

# SAHARA



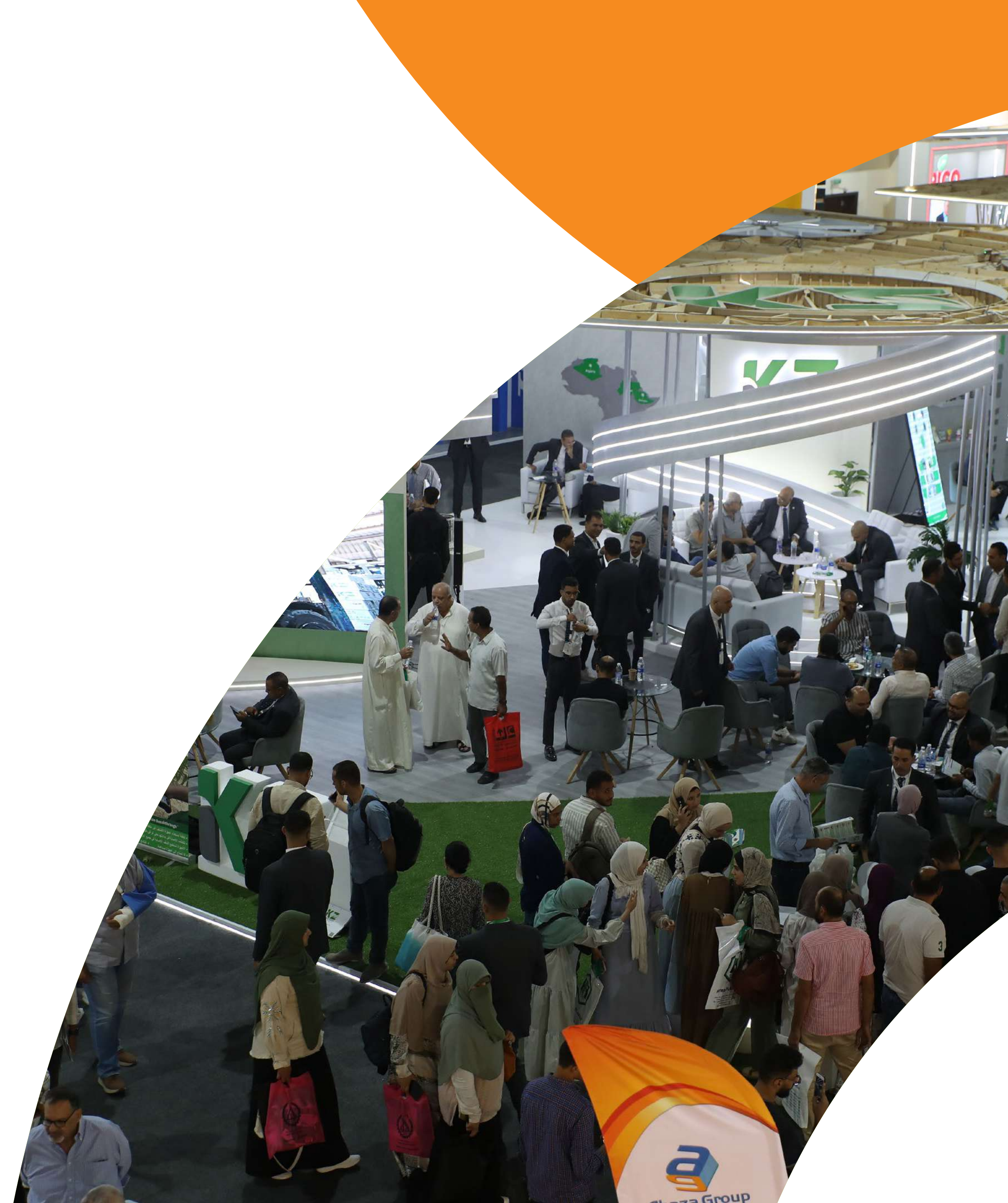
14 – 16 September 2025

Egypt International Exhibition Center-EIEC

## EVENT BROCHURE

**HARVESTING INNOVATION FOR  
A BRIGHTER TOMORROW**

[saharaexpo.com](http://saharaexpo.com)







