GFIA IS YOUR GATEWAY TO THE MENA REGION
9 – 10 MARCH 2020
GROW YOUR BUSINESS IN THE MENA REGION

As the world shifts focus towards food security, the Middle East and North Africa (MENA) region is quickly becoming one of the most important markets for sustainable agtech. There is a growing number of mouths to feed, an expanding middle class and investment by government. Now is the ideal time to take advantage and GFIA is the perfect platform.

The region is already home to over 380 million people, and this number is increasing. Much of this growth is within the middle class, where wages are rising, and the demand for food is getting greater.

In addition, the Abu Dhabi Investment Office have created a series of incentive packages worth one billion UAE dirhams to support agricultural technology projects in order to attract global partnerships supporting research and development in agricultural technology. This is all in an effort to support the UAE Government’s target to reach number one on the Food Security index by 2051.

THREE MAJOR ACHIEVEMENTS

GFIA IS THE LARGEST SHOWCASE OF SUSTAINABLE AG-TECH IN THE MENA REGION

GFIA ATTRACTS DECISION MAKERS FROM RIGHT ACROSS THE FOOD VALUE CHAIN

GFIA HAS DOUBLED ATTENDANCE SINCE ITS LAUNCH IN 2014
GFIA IS SUSTAINABLE AGRICULTURE

These events are collocating with GFIA to bring the different elements of sustainable agriculture together, across the value chain.

°C
COLD CHAIN EXPO

New to GFIA, Cold Chain Expo, will be a marketplace of over 100 suppliers in refrigeration and cold chain that embrace the growth and opportunity that the Gulf countries, in particular, are offering.

ApiArab Expo

GFIA will incorporate ApiArab Expo for the third consecutive year and with its focus on sustainability and conservation of the environment is the perfect partner for the only internationally-focused professional apiculture event across the whole of the MENA region. It will host a major symposium coordinated by Apimondia, the international association body for apiculture.

GFIA will be co-located with VIV MEA, the largest exhibition in the region dedicated to solutions for poultry production. Suppliers from all segments of the feed to food chain are represented. From suppliers of feed (ingredients) and animal health, to equipment for breeding, farming, slaughtering & processing.
GFIA 2019 WAS A REMARKABLE SUCCESS

- 7,331 VISITORS
- 301 EXHIBITING COMPANIES
- 110 SPEAKERS
- 120 COUNTRIES REPRESENTED
- 1,012 MEETINGS OFFICIALLY SCHEDULED
EVENT FEATURES

**THE EXHIBITION**
Split into five easy-to-find zones, over 300 suppliers will showcase hundreds of working products to help farmers and food producers improve productivity and profits.

**THE CONFERENCE**
Free to attend and renowned for its line-up of high-calibre and innovative speakers, thousands of visitors enjoy a powerful mix of keynote addresses, panel debates, innovation presentations and Q&A sessions.

**PARTNER WORKSHOPS**
GFIA has always worked with a large number of influential partners, many of whom choose to host side-events for visitors during the event. Previous events have been hosted by the Economist Intelligence Unit, Abu Dhabi Agriculture and Food Safety Authority, Crop One Holdings, Khalifa Fund, GODAN, Agritecture Consulting, Responsive Drip Irrigation and Environment Agency – Abu Dhabi.

**INNOVATIONS THEATRE**
Fifty exciting innovators are invited to take to the stage to tell the audience why their innovations are shaping the future of farming and food production around the world.

**INNOVATION AWARDS**
Recognising outstanding innovations from established and start-up companies.
WORLD-LEADING SPEAKERS

André Laperrière
Executive Director
Global Open Data for Agriculture and Nutrition (GODAN)

H.E Mariam Bint Mohammed Saeed Hareb Al Mehairi
Minister of State for Food Security in the UAE

Henry Gordon-Smith
Founder and Managing Director, Agritecture Consulting

Kieran Dowd
Vice President, Emirates Flight Catering, and General Manager, Emirates Crop One

Maurizio Vecchione
Executive Vice President, Global Good and Research, Intellectual Ventures

Professor Robert Henry
Director, Queensland Alliance for Agriculture and Food Innovation (QAAFI) at the University of Queensland

Sonia Lo
Chief Executive Officer, Crop One

Yoseline Angel Lopez
Ph.D in Environmental Sciences and Engineering, KAUST
WHO CAN SELL PRODUCTS

Visitors attend from across the crop production, horticulture, livestock production and aquaculture industries. They come to GFIA to learn about the latest innovations in sustainable agtech and find products to make their business more productive.

