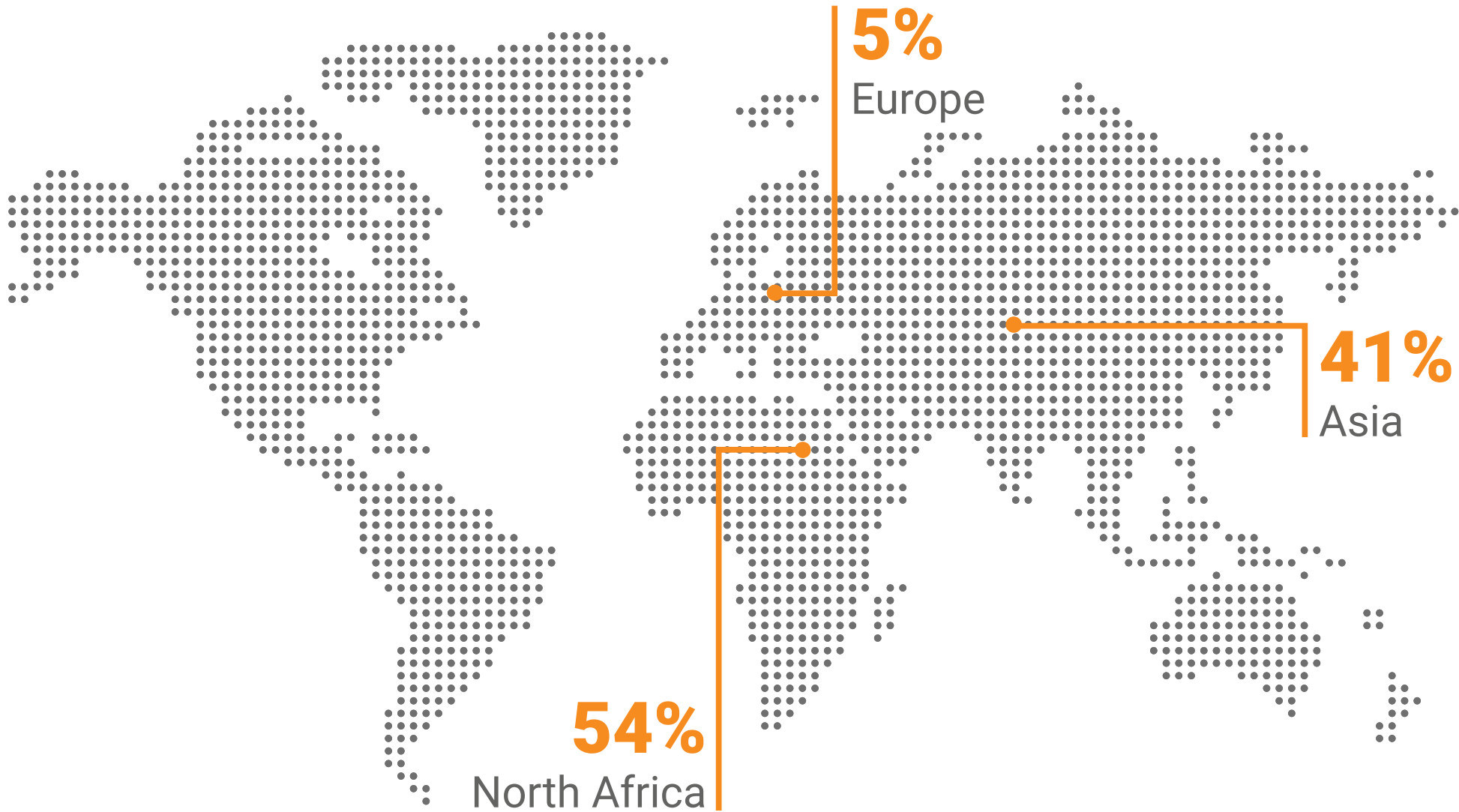


SUSTAINABLE
AGRICULTURE



AGRICULTURAL
MACHINERY

Top Exhibiting Geos



Exhibitor Testimonials

“As an exhibitor, I was impressed with the level of organization and the strong emphasis on safety. The entire event was managed smoothly, allowing us to focus on networking and showcasing our products.”