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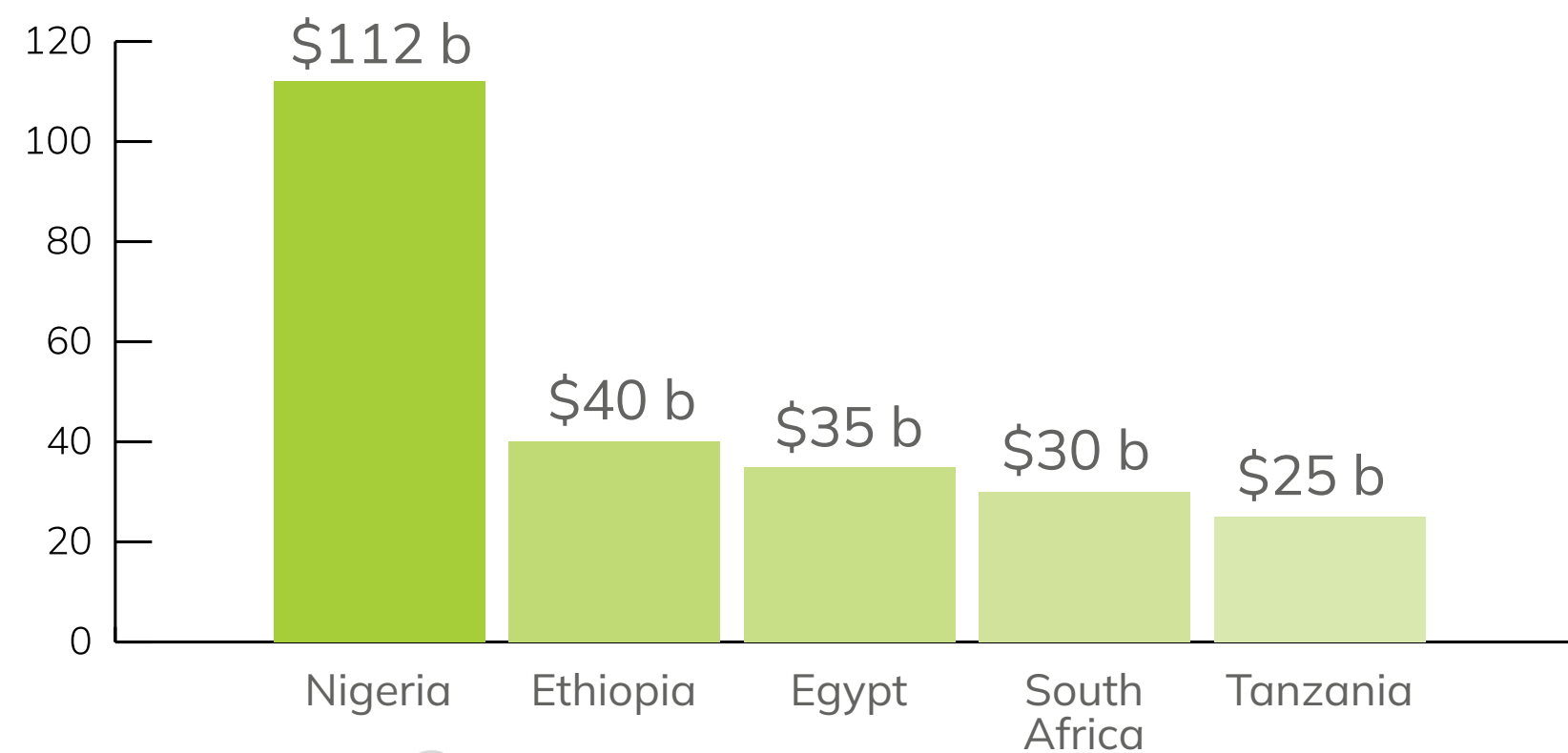


# Why Africa

The current market size of Africa's agribusiness industry is estimated at approximately \$280 billion USD as of 2023. This sector is poised for significant growth due to the continent's vast agricultural potential, including fertile land and a rapidly growing population. According to projections from the African Development Bank, the market is expected to grow substantially, reaching a value of around \$1 trillion by 2030, with various factors like urbanization, increased local demand, and improved access to resources fueling this expansion.

Annual Growth Rate (CAGR) for Africa's agribusiness market from 2023 to 2030 is approximately 19.94%.

## Top African Countries in Agribusiness:





# What to expect at SAHARA 2025

Sahara is set to be its most extensive edition yet, showcasing a wider range of agricultural solutions, machinery, and innovations. The event anticipates a 10% increase in attendance, attracting professionals from Egypt and major agricultural markets across Africa.



