

Under The Patronage of

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



MIDDLE EAST
POULTRY
EXPO



EXPO
BOOKLET



2022

14 - 16 MARCH

Riyadh International
Convention and Exhibition Center



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



UNDER THE PATRONAGE OF HIS EXCELLENCY

THE MINISTER OF ENVIRONMENT, WATER, AND AGRICULTURE

ENG. ABDUL RAHMAN BIN ABDUL MOHSEN AL-FADHLI

THE **MIDDLE EAST POULTRY EXPO** WILL BE HELD

FROM **14 to 16 MARCH 2022**

AT RIYADH INTERNATIONAL CONVENTION

AND EXHIBITION CENTER





Riyadh will be at the heart of the global poultry industry, where the largest specialized exhibition in the Kingdom of Saudi Arabia in the poultry sector will be held under the patronage of His Excellency the Minister of Environment, Water and Agriculture, Eng. Abdurrahman bin Abdul Mohsen Al-Fadhli, for commercial and scientific exchange between international suppliers and local investors. The exhibition is an ideal new and specialized platform for companies to enter the growing poultry market and take advantage of the opportunities provided by the government of the Kingdom of Saudi Arabia to help shape the future of production in the poultry industry and its inputs in the Kingdom, the Arab Gulf states and the Middle East, which will bring together senior decision-makers in the sector from companies, government agencies and homes Experience. The exhibition will be held at the Riyadh International Convention and Exhibition Center in Halls 1 and 2 on an area of 8000 square meters.

Riyadh

is the ideal place for businesses to access a thriving and rapidly growing market. The Kingdom of Saudi Arabia is the largest Arab Gulf country in terms of area and population, and is the growing player in poultry farming in the Middle East, as the Saudi government is investing heavily in finding innovative solutions to regional challenges in poultry production and innovative response to the ever-increasing demand, and more than what the Kingdom produces alone. About 1.3 billion .birds and 5.4 billion eggs annually



Diamond Sponsor	10x9=90 SQM
Golden Sponsor	10x6=60 SQM
Silver Sponsor	6x5=30 SQM
A1 - A 40	6x6=36 SQM
S 1 - S 22	4x6=24 SQM
F 1 - F 84	3x3= 9 SQM

NOTE: This floor plan is not indicative of the final layout of the show. Alterations as final adjustments will be implemented as required deemed necessary by the organizer.

ORGANIZED BY:

