

SAHARA

22 – 24 September 2026
Egypt International Exhibition Center-EIEC

EVENT BROCHURE

**HARVESTING INNOVATION FOR
A BRIGHTER TOMORROW**

saharaexpo.com



2025 Overview

Sahara is set to be its most extensive edition yet, showcasing a wider range of agricultural solutions, machinery, and innovations. The event attracted professionals from Egypt and major agricultural markets across Africa and Middle East regions.



21,817

Attendees



350

Exhibitors



200

Hosted Buyers



151

VIP Attendees



85

Talks



95

Speakers



25

Exhibiting Countries



3

Ministers



8

Governemts Patronages



2025 Highlight

Sectors Overview



Fertilizers & Crop Protection

1. Fertilizers
2. Crop Protection
3. Soil Improvement
4. Plant Growth Regulators
5. Agrochemicals



Seeds & Nurseries

1. Seeds
2. Nurseries
3. Fruits
4. Vegetables
5. Flowers & Grass
6. Medicinal & Aromatic



Greenhouses

1. Greenhouse Technologies & Equipment
2. Greenhouse Material and Plastics
3. Greenhouse Heating, Ventilation Systems
4. Greenhouse Lighting Systems



Water Management

1. Modern Irrigation Systems
2. Agricultural Water Treatment Systems
3. Water Resource Management
4. Rainwater Harvesting Technology
5. Valves, Pumps, Motors & its Accessories
6. Desalination
7. Soil and Water Research
8. Disinfection and Bio-pollutants Technology



Agricultural Machinery

1. Tractors and Equipment
2. Machineries And Tools
Screens, Wires & Fences



Sustainable Agriculture

1. Solar Lighting - Renewable & Sustainable Energy
2. Environment protection
3. Organomineral
4. Hydroponics/Urban Farming



Post-Harvest

1. Post-Harvest Protection
2. Grading, Sorting & Packing Lines
3. Logistics - Wholesale, Distribution & Transport, Purchasing



Services

1. Banking & Finance
2. IT/Software
3. Analysis & Research Laboratories



Agri-tech

1. Artificial Intelligence (AI)
2. UAV / Drones
3. Automation
4. Adaptive Irrigation
5. Grow lighting
6. Precision Agriculture
7. Vertical Farming

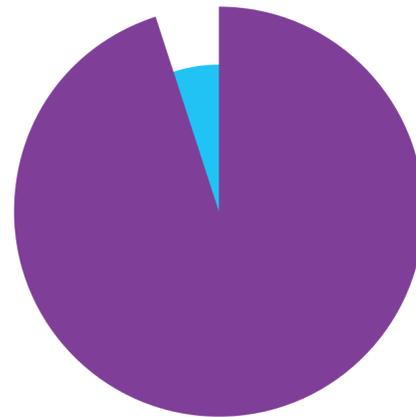


Animal Production

1. Livestock equipment and technologies feed ingredients
2. Dairy and cattle production
3. Climate control systems
4. Pharmaceuticals & nutrition
5. Vaccines

