



Saudi food consumption to grow by 4.2 per cent till 2015

Saudi Agriculture 2013 to feature top tech, services & practices to meet food demand

KINGDOM OF SAUDI ARABIA, JEDDAH, August 25, 2013 /EINPresswire.com/ -- Riyadh – August 25, 2013: Saudi Arabia's food consumption is expected to grow by 4.2 per cent between 2011 and 2015, driven by factors such as rising income levels, population growth, lifestyle shifts, and a thriving domestic economy. The Saudi Government has already allocated around USD 15 billion for the agricultural sector this year for projects and initiatives aimed at meeting demand. It is also encouraging more rapport and collaboration between the public and private sectors to ensure that food needs are satisfied as the Kingdom – the Middle East's largest individual food importer and the largest market in the region for agro-food products and technologies – pursues its development targets through 2020.

Aimed at spurring dialogue, knowledge sharing and business among corporate and government entities, Saudi Agriculture 2013 – the 32nd International Agriculture, Water and Agro-Industry Show – will showcase a wide spectrum of agricultural services, techniques and products crucial to nurturing the Kingdom's agricultural sector. Regarded as the Middle East's largest agriculture exhibition, Saudi Agriculture's 2013 edition is accredited by UFI, the Global Association of the Exhibition Industry. The premier trade show will run from September 15 to 18, 2013 at the Riyadh International Convention & Exhibition Centre.

Saudi Agriculture 2013 will be held under the patronage and support of the Saudi Ministry of Agriculture and is expected to draw in a record number of exhibitors from Saudi Arabia, the Middle East, Europe, the Americas and Asia. Last year's show logged a total of 643 exhibitors from 35 countries and nearly 16,735 visitors' all eager to capitalize the market potential of the Kingdom's 28 million food consumers.

"A good quality of life for its residents is topmost in KSA's development agenda for the next decade. Food security is thus of high priority and as usual, Saudi Agriculture will serve as a major platform for discussing, exploring and directing the future of the Kingdom's agricultural sector. This year's show has an exceptional lineup of agricultural products, services and equipment that are sure to satisfy the high expectations of participants," said Zeyad Al Rukban, Assistant General Manager, Riyadh Exhibitions Company.

Running concurrently with Saudi Agriculture 2013 is Saudi Agro-Food 2013 – The 20th International Trade Show for Food Products, Processing and Packaging Technologies. The first half of September 2013 will thus see KSA brimming with partnership and growth opportunities covering the agriculture, food, processing and packaging segments, all available under one roof. More information on both events is available at <http://www.saudi-agriculture.com>.

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