Reda Amer| Egypt | Hyma Plastic | Sales Director

“The presence of numerous major companies representing diverse agricultural activities made this exhibition a standout experience.”

Walid Fouad| Egypt | Delta Water| Consultant

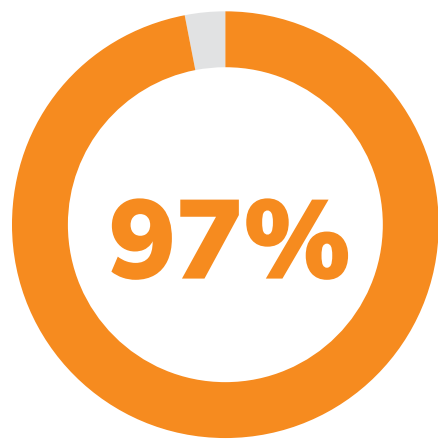
“As an exhibitor, we were thrilled by the impressive turnout. The high volume of visitors provided abundant networking opportunities, allowing us to engage with potential clients and industry professionals from diverse backgrounds.”

Ossama Khalil| Egypt | AK Palaplast for water technologies | Co-founder

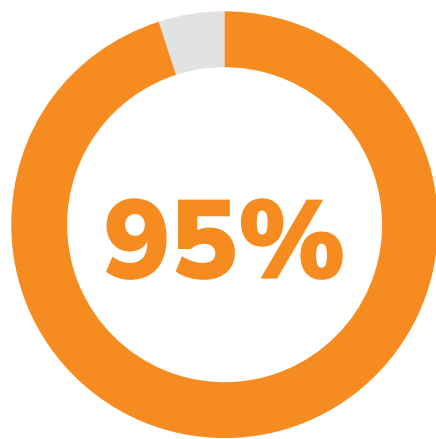
“Sahara is a gateway to vibrant cultures, history and stunning landscapes. It's not just a destination; it's an experience that can inspire creativity and broaden perspectives.”

