

Under The Patronage of

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



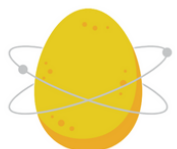
MIDDLE EAST POULTRY EXPO

2024

13 - 15 MAY



CO-LOCATED EVENTS



Poultry
Knowledge
Planet
Seminar



MIDDLE EAST
FEED & MILLS
EXPO



MIDDLE EAST
**ANIMAL HEALTH
AND NUTRITION**
EXPO



UNDER THE PATRONAGE OF HIS EXCELLENCY
THE MINISTER OF ENVIROMENT, WATER, AND AGRICULTURE
ENG. ABDUL RAHMAN BIN ABDUL MOHSEN AL-FADHLI
THE **MIDDLE EAST POULTRY EXPO** WILL BE HELD
FROM 13 TO 15 MAY 2024
AT RIYADH INTERNATIONAL CONVENTION AND
EXHIBITION CENTER





The **Middle East Poultry Expo** is the largest exhibition specialized in the poultry industry organized in the Kingdom of Saudi Arabia, which is the largest poultry producer in the Middle East and Africa and the third global consumer of meat and poultry products. The Middle East Poultry Expo 2023 was a great success with the participation of 207 exhibitors from 37 countries and the attendance of 10,000 visitors from 54 countries around the world. Riyadh will host the third edition of the Middle East Poultry Expo from 13 to 15 May 2024 on an area of 11,000 SQM at the Riyadh International Convention and Exhibition Center

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 an 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.



THE GOVERNMENT OF THE KINGDOM 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%** by 2025.



SAUDI ARABIA PLANS \$5BN INVESTMENT TO BECOME SELF-SUFFICIENT IN POULTRY MEAT PRODUCTION

Saudi Arabia plans **SR17 billion** (\$5 billion) investment to boost poultry production as the Kingdom aims to achieve a poultry meat self-sufficiency rate of 80 percent by 2025, Saudi Press Agency reported.

By targeting 1.3 million tons of broiler chickens per year, the ministry will ensure national food security, increase local content, and create employment opportunities, the Saudi Minister of Environment, Water and Agriculture Abdulrahman Al-Fadley said.

This move follows a jump in self-sufficiency in poultry meat from 45 percent in 2016 to 68 percent in 2022.

275 POULTRY PROJECTS LICENSES IN 2022

The Ministry of Environment, Water and Agriculture announced the issuance of new licenses in the poultry production and breeding sector in the Kingdom, amounting to 275 new licenses. 119 licenses for broiler projects and 26 new projects to produce eggs with a production capacity of more than two billion eggs per year, and 12 projects to breed and produce broiler mothers and operate hatcheries with a production capacity of 480.5 million chicks per year.

The ministry added that this aims to develop the agricultural services sector and support agricultural production, expecting that these licenses will contribute to encouraging investment in agricultural production projects using modern techniques that guide water consumption, and the best agricultural practices adopted and approved, in line with the ministry's strategy and Vision 2030 to achieve food security, and in pursuit of Including in securing a distinct local product of high quality.

6 GOALS

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 macro economy and attract new investors, create job opportunities for national cadres, empower women cadres in support services in the sector, and achieve rural development.



SAUDI ARABIA MARKET

1.3 BILLION Birds are produced annually

1166 The number of poultry projects in the Kingdom

222 Number of investment licenses granted in 2020,2021

12 MILLION Tons of poultry feed annually produced by Saudi factories

5.4 BILLION Eggs are produced annually



MIDDLE EAST MARKET

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

More than **20** Billion eggs produced in the Middle East region annually

More than **4** Billion birds are produced in the Middle East annually





MIDDLE EAST **FEED & MILLS** EXPO

The **Middle East Feed & Mills Expo** is organized concurrently in time and location with the Middle East Poultry Expo. Local and international exhibitors share feed products and the latest technology in milling and grain processing.

The **Saudi Arabia** animal feed market was valued at **US\$2,482.521** million in 2019 and is anticipated to grow at a CAGR of **5.64%** to reach **US\$3,450.535** million by 2025. Saudi Arabia is one of the fastest growing animal feed markets in the middle east region, increasing consumption of raw and processed meat along with the rising health consciousness among consumers are driving the demand for animal feed market in the country. **Poultry** feed segment is dominating the market since 2018 and is expected to be one of the fastest growing segment during the forecast period.

The **Middle East** Feed Minerals Market is projected to attain a CAGR of **4.5%** during the forecast period of **2020-2025**. Mineral Feed is generally a mixed feed that comprises of minerals for the nutrition of livestock enriched with vitamins, flavoring agents, and medicated ingredients. Mineral feeds involve liquid mineral feed which contains vitamins and mineral elements. These minerals help in maintaining the well-being of livestock and improve the growth of animals. The necessary elements which are not present in the body of animals are added to the feed to maintain the health of animals. The effect of disease outbreaks of livestock health has increased the importance of minerals in the feed of animals. Owing to this, there is widespread awareness about good quality meat products, which is thus likely to accelerate the usage of feed minerals in the compound feed industry in the years to come.





