

AGRAME

The Middle East's Largest Agribusiness Trade Event
www.agrammiddleeast.com

**Agri
Business**
Exhibition



**Poultry
& Livestock**
Exhibition



**Fishing &
Aquaculture**
Exhibition



**Flower
& Garden**
Exhibition



**Machinery
& Supplies**
Exhibition



NEW



Organised By



IIR MIDDLE EAST

CONFERENCES ■ EXHIBITIONS ■ TRAINING

an informa business



March 29 - 31, 2010

DUBAI

International Exhibition Centre

AGRA Middle East is the largest agribusiness trade event in the Middle East which brings together four distinct yet closely linked exhibitions under one roof. The event showcases the latest advances in **agriculture & irrigation**, **animal husbandry & poultry farming**, **floriculture & horticulture** and **fisheries & aquaculture** for the GCC region.

A Retrospective on AGRAME 2009

Dates: March 30th – April 1st, 2009

Venue: Halls 7 & 8, Dubai International Exhibition Centre

Net Floor Space: 2313 m²

Exhibitors

Number: 153

Number of countries represented: 33

Country Pavilions: Australia, China, France, Malaysia, the Netherlands, Turkey, Italy, Saudi Arabia, UAE

Visitors

Net trade visitors: 3669

Average days attended: 1.89

Number of countries represented: 66

AGRAME Seminars

Number of sessions: 11

Speaker countries represented: 7

82% of the Exhibitors will return to the event in 2010, as compared to 67% in 2009, highlighting the increasing confidence of the exhibitors in the event.



Introducing Machinery and Supplies at AGRAME

Machinery & Supplies 
Exhibition MIDDLE EAST

Running for over 10 years, AGRAME is now regarded as a must visit event by the agriculture industry of the Middle East and GCC region. Recognising the need for a platform to source agricultural machinery, AGRAME is excited to introduce **Machinery and Supplies Middle East**, a dedicated zone for the agriculture equipment and machinery.

Book your space at Machinery and Supplies TODAY!

Tel: +971 4 3365161

Email: agramiddleeast@iirme.com

Website: www.agramiddleeast.com

“Another fantastic and well organised event! Not only was the 3 day event a success, but the pre-event invitations, electronic reminders and SMS updates were well received. It is good to see that during these trying economic times that AGRAME has continued to grow. The size of the show now makes it one of the largest in the region. We look forward to meeting the industry at future events.”

Alltech Middle East, UAE





Growing concerns over food security has pushed countries in the Arabian Gulf to seek a lasting and effective solution to the arid land problems. As the environmental issues around the world reduce crop production, the GCC and Greater Middle East countries are looking at alternate methods to reduce their dependence on the rest of the world for 90% of their food needs.

Innovative solutions in the agriculture sector are in great demand in the region and AGRame is the only platform to meet the leading decision makers in one place, at one time.

Benefit from AGRame Agribusiness Exhibition if you are:

Manufacturer, importer, service provider or distributor of:

- Agribusiness Technologies & Equipment
- Farm Management
- Fertilizers & Agrochemicals
- Machineries & Tools
- Packaging
- Pest Control & Biotechnologies
- Soil Conditioning Solutions

Who Visits these sectors?

- | | |
|--|-----------------------------|
| → Agribusiness Investors & Entrepreneurs | → Agriculture Technologists |
| → Farmers & Farm Managers | → Government Authorities |
| → Agents & Distributors | → Educators & Students |
| → Importers, Exporters & Traders | → Industry & Trade Media |
| → Wholesalers & Retailers | |
| → Agriculture Storage, Transport & Logistics Experts | |

Innovative agriculture sector solutions are in great demand in this region

Green Prairie International Inc, Canada

"We were very impressed with the layout of the exhibition and we are considering coming back next year. "

Speak to us at +971 4 336 5161 for more information on the AGRame event



Poultry industry in the UAE has seen significant growth over the last decade but increasing population and expansion of the hospitality sector has pushed the country to import poultry and livestock products from other countries including Australia and Brazil. However, factors such as increasing food security concerns and extensive support from the government have led to a resurgence of the domestic industry.

As the GCC countries explore options to grow their poultry and livestock sector, it is an excellent chance for relevant product manufacturers and service providers to capitalise on this opportunity.

Benefit from AGRame Poultry & Livestock Exhibition if you are:

Manufacturer, importer, service provider or distributor of:

- Additives
- Animal Husbandry
- Breeding and Laboratory Services
- Farm Systems
- Feed Supplements
- Hatchery Systems
- Veterinary Supplies

Who Visits these sectors?

- | | |
|----------------------------------|--|
| → Agents & Distributors | → Educators & Students |
| → Farmers & Breeders | → Government Authorities |
| → Importers, Exporters & Traders | → Industry & Trade Media |
| → Investors & Entrepreneurs | → Technologists |
| → Transport & Logistics Experts | → Veterinary & Animal Health Specialists |
| → Wholesalers & Retailers | |

Government support has led to resurgence of the domestic poultry industry

Eng. Abdul Saleem Sajawal, AIMCO - Saudi Arabia

"It is the best opportunity for international companies to introduce themselves to the Gulf region. Our business and image has grown year by year in the Gulf region, by our participation at AGRame"

Secure your Middle East Opportunity Make sure you are part of AGRame 2010!

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Fishing & Aquaculture Exhibition



As a pioneer in aquaculture among the countries of the GCC, the United Arab Emirates is endowed with many natural lagoons, bays and creeks, most of which are encircled by mangrove swamps providing ideal spawning and nursery grounds for a wide variety of fish and shrimp species. Aquaculture concerns like Marine Resources Research Centre and the International Fish Farming Company (ASMAK) are leading the development of this sector in the region.