شركة العالمية للمعارض و المؤتمرات
Nesma International Exhibitors & Conferences



Kingdom of Saudi Arabia

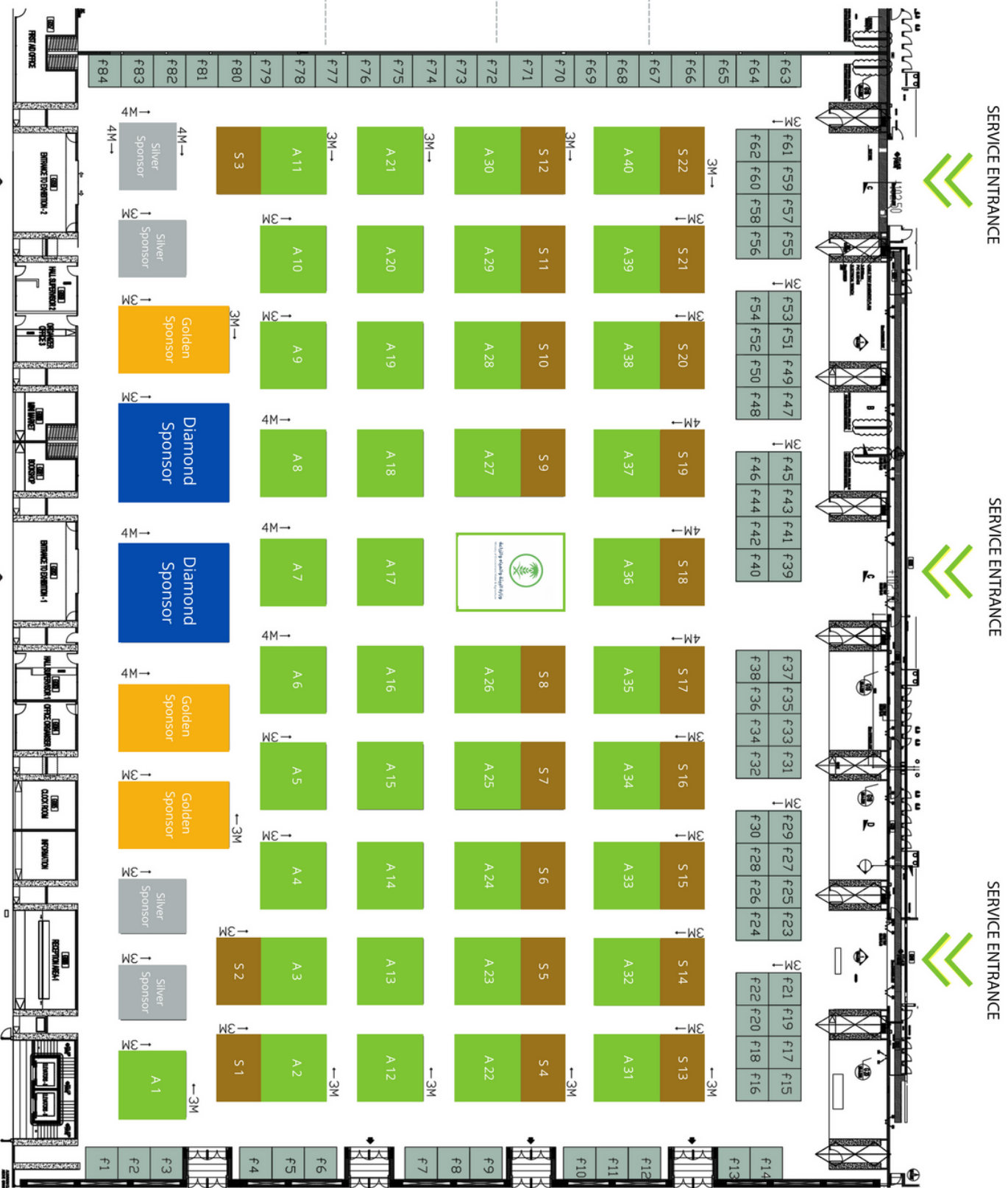
Riyadh 1 2424-3964

+966535984356

www.nesmainternational.com

sales@nep-expo.com

FLOOR PLAN



MAIN ENTRANCE

MAIN ENTRANCE

SERVICE ENTRANCE

SERVICE ENTRANCE

SERVICE ENTRANCE

THE GOVERNMENT OF SAUDI ARABIA

represented by the Ministry of Environment, Water and Agriculture and the Agricultural Development Fund, provides unparalleled financing and support for the development of the poultry sector and the expansion of local production, as it provides financing of up to **70%** of the capital in modern technology projects that include the poultry sector, as well as providing facilities in Granting government lands for projects. In this way, it seeks to achieve the goal of raising the self-sufficiency rate of poultry meat to more than **80%** in the coming years.

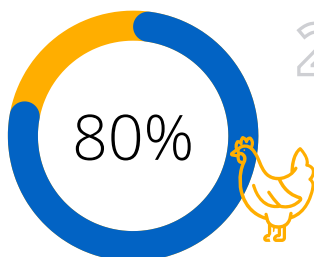


723 MILION RIYAL

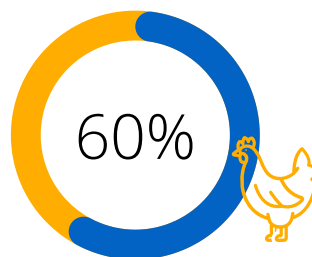
The total amount of support financial fund provided to the poultry sector through the agricultural subsidies program amounted to more than **723** million riyals, according to the last official announcement from the Ministry of Environment, Water and Agriculture in January 2021. The Ministry seeks, through these subsidies, to strengthen the food security system and support new investments in the Saudi poultry industry.