**20,000**

Expected attendees



**5,000**

Expected delegates



**350+**

Exhibiting companies



**90+**

Speakers



**4**

Features

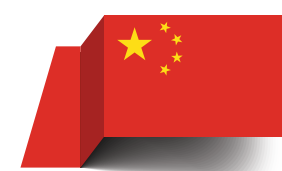


# Exhibiting Countries

Sahara 2025 features exhibitors from over 20 countries. This year's edition focuses on key countries, aligning with attendee interest in exploring a wide range of agricultural inputs, equipment, and sustainable solutions from leading regions.



Egypt



China



India



Türkiye



Italy



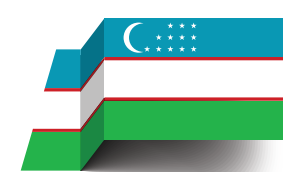
U.A.E



Lebanon



Austria



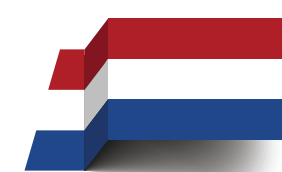
Uzbekistan



Indonesia



Korea



Netherlands



Jordan



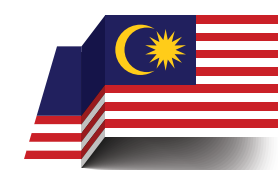
Belgium



K.S.A



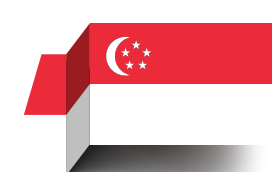
Hungary



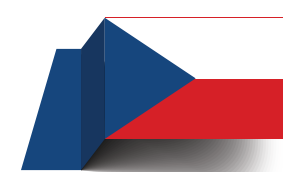
Malaysia



Spain



Singapore



Czechia



Germany



Nigeria



Cyprus



Poland





# Sahara Main Sectors



WATER  
MANAGEMENT



GREENHOUSES



SEEDS &  
NURSERIES



FERTILIZERS &  
CROP PROTECTION



AGRI-TECH



SERVICES



POST  
HARVEST



SUSTAINABLE  
AGRICULTURE



AGRICULTURAL  
MACHINERY



ANIMAL HEALTH &  
FEED





# Who will you meet?



FARMER



ENGINEER



FARMING  
CONSULTANT



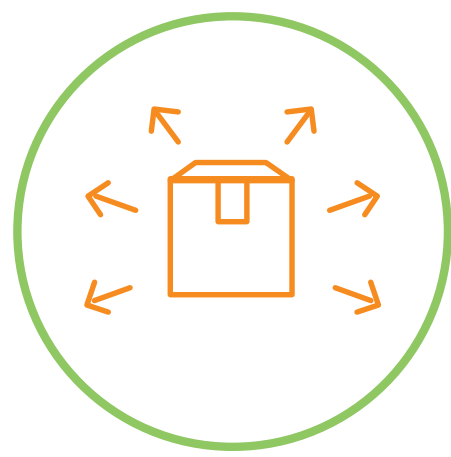
WATER  
SPECIALIST



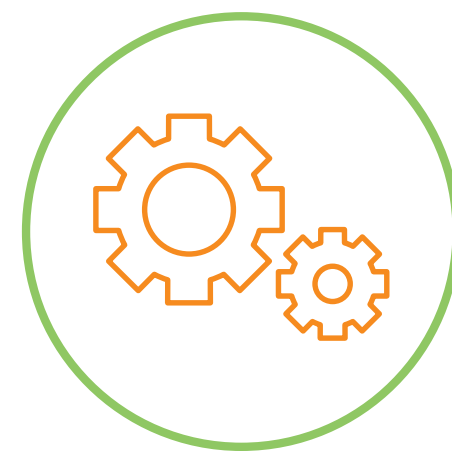
INVESTOR



GOVERNMENT



DISTRIBUTOR



FOOD  
MANUFACTURER



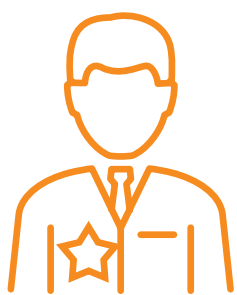
VETERINARIAN



# Exhibit to grow your business



Connect directly with agricultural professionals, suppliers, and buyers from Egypt and across Africa.



Benefit from an exclusive VIP matchmaking program that links exhibitors with high-value buyers in the agricultural sector.



Network with policymakers, distributors, and industry leaders who can facilitate business expansion and market entry.