MIDDLE EAST

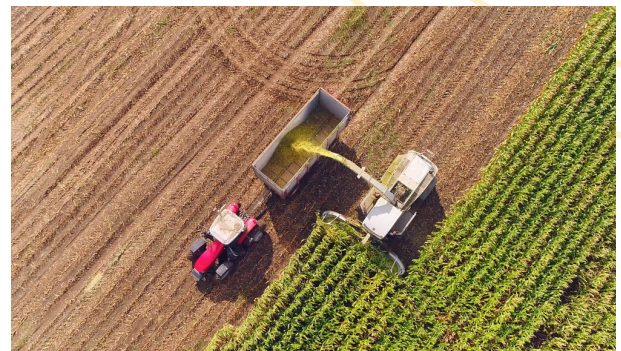
FEED & MILLS EXPO

EXHIBITOR PROFILE

- ✓ Drying technology
- ✓ Power generation technology
- ✓ Forage harvesting technology
- ✓ Hydroponic technology
- ✓ Silos
- ✓ Automation technology
- ✓ Feed producer
- ✓ Feed production technology
- ✓ Ancillary equipment & technology
- ✓ Laboratory equipment
- ✓ Storage technology
- ✓ Milling technology
- ✓ Silage production technology
- ✓ Packaging material & technology
- ✓ Gearboxes/Transmission technology

WHO'S VISITING?

- ✓ Feed Millers
- ✓ Integrators
- ✓ Co-operatives / Federations
- ✓ Dairy Breeders & Farmers
- ✓ Breeder, Broiler and Layer farmers
- ✓ Aqua Farmers
- ✓ Feed Traders and Distributors
- ✓ Trade Associations
- ✓ Policy Makers
- ✓ Trade Media
- ✓ Other Industry Professionals



MIDDLE EAST ANIMAL HEALTH AND NUTRITION EXPO



For a period of three days, The **Middle East Animal Health & Nutrition Expo** will be held in conjunction with the time and venue of the Middle East Poultry Expo. This event highlights the latest innovations and practices in the field of poultry and livestock nutrition and health.



MIDDLE EAST ANIMAL NUTRITION MARKET

Animal health and nutrition market is expected to gain market growth in the forecast period of 2021 to 2028. Data Bridge Market Research analyses that the market is growing with a CAGR of **6.5%** in the forecast period of **2021 to 2028** and is expected to reach **USD 2,130.01 million** by **2028**. Grow in awareness regarding animal health, increase in demand for meat and its by-products, rising nutritional requirements of existing livestock, the rise in disposable income is increasing the consumption of animal-based products acts as driver for the Animal Nutrition market .



EXHIBITORS PROFILE

- Ancillary equipment
- Automation
- Bio-energy & biomass pelleting technology
- Feed additives
- Formulation programs
- Genetics
- High-tech animal health technology
- Laboratory equipment
- Packaging
- Pharmaceutical ingredients
- Pharmaceutical products
- Quality control
- Veterinary and laboratory equipment & supplies



VISITORS PROFILE

- CEOs
- Nutritionists
- Operations directors
- Veterinarians
- Managers of animal farms



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.

The exhibition is widely promoted among the poultry, feed, animal health and nutrition industry parties in Saudi Arabia, the Gulf countries, the Middle East and Africa.



ONE VENUE ..MULTIPLE EVENTS

The Middle East Poultry Exhibition covers all sectors of the poultry industry and its inputs. The Middle East exhibition for feed and mills, and Middle East exhibition for animal health and nutrition will be held in the same location and time of MEP. Also, the MENA Poultry conference will be hosted during 1-3 May 2023 with international speakers and attendance worldwide

EXHIBITING SEGMENTS

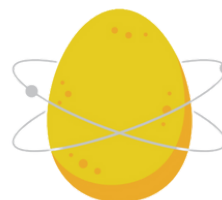
- Breeds and origins of laying and broiler poultry
- Feeding and drinking systems
- Feed and feed additives
- Veterinary medicines and food safety
- Poultry meat and egg products and their products
- Slaughterhouses, refrigeration and packaging techniques
- Egg sorting, packing and transportation lines
- Chick Hatcheries & Incubators
- Lighting, Ventilation and Environmental Control Systems
- Feed mills and production lines equipment
- Breeding equipment and batteries
- Incineration, Waste Treatment and Biosecurity
- Laboratories and their equipment and immunization equipment
- Equipment and cages for collecting and transporting birds
- Veterinary and laboratory equipment & supplies
- Veterinary vaccines
- Nutrients and feed additives



MIDDLE EAST
FEED & MILLS
EXPO



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AND NUTRITION**
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**Poultry
Knowledge
Planet
Seminar**



WHY SHOULD YOU 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



WHY SHOULD YOU 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.



THE TOURIST PROGRAM

The exhibition and conference is accompanied by an optional tourism program for the exhibition's VIP guests and participants, in addition to the conference's guests, including international speakers and researchers. The tourist program includes visiting the historical Diriyah, the National Museum, Al-Masmak Palace, and the heritage markets.

EXPO VENUE & WORK HOURS



TO BOOK A STAND

Please fill out the booking form

via: www.mep-expo.com

Or contact directly via:

+966535984356

sales@mep-expo.com

For other inquiries

General Inquiries

info@mep-expo.com

Media Inquiries

media@mep-expo.com

Visa Inquiries

visa@mep-expo.com

Venue: Riyadh International Convention and Exhibition Center

Date: 13 - 15 MAY 2023

Work Hours: 03 P.M - 10 P.M

***it is unauthorized to enter personse under 16 years of age.**

ORGANIZERS

Nesma International Exhibitions & Confernces

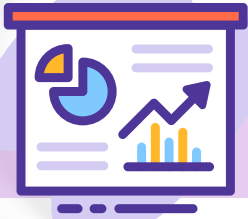
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+966562595815

info@nesmainternational.com

nesmainternational.com





PROMOTION AND MARKETING



8,000,000



3,000,000



995,000



65,000



10,000,000



7,000,000

+700



65,000

Direct invitation to companies, commercial attaches, government agencies and poultry federations.

5,000,000



30

(newspaper, radio, television, magazines)



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