EXHIBITION ZONES

SIX REASONS TO EXHIBIT AT GFIA

1. Capitalise on an emerging market - The landscape of food supply chains is transforming in the MENA region.
2. Return on investment - Be prepared to meet with key decision makers with purchasing power and capacity to roll your products out across the region.
3. Co-located with leading events - Co-located with leading events in sustainable food production and Industrial refrigeration solutions; Cold Chain, ApiArab and VIV Expo, with a dedicated combined following of over 10,000 visitors annually.
4. Engage meaningfully - Engage meaningfully with over 7,000 dedicated visitors all of whom are in Abu Dhabi to meet and do business with companies just like yours.
5. A unique one-stop environment - A unique one-stop B2B and end user environment where all of your potential client/stakeholder/partner groups are found under one roof.
6. Major conference program - Major conference program on cold chain, food security and waste losses prevention attended by C-Level management.

If you sell a product that can increase productivity, save natural resources or protect the environment, you can find buyers at GFIA.

FEEDBACK FROM PAST EXHIBITORS:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>97%</td>
<td>Were satisfied with the number of visitors</td>
</tr>
<tr>
<td>96%</td>
<td>Were successful in meeting event objectives</td>
</tr>
<tr>
<td>90%</td>
<td>Were satisfied with overall participation</td>
</tr>
<tr>
<td>88%</td>
<td>Rated quality of attendees as good or excellent</td>
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<tr>
<td>85%</td>
<td>Agreed that they had made contacts that could make a difference to their business</td>
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</table>
## About Our Visitors

7,331 attendees from 120 countries

### Visitors by Main Company Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Producers</td>
<td>24%</td>
</tr>
<tr>
<td>Government</td>
<td>21%</td>
</tr>
<tr>
<td>Suppliers</td>
<td>17%</td>
</tr>
<tr>
<td>Investors</td>
<td>16%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>14%</td>
</tr>
<tr>
<td>Development Agencies</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Top 10 Countries for Visitors

- Egypt
- India
- Jordan
- Kenya
- Lebanon
- Netherlands
- Pakistan
- Saudi Arabia
- United Kingdom
- United Arab Emirates

### Themes of Interest

- Apiculture: 28%
- Aquaculture: 50%
- Crop production: 56%
- Date palm productions: 40%
- Indoor food production: 57%
- Livestock and animal production: 36%
KEY BUYERS WHO ATTENDED IN 2019

H.E. Dr. Thani Bin Ahmed Al Zaidi
Minister of Climate Change and Environment

H.E. Hussein Bin Ibrahim Al Hammadi
Minister of Education

H.E. Mariam Bint Mohammed Saeed Hareb Almheiri
Minister of State for Food Security

H.E Eng. Awaidah Morshed Al Marr
Executive Council Member of Abu Dhabi and Chairman of the Energy Department

Dr Nasser La Khreibani Al Nuaimi
Chairman of the Justice, Safety and Security Committee of the Executive Office

H.E. Abdullah Aqeedah Al Muhairi
Secretary General of the Zakat Fund

H.E Saeed Al Bahri Salem Alameri
Director General, Abu Dhabi Agriculture and Food Safety Authority

H.E Rashid Abdul Karim Al Balushi
Acting Undersecretary of the Department of Economic Development

Riccardo Jannoni Sebasianini
General Secretary, Apimondia

Sonia Lo
Chief Executive Officer, Crop One

Professor Robert Henry
Director of QAAFI, Queensland Alliance for Agriculture and Food Innovation

Maurizio Vecchione
Executive Vice President, Global Good

Sky Kurtz
Cofounder & CEO, Pure Harvest Farms

Peter Zeller
CEO, FRESH Corporation AG

Dr Ahmed Eltigani A. Rahim Elmansouri
Chief Executive Officer, Al Rawabi Dairy Company

Saif Al Hajeri
Chairman Abu Dhabi - Department of Economic Development

Gerben De Boer
Chairman of the Board, Dutch Landowners association

Anwar Hilal Haddad
Chairman, Jordan Dates Association

Mr Diaa Arishah
Head of Agricultural Projects, Sharjah City Municipality
GET INVOLVED TODAY

**EXHIBIT**
GFIA has the world’s largest exhibition for sustainable agtech. It is the place to showcase your products and services, and forge global connections that create meaningful business connections.

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**SPEAK**
Does your company have an innovation worth talking about? Let us know and join our stellar line-up of global experts on the main stage and in the innovation theatre.

**CONTACT:**
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**SPONSOR**
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FOR MORE INFORMATION
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