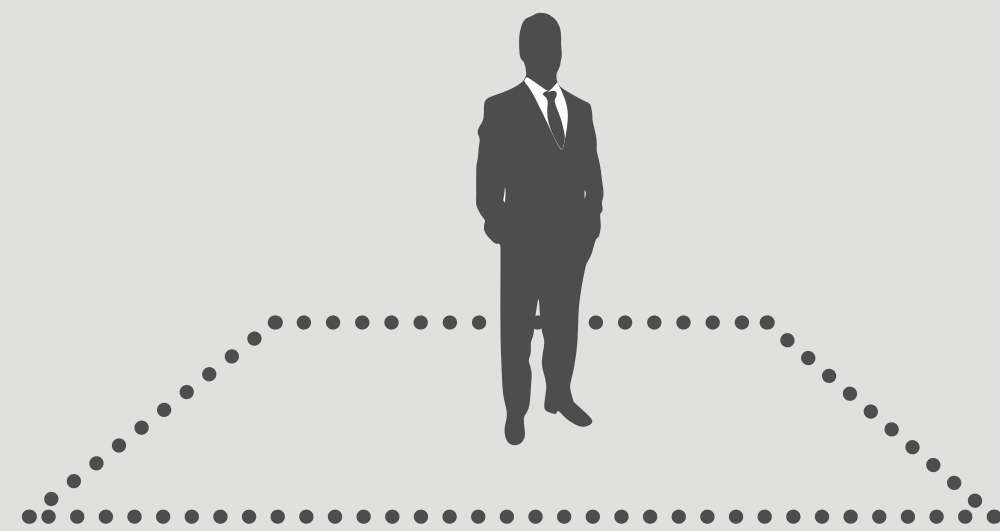
Position your brand as a key player in Africa's rapidly evolving agriculture industry.





# Exhibiting Opportunities

## Space Only



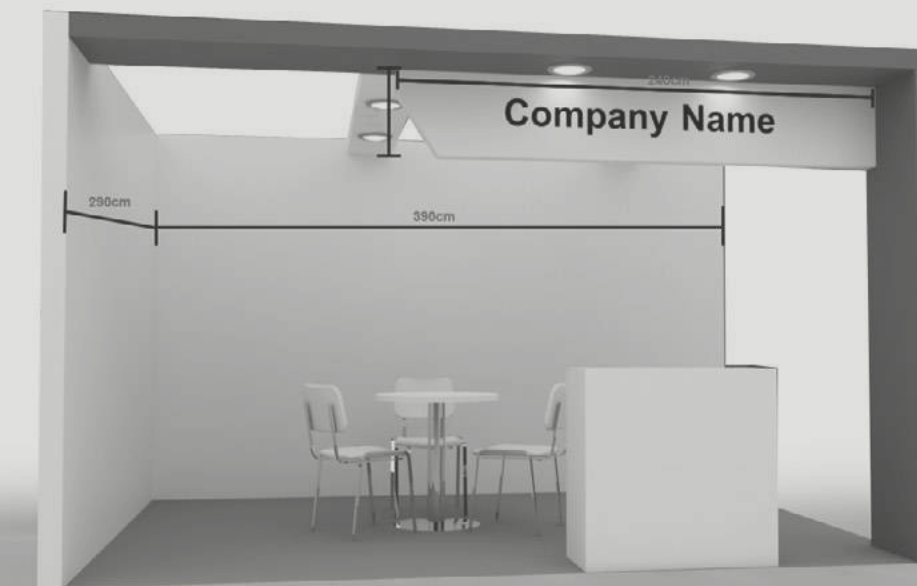
Allows you to design and produce an original stand

## Shell Scheme



Includes aluminum ready-built stand with power, lights, carpet, name board.

## Wooden Stand



Includes ready-built stand with power, lights, carpet, name board, and waste bin.



# 2025 Features



## Conference

Sahara 2025 Conference stands 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.



## The Women in Agri Networking Event

The Women in Agriculture Networking Event will be a remarkable occasion designed to bring together and empower women within the Agriculture Industry.



## Matchmaking Programme

Introduces a high-level hosted buyer program designed to attract key buyers from Europe, Asia, and Africa. Hosted buyers are connected with companies seeking to export, with meetings conducted in a one-on-one setting within the Hosted Buyer Lounge, strategically located at the show.