NAZIM CHAUHAN | UAE| Agtiventure FZE | General Manager

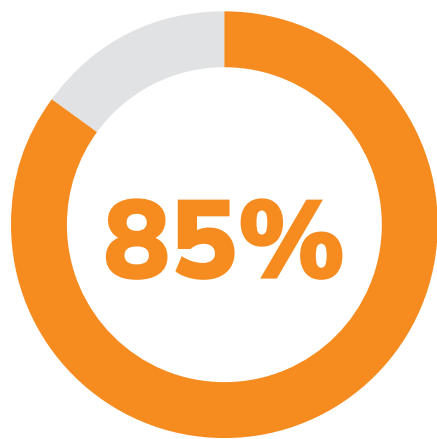
Visitors Overview



visitors consider the event important for their business and/or organization



are likely to attend the show in 2025

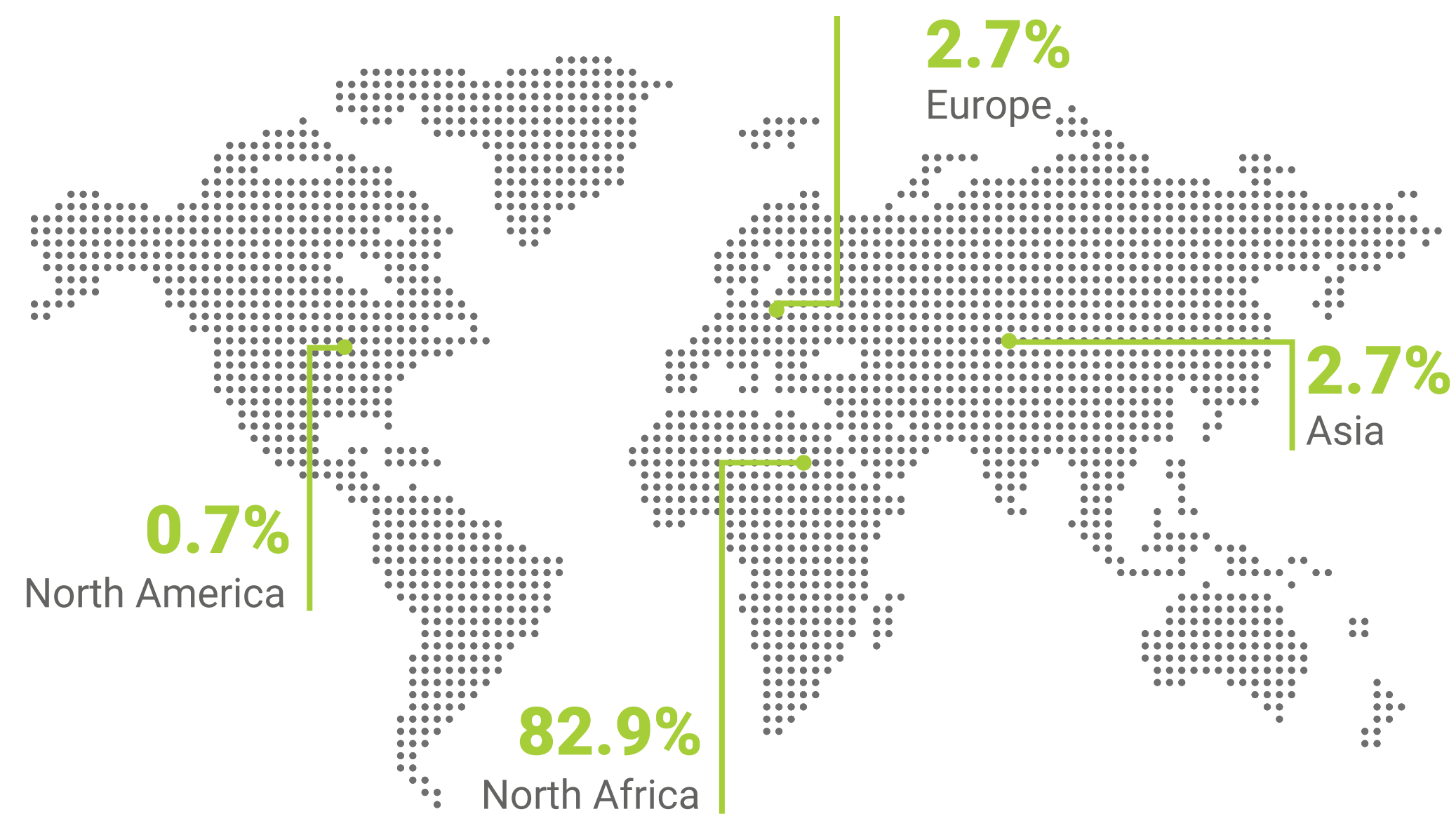


are likely to recommend the event to a friend or colleague in the industry

Top Nature of Business



Top Visiting Geos



Visitors Testimonials

“Attending this exhibition was an invaluable experience. It brought together top companies in irrigation networks and modern irrigation technologies, allowing me to connect with industry leaders and gain insights into the latest advancements. I left with a deeper understanding of the field and valuable contacts for future collaboration.”

Samir Lotfy Ebaid | Egypt | El-Kenana | Irrigation Engineer

“The exhibition offers a great opportunity to explore the latest advancements in agricultural development, energy technology, and irrigation solutions.”

Fatma Ramly| Egypt | National Forestry Authority | National Coordinator of the Gum Arabic Producers Associations in Sudan

“A comprehensive exhibition for agriculture, showcasing everything related to the industry—from companies and institutions to the latest in agricultural technology.”

Ahlam Al Moqbeli | Libya | The Green Future | CEO

“Sahara is an annual event that’s essential for anyone passionate about agriculture. It offers invaluable insights and opportunities for growth in the industry.”

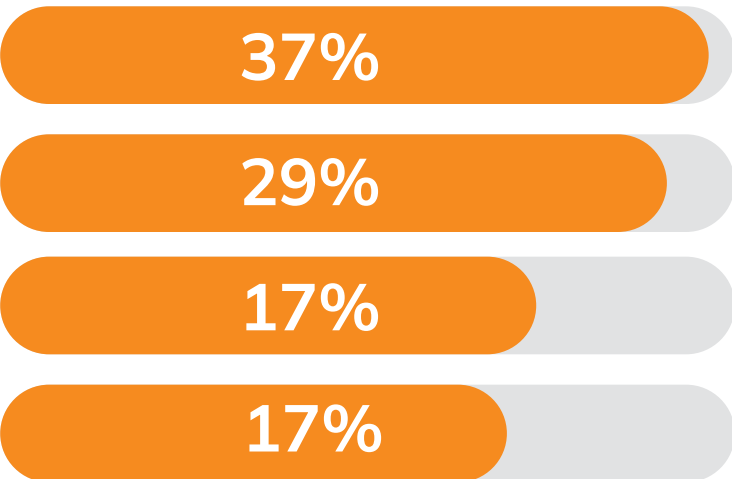
Ibrahim Ahmed | Egypt | Apsco | General Manager

