



Under the patronage of



Sultanate of Oman
Ministry of Agriculture and Fisheries

معرض ومؤتمر عمان للزراعة والثروة السمكية والغذاء Agriculture - Fisheries - Food Exhibition & Conference

Concurrent Events



22 . 23 . 24
April 2019

Oman Convention
& Exhibition Centre



www.agro-oman.com

The 3rd Agro-Food Oman along with Halal Oman will be organized by Al Nimr Expo under the patronage of the Ministry of Agriculture & Fisheries Wealth. It will be held from 22-24 April 2019 at the Oman Convention & Exhibition Centre.

The Agriculture and Fisheries sector plays an important role in diversifying the economy of the Sultanate of Oman. Oman's government is currently giving priority to develop the agriculture and fisheries sectors. Agriculture and fisheries contributed around 2.0 per cent to the overall Gross Domestic Product (GDP) in 2017. The country's economic 'vision document' has set a target for the agriculture sector to contribute about 3.1 per cent of GDP by 2020, with an annual growth rate of not less than 4.5 per cent. It is also considered as one of the best non-oil sectors which is exported abroad and estimated to reach a total gain of about 1077 ton of agricultural products. The contribution of the fisheries sector to overall GDP has been set at 2 per cent by 2020, with an annual growth rate of 5.6 per cent. The agriculture and fishing sector is gaining prominence under the diversification programme due to a huge scope especially in fishing as Oman is endowed with a long marine belt.

Investment projects can be conducted in this industry like fruit and vegetable production, dates production, irrigation tools, animals and its products such as leather, milk, meat and eggs, consultancy centers and sale of fish.

The expo aims to link the sector as well as the related government organizations with industry experts and suppliers by sharing innovative ideas and solutions to transform the sector, showing the potential involved toward its contribution to the Sultanates growing economy.

The 2018 edition featured over 150 companies locally and internationally, including countries from Iran, India, Italy, Turkey, The Netherlands, Denmark, South Africa, Ethiopia, Sri Lanka and many more.

World Halal & Food Assembly Oman, a two day conference will be held along the Agro-Food Oman Exhibition on the 23 & 24 April. The conference will feature top international & local speakers from the sector to share their knowledge and discuss on the various challenges faced by the industry.

After an overwhelming response in the second edition, Agro-Food 2019 promises to be bigger & better!

