

Endorsed by



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

AgraME

POST SHOW REPORT

10 – 12 April 2017
Dubai World Trade Centre

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exhibitions

AgraME 2017

The industry's most important platform for Agribusiness, Aquaculture and Veterinary in the MENA region.

Over the last 15 years, AgraME has helped develop the farming industry in the Middle East & Africa.

Officially endorsed by the UAE Ministry of Climate Change and Environment, AgraME is the largest trade show in the region for Agriculture, Aquaculture and Animal Health industries.

Bringing together participants from over 90 countries, AgraME offers innovative solutions to increase food security in the MENA region.

The 2017 edition of AgraME, concluded in April at the Dubai World Trade Centre and was once again lauded by its visitors, exhibitors and governmental support bodies.



“Hosting events in the UAE such as AgraME, the region's largest event dedicated to agriculture and aquaculture, gives the industry further opportunity to develop, share knowledge and grow.”

His Excellency Dr. Thani Ahmed Al Zeyoudi
UAE Minister of Climate Change and Environment

Highlights



269 EXHIBITORS from **44** COUNTRIES



4526 VISITORS from **92** COUNTRIES



TOP 10 EXHIBITING COUNTRIES



CHINA



SOUTH KOREA



TURKEY



UAE



UNITED STATES



INDIA



DENMARK



SPAIN



ITALY



NETHERLANDS



TOP 10 VISITING COUNTRIES



UAE



SAUDI ARABIA



INDIA



OMAN



PAKISTAN



CHINA



KUWAIT



QATAR



SUDAN



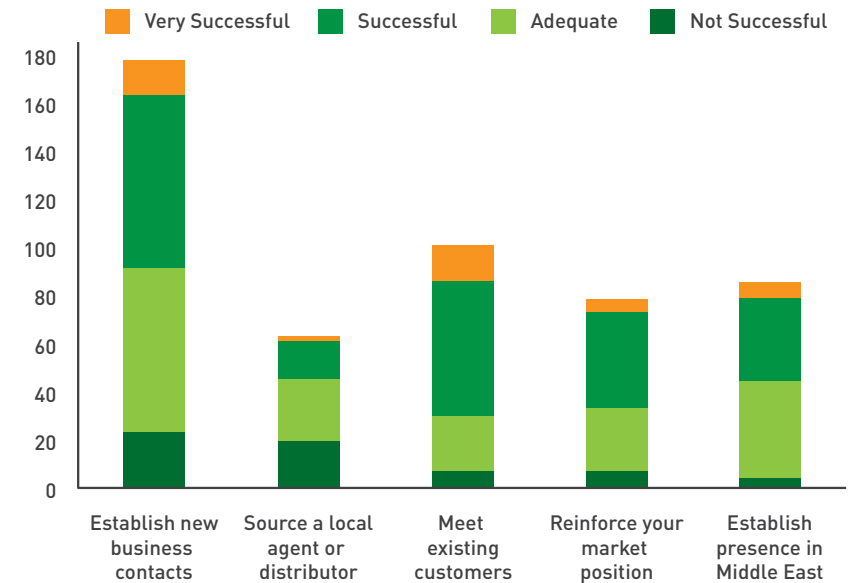
IRAN



What our exhibitors said



Achieving exhibitor objectives



96%

of exhibitors stated that AgraME is beneficial for their business



88%

exhibitors stated that they were successful in establishing new business contacts



85%

exhibitors were satisfied with the quality of visitors



“ We have had visitors from UAE and Africa from all sorts of fields from harvesting to forage. AgraME has given us a bigger branding opportunity at the exhibition and we will definitely be back in the future.”

- Abdul Tausif Butt, Regional Manager, Kanoo Machinery / Massey Ferguson / Bobcat

“ The show is an important industry event with a clear focus on Veterinary. We met our target clientele in the form of new customers and investors and are sure to sign multiple deals worth 4.75 Million Dirhams in the next couple of weeks.”

- Negm Ostgen, Managing Director, German Standard Group, UAE

Sales successes

Launching their first premium forage product under the Agrivita Marabe brand, Agthia announced their partnership with Anderson Hay at AgraME, underlining their commitment to support farming industry as well as the food security of the nation by providing superior quality feed solutions for the livestock of the country.

Another significant deal that was struck at the exhibition this year was by vegetation technology specialists, Veggitech, and the Al Hidaya Global Group based in Saudi Arabia. The partnership will help the KSA based conglomerate bolster their vertical farming capabilities and product offerings.

“ We made a sale worth USD 1.8 Million at the three-day exhibition which wouldn't have happened if we didn't take part in AgraME this year. We have received a huge response from most countries across the Middle East, and we look forward to coming back next year.”

