



HORTI AGRI NEXT

MEA 2023

ABU DHABI, UAE

20-22 NOVEMBER

1ST
EDITION

EXHIBITOR BROCHURE

INTERNATIONAL TRADE SHOW
FROM SEED TO FOOD FOR THE
MIDDLE EAST AND AFRICA



www.hortiagrinx.com

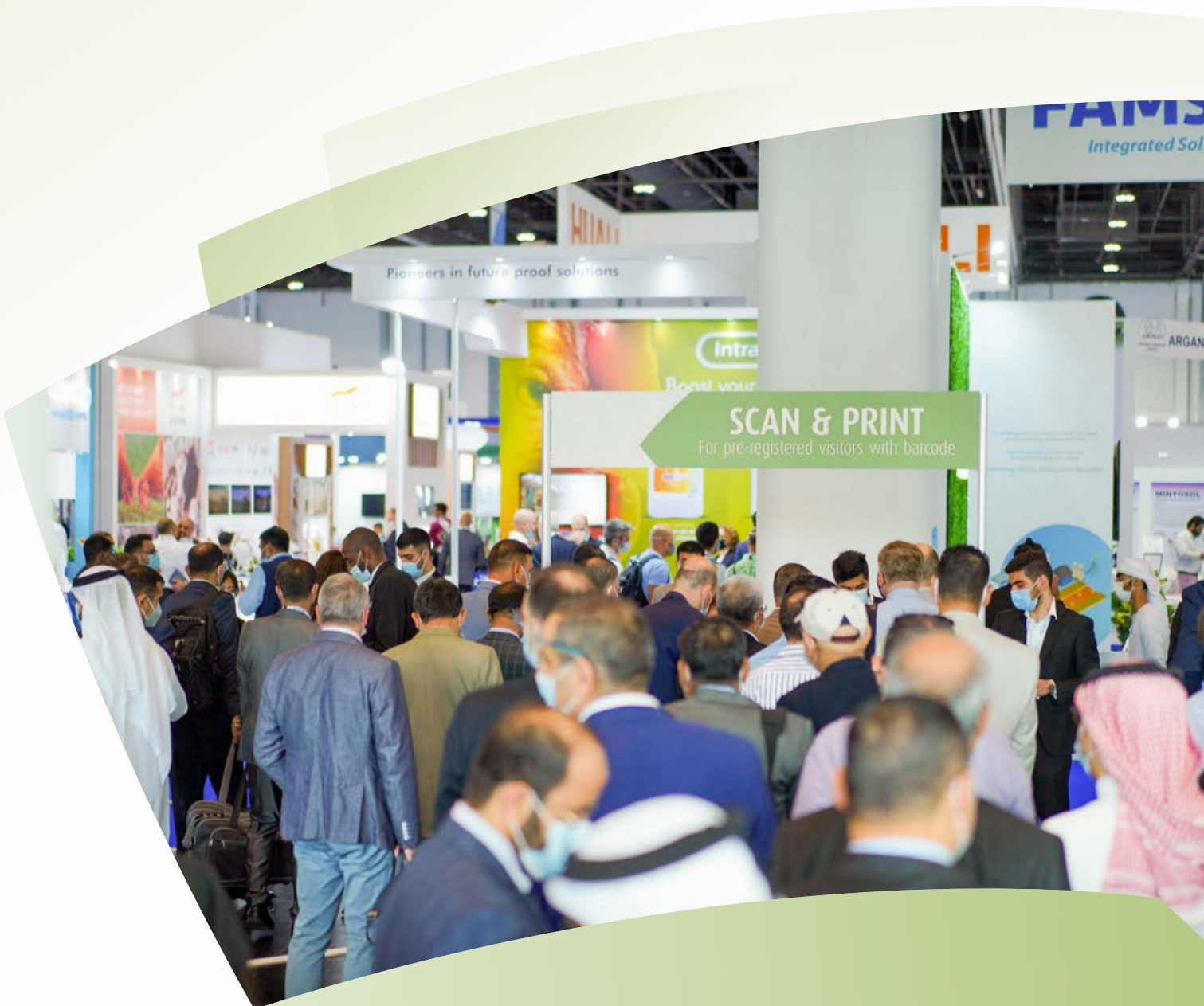


WELCOME TO THE NEW HUB SERVING THE SEED TO FOOD INDUSTRY

HAN MEA, organized by VNU Europe, is the international trade show for the horticulture and agriculture industries, enabling intensive business connections and offering extensive educational and informative conferences' content, based on the market's current needs and requests.

The show's first edition location is strategically chosen to be in the heart of the UAE and in Abu Dhabi, the main power stemming and decision bearing center of the Emirates.

We created the ideal place to bring together international suppliers with buyers from the Middle East and Africa.



EXHIBITION OUTLOOK



EVENT IDENTITY CARD



Event Profile:

B2B Trade Show highlighting the latest products, innovations and advancements in the fields of horticulture and agriculture.

Location:

ABU DHABI, UAE
Abu Dhabi National Exhibition Centre

Frequency:

Every 2 years

Date:

20-22 November 2023

Floor space:

3,000 sqm gross



EXHIBITOR IDENTITY CARD



Exhibitor Profile:

Presence of top international suppliers with a broad spectrum of products on display.