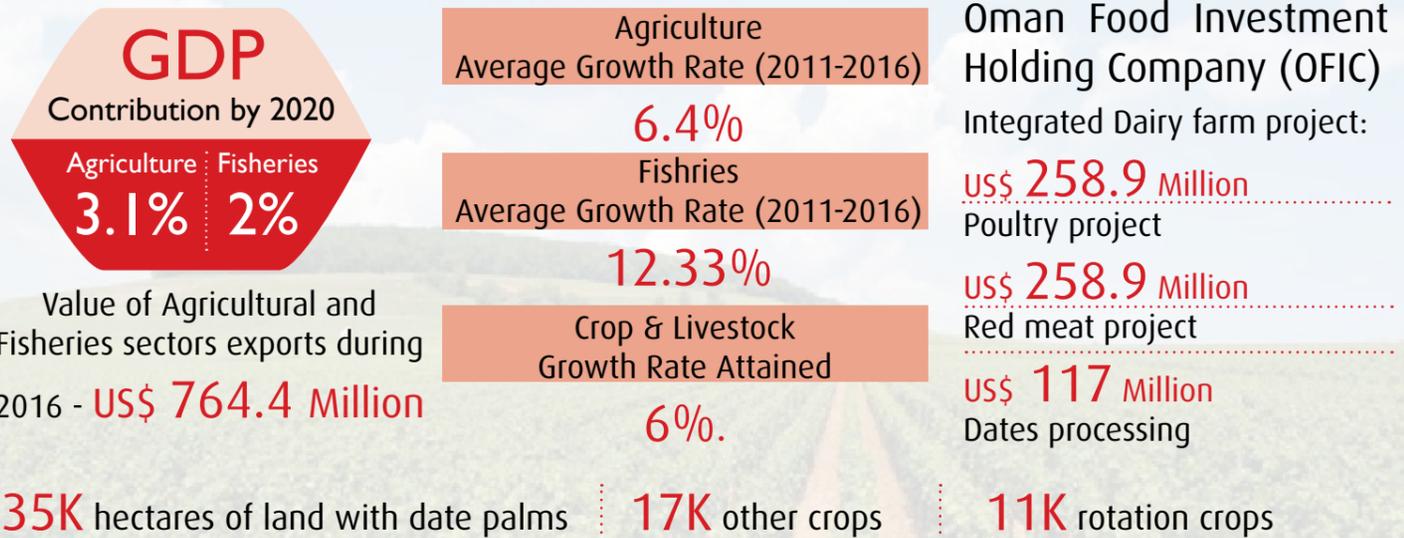


Government Spending Plan

The Omani Government had approved a budget of **\$1.3bn** for the **infrastructure development of the fisheries and aquaculture sector** for 2013-2020. These funds will be allocated to the development of the sector with the construction of multi-purpose fishing harbors complete with infrastructure for ice production, cold storage, markets, vessel repair yards and social facilities such as living spaces, berths for ferries, tourist boats and small commercial vessels.

The government also approved an outlay of **R061.83m (\$158.94m)** for the **agriculture and live-stock sector**, out of which **R027.75m (\$71.85m)** is earmarked for **agricultural development**. These funds will support the transfer of modern technologies, integrated pest management, soil protection and development of traditional farming systems.

Overview of Agriculture & Fisheries sector



The Sultanate is the leading livestock producer in the Gulf region

213,120 cows
240,260 sheep
854,060 goats
98,550 camels

US\$87.09M

For the development of the livestock sector.

The potential in production of shrimps is estimated at **3000tonnes** valuing at **US\$78M**

Aquaculture
3165km Coastline
150 species of fish

US\$259M
For the development of the fisheries sector.

Oman Annual Fish production
500,000 ton

19 projects worth
US\$330M
under way of aquaculture sector

US\$1.3Billion
Allocated in the development of fisheries related infrastructure.

US\$260M
Investment on Duqm Fisheries

US\$80M
project to start in Oman aiming to produce 13,000 tonnes fish by 2018

Oman's Food Imports

Population growth and the increase in the number of tourists as well as per capita income will see food consumption in the region reach 54.1 million tonnes by 2017. This represents a compound annual growth rate of 301% from 2012 to 2017. Experts estimate that GCC food import demand will reach US\$53.1 billion by 2020, up from US\$25.8 billion just a decade ago.

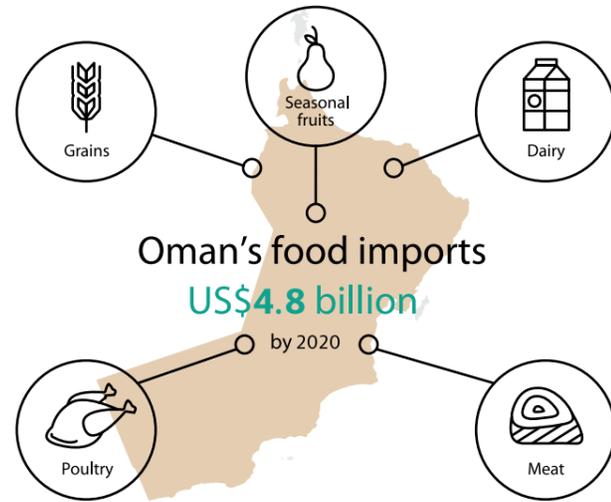
The region's rising incomes will also impact the demand for food consumption. By 2017, the GCC GDP is expected to be US\$1.8 trillion, up from US\$1.1 trillion in 2010. Per capita income is predicted to

increase to US\$36,839 by 2017, up from US\$27,304 in 2010. Improved transportation and consumer perceptions regarding quality and safety are also changing food consumption patterns.

