

Food and agricultural commodities account for 15 per cent of KSA's imports

Saudi Agriculture to reveal top agricultural prospects within region's largest consumer market

KINGDOM OF SAUDI ARABIA, JEDDAH, September 5, 2013 /EINPresswire.com/ -- Riyadh – September 05, 2013: Food and agricultural commodities currently account for around 15 per cent of Saudi Arabia's imports at USD 17.5 billion, as the Kingdom further emphasizes its position as the largest consumer market in the Gulf. Domestic food consumption is poised to increase by 9.75 per cent and mass grocery retail transactions by 11.7 per cent by the end of this year, so the share could rise even further. Looking forward, Saudi agricultural imports are expected to grow by as much as 76 per cent by 2016.

The Kingdom is investing around USD 12.3 billion in domestic agriculture projects and food security programs to meet growing local demand. Leading opportunities in such a thriving and dynamic agricultural market will be revealed at Saudi Agriculture 2013 - the 32nd International Agriculture, Water and Agro-Industry Show taking place from September 15 to 18, 2013 at the Riyadh International Convention and Exhibition Center.

Saudi Agriculture is the Middle East's largest agricultural show, attracting marquee exhibitors of agricultural products, services and equipment from the region as well as Europe, the Americas and Asia. It is accredited by UFI, the Global Association of the Exhibition Industry, and enjoys the continued patronage and support of the Saudi Ministry of Agriculture. The show is regarded as a major regional platform for networking as well as conducting business and sales.

"Higher consumer spending power, a rising population, huge demand for retail food, and its status as the region's biggest economy all combine to make Saudi Arabia the Gulf's top agricultural market. Saudi Agriculture provides a powerful platform to maximize business opportunities and to explore and discuss industry concerns from both producer and consumer perspectives. It acts as a three-in-one trade event as it also focuses on food products, processing and packaging as well via its two concurrent shows," said Zeyad Al Rukban, Assistant General Manager, Riyadh Exhibitions Company.

Saudi Agriculture covers a wide array of agricultural segments, from Animal Health & Production, Agricultural Finance & Banking and Agricultural Products & Services to Handling & Transport Systems, Irrigation & Landscaping Equipment, and Machinery & Spare Parts. Last year's show accommodated 162 exhibitors from 20 countries and nearly 9,000 visitors in 5,000 sqm of exhibition space.

This year's edition will be held concurrently with Saudi Agro-Food 2013 – The 20th International trade show for Food products, Processing and Packaging Technologies and Saudi Food-Pack 2013 – The 2nd International Exhibition for food processing and Packaging. More details are available at <http://www.saudi-agriculture.com>.

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