



ΚΥΠΡΙΑΚΟ
ΕΜΠΟΡΙΚΟ ΚΑΙ
ΒΙΟΜΗΧΑΝΙΚΟ
ΕΠΙΜΕΛΗΤΗΡΙΟ

Λευκωσία 20.4.2017

Προς: Όλα τα μέλη
Από: Τμήμα Υπηρεσιών και Εμπορίου
Θέμα: Διεθνής Έκθεση

Κυρίες, Κύριοι,

1. SAHARA – The 30th International Agricultural Exhibition for Africa and the Middle East

Η έκθεση θα διεξαχθεί μεταξύ 27-30 Σεπτεμβρίου 2017 στο Cairo International Conference Center στο Κάιρο στην Αίγυπτο. Τα πλήρη στοιχεία των διοργανωτών και περισσότερες πληροφορίες στη ιστοσελίδα www.saharaexpo.com ή μπορείτε να επικοινωνήσετε στο τηλ. 20233464216 και στο email: info@saharaexpo.com

Με εκτίμηση

Χρίστος Πετσίδης
Διευθυντής Υπηρεσιών και Εμπορίου

SAHARA

The 30th International Agricultural Exhibition for Africa and the Middle East



30th

ANNIVERSARY

30 YEARS
AND STILL
**GOING
STRONG**

CAIRO INTERNATIONAL CONFERENCE CENTER
CAIRO - EGYPT

www.saharaexpo.com

DURATION

27-30 September, 2017
(Wednesday - Saturday)
Daily Opening hours:
10 a.m. – 8 p.m.

EVENT

SAHARA is the center of attraction for all those involved in the agriculture field; the hub of the agriculture trade.

SAHARA is the main generator of new ideas for the industry, the largest product display each year attracting over 700 market leaders and newcomers from 45 countries, plus an expected number of 75,000 visitors.

SAHARA offers an unparalleled opportunity to provide both exhibitors and visitors with an excellent synergy effect, allowing them to connect with potential and existing clients and suppliers from around the globe.



OPENING CEREMONY

His Excellency, The Minister of Agriculture and Land Reclamation in Egypt in conjunction with government officials, administrators of the executive power bodies, experts, ambassadors and diplomats will officially inaugurate SAHARA 2017



VENUE

SAHARA is held at Cairo International Conference Centre - CICC
CICC is one of the leading, dedicated purpose built Conference and Exhibition venue situated in EGYPT for events of considerable magnitude.

CICC is ideally located, in the heart of Cairo, Nasr City

CICC is a mere 15 minutes drive from Cairo International Airport, a short drive from several four and five star hotels in the vicinity and around 20 minutes from Downtown.

CICC is designed to serve as an auditorium as well as state-of-the-art multifunctional exhibition halls.

VISITORS

SAHARA will bring together the following executives:
Manufacturers and distributors - landowners, farm managers and farmers - Trade buyers and investors - wholesalers and retailers - brokers and commercial consultants- importers and exporters.

Researchers, scientists and experts, marketers and product developers as well as other professionals concerned with agricultural technology from the Middle East, Africa ,Europe, the Americas and Asia who come to EGYPT during SAHARA in their search for new ideas, products, services and suppliers.



EGYPT

Egypt is a promising market with a great deal of opportunities.

Agriculture is ranked at the top of Egypt's first priorities, especially after the launch of a project that will result on 1.5 million new hectares which will open the door of hope to increase Egypt's agricultural exports to more than 10 million tonnes of various crops per year and attract international investment.

Boosting Egypt's agricultural production is essential so as to keep up with the high rate of population growth and higher demand; yet, this must be achieved in a way that minimizes any negative effects and provides the best usage of available resources.

EXHIBITORS

If your business is in any way involved with agricultural products and technology in the emerging sectors of irrigation, machinery, fertilizers and seeds, you need to be amongst participants at SAHARA, the ideal platform for manufactures, traders, exporters and importers, service providers, and distributors in the following fields of exhibits:

- Deep water well-drilling
- Pumps
- Modern irrigation systems
- Seeds
- Fertilizers
- Plant protection
- Tissue culture techniques
- Green houses
- Agricultural machinery
- Animal production
- Agro-industry
- Fisheries
- Energy
- Landscaping and gardens
- Environment protection
- Packaging
- Nurseries

PARTICIPATION

We mainly offer a couple of options for SAHARA Participants:



FULLY FURNISHED STAND

including the following:

- Shell-Scheme
- Two Chairs
- Two Spotlights
- Electricity outlet – single phase
- Fascia board with exhibitor English and Arabic name and stand number
- Company name and contact details in the Exhibition Directory

Price/m2

USD 250/sq.m. Min 12 sq.m.

Move in and set up dates:
25-26 Sep 2017

UNFURNISHED SPACE

provided only with:

- Floor space
- Company name and contact details in the Exhibition directory
- Single phase electrical source

Price/m2

USD 225/sq.m. Min 18 sq.m.

Move out and dismantling day:
1 Oct 2017

OPTIONAL EXTRAS:

Additional electrics, furniture, telephone line, audio & visual systems, display aids are available for rent if required, in the exhibition center, during the set-up period.

SEMINARS

SAHARA is not only an agricultural exhibition, numerous workshops complement the exhibitors to offer visitors first-hand information and knowledge.

Whether you are a market leader or an innovative newcomer, use the opportunity to present your products and services efficiently and concisely at SAHARA to an informed audience.

Seminars are running every one hour during the course of the exhibition and will be located within the main exhibition complex. They are free of charge and pre-booking is not required.



Exhibitors interested in booking a seminar room during SAHARA, accommodating 100 attendants should contact the organizers for reservation.

Supplied with (Slide projector, overhead projector, flipchart) Additional audio & visual systems may be then ordered at extra charge.

ADVERTISING CAMPAIGN

A massive publicity and advertising campaign is run before and during the event:

Press Partnerships with specialized reviews and magazines, providing excellent cover in national, international, and local publications and newspapers, raising the profile of the event.

Direct delivery of 70.000 Free full-color invitations are to be mailed to key prospects, senior government officials and VIPs to ensure quality attendance.

Wide advertising campaign on the internet Electronic Media - Online Advertising, Email Burst including specialized and public, international, regional and national web resources.

Commercials on FM Radio, billboards, banners, posters.

Promotion of the fair and incorporated events at the leading international and regional fairs of the industry.



The Organizer had linked up with several professional service providers to ensure exhibitors have access to a range of required services:

- Clearing & Handling of Exhibits
- Stand Design & Construction
- Accommodation & Travel Assistance
- Printing and Graphics
- Catering facilities
- Audio visuals

SAHARA

The 30th International Agricultural Exhibition for Africa and the Middle East

Organized By



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