To counter price fluctuation arising from external factors, Oman's Public Authority for Stores & Food Reserves works toward streamlining the procurement and supply of essential food commodities.

Meeting the increasing demand for food is both a challenge for government and an opportunity for the sultanate's private sector to expand within the market.

The UN's Food & Agriculture Organization (FAO) estimates Oman's food imports to reach US\$4.8 billion by 2020, a significant rise from US\$2.1 billion in 2010. Food imports mainly include grains, seasonal fruits, dairy products, poultry and meat.



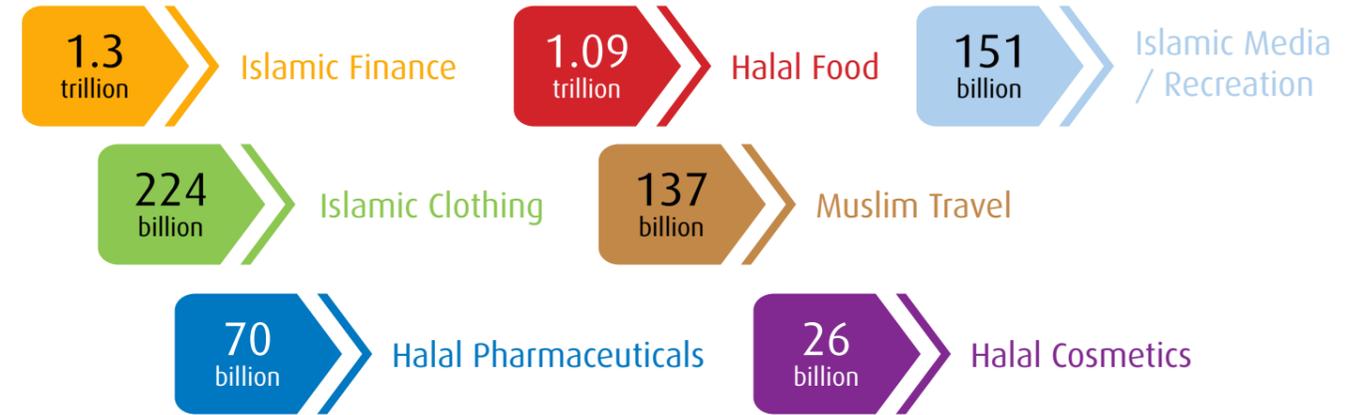
Halal Market

- Oman's retail halal food business seeing profits jump by **200%** in the last 5 years.
- Global Halal food market is set to grow at **4.44%** from 2012-16.
- Middle East imports most of its food valued at **US\$15.4 billion**.
- GCC halal food imports is set to increase **US\$44 to US\$53 billion** by 2020.
- Globally, Muslim consumers spend up to **US\$70 billion** on pharmaceutical products.
- GCC's travelling spent is set to increase from **US\$64 to US\$216 billion** by 2030.
- By 2018 **US\$1.6trillion** is estimated to be spent by Muslims on food & beverages.
- The Muslim travel market is set grow to **150M** by 2020 with market value of **US\$200billion**
- Oman is **ranked at 7** in Global Muslim Travel Index recording **670,000** Muslim arrivals.
- Halal industry comprising of food, pharmaceuticals, cosmetics, logistics and tourism is **US\$2.6 trillion**, almost twice the size of Islamic finance.

Global Halal Market

The worldwide Islamic economy is worth an estimated USD \$3trillion (a breakdown of the market's worth is provided below). Furthermore, the Islamic economy continues to grow year by year at a mammoth rate.

