

Agrome

Co-located with

AgroFarm
MIDDLE EAST

7-8 October 2024 | Dubai World Trade Centre, UAE

2024
POST SHOW
REPORT

**DRIVING AGRICULTURAL
TRANSFORMATION FOR A RESILIENT
AND SUSTAINABLE MIDDLE EAST**



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



الإمارات العربية المتحدة
وزارة التغير المناخي
والبيئة



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Click ▶ to watch 2024 Event Highlights

Relive the energy of the remarkable 2024 edition that brought together
6,000+ visitors from 180+ countries



Click to - <https://player.vimeo.com/video/1036662674>

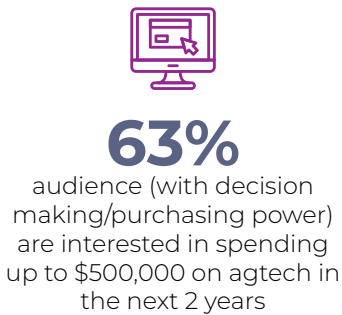
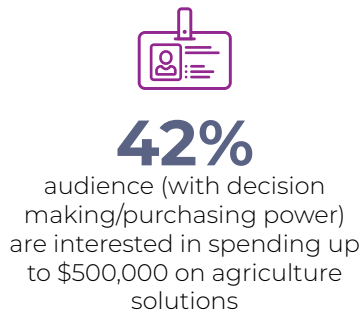
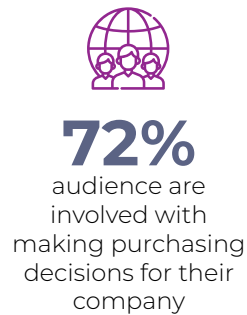
AGrame 2024: PIONEERING THE FUTURE OF AGRICULTURE IN THE MIDDLE EAST

AgraME 2024, held under the esteemed patronage of the UAE Ministry of Climate Change and Environment, solidified its legacy as the Middle East's most influential platform for agricultural innovation and sustainability.

Inaugurated by distinguished ministry leaders, the event brought together over 150 global exhibitors and 6,000 decision-makers from 180+ countries, representing key sectors such as horticulture, vertical farming, aquaculture, ag-tech, and sustainable agriculture. Aligning with transformative national initiatives like the National Agricultural Centre and the Plant the Emirates Initiative, AgraME 2024 championed innovation, efficiency, and sustainable, homegrown agricultural practices, marking a milestone in the region's journey toward food security and environmental resilience.



ENABLING FOOD SECURITY IN THE MIDDLE EAST AND AFRICA

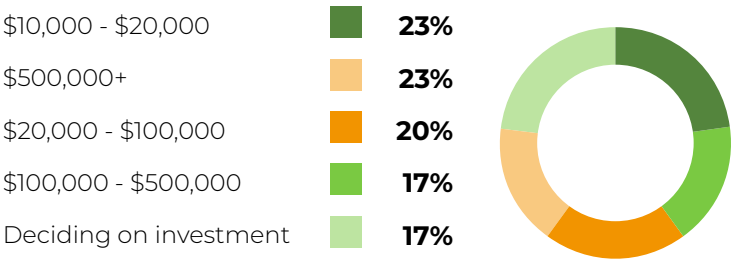


TOP 20 VISITING COUNTRIES

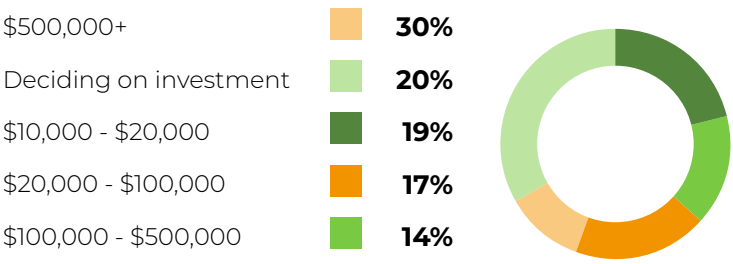


VISITORS LOOKING TO INVEST WITHIN 6 MONTHS – 2 YEARS:

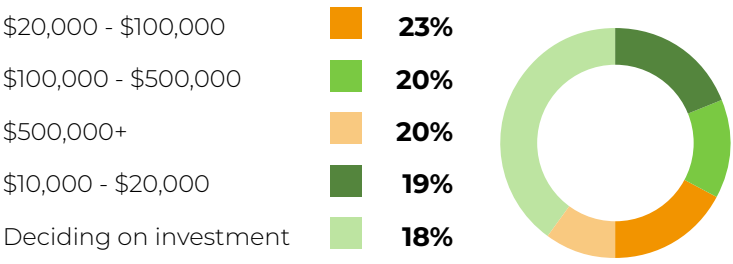
WITHIN 0-6 MONTHS



WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS



OUR AUDIENCE DEMOGRAPHIC



SECTORS



Business Development	13%
Importers, exporters & traders	12%
Agents & distributors	11%
Wholesalers & retailers	10%
Farm owners & managers	9%
Advisor/Consultant	7%
Entrepreneurs	7%
Procurement	5%
Agricultural investors	5%
Agricultural funds	3%
Government authorities	3%
Food security companies	3%
Food and beverage companies	3%
Fish farm operators	2%
Investments funds	2%
Veterinary & animal health specialists	2%
Industry & trade media	2%
Investment banks	1%



GEOGRAPHY



106 countries

Middle East	76%
Asia	11%
Europe	7%
Africa	6%
North America	2%
South & Central America	1%

JOB TITLES

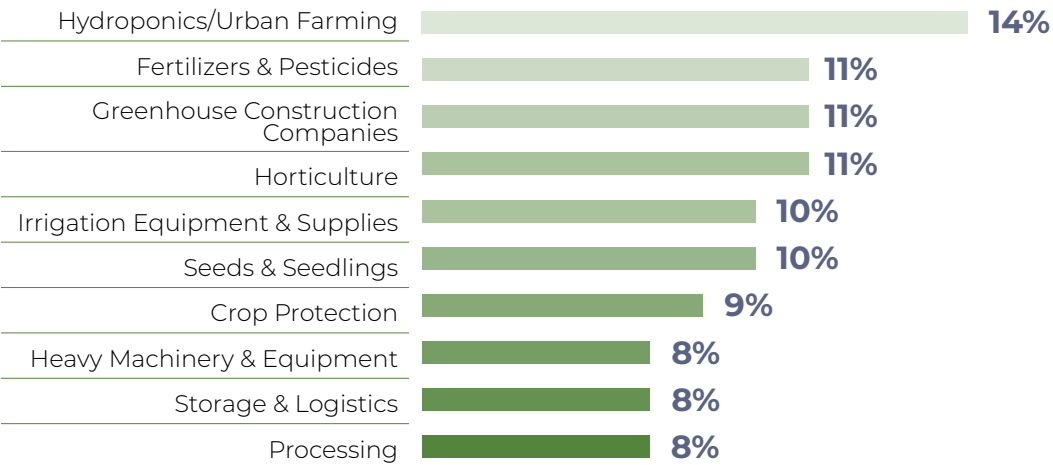


Owner / CEO	26%
Manager	24%
Head / Senior Manager	11%
Engineer	10%
Executive	9%
Director / VP	8%
Assistant	6%
Chairman / Board Member	3%
Diplomat	2%
Minister	1%

