

Where the world of agriculture meets

Approach your customers at latest exhibition for the development of agriculture

AGRO EGYPT

Organized by:



EXPERIENCE MARKETING

The future of agriculture in Egypt

9 - 11 July 2023 Cairo International Center for
International Exhibitions and Conferences, - Nasr City

Agro Egypt



The latest integrated exhibition for the development of agriculture

The first & most recent exhibition for agriculture development, which brings together for first time all agricultural, food & technological sectors under one roof in the most comprehensive exhibition ever in Egypt.

With great care that each industry is unique with all ingredients that help to succeed & achieve the ROI, as the exhibition shaped to upraise and overcome challenges of these sectors which represent food security for Egypt and the world.

Our Vision

Achieving sustainable and economic development for agricultural & food sector in Egypt and Africa, based on development and providing alternatives to achieve rapid and sustainable commercial growth within the framework of the steady development of the sector and related activities.

Our mission

A whole new experience for a higher ROI. In a changing world with limited resources, we think it's most important than ever to spend time & money wisely, that's why we redefining art & science of connecting, through a carefully crafted series of events.

Exhibition Sector

We are honored to have local and international manufacturers, regional distributors, dealers and resellers, technology service providers, financial and financial institutions covering the following main product categories:



Fertilizers & Crop Protection

Fertilizers - Pesticides - Seeds
Nurseries - Crop protection - Soil enhancement techniques
Agricultural Tools

Plant Protection

Protected farming systems
Greenhouses - Isolation\lining systems - Packaging

Irrigation & Infrastructure

Pumps - modern irrigation systems - Well drilling Irrigation pumps - modern Irrigation systems - Water treatment & desalination



AI & Technological

Marketing - Renewable Energy - Recycling systems - environmental protection - Electric generators - Climate control - E-commerce



Agricultural services

processing lines & equipment - Supplies of equipment and machinery - Cooling and storage Sorting .



Machinery & Equipment

Tractors - harvesting equipment
Packaging - sorting, sorting and packaging lines for vegetables and fruits Feed equipment

Who will you meet ?

We work on the effectiveness of the targeted visit, not the targeted quantity. Your business agreements, contacts, information network, and people are your most important investments. We provide you with all of that in the easiest, least costly, and highest return for participation.

- ✓ Agricultural traders - investors and businessmen - distributors - agricultural engineers
- ✓ Representatives of the Ministry of Agriculture - Representatives of the Ministry of Trade and Industry - Agricultural Societies
- ✓ Students and professors of agricultural colleges - researchers.
- ✓ Funding bodies and credit facilities - importer and exporter.
- ✓ Local and international manufacturers - Purchasing and Supply Managers
- ✓ Store and retail owners - crop growers and farm management
- ✓ Foreign governments and local bodies

430

Brand

6

Countries

11,000

Visitors

120

Exhibitors

Business Matchmaking Program and Hosted Buyers Mission

Your Way to Maximized maximize the return of your investment, make the most of your presence with pre-arranged meetings just for you, which enables you to maximize your return of participation in exhibition. These programs created to shape communication opportunities across borders and thus increase trade flow between Egypt and rest of the world.



8
Participate Countries

الزراعة من أجل التصدير

150
Target Meeting

Conference 40 Seminars, Webinars & Workshops

We assist to establish your position among market leaders, in order to raise competencies through integrated educational content

Workshops:

Reach a specific groups of your target audience & bring them together in a workshop, discussion table, or open forum during the exhibition days. The sessions are an excellent educational and informative opportunity to test your products & the right communication methods.

Conferences

We create a distinctive position for your brand through Agro-Egypt exhibition conferences and expert speakers...

Give a speech at the Agro-Egypt conference during the three days of expo.

Participate in the preparatory meetings for the exhibition in the governorates in order to prepare well.

Webinars

Interactive online meetings throughout the year for 40-60 minutes, followed by F&Q. A pre-meeting marketing campaign for a month that includes your brand and company information.

Why participate as an exhibitor in Agro Egypt exhibition:

We assist to achieve your vision of successes and grow your investments in the easiest way, the lowest cost, and the highest return for participation...

- ✓ Chosen venue location (cicc) to ease access & visitor reach for better flow.
- ✓ Providing instant direct funding for visitors during the exhibition days (valU, Contact Credit)
- ✓ Smart spaces and competitive prices, that contribute to improving the effectiveness of the return on participation for a period of 3 days.
- ✓ Chosen exhibition date before the agricultural seasons in Egypt to improve trade agreements.
- ✓ Facilitate access to new segments of specialized visitors during the exhibition days and throughout the year.
- ✓ annual sales turnover to achieve your annual goals during the three days of the exhibition.
- ✓ .Show casing latest products & innovations of companies to farmers and entrepreneurs from the region.
- ✓ Developing marketing strategy through the consultations of the Tariq Nour Media and Advertising Group.

Advertising campaign for AgroEgypt Exhibition

- ✓ Daily TV commercials on Al-Qahera TV, Al-Nas TV and other channels.
- ✓ Advertisements in official newspapers and agricultural magazines.
- ✓ Preparatory sessions & meetings before the exhibition in various governorates (Ismailia, Minya, Al-Sahrawi)
- ✓ Campaigns in coordination with major banks and our financing partners (Value, Contact).
- ✓ Providing buses to transport senior farmers, traders, distributors & interested experts from all Egypt.
- ✓ Road advertisements (outdoors) in vital areas such as Cairo-Alexandria Desert Road, Nubariya, Sadat City, Ismailia Road, Cairo-Alexandria Agricultural Road, Upper Egypt Road...etc.
- ✓ The exhibition catalog is distributed to interested gatherings, large farms, and companies.
- ✓ Advertising in the most important public and agricultural programs (حديث القاهرة, الجدة... etc.).
- ✓ Printed invitations to be distributed through businessmen, experts, consultants, companies & authorities.
- ✓ Ads on social media (Facebook, Linkedin), text message campaigns sent to all workers and those interested in the agricultural, food and complementary industries.