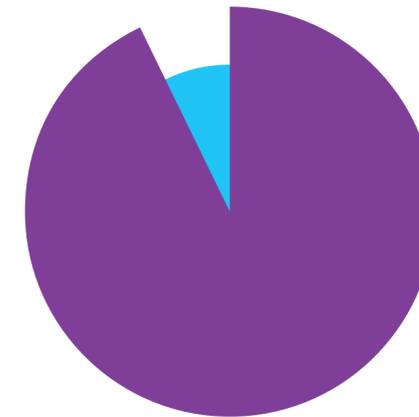


Exhibitors Overview



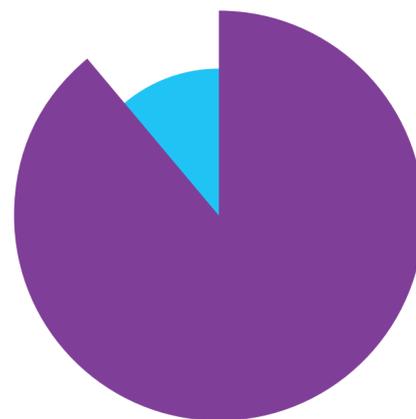
95%

Rated Sahara as an important platform for their business



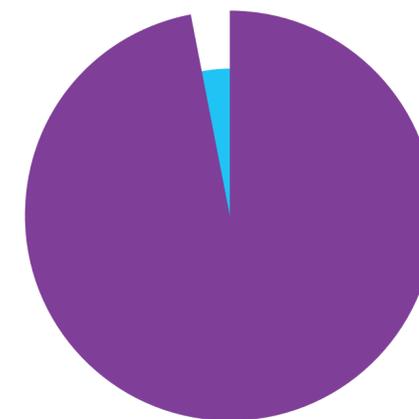
93%

Likely to exhibit again next year



89%

Indicated they're satisfied with the 2025 edition



97%

Increase in international participation

Top Exhibiting Countries

Sahara 2025 features exhibitors from over 25 countries. This year's edition focuses on key countries, aligning with attendee interest in exploring a wide range of agricultural inputs, equipment, and sustainable solutions from leading regions.



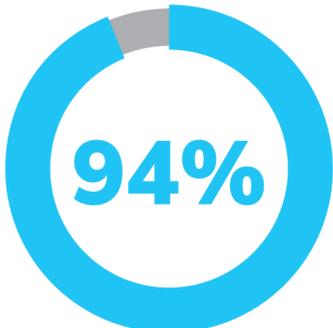
International Pavilions



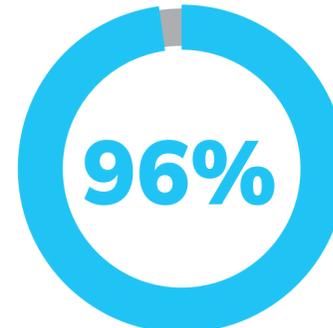
Visitors Overview



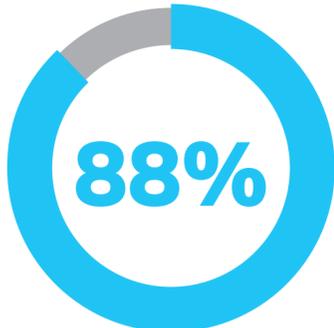
Rated Sahara as an important platform for their business



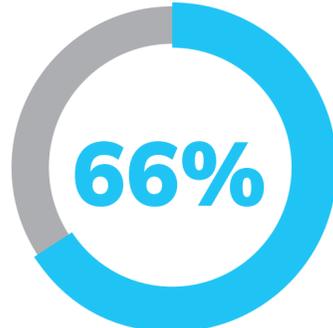
Indicated they're satisfied with the 2025 edition