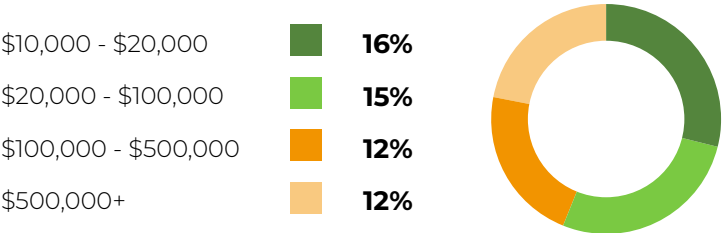


CROP FARMING & HORTICULTURE

CONNECT WITH BUYERS FROM ACROSS THESE HORTICULTURE SECTORS:

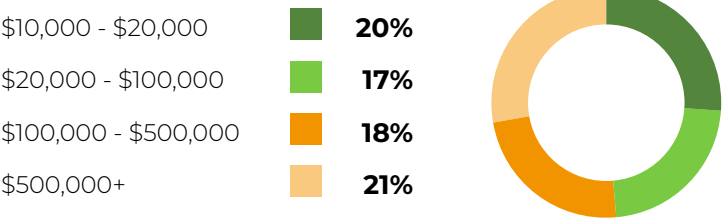


ANNUAL SPEND PER VISITOR

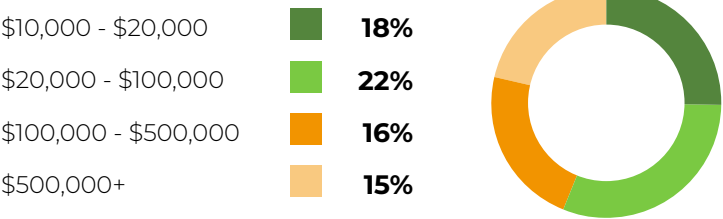


VISITORS LOOKING TO INVEST IN HORTICULTURE TECHNOLOGY WITHIN 6 MONTHS – 2 YEARS:

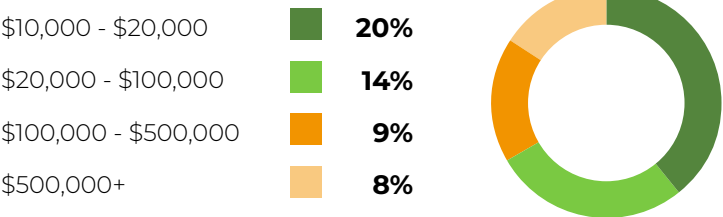
WITHIN 0-6 MONTHS



WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS



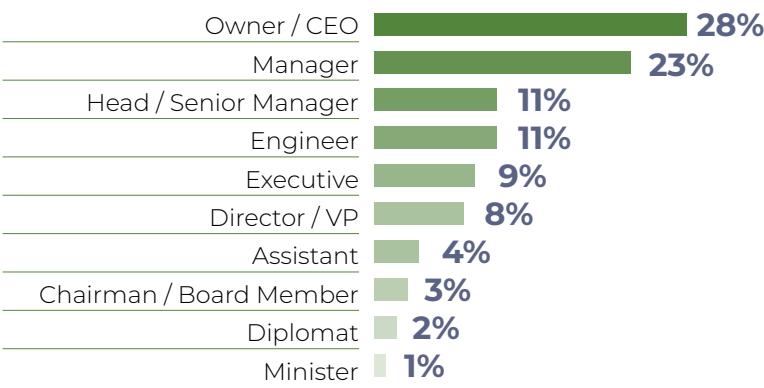
AREAS OF INVESTMENT AND SPENDING POWER



GEOGRAPHY OF HORTICULTURE VISITORS

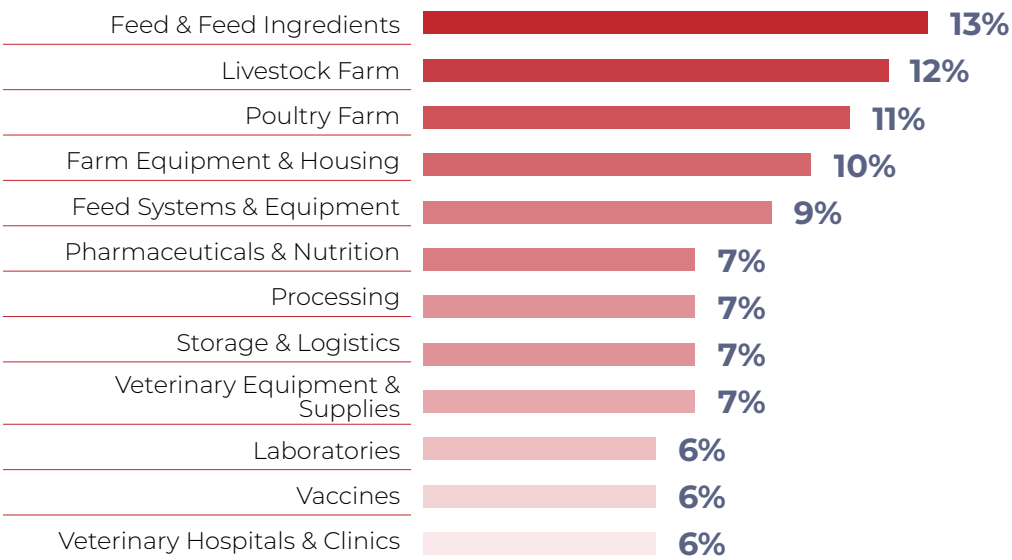
Afghanistan	Chile	India	Lebanon	Republic of Korea	Tajikistan
Algeria	Côte d'Ivoire	Indonesia	Lithuania	Romania	Türkiye
Antigua and Barbuda	Cuba	Iran	Maldives	Russian Federation	Turkmenistan
Armenia	Cyprus	Iraq	Mexico	Rwanda	Uganda
Australia	Egypt	Ireland	Morocco	Saudi Arabia	United Arab Emirates
Austria	Eritrea	Israel	Netherlands	Singapore	United Kingdom
Bahrain	Ethiopia	Italy	New Zealand	South Sudan	United States
Bangladesh	France	Jordan	Nigeria	Spain	United States Minor
Belarus	Germany	Kazakhstan	Oman	Sri Lanka	Outlying Islands
Benin	Ghana	Kenya	Pakistan	Sudan	Yemen
Botswana	Greece	Kuwait	Philippines	Switzerland	Zimbabwe
Canada	Hong Kong	Latvia	Qatar	Syrian Arab Republic	