- Ravi Shrotriya, CEO, Veggitech India

“ AgraME has given me the opportunity to find the right products for my business. Not only have we been able to purchase the latest vertical farming technology from Veggitech, we were able to find new ideas and gain information in the field of agriculture. I would advise all players in the industry to visit AgraME next year.”

- Saleh Salem M. Bahwini, Chairman, Al Hidaya Global Group



Our Visitors



92

VISITING
countries



94%

VISITORS
stated that AgraME
is beneficial for their
business



87%

VISITORS
stated that they would
attend the next edition
of AgraME



75%

VISITORS
were satisfied
with the quality of
exhibitors

Visitors area of interest*



Agriculture & Horticulture

41.4%



Poultry & Livestock

34.5%



Veterinary

32.3%



Agri Machinery & Supplies

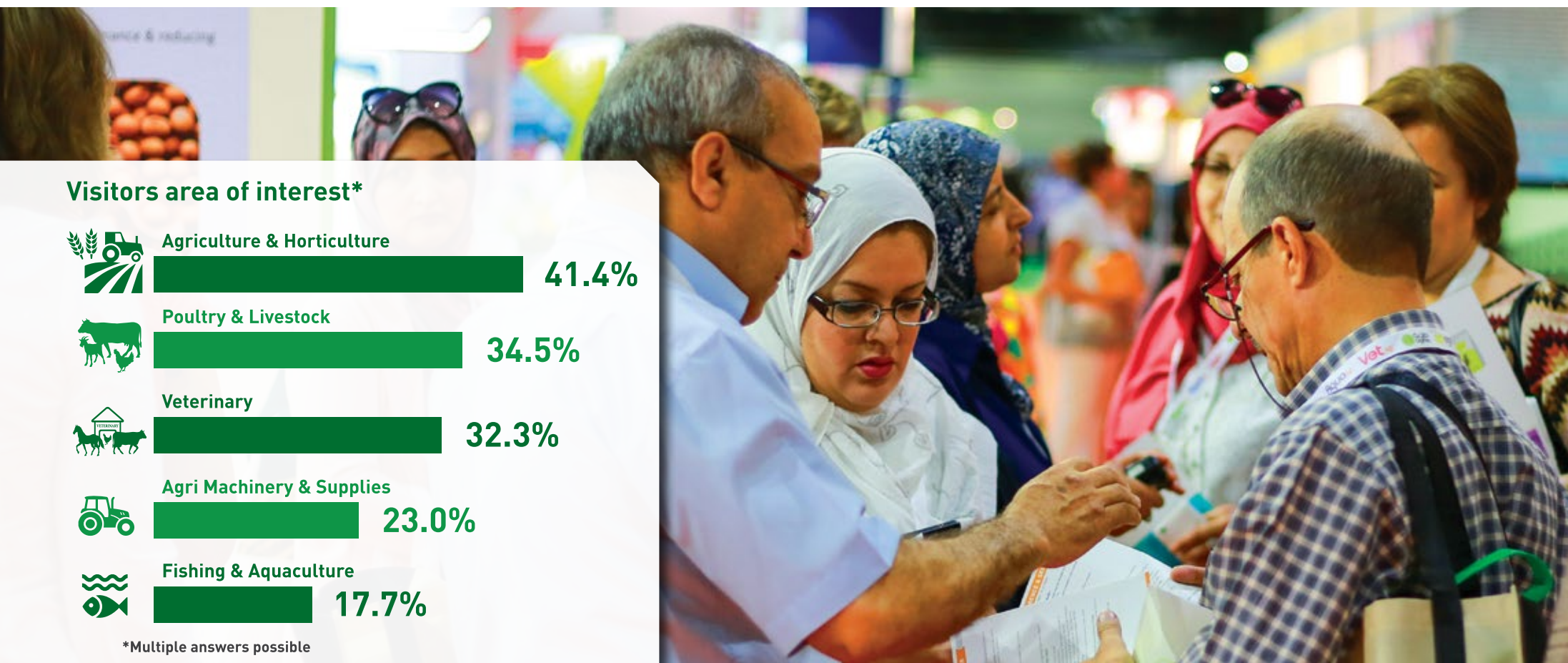
23.0%



Fishing & Aquaculture

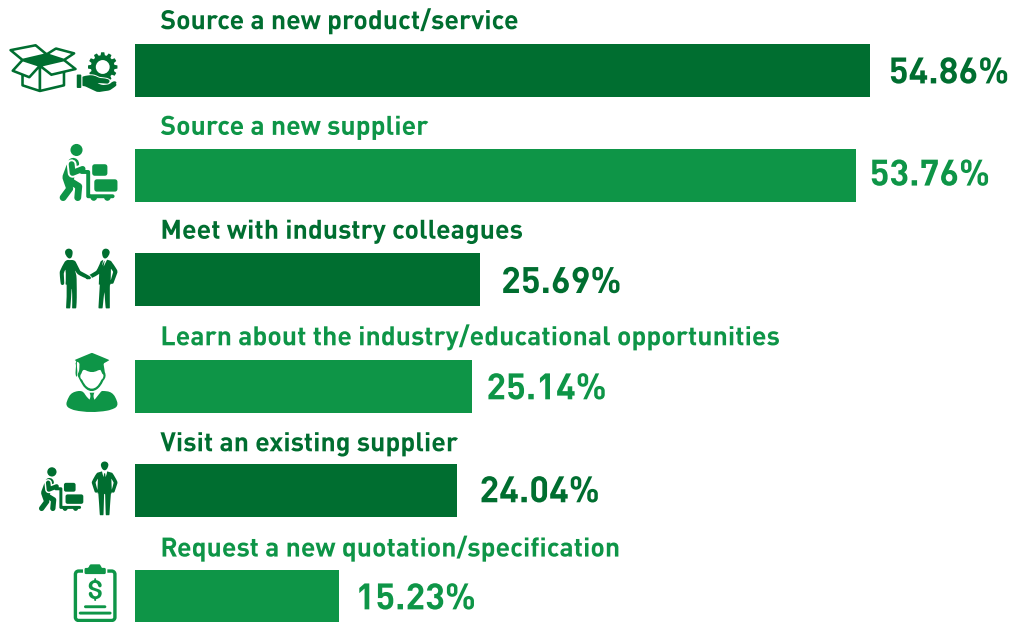
17.7%

*Multiple answers possible



What our visitors said

Main objectives for visiting the event*



*Multiple answers possible

“Being in the industry for the past 40 years, AgraME still helps me connect with the industry. It is the perfect destination to meet with old as well as new suppliers and witness new products in the industry.”

- Hossein Darvish, Import / Export Manager, Paliz Green World, Iran

“For someone new in the industry, AgraME offers the right platform to learn about the challenges and opportunities in the industry and directs your path towards the solution. The exhibition has exposed me to new technologies, materials and designs as well as new concepts like aquaponics and vertical farming which can be used in water conservation.”

- Pius Ajabau, Managing Director, Arco Pipeline Solutions Ltd, Nigeria

“The show provides the ideal destination to find the latest vaccines and medicines that have not been available in the industry. We will definitely be back next year!”

- Dorian Gaeta, Veterinarian, Two Feet Four Paws, UAE

“AgraME is the perfect platform for anybody involved in agribusiness in the GCC region. There is no other event which brings together the global industry under one roof to learn, network and grow.”

- Vinay Nair, Founder, Aaria Biolifesciences Research Pvt. Ltd.