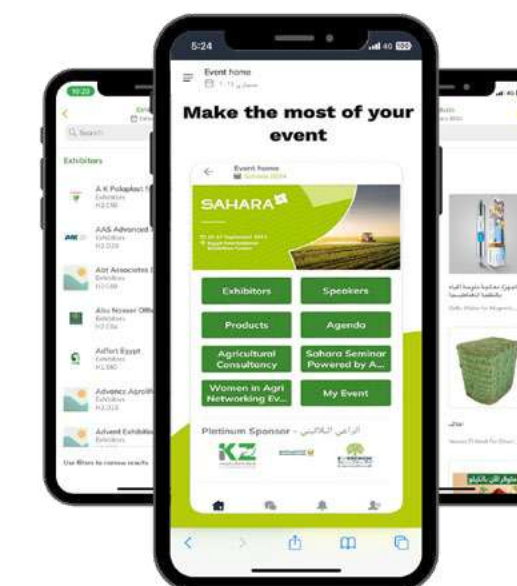
## Agricultural Consultancy

The Consultancy Zone is an educational feature that allows farmers to ask experienced consultants questions to improve their farming processes.



## Workshops

In-depth technical sessions providing our delegates with focused educational content



## Event App

Sahara 2025's mobile app will enhance business opportunities with personalized recommendations, exhibitor listings, networking features, and sponsorship options, helping industry professionals connect and maximize their event experience.



# Sahara 2025 Conference

Sahara 2025 Conference stands 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. Here, seasoned professionals and esteemed pioneers converge to communicate their wealth of knowledge and expertise to our conference attendees. Spanning three days, Sahara's Technical Conference serves as an invaluable resource, furnishing visitors and delegates with a roadmap to navigate the dynamic landscape of industry developments, opportunities, and challenges.

## Conference Tracks

- Filling the Gap: Investments & Trading in the Agriculture Industry in Egypt
- Agricultural Water Management & Irrigation Systems using Sustainable Techniques
- Agritech & Modern Agricultural Practices
- The Latest Sustainable Practices in the Agriculture Industry
- Egypt's Greenhouse Industry Market



**5000+**  
delegates



**90+**  
speakers



# Matchmaking and VIP Programme

Sahara Matchmaking & VIP Programme connects key buyers from Europe, Asia, and Africa with exhibitors seeking to export. Buyers receive complimentary flights and accommodation, with strict vetting to ensure only decision-makers participate. Fully Hosted Buyers must attend at least six pre-scheduled matchmaking sessions daily, with details provided two weeks before the event. The program facilitates sourcing, purchasing, and trade deals, ensuring exhibitors gain both financial ROI and valuable business connections.

## Participant Hosted Buyers' Companies:



**PH SUPER FOODS**  
PRIVATE LIMITED



SAHARA



Ghana Cocoa Board  
Pushed to Maintain Premium Quality Cocoa



**SOLEVO**



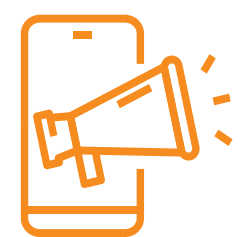
**RWATHIA AGROFARM**





# Unrivaled Sponsorship Opportunities

Beyond the event, Sahara offers year-round engagement and market intelligence, enabling exhibitors to drive industry influence, establish partnerships, and solidify their presence in Africa's rapidly evolving agriculture sector.