SELF-SUFFICIENCY IN THE SECTOR

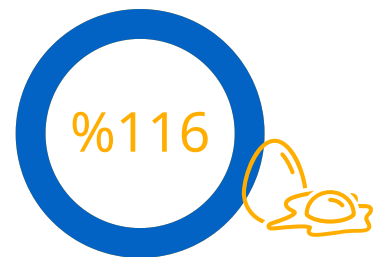
2025



2020



%116



THREE BILLION RIYALS

The Board of Directors of the Agricultural Development Fund, headed by His Excellency the Minister of Environment, Water and Agriculture, approved the fund's budget for the fiscal year 2021, by allocating a financing portfolio worth 3 billion riyals. Includes all sectors targeted for funding, including broiler poultry, egg production, and broiler breeders.



222 LICENSE DURING 2020

The total number of licenses issued by the Ministry of Environment, Water, and Agriculture in the poultry sector amounted to 222 investment licenses during 2020 that included: Broiler poultry projects, automatic slaughterhouses, and egg production. This is out of 2,436 licenses covering all sectors of agricultural and animal production in the Kingdom.



Developed by the Ministry of Environment, Water, and Agriculture. It was represented in increasing the number of licenses and expanding investment operations to increase local production and meet the increasing demand, achieve self-sufficiency, increase the size of the macroeconomy and attract new investors, create job opportunities for national cadres, empower women cadres in support services in the sector, and achieve rural development.

6 GOALS



SAUDI ARABIA MARKET



34.2 The population of the Kingdom

50 Kilogram per capita annual consumption

1166 Poultry farm

1.3 Billion birds are produced annually

12 Million tons of poultry feed annually produced by Saudi factories

5.4 Billion eggs are produced annually

MIDDLE EAST MARKET

%5 the annual increase in the percentage of poultry meat consumption in the Middle East

+20 Billion eggs are produced by the Middle East region annually

+4 Billion birds are produced in the Middle East annually

63.4 Million consumers, and the richest in terms of per capita income



UNIQUE BUSINESS PLATFORM



The Middle East Poultry Exhibition aims to create a unique business environment for investment in the poultry industry, by linking leading international companies with local investors through programs dedicated to hosting businessmen and major investors and implementing business meetings.

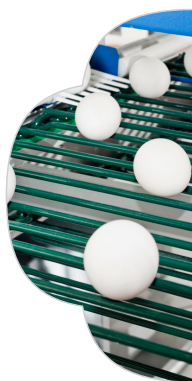
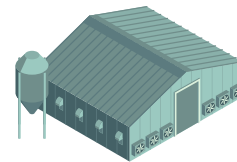
ONE EVENT .. MULTIPLE SECTORS

The Middle East Poultry Exhibition covers, through various pavilions, all the inputs and sectors of the poultry industry, in order to be a specialized exhibition and an ideal destination for investors and specialists from all sectors.



PRODUCTS & SERVICES

- Poultry farming equipment and production techniques
- - Fodder and feed factories and their equipment
- - Equipment for poultry farms
- - Veterinary Medicine and Food Safety
- - Breeds, Origins, and Health of Poultry
- - Nutrition techniques, drinking and feeding systems
- - Slaughterhouses and packaging and transportation technologies
- - Egg production, caging, transportation and storage lines
- - Waste treatment and biosecurity
- -Feed additives and premixes
- -Hatcheries and incubators
- -Poultry vaccinations
- -Broiler breeding and production systems
- -Sterilization, hygiene, and biosecurity equipment
- -Meat and egg products production and packaging equipment



WHY YOU SHOULD EXHIBIT

- Enhance your brand presence in the largest poultry market in the Middle East.
- Meet with investors, traders, and senior decision-makers from the government and private sectors.
- Hosted buyer programs and meetings that connect you directly with investors.
- Showcase your company's latest innovations and products with thousands of visitors and investors.
- Create new distribution channels and agents for your products in the region.



WHY YOU SHOULD VISIT?

- Network with industry leaders and decision-makers influencing the poultry industry
- Establishing partnerships and striking deals with distinguished companies and suppliers
- Explore the latest innovations and machinery in the poultry industry and their inputs
- Learn about the latest global trends in poultry production
- Learn about the latest research and trends through workshops and scientific conferences

HOSTED BUYER PROGRAM

This program has designed for major clients and investors who wish to meet exhibitors at the exhibition to complete their business deals, it is an innovative and unique program designed by the organizers in order for exhibitors to make the most of their participation to meet businessmen and major buyers from the region.