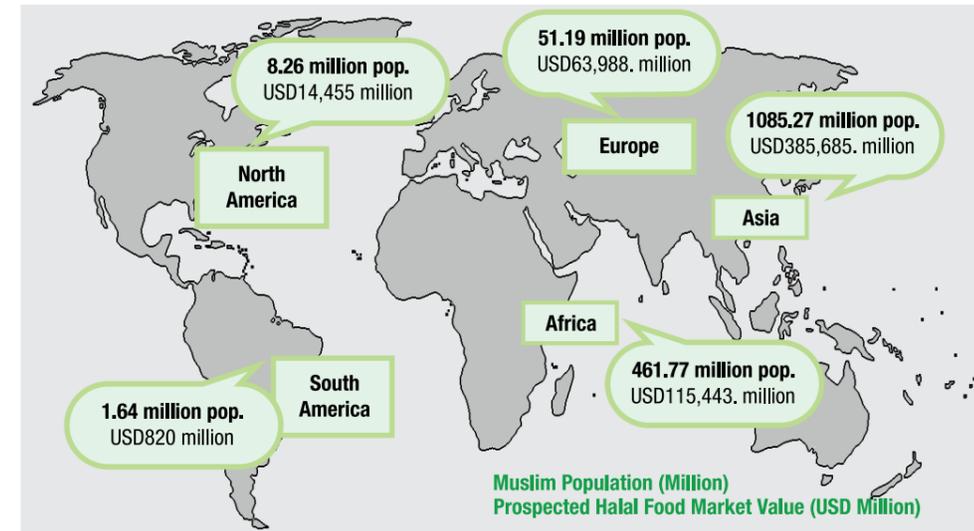
State of the Global Islamic Economy by Thomson Reuters and Dinar Standard:



Top Ten Segments by Country and Import Value

| | | |
|---|----------------|----------------------|
| Vegetable and seed derived products | \$8.98 billion | Saudi Arabia |
| Total meat and live animals (incl.fish) | \$4.29 billion | Saudi Arabia |
| Other food processing inputs | \$3.70 billion | Indonesia |
| Dairy and animal by-products | \$2.08 billion | Saudi Arabia |
| Confectionary inputs | \$1.93 billion | Malaysia |
| Poultry | \$1.92 billion | Saudi Arabia |
| Fruits and Nuts | \$1.82 billion | United Arab Emirates |
| Beef | \$1.59 billion | Egypt |
| Lamb and Goat | \$1.28 billion | Saudi Arabia |
| Fish | \$0.78 billion | Malaysia |

Where are The Halal Consumers?



MAIN SECTORS

Agriculture & Food Products

Farming Technology

Camels & Horses

Dairy & Poultry

Ventilation, Cooling, Heating & Feeding Systems

Machineries

Finance, Health and Logistics

Organic Food

Aquaculture, Fisheries & Livestock

Greenhouse & Horticulture

Slaughterhouses & Quartering Rooms

Coffee, Tea, Dates & Honey

Environmental Management, Pesticides & Chemicals

Frozen Meat & Preserved Food Industry

Food Processing Technology

Halal Products



WHY EXHIBIT?

- Secure an opportunity to see the leading names in agribusiness and related industries under one roof.
- To be informed about the latest trends, developments and innovations concerning agriculture and stock breeding.
- Gain access to the lucrative and growing Oman market.
- Meet face-to-face with potential buyers of agricultural and fisheries related products and equipment.
- Promote your products and services in a most cost-effective way.
- Launch new products & innovative solutions.
- Achieve better understanding of the Oman and regional markets.
- Secure alliances & joint ventures with leading industries and concerned government authorities.
- Benefit from the event's extensive marketing campaign with pre-show exposure.
- Enter the strong growing and lucrative market of Halal sector.
- Place your company as pioneer in the Omani Halal Industry
- It Increases Product Recognition through extensive press coverage in trade journals, newspapers and online.