Main sectors:

- Greenhouse Technology
- Vertical Farming
- Water Management
- Climate Control
- Mechanization
- Cultivation Equipment
- Growing Crop
- Irrigation and Drainage
- ...



VISITOR IDENTITY CARD



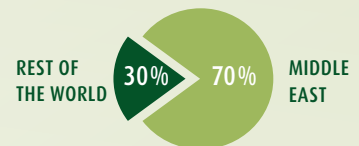
Visitor profile:

High quality buyers with decision making power which drive investments.

Attendance target:

2000 visitors from 90+ countries

Visitors origin target:





THE IDEAL PLATFORM FOR THE SEED TO FOOD SUPPLY CHAIN

Providing a deep focus on controlled environment agriculture, best sustainable practices and arable land planting technology and attracting some of the biggest agriculture investors of the region.

2023 KEY FIGURES

(Target)



2,000

Visitors



+100

Exhibitors



Abu Dhabi Agriculture & Food Security Week
أسبوع أبوظبي للزراعة والأمن الغذائي

Supported by ADAFSA

As an active stakeholder with a clear goal to reach their strategic 2050 national targets.



VIV MEA

Co-located with VIV MEA

The internationally recognized "Animal Protein Production" show, offering a complete end-to-end representation of the full agriculture industry supply chain both vertically and horizontally.

Organized by VNU Europe

A globally operating exhibition company with direct connection to the Dutch Greenhouse industry and Wageningen University, bringing top-level technology and knowledge to Abu Dhabi.

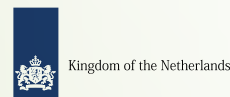
vnu EUROPE



REASONS TO EXHIBIT

1. **Ideal Interface:** Be part of the first complete Seed to Food global trade platform in the Middle East and Africa
2. **Local Support:** Profit from the tradeshow's government partnership with ADAFSA
3. **Precision Marketing:** Join forces in targeted marketing campaigns, through valuable industry media and association partnerships
4. **Targeted Audience:** HORTI AGRI NEXT MEA attracts a highly targeted audience of professionals and decision-makers
5. **Regional Hub:** HORTI AGRI NEXT MEA provides a platform for exhibitors to display their products and services to the MENA market and gain exposure to regional trends and opportunities
6. **Branding Opportunities:** HORTI AGRI NEXT MEA offers a variety of branding opportunities online and onsite
7. **Market Research:** HORTI AGRI NEXT MEA allow exhibitors to gain insights into market trends, customer needs, and competitor activity, which can help to refine their marketing strategy and improve their brand positioning

KEY SHOW PARTNERS





DRIVERS TO THE INDUSTRY CHANGES

The six countries of the Gulf Cooperation Council (GCC) present in MENA (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates) import approximately 85 percent of their food, including 93 percent of cereals, 62 percent of meat, and 56 percent of vegetables.



POPULATION



450 MLN



AVERAGE AGE: 27 years



GDP PER CAPITA

7,427 USD



ECONOMIC GROWTH

3-5% (2021-2025)

RISING MARKET

The UAE's horticulture market was valued at around USD 259 million in 2020 and is expected to grow at a CAGR of around 5.7% by 2026.

BRIGHT FUTURE

Abu Dhabi is the largest of the 7 Emirates of the United Arab Emirates in terms of surface and population as well as in agricultural lands. Abu Dhabi has a strong desire to become self-sufficient in their food production, see Abu Dhabi National Food Security Strategy 2051.

EFFECTIVE AND SUSTAINABLE AGRICULTURE

The government has established several initiatives to support the agriculture and horticulture industries, including the Abu Dhabi Farmers' Services Center and the Dubai Municipality's Agricultural Affairs Department to promote effective and sustainable agriculture practices in the Emirate.





VALUE-ADDED SERVICES

HAN MEA offers you attractive ways to join our visitor campaign. Set up your own online campaign with us and promote your presence at the event.

SELECT YOUR CUSTOMIZED MARKETING OPPORTUNITIES

Enhance your online reach through the VIV comprehensive digital marketing tools and reach a wider audience.

- Utilize the HAN Social Media Channels
- Expand your brand’s message within the HAN audience
- Establish a presence on the www.hortiagrnext.com website



GO DIGITAL!
 Webvertising
 Direct Marketing Newsletter
 Digital show review
 Social Media

CUSTOMIZE MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

A proper promotion before, during, and after the show is extremely important to maximize your business and brand profile.



BENEFITS:

- Stand out from competition
- Trigger sales opportunities by creating multiple exposure points
- Unique customization



BOOK YOUR BOOTH NOW!

A booth at HAN MEA 2023 will maximize your company's business opportunities. Our professional sales team is excited to receive your questions and help you reserve the best location for you.



TO LEARN MORE ABOUT OUR OFFER – CONTACT US!

The HAN TEAM speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at:
<https://hortiagrimea.com/team-contacts/>



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HORTI AGRI NEXT MEA 2023

ABU DHABI, UAE, 20-22 NOVEMBER

**WE ARE LOOKING FORWARD
TO WELCOMING YOU
TO HORTI AGRI NEXT MEA 2023**



Organized by

VNU | EUROPE

Headquarters VNU Exhibitions Europe

Utrecht - The Netherlands

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Co-located with:



VIV MEA 2023

ABU DHABI, UAE

20-22 NOVEMBER