Features of the hosted buyer program:

- Free hotel accommodation for two nights
- Free return ticket
- Reception at the airport
- Transportation from the airport to the hotel upon arrival and back upon departure
- 24/7 access to a VIP lounge and business center





مؤتمر الشرق الأوسط وشمال أفريقيا للدواجن
MENA Poultry Conference 2022

www.mepc-wpsa.com

14-16 MARCH 2022

RICEC

MENA POULTRY CONFERENCE

"Poultry Production Under High Environmental Conditions"

In conjunction with this major event, the World Poultry Science Association WPSA is organizing its first conference in the Middle East, which the Ministry is hosting with this international exhibition. The theme of the conference will be "Poultry Production Under High Environmental Conditions". The conference will host participants and international speakers who are experts in the field of poultry production and industries.

CONFERENCE TOPIC

1. Molecular genetics and gene expression
2. Introducing major and mark genes
3. Nutrition and physiology
4. Managing environment
5. Hatching management
6. Modulating immunocompetence
7. Health care

PARTICIPANTS AND ATTENDEES

1. University faculty members
2. Livestock and agricultural engineers
3. veterinarians
4. Students of faculties of agriculture and veterinary medicine
5. farm managers
6. poultry breeders

PARTICIPATE NOW AND HELP SHAPE THE CHANGING VIEW OF THE POULTRY SECTOR AND KNOW THAT YOUR PARTICIPATION CAN MAKE A HUGE DIFFERENCE IN THE FUTURE OF THE POULTRY INDUSTRY.





TOURISM PROGRAM

The exhibition's tourism partner provides a tour of the archaeological sites in the city of Riyadh, including the historic Al-Diriyah area, the Qasr Al-Hukm area, the heritage markets, and the national museums. Groups can also coordinate other trips and destinations in the Kingdom. For more information, please visit the exhibition website.



TO BOOK STAND

Please fill out the subscription form via www.mep-expo.com

Or contact directly via
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sales@mep-expo.com

For contacts and other inquiries

general inquiries

info@mep-expo.com

For media

media@mep-expo.com

For international visitors and visa

visa@mep-expo.com

LOCATION AND VISITING TIMES

Venue: Riyadh International Convention and Exhibition Center

Date: Monday, March 14, 2022, until
Wednesday, March 16, 2022

Time: 4:00 PM - 10:00 PM

***It is unauthorized to enter persons under
16 years of age**

ORGANIZERS

NESMA INTERNATIONAL EXHIBITIONS
AND CONFERENCES CO.

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www.nesmainternational.com

نسما العالمية للمعارض و المؤتمرات
Nesma International Exhibitions & Conferences





THE PROMOTION AND MARKETING PLAN



500,000



1000,000



995,000



65,000



10,000,000



2,000,000

+700



Direct invitation to companies, commercial attachés, government agencies and poultry federations



65,000

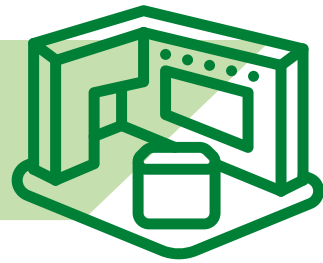
5,000,000



30

(newspapers, radio, television, magazines)

EXPO STAND OPTION



SHELL SCHEME STAND

SAR 1620 / sqm

- Start from 9 square meters
- includes (wall walls, 1 table, 2 chairs, floor carpets, 3 spotlights, 1 electrical socket)

SPACE ONLY

SAR 1420 / sqm

- Start from 24 square meters

ADVERTISING AND BRANDING



EXHIBITION CATALOGUE

The exhibition catalogue is one of the most powerful tools for exhibition marketing. It is used by visitors to browse products and exhibitors and is kept for long periods after the exhibition. The exhibition guide is distributed free of charge to visitors and exhibitors.

- Front cover back SAR 15,000
- Back Cover Back SAR 13,000
- Front Page (Front-Back) SAR 12,000
- Second page (front-back) SAR 11,000
- Third page (front-back) SAR 10,000
- Two colored inner pages SAR 6,000
- Inner color page SAR 4,000
- Half page SAR 2000

HANGING BANNERS

Hanging Banner 2m × 3m = SAR 5000

Hanging banners attract visitors' attention and interest to visit your booth, and are a tool for promoting your brand. **Note: The Hanging Banner is designed and prepared by the exhibiting company**



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