What's New...



A whole new experience for a higher ROI. In changing world with limited resources, we know it's more important than ever to spend your time and money wisely, which is why we're redefining the art and science of making good connections, through a carefully crafted series of live events.

Early Bird Booking

Qualify to discount up to 27% on display spaces, according to date of booking & location.

Anti-counterfeiting Service

First specialized committee to combat counterfeiting of products in coordination with the public & private sector.

Agro-market

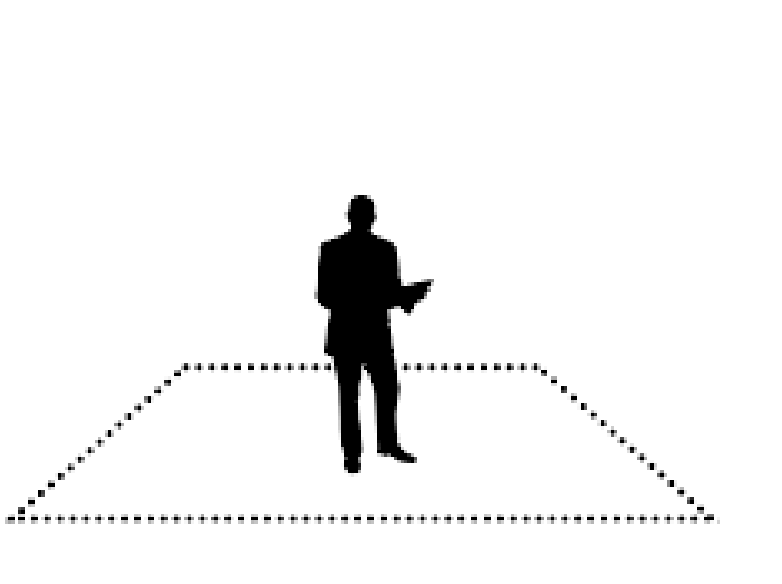
The finest Egyptian hands produce in terms of agricultural products, dairy, handicrafts, vegetables and fruits from our farmer market.

Agro-Friday

In partnership with our exhibitors, we offer price discount campaigns and payment facilities, and we also provide financing needs.

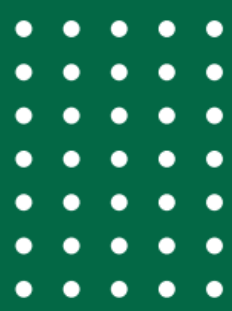


Our Prices

Empty Space		
		
Unbuild display space		
Normal book	Early book	SQM
2200	2000	48 - 24
2000	1800	99 – 50
1800	1600	+ 100

Shell Scheme		
		
exhibition space equipped with an aluminum booth Walls\ table \ four chairs\ cabinet\ company name		
Normal book	Early book	SQM
2200	1800	48 - 18

Outdoor space		
		
Outdoor viewing area under tent roof		
Normal book	Early book	SQM
1400	1200	48 - 15
1300	1100	100 - 50



- Logo placement on Agro Egypt website
- Logo placement on Agro Egypt printed invitations
- Logo placement on Registration Forum
- Logo placement on Magazine Ads
- Logo placement on TV campaign on El-Kahera Wal Nas Channel
- Mention Exhibitor in Newsletter Editions
- Host a dedicated conference for Exhibitor during Exhibition Days
- One free page on Agro Egypt printed catalogue
- Thank you note on Agro Egypt printed catalogue

PLATINUM SPONSOR

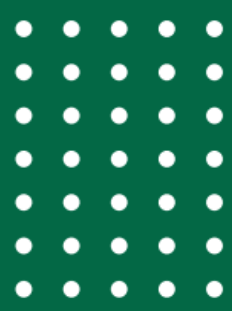


GOLD SPONSOR



SILVER SPONSOR





- Online Webinar brought to you by
- Testimonials aired on El-kahera Wel Nas as part of the TV campaign
- Main Gate & Branding Entrance stairs
- Fence Banners (2x2m)
- Parking Branding Signs (7x7m)
- Entrance LCD Data show
- Mega Posters on Hall 50M
- Pillars on Hall entrance

PLATINUM PARTNER



4

4



4

500,000

GOLD SPONSOR



2

2



2

400,000

SILVER SPONSOR



1

1

1

300,000

Who we are!



Since 1974, Tarek Nour Holding is the largest integrated structure that provides the means to deliver unforgettable experience to our partners through all dedicated means of communication. We work closely to focus on a focal point, our partners are the center of attention for us and our offer. This unique setup is unique in the region and allows for maximum cost efficiency, speed, confidentiality and consistency.

AAPIC since 1983, we are the titans of marketing as events & exhibitions arm belonging to Tarek Nour Communications. We focus on organizing events at a giant scale, creating thrilling experiences for guests, while generating massive returns for our clients.

AAPIC has been setting the standard for advertising below the line in the Middle East, pioneering practices & paving the way for generations of creative minds in the evolving field. In AAPIC we delivered some of Egypt's best projects such as:

Le Marché Expo, Obelisque Design Award, Cairo Festival City Launch...Etc.



For more information..

Contact our team today to discuss a range of options and solutions tailored to help you achieve your goals.

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Organised by