VISITOR PROFILE

- Government & Trade Delegations
- Regulatory Authorities & Policy Makers
- CEOs/COO/GMs, Business Development Directors
- Farmers, Producers, Importers, Exporters, Traders of Agricultural Products
- Agriculture and Fisheries based Entrepreneurs
- Transport Logistics Providers
- Agricultural and Fish Products Exporters / Importers
- Executives from Banking & Financial Institutions
- Investors, Fund Managers, Venture Capitalist & Organizations seeking new business ventures
- Business & Research Partners
- International Bodies / Organizations
- Consultants & Advisors
- Importers, Exporters, Manufacturers
- Academia

We were pleased to participate at Agro Food Oman 2017 and noticed an acceptable variation among the participated food companies. It was useful to participate in national exhibitions so we can spread our mushroom awareness among Omanis, where we noticed the acceptance of Omanis toward our products in terms of taste and the nutrition benefits.

Abdulla Al Hadhrami
General Manager
Gulf Mushroom Products
Company SAOG

MARKETING & PROMOTIONAL ACTIVITIES

The event will be supported by multi-channel marketing strategies with specific visitor target.



OUTDOOR MEDIA
45 SCREENS AT MUSCAT INTERNATIONAL AIRPORT AND THROUGHOUT MUSCAT



PRINT MEDIA
30 ADVERTS & SEVERAL ARTICLES IN THE MAJOR NEWSPAPERS & MAGAZINES

RADIO SPOTS
200 SPOTS ACROSS LEADING RADIO STATIONS



OVER 2 MILLION SMS SENT OUT



SOCIAL MEDIA & BLOGGING
3 WEEKS EXPOSURE



1 MILLION DIRECT EMAILERS & 5000 PERSONAL INVITATIONS



AGRO FOOD OMAN 2018 - EVENT DETAILS

| | |
|--------------------------|---|
| Event Type | Trade |
| Venue | Oman Convention & Exhibition Center |
| Dates | 7 – 9 May 2018 |
| Website | www.agro-oman.com |
| Number of Exhibitors | 150 |
| International Exhibitors | 85 |
| Local Exhibitors | 65 |
| Participated Countries | 21 |
| Total Size of the Show | 1410 Sqm of build-up area 4200 Sqm Gross Space |

“Al Ariq participated in the Agro Food Oman Exhibition as the Diamond Sponsors. Overall, the show was really good and unlike the past years, I could see a very good number of trade visitors, who were sincerely interested to do sustainable agricultural projects. I could also witness financing companies offering their supporting hands to accomplish turnkey projects. Al Nimr had also arranged the Minister of Agriculture & Fisheries to inaugurate the event and give awards to the sponsors. This was truly an encouragement for the companies involved in agri-business. I wish Al-Nimr all success in the future Agro Oman events in order to promote agriculture & fisheries in the region.”

Al Ariq Equipment LLC

EXHIBITOR SATISFACTION

- 95%** of exhibitors were satisfied with the number and quality of visitors & were satisfied with the services provided by the organizers.
- 92%** of exhibitors stated their participation as successful and they have achieved the objective.
- 87%** of exhibitors managed to discuss and sign business deals at Agro Food Oman 2018.
- 90%** of exhibitors stated that they will participate at the Agro Food Oman 2019.

COVERED SECTORS

- Agriculture & Foods Products
- Aquaculture, Fisheries & Livestock
- Farming Technology
- Greenhouse & Horticulture
- Camels & Horses
- Dairy & Poultry
- Coffee, Tea,
- Dates & Honey
- Frozen Meat & Preserved Food Industry
- Environmental Management,
- Pesticides & Chemicals
- Ventilation, Cooling,
- Heating & Feeding Systems
- Slaughterhouses & Quarters Rooms
- Machineries
- Finance, Health and Logistics
- Food Processing Technology
- Organic Food
- Halal Products



VISITOR'S BY REGION

| | |
|---------------|------|
| Visitors | 4300 |
| Media | 45 |
| Oman | 3670 |
| GCC | 350 |
| International | 235 |

REASONS FOR ATTENDING AGRO FOOD OMAN 2018



VISITOR'S BY JOB FUNCTION



SURVEY RESULT FOR VISITORS



“Omani National Livestock Development Co. SAOG is proud to be the Gold Sponsor in the first Agro Food Oman Exhibition. The exhibition organized by Al Nimr Exhibitions was very professional and knowledge yielding process which included speeches and informative dialogue between well-known faces of Agriculture, Livestock, Food Security and Halal Food committees all over the world. It was our pleasure to give the presentation on Development of Livestock and Animal Feed in Oman. I hope we can have more of these kind of events where we and all other companies related to Agriculture and Livestock can show case their products and discuss ideas to enhance food security in Oman.”