“Sahara is a premier exhibition with a diverse range of international buyers, tailored to meet the specific needs of industries like pesticides, fertilizers, and other agricultural inputs. It offers unparalleled networking and business opportunities for those involved in agricultural development.”

Kadiri Rashad | Ghana| CropLife | CEO

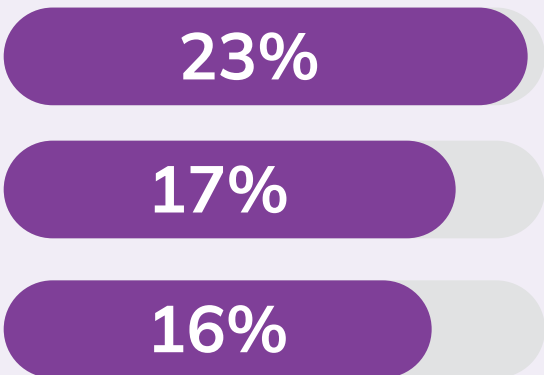
Seniority level

Owner / Chairman (High Level MGT)
Junior Manager / Executive
Farmer / Freelance
Senior Manager / Manager (Mid level MGT)

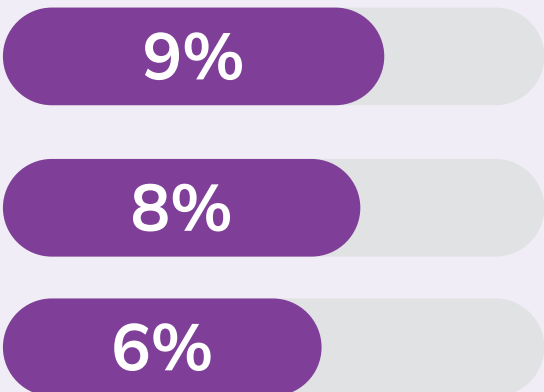


Job Function

Engineering
Sales / Marketing & BD
Student



Management
Investor
Crop Farming



Sahara Conference

Sahara's Technical Conference stood out as Egypt's premier event in the exhibition sector, offering a comprehensive platform to explore the latest innovations, opportunities, and trends within the agriculture industry. Seasoned professionals and esteemed pioneers converged to share their wealth of knowledge and expertise with conference attendees.

Spanning three days, Sahara's Technical Conference served as an invaluable resource, providing visitors and delegates with a roadmap to navigate the dynamic landscape of industry developments, opportunities, and challenges.

During the three-day event, the conference featured 65 sessions that focused on innovative strategies to address challenges in the agricultural sector, approaches to advance the industry, and support for entrepreneurs seeking to enter and succeed in the market.



65

Talks



90

Speakers



3,917

Delegates

Conference Sponsors



Conference Speakers



Khaled Badr

Chief Executive, Strategy and corporate Communications
Agricultural Bank of Egypt



Saad Mohy EL Din

Head of Small and Medium Enterprises Financing
Operation at NBE



Dr. Mohamed El Kersh

Deputy Minister of Agriculture and land Reclamation & Official Spokesman of the Ministry of Agriculture and land reclamation



Dr. Tamer Badr Ali Abdelghany

Head of SME Product Development at NBE



Akhlad Alabhar

Founder and CEO of Egrobots



Dr. Hassan Shams

Head of Research, Soils, Water & Environment Research Institute



Marwa Hussein

Director of the Agriculture Program at Care



Mrs. Dorra Fiani

Founder and President of Knowledge Economy Foundation



Dr. Ishmael Amoako Attah

Senior Research Scientist at cocoa Research Institute of Ghana Cocoa Board



Saad Harraz

Founder of Harraz Farm & Garden



Dr. Mamdouh Issa

Managing Director of AHDO and the food safety and Sustainable Development Expert



Dr. Samar Attaher

Research Associate – Agronomist at ICARDA Soil

NEW

The Women in Agri Networking Event

The Women in Agriculture Networking Event was a remarkable occasion designed to bring together and empower women within the agriculture industry. It served as a forum where women involved in agricultural pursuits could connect, exchange experiences and knowledge, and foster inspiration and mutual learning. This event embodied the essence of women's empowerment, providing a platform for discussions on their roles within the agriculture sector, personal journeys, and the sharing of challenges and strategies to overcome them.