Likely to visit again next year



Would recommend Sahara to a colleague in the industry

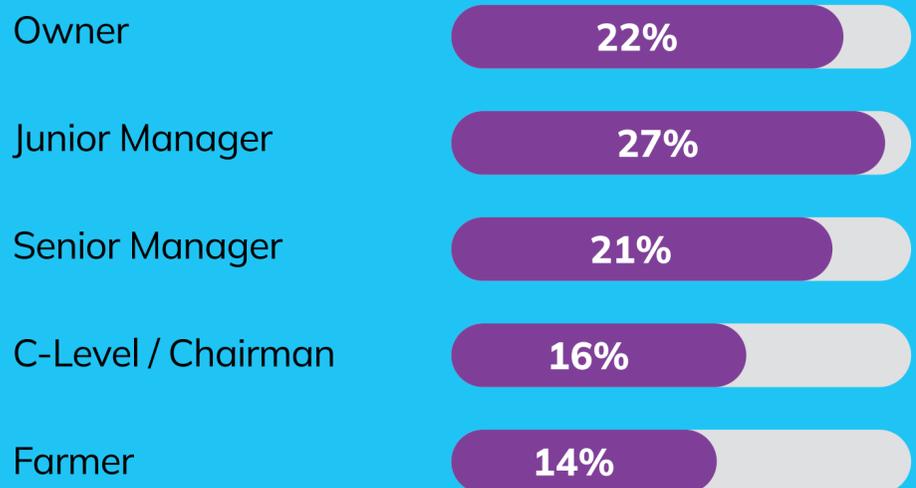


Sourced a new supplier at the event

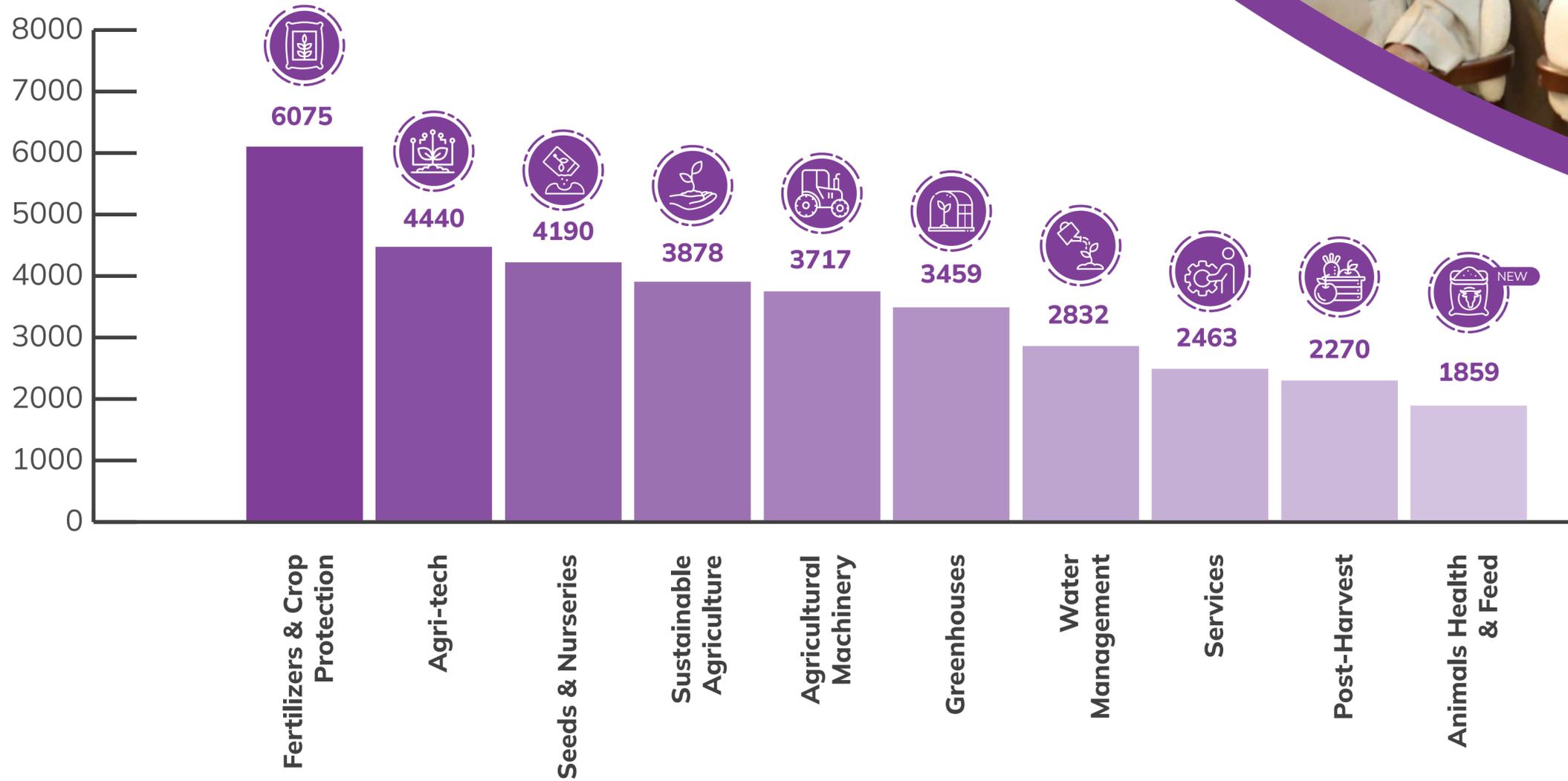
Top Visiting Countries



Seniority Level



Sectors Interests



Matchmaking & Hosted Buyers Programmes

Sahara's Matchmaking & Hosted Buyers Programme uses smart digital tools, curated networking, and personalised support to connect exhibitors with qualified buyers across Africa and the Middle East. Through targeted, pre-scheduled meetings, it transforms introductions into real business partnerships, strengthening Sahara's position as the region's leading agricultural trade gateway.