HORTICULTURE JOB TITLES

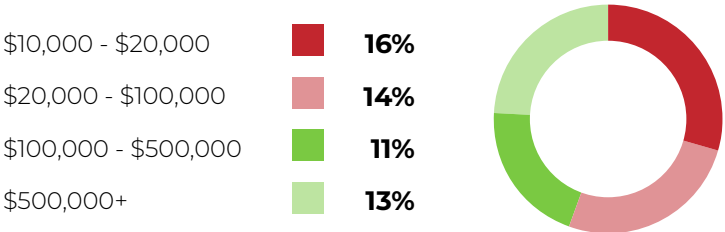


ANIMAL FARMING & LIVESTOCK

CONNECT WITH BUYERS FROM ACROSS THESE LIVESTOCK SECTORS:

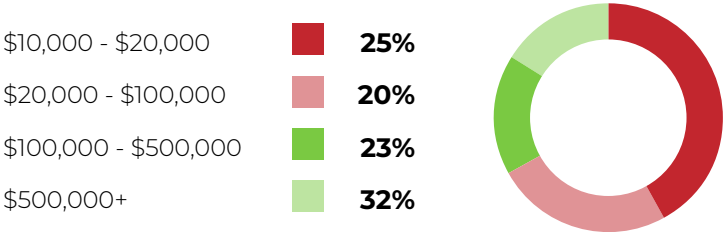


ANNUAL SPEND PER VISITOR

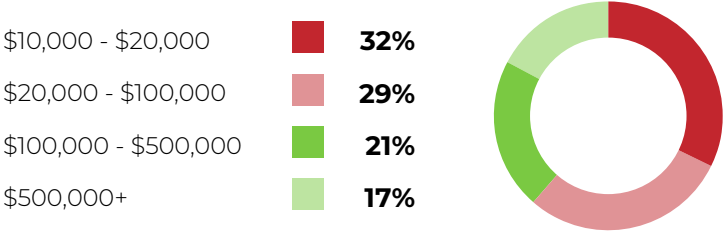


VISITORS LOOKING TO INVEST IN LIVESTOCK TECHNOLOGY WITHIN 6 MONTHS – 2 YEARS:

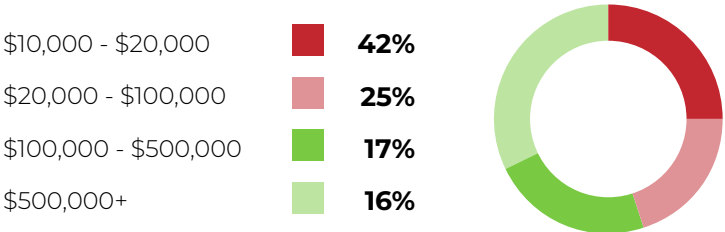
WITHIN 0-6 MONTHS



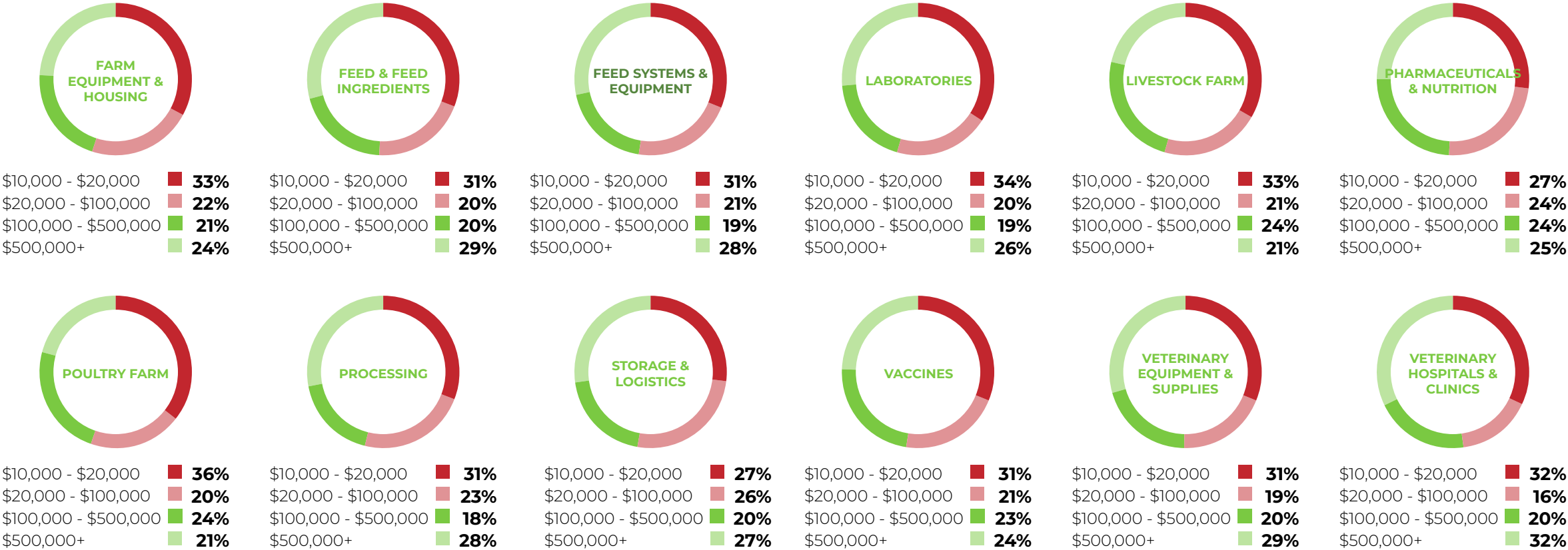
WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS



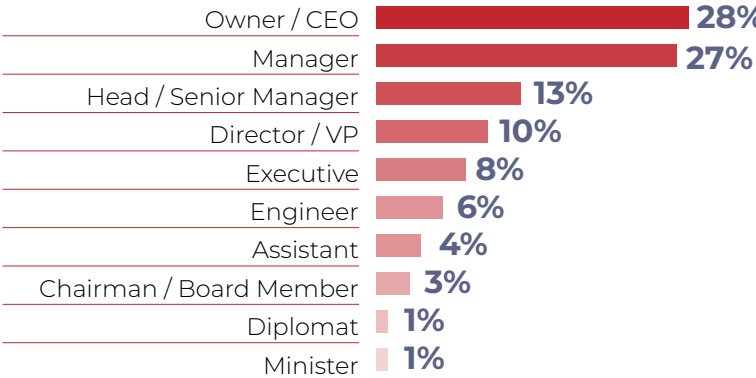
AREAS OF INVESTMENT AND SPENDING POWER



GEOGRAPHY OF AGROFARM VISITORS

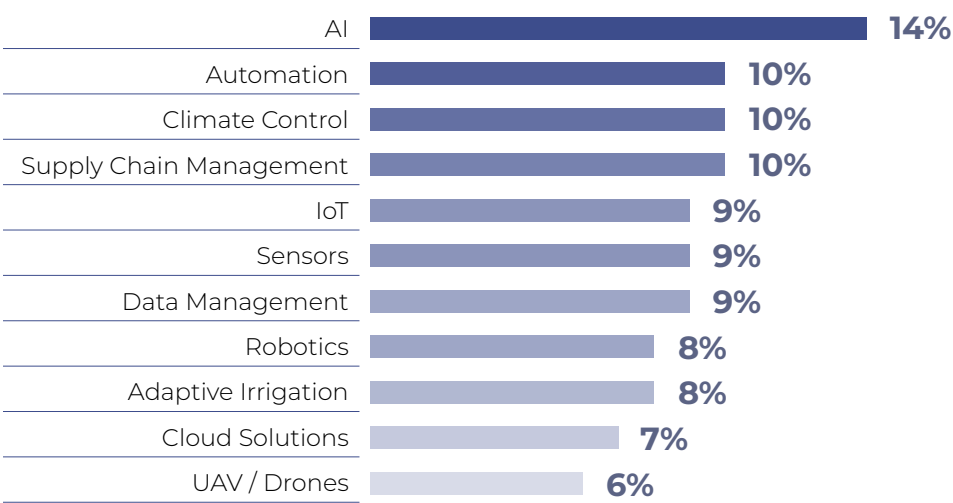
- Algeria
Antigua and Barbuda
Armenia
Australia
Austria
Bahrain
Bangladesh
Belgium
Botswana
Canada
- Côte d'Ivoire
Croatia
Cuba
Egypt
Eritrea
Ethiopia
France
Germany
India
Iran
- Iraq
Ireland
Italy
Jordan
Kazakhstan
Kuwait
Lebanon
Lithuania
Malaysia
Maldives
- Mauritania
Netherlands
New Zealand
Nigeria
Oman
Pakistan
Philippines
Poland
Qatar
Romania
- Russian Federation
Saudi Arabia
Singapore
Somalia
South Africa
South Sudan
Spain
Sri Lanka
Sudan
Switzerland
- Syrian Arab Republic
Tanzania
Tunisia
Türkiye
Uganda
United Arab Emirates
United Kingdom
United States
Zimbabwe

LIVESTOCK JOB TITLES

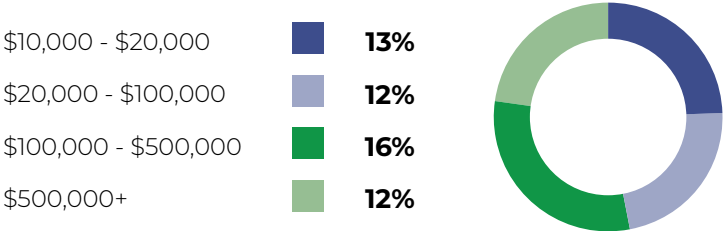


AGRI-TECH & SMART FARMING

CONNECT WITH BUYERS FROM ACROSS THESE AGRATECH SECTORS

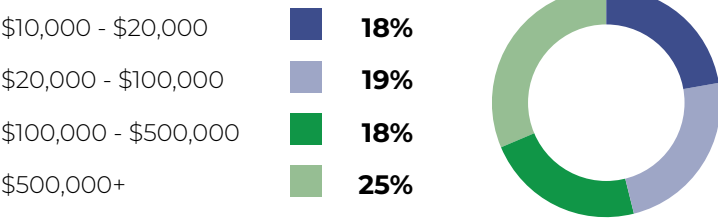


ANNUAL SPEND PER VISITOR

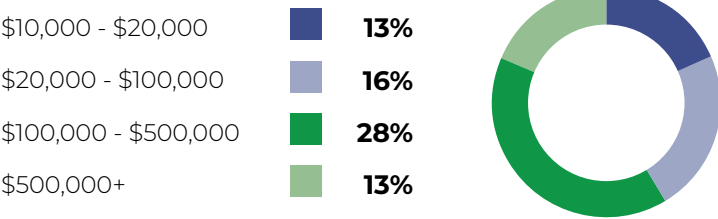


VISITORS LOOKING TO INVEST IN AGRATECH WITHIN 6 MONTHS – 2 YEARS:

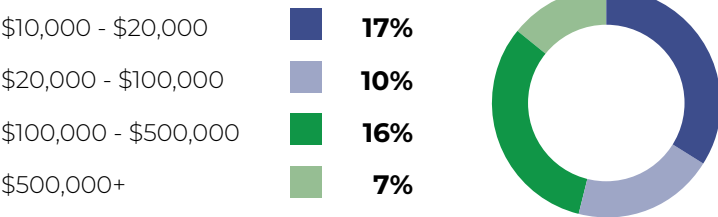
WITHIN 0-6 MONTHS



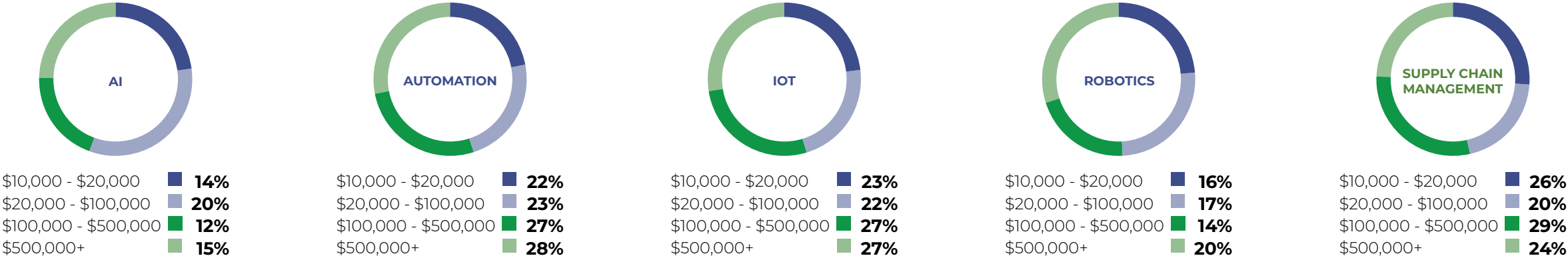
WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS



AREAS OF INVESTMENT AND SPENDING POWER



GEOGRAPHY OF AGRATECH VISITORS

- Algeria

Antigua and Barbuda

Armenia

Australia

Austria

Bahrain

Bangladesh

Botswana

Bulgaria

Canada
- Côte d'Ivoire

Croatia

Cuba

Egypt

Eritrea

Ethiopia

France

Georgia

India

Iran
- Iraq

Israel

Japan

Jordan

Kazakhstan

Republic of Korea

Kuwait

Latvia

Lebanon

Libya
- Malaysia

Maldives

Morocco

Netherlands

New Zealand

Nigeria

Oman

Pakistan

Philippines

Russian Federation
- Saudi Arabia

Singapore

South Africa

South Sudan

Spain

Sri Lanka

Sudan

Switzerland

Syrian Arab Republic

Tajikistan
- Türkiye

Uganda

United Arab Emirates

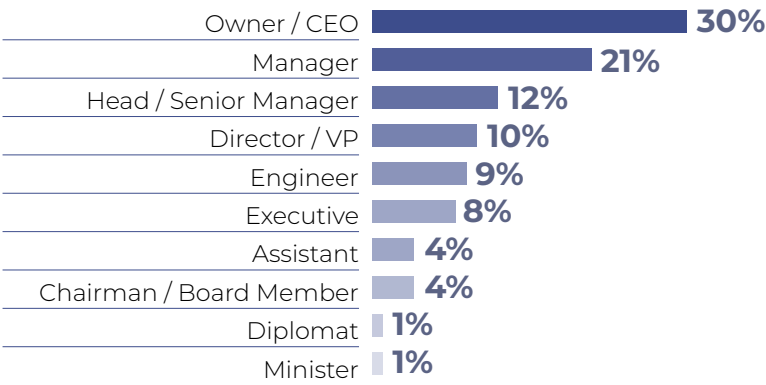
United Kingdom

United States

Yemen

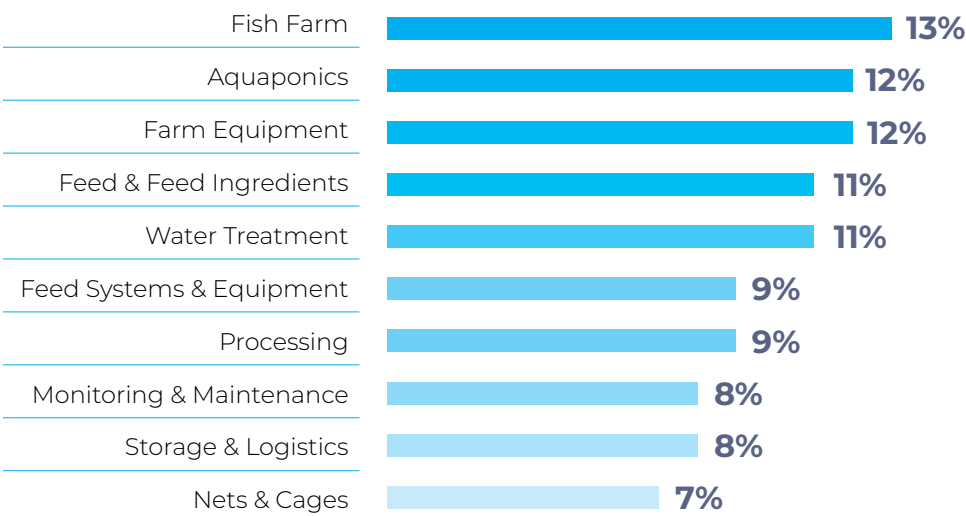
Zimbabwe

AGRATECH JOB TITLES

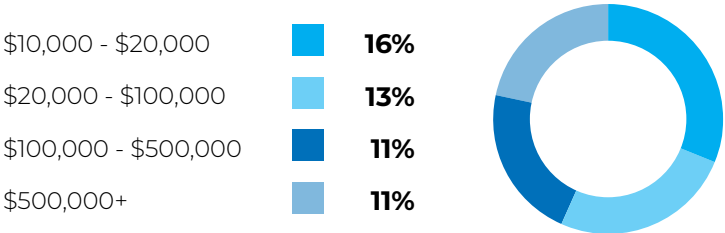


AQUACULTURE & FISHERIES

CONNECT WITH BUYERS FROM ACROSS THESE AQUACULTURE SECTORS:

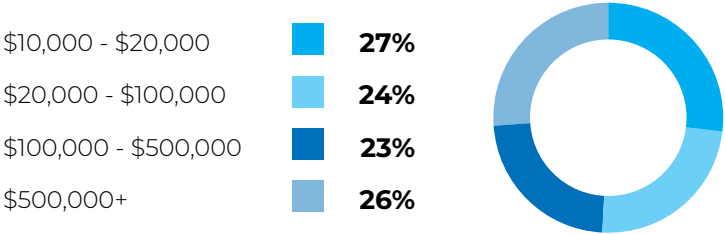


ANNUAL SPEND PER VISITOR

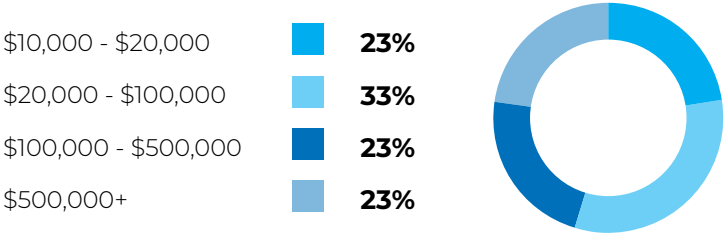


VISITORS LOOKING TO INVEST IN AQUACULTURE WITHIN 6 MONTHS – 2 YEARS:

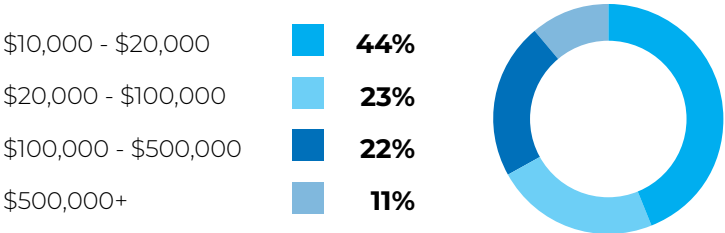
WITHIN 0-6 MONTHS



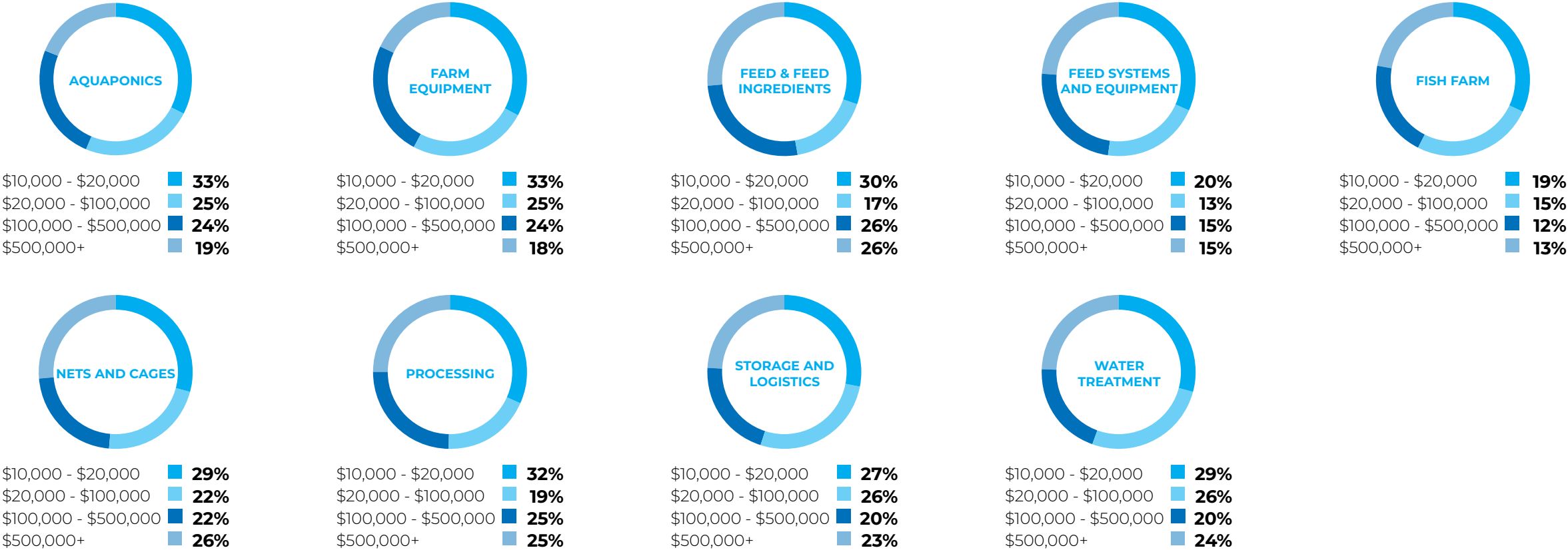
WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS



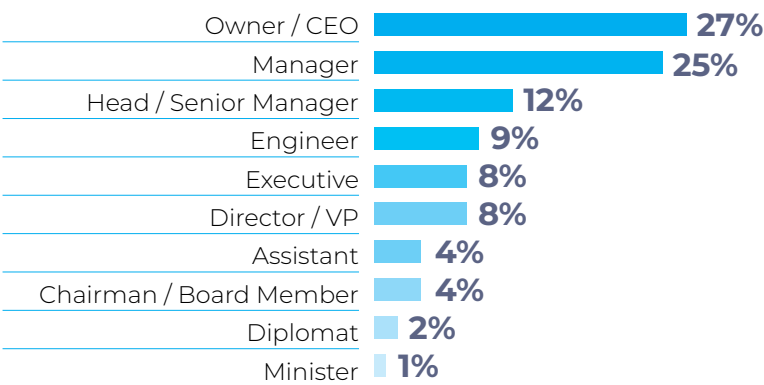
AREAS OF INVESTMENT AND SPENDING POWER



GEOGRAPHY OF AQUACULTURE VISITORS

- Algeria
Antigua and Barbuda
Armenia
Australia
Austria
Azerbaijan
Bahrain
Bangladesh
Belarus
Botswana
- Canada
China
Côte d'Ivoire
Cuba
Cyprus
Denmark
Egypt
Ethiopia
France
Greece
- India
Iran
Iraq
Jordan
Kazakhstan
Kuwait
Lebanon
Malaysia
Maldives
Morocco
- Netherlands
New Caledonia
New Zealand
Nigeria
Norway
Oman
Pakistan
Philippines
Romania
Russian Federation
- Saudi Arabia
Singapore
South Sudan
Spain
Sri Lanka
Sudan
Switzerland
Syrian Arab Republic
Tunisia
Türkiye
- Uganda
United Arab Emirates
United Kingdom
United States
Yemen

AQUACULTURE JOB TITLES

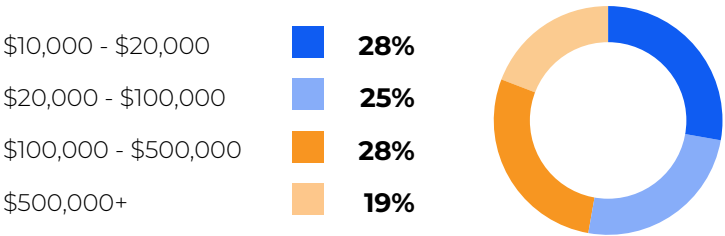


SUSTAINABLE AND REGENERATIVE AGRICULTURE

CONNECT WITH BUYERS FROM ACROSS THESE SECTORS

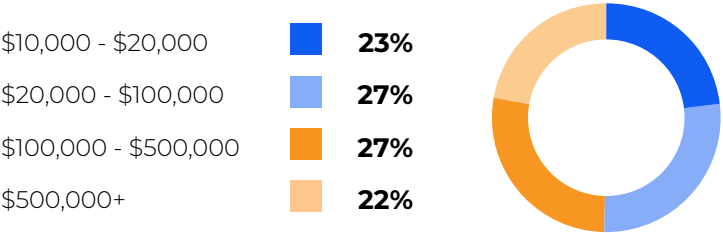


ANNUAL SPEND PER VISITOR

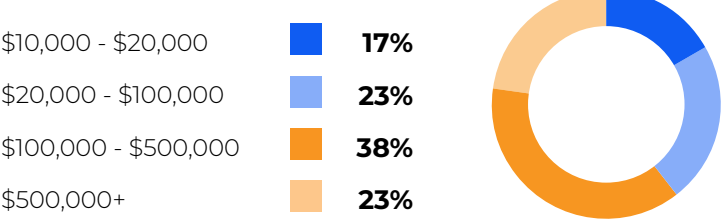


VISITORS LOOKING TO INVEST IN FRESH PRODUCE WITHIN 6 MONTHS – 2 YEARS:

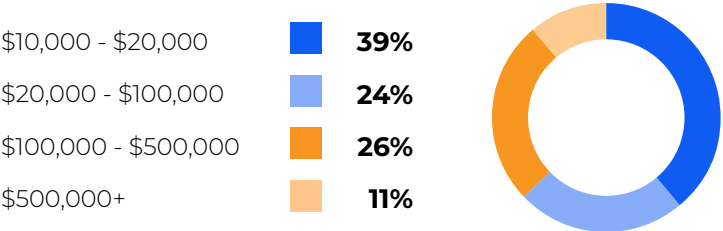
WITHIN 0-6 MONTHS



WITHIN 6-12 MONTHS



WITHIN 1-2 YEARS





\$10,000 - \$20,000 **26%**
\$20,000 - \$100,000 **30%**
\$100,000 - \$500,000 **25%**
\$500,000+ **19%**



\$10,000 - \$20,000 **25%**
\$20,000 - \$100,000 **30%**
\$100,000 - \$500,000 **26%**
\$500,000+ **19%**



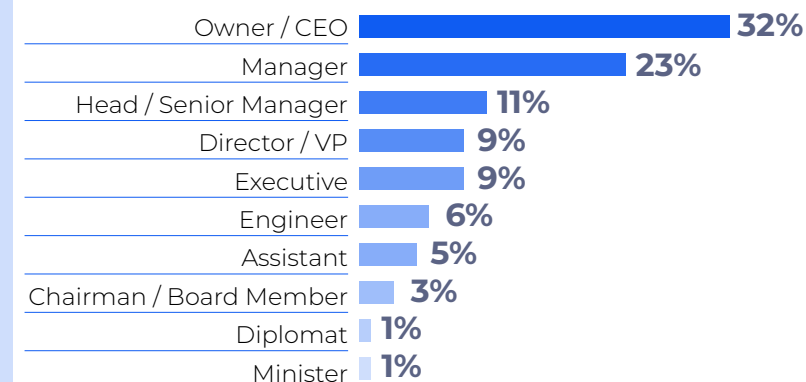
\$10,000 - \$20,000 **24%**
\$20,000 - \$100,000 **28%**
\$100,000 - \$500,000 **29%**
\$500,000+ **19%**