14

Women
Speakers



316

Delegates

Women
Empowerment
Partner



Women in Agri Speakers



Iman Mostafa Kamel

Founder and Managing Director of Hazel Farm



Marwa Hussein

Director of the Agriculture Program at Care



Hanaa Youssef

Senior Exhibition Director at Informa Markets



Sherifa Kira

Chief Executive Officer for Jinet landscape and services



Reham Salah Eldin Youssef Gad

CEO & GM Fruiticana (Dana Farms)



Reham Fouda
Co-Founder and Vice Chairman of Ethmar Green For Agricultural Development

Food Security Seminar Powered by AHDO

food safety and good agricultural practices impacts on achieving food security in Egypt and developing countries

Focused on the effective implementation of food safety management systems, good agricultural practices, and reliable verification tools used in agribusiness and its supply chains. Experts discussed how these measures enhance food quality and safety, ultimately leading to improved public health and the achievement of food security and sustainability.



5

Speakers



549

Attendees

Powered by



SAHARA



Food Security Seminar Instructors



Dr, Mamdouh Issa

Managing Director of AHDO and the food safety and Sustainable Development Expert



Nancy Iraba

Co-founder and the chief Executive Officer at Healthy Seaweed co. Limited



Mashoko Chakanyuka

Head of Youth Employment in Agriculture, AGRA



Prof. Dr. Ahmed Abd El-Ati

Chairman of the African Committee on Science and Technology (STC), for the United Nations Convention to Combat Desertification (UNCCD)



Prof. Onesimus Otieno

Chair & Professor of biological sciences at oakwood University

Agriculture Consultancy

The Consultancy Zone

An educational platform at the Sahara Exhibition, the Consultancy Zone offered farmers the opportunity to consult with experienced agricultural experts to enhance their farming techniques. These experts specialized in various fields and were available to answer questions throughout the exhibition.

Purpose of the Consultancy Zone

The Consultancy Zone aimed to provide farmers with direct access to expert guidance and support. By engaging with experienced consultants, farmers were able to make informed decisions to optimize their practices and boost their crop yields.



16

Consultants



511

Attendees

Consultancy Speakers



Saad Harraz

Founder of Harraz Farm & Garden



Professor. Dr. Mohamed Fathy Salem

Professor of Biological Control and Organic Agriculture



Eng. Sami Awad Gaballah

Trainer and consultant for date Farms and Agriculture Projects



Ragy Ramadan

Founder & CEO of NoorNation



Prof. Dr. Isalm Farahat

Professor at the National Research Center and consultant for North Africa and the Middle East at FAO



Khaled Moubarak

Agriculture in High tech Greenhouses and Soilless Agriculture



Mohamed El Komary

Business Development Service Specialist at National Bank of Egypt (NBE)

The Netherlands Workshop

The "Farming the Future" workshop at Sahara Exhibition 2024 comprised four sessions over two days, focusing on sustainable agricultural practices and innovations.

Session 1 discussed support for agri-entrepreneurs, featuring insights from AfricInvest and CARE Egypt.

Session 2 explored smart farming solutions to enhance water and nutrient efficiency, with contributions from Delphy and Wageningen University & Research.

Session 3 introduced the Greenports concept for horticulture cluster development, highlighting Dutch experiences and their applicability to Egypt.

Session 4 addressed building resilient farming systems through advanced technologies and collaborations.



Seeds and Nurseries Workshop Powered by Harraz Farm & Garden

Harraz Farm hosted a workshop led by instructors Saad Harraz and Khaled Mubarak, focusing on essential agricultural practices. The session emphasized the significance of nurseries in producing healthy seedlings, managing growth cycles, and improving crop quality. It covered propagation tools and techniques, including soil-based and soilless media, while highlighting critical germination factors such as temperature and humidity. Participants also gained insights into seed selection, including choosing suitable varieties, understanding disease resistance, and aligning seeds with environmental and farming conditions.