Customer Feedback



Global **great initiative**

INVALUABLE NETWORK

ENLIGHTENING

WELL-MANAGED EVENT

INFORMATIVE

perfect platform

SOURCE

Beneficial

Collaborate

ONE-ROOF

MUST-ATTEND Professional

deeper insights

PURCHASE

ORDER-WRITING

ORGANISED

International

Interesting

Signed contracts

Important GOOD EXPERIENCE

Excellent forum **Educational**



Our Partners

SHOW PARTNERS



MEDIA PARTNERS



EDUCATION PARTNER



OFFICIAL PUBLICATION



About the organiser

informa exhibitions

The Global Exhibitions division connects groups seeking to identify new contacts, develop relationships, improve and expand their business.

Informa Exhibitions delivers around 200 trade and consumer exhibitions annually across the globe. Over 900 talented individuals collaborate to present market-leading events for sectors including Beauty, Construction, Design, Life Sciences, Maritime, Health & Nutrition, Pop Culture and Real Estate. Through face-to-face and digital channels, Informa Exhibitions enables communities to engage, experience and do business. Our Exhibition Brands include Arab Health, Cityscape, China Beauty Expo, World of Concrete and Fan Expo.

Informa Agribusiness Portfolio



Penton Agriculture is the largest, most diversified agriculture information business in North America. We serve over two million farm and ranch decision-makers by providing the information resources they need—news, analysis, events, data, reports, research—to run successful operations.

BeefProducer.

BEEF

BEEF Vet.

Corn+Soybean Digest.

DELTA
FarmPress.

Farm Futures.

Farm Industry News



Feedstuffs



This Week In
AgriBusiness



April 30 - May 4, 2018 | Sao Paulo, Brazil

Agrishow is one of the world's largest and most comprehensive agricultural technology trade shows!



Providing unrivalled breadth of coverage across global agribusiness through a number of leading expert brands including Informa Economics IEG, F.O. Licht, Fertecon, Foodnews, The Public Ledger, Agra Europe, Phillips McDougall and Agrow.

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UNITED ARAB EMIRATES
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AgraME

THE FUTURE IN FARMING

6 – 8 March 2018
Dubai World Trade Centre

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