GEOGRAPHY OF AGRAME FRESH VISITORS

Afghanistan	Canada	Iran	Morocco	Rwanda	Uganda
Algeria	Côte d'Ivoire	Iraq	Netherlands	Saudi Arabia	United Arab Emirates
Antigua and Barbuda	Cuba	Ireland	New Zealand	Singapore	United Kingdom
Armenia	Egypt	Jordan	Nigeria	Somalia	United States
Australia	Ethiopia	Kazakhstan	North Macedonia	South Sudan	Zimbabwe
Austria	France	Kenya	Oman	Sri Lanka	
Bahrain	Germany	Kuwait	Pakistan	Sudan	
Bangladesh	Ghana	Lebanon	Philippines	Syrian Arab Republic	
Benin	Greece	Lithuania	Qatar	Tajikistan	
Botswana	India	Maldives	Russian Federation	Türkiye	

FRESH PRODUCE JOB TITLES



NOTABLE SPEAKERS IN 2024



Henry Gordon-Smith
Founder & CEO
Agritecture



Ohoud Abdulla Mohamed Al Ali
Acting Director of Agricultural
Control Department
ADAFSA



Lola Fernandez Flores
Principal
VentureSouq



Ramzy Osman
Senior Investment Analyst
Global Ventures



Samantha Kayruz
Strategy & Sustainability Impact
Director
Goumbook



Nadine Benchaffai
Partner
Desert Tech Ventures



Lara Hussein
Co-founder & Soil Builder
The Waste Lab



Ershad Tavakol
Product Management Fertilizers &
Agronomy
K + S Minerals and Agriculture



Yazan Al Kodmani
General Manager
Emirates Bio Farm



Sam Bevans
Co-founder & CEO
GG Biologicals



Taimur Malik
Chief Pollinator at Drawdown Farm
Rahimabad Estate



Julian Roche
Adjunct Senior Research Fellow at
UWA School
Agriculture and Environment



H.E. Dr. Mohammed Salman Al
Hammadi
Assistant Undersecretary for the
Food Diversity Sector
**Ministry of Climate Change and
Environment**



Dimitrios Drisis
Founder
Excellwise Ventures DWC – LLC



Adithya Manoj
Senior Associate
Global Ventures



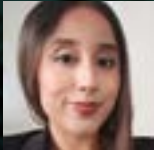
Mark Tester
Professor & Associate Director at
the Center for Desert Agriculture in
the Biological and Environmental
Science and Engineering Division
at **King Abdullah University of
Science and Technology (KAUST)**



Sadar Abdul Rasheed
Director Commodity Risk Control
& Financial Risk Management
Professional
Savola Group & Binsadar



Nilmini Ferdinando
Joint Managing Director
**Bio Greening Coco Naturals
Private Limited**

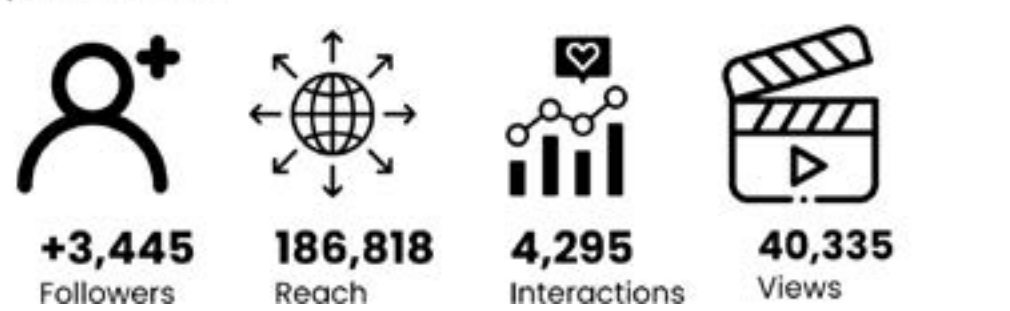


Katya Michelle Aguilar Perez
Researcher
**King Abdulaziz University for
Science & Technology**



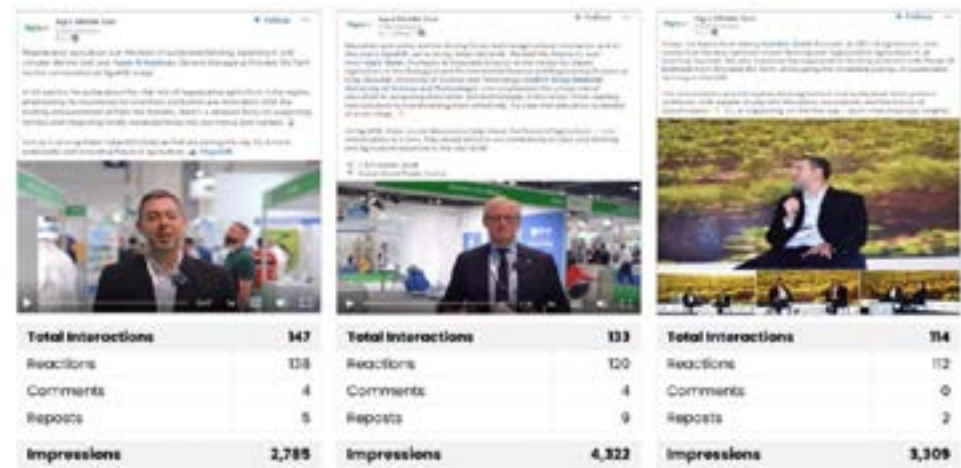
Roma Vora
Co-Founder
Aranya Farms

AGrame 2024'S IMPACTFUL SOCIAL MEDIA CAMPAIGN

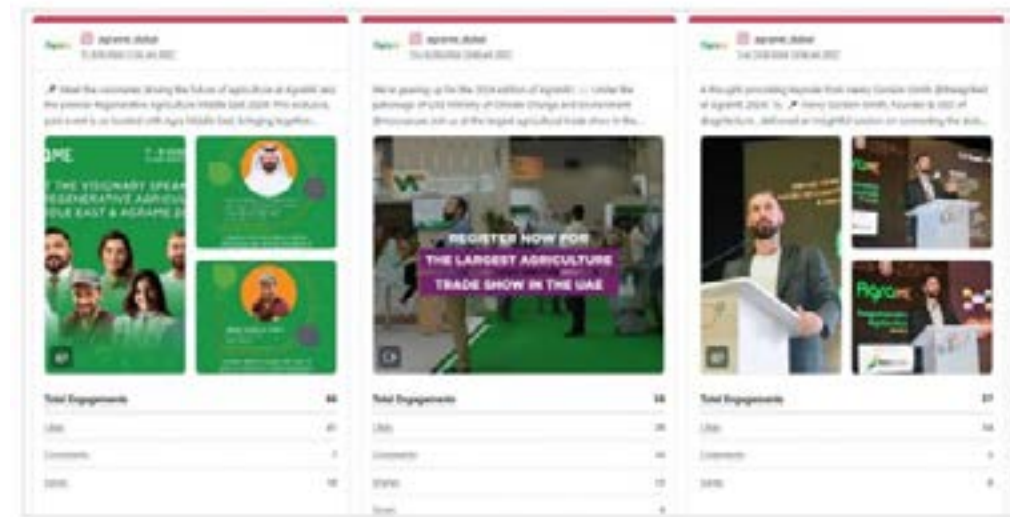


The social media campaign successfully expanded our reach and engagement across platforms, achieving a substantial increase in followers (+3,445), a broad reach (186,818), significant content interactions (4,295), and a high volume of content views (40,335). These metrics collectively demonstrate the effectiveness of our tailored content and strategic execution, which resonated well with our target audience.