The workshop offered valuable practical knowledge to optimize plant growth and boost agricultural productivity.



2

Speakers



310

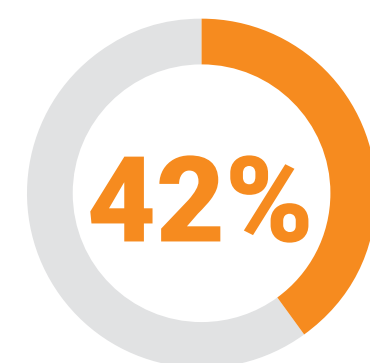
Attendees



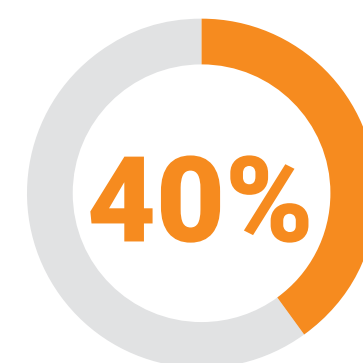
New in 2024

Mobile Application

Sahara expanded business opportunities with the launch of our new event mobile application for the first time in 2024! The app provided personalized recommendations and personal agenda for each user, detailed lists of participants & exhibitor products, exceptional features for messaging and setting up meetings with visitors and potential buyers, as well as sponsorship opportunities. The availability of a user-friendly mobile app empowered our audience to effectively plan and achieve success during the event and beyond. Thousands of industry professionals enhanced their event experience with additional time, access, and value.



of members
active



exhibitor
products added



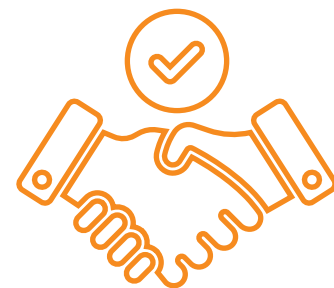
Matchmaking Program

Introduced with the aim of fostering business connections between exhibitors and visitors, our innovative exhibition application was launched to enhance the matchmaking program, providing a seamless business matching experience. The application served as a platform for users to find, connect and schedule meetings with the most relevant companies that align with their business needs, prior to the show. The program is designed to maximize users' time and facilitate impactful meetings, ensuring a productive and engaging experience.



386+

Conducted Meetings



83+

Participating Exhibitors

Hosted Buyers Program

This year, we successfully hosted a distinguished Hosted Buyers program, welcoming over 100 local and high-level international buyers from various countries across India and Africa. This initiative facilitated numerous meetings, enabling participants to forge valuable business connections and explore potential partnerships. The program not only enhanced the exhibition's networking opportunities but also provided a platform for these buyers to engage directly with exhibitors, discuss innovative agricultural solutions, and identify collaborative ventures. The positive feedback from participants highlights the program's effectiveness in fostering international trade relations and advancing agricultural development in the region.



70+

Local Hosted Buyers



30+

International Hosted Buyers



8+

Countries



3+

International Associations



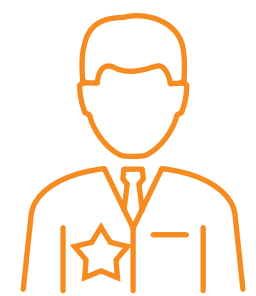
1,6M+

Deals Closed

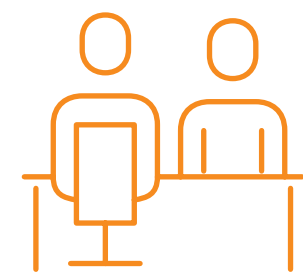


VIP Participants

Sahara proudly welcomed over 160 VIP participants this year, including 70+ representatives from embassies, international organizations, and government officials. Notable attendees from leading companies and farms in the agriculture sector further underscored Sahara's reputation as a premier platform for high-level engagement in agriculture.