In a pursuit to further develop their aquaculture sector, the GCC countries are seeking the latest relevant technology from manufacturers worldwide and AGRame is a perfect platform to meet the top decision makers in the region.

Benefit from AGRame Fishing & Aquaculture Exhibition if you are:

Manufacturer, importer, service provider or distributor of:

- Aquatic Pest Control
- Cages
- Fish Nets & Containment Equipment
- Hatcheries & Fingerling Supplies
- Processing & Packaging Machinery
- Refrigeration & Transport
- Seafood Cleaning

Who Visits these sectors?

- Agents & Distributors
- Educators & Students
- Government Authorities
- Industry & Trade Media
- Wholesalers & Retailers
- Storage, Transport & Logistics Experts
- Aquaculture Investors & Entrepreneurs
- Fishermen & Aquaculture Farmers
- Importers, Exporters & Traders
- Industry Specialists
- Restaurant, Catering & Hospitality Suppliers

UAE is endowed with a perfect habitat for aquaculture including natural lagoons, bays and creeks

Erri Middle East, Denmark

"The fair has been very good for us with many interested visitors. We will be back next year."

Speak to us at +971 4 336 5161 for more information on the AGRame event

Flower & Garden Exhibition



Garden and landscaping sector is growing at an annual rate of 12% in the GCC region and is set to reach US\$ 16.5 billion. Dubai Municipality undertook 109 landscaping and beautification projects worth US\$ 126 million in 2008 and as the city continues to develop at an exponential pace, these numbers are only slated to grow even further.

The boom in the hospitality sector coupled by rapid construction across the region promises rewards for companies exhibiting at Flower & Garden sector of AGRame.

Benefit from AGRame Flower & Garden Exhibition if you are:

Manufacturer, importer, service provider or distributor of:

- Floriculture Supplies & Technologies
- Genetic & Tissue Culture Techniques
- Landscaping
- Mowers & Gardening
- Tools & Equipment
- Pesticides & Chemicals
- Seeds & Seedlings

Who Visits these sectors?

- Agents & Distributors
- Farmers & Farm Managers
- Horticulture Technologists
- Industry & Trade Media
- Landscaping Professionals
- Real Estate Developers
- Wholesalers & Retailers
- Educators & Students
- Government Authorities
- Importers, Exporters & Traders
- Investors & Entrepreneurs
- Nurserymen & Growers
- Storage, Transport & Logistics Experts

Countrywide development of parks and beautification projects guarantee numerous opportunities

Viren Narkar – HH Technologies, USA

It was a terrific show! More than what we expected. Co-operation from the show staff was excellent. Got over 10 positive leads."

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AGRAme – Getting BIGGER & BETTER every year

82% of the Exhibitors rated the return on investment (ROI) from Good to Adequate, as compared to **70%** in 2008

90% of the Exhibitors rated the quality of the visitors from Very Good to Adequate, as compared to **82%** in 2008

82% of the Exhibitors will return to the event in 2010, as compared to **67%** in 2009, highlighting the increasing confidence of the exhibitors in the event.

71% of the Exhibitors rated the number of visitors from Very Good to Adequate, as compared to **64%** in 2008

Why exhibit at AGRame 2010?

By participating at AGRame, you will:

- Gain access to the lucrative and growing Middle East market
- Meet over 3000 regional buyers
- Connect with new dealers & distributors
- Reinforce ties with existing customers
- Utilise cost-effective promotion of your products and services
- Launch new products
- Generate immediate sales and orders
- Achieve a better understanding of the regional markets
- Secure alliances & joint ventures with leading suppliers in the industry
- Benefit from the event's extensive marketing campaign with pre-show exposure through the official show website



The AGRame Seminar Programme:

The AGRame Seminars were addressed by industry experts, technologists and specialists. These free to attend sessions were well received by visitors as they learnt about the latest challenges and issues facing the agribusiness, poultry, aquaculture and floriculture industry.

A speaking opportunity at the AGRame 2010 Seminars is open free of charge to exhibiting companies only. As an exhibitor, choose a slot on any one of the event days to present your agribusiness related topic. At AGRame Seminars:

- Gain the undivided attention of the leading decision makers in the region's agribusiness industry
- Discuss issues and challenges facing the industry
- Offer suggestions and solutions
- Explain your products and services and their benefits
- Avail a FREE marketing platform at the largest agribusiness industry trade event in the region.

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PARTNER EVENT - VETme



AGRAME will co-locate VET Middle East, a dedicated event for the growing veterinary market in the Middle East, presenting the latest veterinary technologies, equipments, medicines and other products and services. VETme is the only available platform to introduce veterinary products and services in the Middle East region. For more details, visit www.vetmiddleeast.com

ABOUT DUBAI



Dubai is an important international trading centre and the regional hub of the Middle East's commercial activity. The United Arab Emirates is a politically safe country supported by a strong energy based economy. Liberal trade policies provide an opportunity to capitalize on the incredible growth of Dubai and offers access to a market of outstanding potential for overseas companies in a wide range of sectors.

The Dubai International Exhibition Centre is the region's most modern, purpose-built exhibition centre. It is centrally located in the heart of Dubai's business district and only 20 minutes from Dubai International Airport. The venue has all facilities expected of an international exhibition centre including meeting points, VIP lounges, Internet and business centre facilities, hotels and restaurants, all providing the ideal environment to conduct business.

THE VENUE



ABOUT THE ORGANISERS



Institute for International Research (IIR) believes passionately in the power of knowledge and skills to act as a lasting catalyst for organisational achievement. Established in 1973, IIR is now the world's largest Human Capital Company with a global network of 45 businesses and 116 operating units. IIR Middle East runs over 500 business conferences, seminars and training sessions annually, and manages a portfolio of over 25 industry-led exhibitions.

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