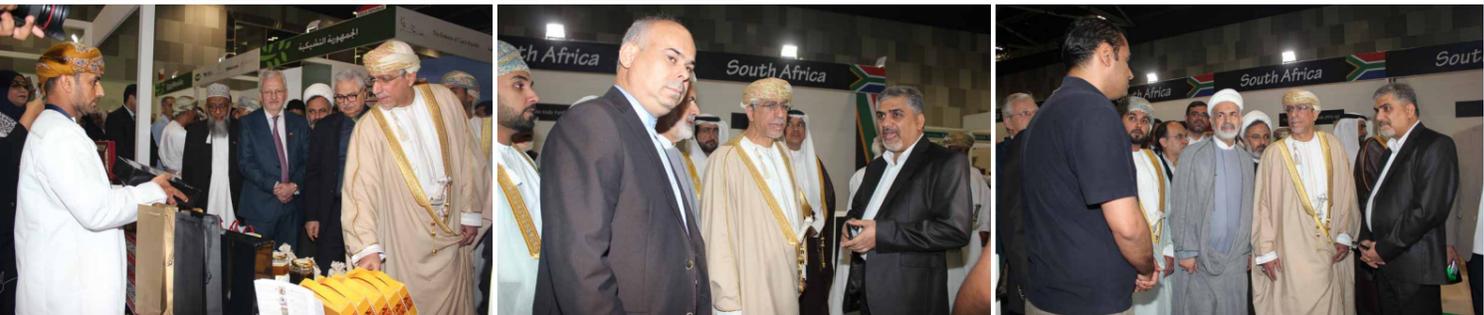
Umair Ahmad
Assistant Marketing
Manager Technical
Omani National Livestock
Development Co. SAOG

EXHIBITION PHOTO GALLERY



Agro Food Oman is an important exhibition that gathers companies in the same field to spread their markets & build relationships with others. The quality of the visitors was great. We are happy with organizers. I wanted to take this opportunity to thank you for inviting us.

Mohammed Al Taani
Plant Manager
Global Gypsum Co. LLC



CONFERENCE PHOTO GALLERY

Key Sessions

Day1 Sessions

- Harmonizing Global Halal Standards
- The Significance of HALAL Finance to Secure HALAL TAYYAB
- Developing Systems & Controls for improving Halal Compliance

Day2 Sessions

- Development of Poultry & Livestock Industry
- Promotion of Halal Travel & Tourism
- Industry Talk
- Way Forward to promote Halal Trade of Oman



Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 45 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2015.



Oman Convention & Exhibition Centre (OCEC)

OCEC is set to become an iconic landmark for Muscat and the Sultanate of Oman. Surrounded by nature it overlooks a wadi which is a haven for Oman's exotic bird life. The Centre is conveniently located only 10 minutes from the new Muscat International Airport. Located in its own precinct, this world-class facility is perfectly suited to host international, regional and national conventions, exhibitions and business events. Amongst its features is a tiered auditorium seating 3,200 people and more than 22,000 square meters of column-free exhibition space. For more information, visit www.omanexhibitions.com. Find out more about the Oman Convention & Exhibition Centre by visiting www.omanconvention.com

THE ORGANIZER

Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit www.alnimrexpo.com

BOOK YOUR SPACE NOW

STAND RATES

Shell Scheme Furnished Stand: **US\$ 315 / RO 120 per sqm**

Space Only: **US\$ 260 / RO 100 per sqm**



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