160+
VIPs



22+
Embassies



10+
Government and
Associations



2024 Marketing Campaigns in Numbers



43,548,766

Total Impressions



6,666,876

Total Reach



510,000

Webpage Views



51,112

Registrants



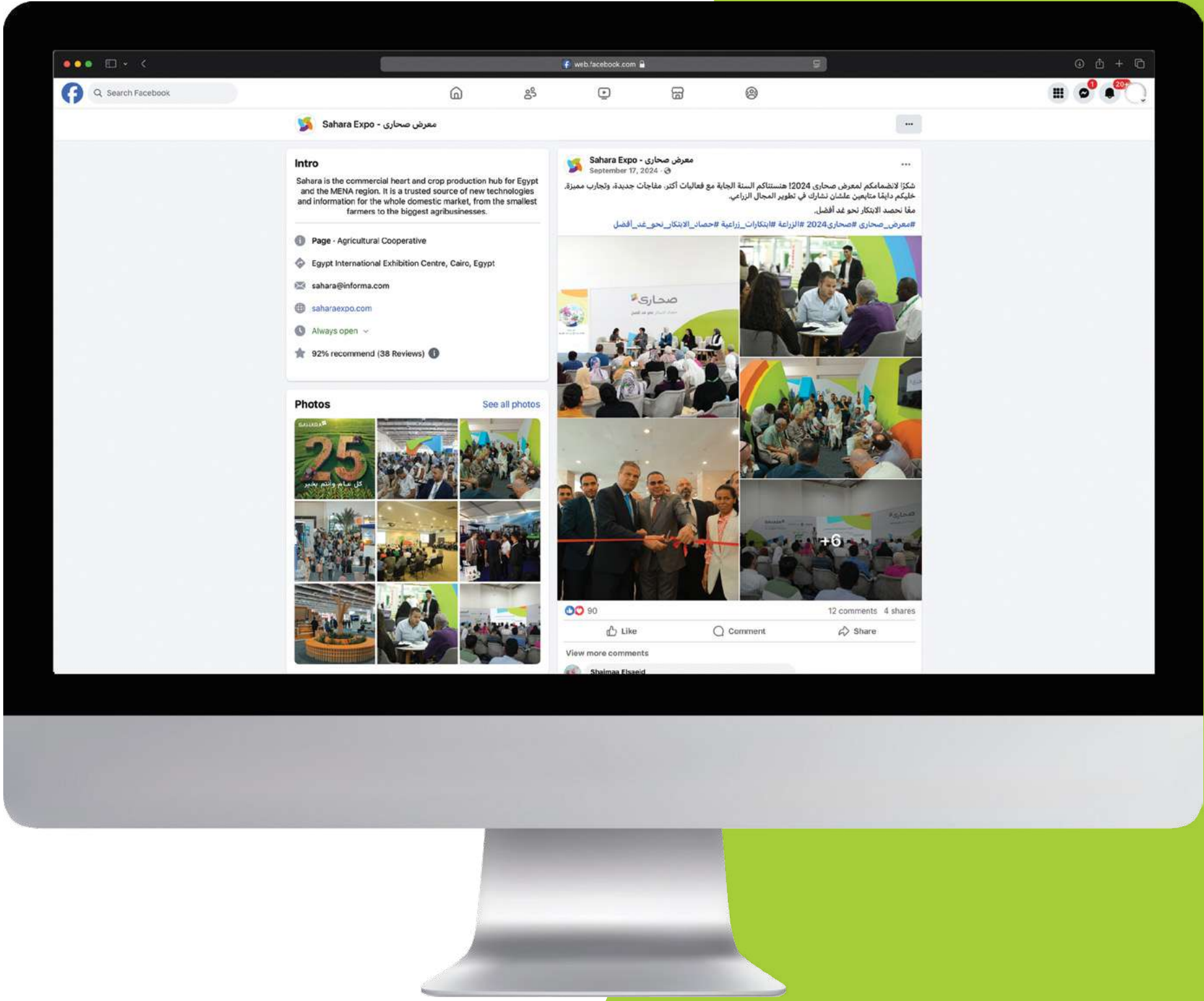
130

Countries Reach



2,300

Emails Delivered



THE BEST IS YET TO COME!

Sahara 2025 will set the stage for
bigger, more exciting opportunities

14 - 16 September 2025

Egypt International Exhibition Center-EIEC

ENQUIRE TODAY