**6,666,876**  
Reach



**510,000**  
Website Visits



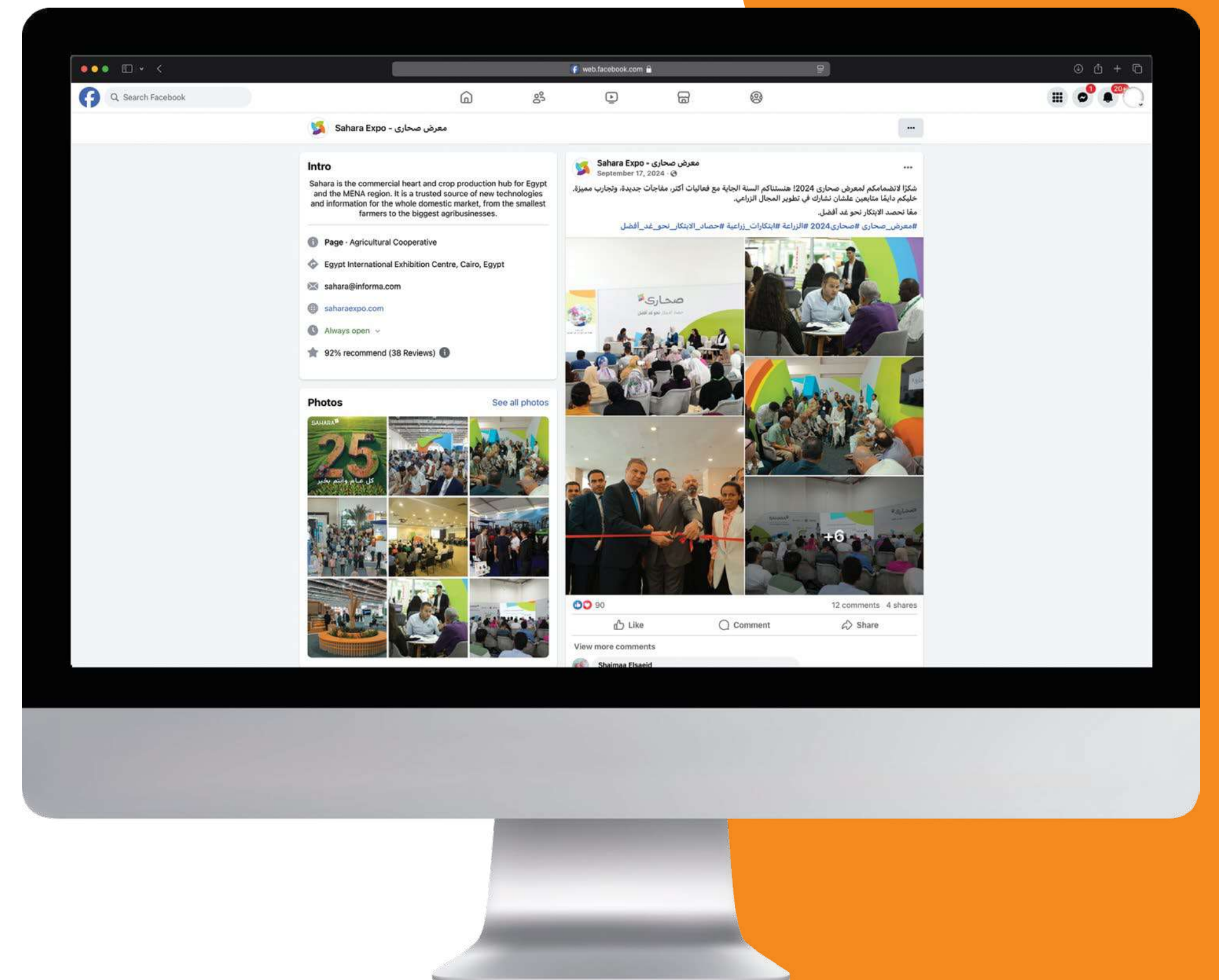
**100,000**  
Network of Agriculture Professionals



**78k+**  
Social media followers

[DOWNLOAD SPONSORSHIP BROCHURE](#)

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# Testimonials

## 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**

“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 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**

SAHARA

## Exhibitors' Testimonials

“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**

“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 | Cofounder**

“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**



**WATCH 2024  
HIGHLIGHTS**



# 2024 FEATURED 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



# Better Stands at Sahara 2025

At Sahara, we embrace raising the level of awareness and improving the sustainability of our event. Disposable, single-use exhibitor stands contribute to over 80% of waste on the show floor and have a detrimental impact to the environment. The Informa Better Stands programme is our commitment to reducing disposable stands and replacing them with higher quality, re-usable structures made from robust, sustainable materials. We're encouraging exhibitors to join us in this journey, towards a more sustainable, and responsible future for the exhibition industry.

The programme has been divided into 3 key stages:



- Stand structure and walls
- Platform or raised flooring
- Furniture and equipment
- Lighting



- All Bronze elements, plus:
- Fascia & overhead signage
  - Rigged structure
  - Ceiling
  - Display facilities



- All Bronze and Silver elements, plus:
- Graphics & decorative items
  - Floor covering



All elements of a particular category must be reused or recycled in order to achieve that classification.

Contact the sales team at [sahara@informa.com](mailto:sahara@informa.com) to for more information and guidance as to how you can be more sustainable with your stand build.



Contact our team today for more information about exhibiting at Sahara 2025.

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Exhibition Manager

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Sales Manager

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**ENQUIRE TODAY**





# We are waiting for you!

14 – 16 September 2025

Egypt International Exhibition Center-EIEC

Organized by