LINKEDIN TOP POSTS



INSTAGRAM TOP POSTS



FACEBOOK TOP POSTS



A BILINGUAL PR CAMPAIGN ACROSS MENA'S LEADING PUBLICATIONS



53

News Mentions



\$64,250 | 235990.25 AED

Total Ad Value (\$/AED)



10.8K+

Article Reach



\$1,28,500 | 471980.50

Total PR Value (\$/AED)



3500+ COMPANIES INCLUDING

- 24 Royal Bloom
- 365 Days Freight Services FZCO
- 3A Cryogenic Fze
- ABB Industries LLC
- Abu Dhabi Agriculture and Food Safety Authority
- ABU DHABI MODERN POULTRY FARM
- Access World Logistics LLC
- Adam Equipment
- ADGECO GROUP
- ADNOC
- AFAQ AL SHAMS TRADING L.L.C
- Afro Asian International Trading DMCC
- Agri Ventures FZE
- AGRICULTURAL COOPERATIVE ASSOCIATION KSA
- Agrimont Group
- Agriz life sciences
- AGTHIA GROUP PJSC
- AIOS INTEGRATED LAND SYSTEMS
- AL HESSON POULTRY FARM
- Al Marmoom Initiative
- Al Masaood LLC
- Behrood Animal Health
- BELHOUL INVESTMENT GROUP
- Cargoline Shipping Services Ilc
- Confluence Foods
- Corodex Industries
- COSCO Shipping
- DANA Global
- Dar Alzman Goods Wholesales CO. L.L.C
- Desert Palm Ilc
- Direct Trading Services company
- Dutch Greenhouse Delta
- Eco Green Farms
- Eco Terra Farms Corp.
- Eduscope International FZ LLC, Dubai
- Eedama Advisors
- Emirates National Food Co.
- EMIRATES RAWABI EST. FOR AGRICULTURAL MATERIALS & FERTILIZERS
- Falcon Geomatics
- Farm Fresh
- FarmAnywhere
- FarmBox Inc. Canada
- Flora Agritech Trading LLC
- Flora Engineering Services LLC
- Ghantoot Landscaping
- GILANI BIOSCIENCES
- GMG Group
- Golden Cherry International
- GRASS TRADING LLC
- Green Care Technologies
- Gulf Gas Pipeline Installation & Supply Co
- H2O Hydroponics
- Heaven Farms
- HFV FARMS
- Hico Trading
- Homeport Enviromental
- Homeport Water Solutions
- Humintech GmbH
- Hunterwood Technologies
- Hyatt Hotels
- IEC Poland
- IFFCO POULTRY
- Intelligent Growth Solutions (IGS)
- Intradco Global
- Intravision Group
- iPLON India Pvt Ltd
- Karunnile Global General Trading Co.
- Khalifa Fund
- Lahore Farms
- Lal's group
- Landsky Logistics
- LetsGrow.com
- Liwa Falcon foodstuff Trading L.L.C.Dubai-U.A.E
- Lulu Group
- M A S S INTERNATIONAL FREIGHT LLC
- mabco exports
- Macro Building Contracting Ilc
- MAJED ALKHEIR FOOD STUFF TRADING L.L.G
- Majid Al Futtaim
- Manalee General Trading
- Manaseer group
- Marmum Dairy Farm
- Masakin Dairy Farm
- MAS-INFRASTRUCTURE NIGERIA
- Matraq Integrated Limited
- Matski Maritime LLC
- Mattegoda Plantation
- Mattsville Integrated Farm Corp.
- Mawarid Holding Investment L.L.C.
- Mayasim Agricultural Marketing LLC
- Mazoon Dairy Company
- Medichemy Pharmaceuticals Manufacturing pvt Ltd
- Medlin Investment
- Mesua General Trading LLC
- MetLife Gulf
- Metsar Technologies
- MG general trading
- Midas Infratek International Trading LLC
- ML&F Technology Limited
- MMS Nonwoven
- Modern Freight Company
- MWM General Trading LLC.
- MYRAQ Farms
- NABATAT CONTRACTING COMPANY
- Nabta Agriculture LLC
- NADA FOODS & PRODUCTS
- Nandraj Farms
- Nandus Foods
- National Dairy Farm
- NATIONAL SHIPPING
- Navganga Food Products limited
- NEOM
- NEW WELL ENERGY
- Noble Chemical Materials Ilc
- Noor alriyada General trading LLC
- Norwegian University of Science and Technology
- Novasvia Group LLC
- Nurturel Organics Ltd
- Nutriplus Commodities FZCO
- Oasis Evergreen LLC
- Oasis live stock LLC
- Ocean Freight International DMCC
- Ocean Oilfield Services FZE
- Ocean Pearls Trading & Commercial Brokerage
- Ocean Petro Gulf DMCC
- Octopus Fish Trading
- ODASCO FOOD & BEVERAGES LLC
- Office of Agriculture Attache - PCG Dubai
- Ollen Group
- Osama Al Shehhi Trading
- Oxyguard International A/S
- Paradise Group
- PEM Technologies
- Persada Global Solutions
- Progressive Dairy Solutions
- Promina General Trading
- ProMinent Juffali (FZC)
- Promisive
- Pure feeds
- pure harvest smart farms
- PureArt
- Qasr Al Jabal Digital Marketing
- Quanto Agroworld Pvt Ltd
- RABAN AL SAFINA GROUP OF COMPANY
- Raenco Mills - India Ranco Projects LLC
- Rajshree Biosolutions LLP
- RAK Fish and Food Drying LLC
- REDA INDUSTRIAL MATERIALS LLC
- RedSea
- Saeed Ahmed Khalf Al Otaiba Farm
- Safe Haven Solutions
- Samara Enterprises
- Sardar Global Trading Co. Ltd.
- Smart Wearables Hub LLC
- Smartfeed
- SNASCO INVESTMENTS L.L.C
- Technik-Plus Global Carbon Farming
- THABI TRADING CO LLC
- Thager al Rafedain General Trading L.L.C
- The Organic Farm

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CONTACT

Ahmed Khalil
+971 52 223 9066
ahmed.khalil@informa.com

Rebecca Lockwood
+971 56 102 6182
Rebecca.lockwood@informa.com

Aleem Ashfaq
+971 (0) 4 407 2628
aleem.ashfaq@informa.com

www.agramiddleeast.com

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