Key Achievements from Sahara 2025

450+

Booked meetings

100+

Exhibiting companies participating

200+

Hosted buyers (including 20+ international)

8+

Countries represented

\$1.9M+

Worth of international deals closed



Key Buyers' Countries



Jordan



Nigeria



Algeria



U.A.E



SOUTH AFRICA



K.S.A



KUWAIT



GHANA

Key Participating Companies



2025 Participants



The Hosted Buyers Programme was exceptionally well-organized — we connected with genuine buyers and finalized export opportunities on-site.

Raibal Company, UAE



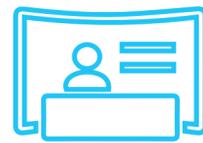
The pre-scheduled meetings ensured we spent time only with relevant exhibitors, making every discussion valuable.

RMP Holdings, South Africa



What to expect at SAHARA 2026

This year, Sahara will host its largest edition yet, showcasing an expanded range of agricultural technologies, machinery, and innovative solutions. Attendance is expected to rise, bringing together industry experts from Egypt and key agricultural markets across Africa and the Middle East.



550

Brands



23k

Visitors



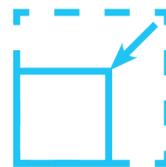
30

Participating Countries



270

Hosted Buyers



25k

SQM



Who will you meet?



FARMER



ENGINEER



FARMING CONSULTANT



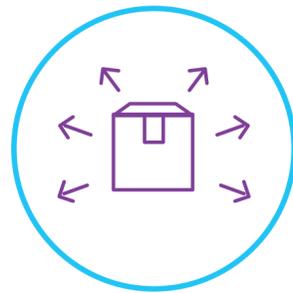
WATER SPECIALIST



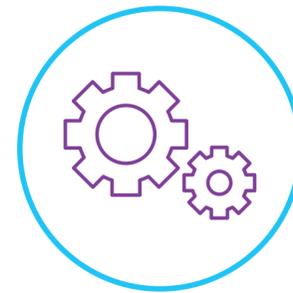
INVESTOR



GOVERNMENT



DISTRIBUTOR



FOOD MANUFACTURER



VETERINARIAN

Exhibiting Opportunities

Space Only



Allows you to design and produce your own original stand

Shell Scheme



Includes ready-built stand with power, lights, carpet, name board.

Top Banner



Includes ready-built stand with power, lights, carpet, Top Banner , and waste bin.

Wooden Stand



Includes ready-built Wooden stand with power, lights, carpet, name board, counter, and waste bin.

2026 Features



Conference

Sahara 2026 Conference stands out as Egypt's premier event in the exhibition sector, offering a comprehensive platform to explore the latest innovations, opportunities, and trends within the Agriculture Industry.



The Women in Agri Networking Event

The Women in Agriculture Networking Event will be a remarkable occasion designed to bring together and empower women within the Agriculture Industry.



Matchmaking Programme

Introduces a high-level hosted buyer program designed to attract key buyers from Europe, Asia, and Africa. Hosted buyers are connected with companies seeking to export, with meetings conducted in a one-on-one setting within the Hosted Buyer Lounge, strategically located at the show.



Agricultural Consultancy

The Consultancy Zone is an educational feature that allows farmers to ask experienced consultants questions to improve their farming processes.



Workshops

In-depth technical sessions providing our delegates with focused educational content



Innovation Hub

Sahara 2026 will introduce a dedicated zone for startups and innovative projects, providing essential resources and hosting investment-focused panel discussions to facilitate business growth and attract investors.

Sponsorship Opportunities



A variety of Solutions SAHARA has to offer



Pre-defined Sponsorship Packages

Sahara offers pre-defined sponsorship packages with exclusive benefits divided over 3 tiers:



PLATINUM

GOLD

SILVER

Our pre-defined packages offer a limited number of clients an exclusive mix of online & onsite with venue branding options designed to distinguish their brands throughout their entire participation journey. Get in touch with us today to find out more about pre-defined exclusive packages' availability.



Better Stands at SAHARA 2026

At Sahara, we embrace raising the level of awareness and improving the sustainability of our event. Disposable, single-use exhibitor stands contribute to over 80% of waste on the show floor and have a detrimental impact to the environment. The Informa Better Stands programme is our commitment to reducing disposable stands and replacing them with higher quality, re-usable structures made from robust, sustainable materials. We're encouraging exhibitors to join us in this journey, towards a more sustainable, and responsible future for the exhibition industry.

The programme has been divided into **3 key stages:**



- Stand structure and walls
- Platform or raised flooring
- Furniture and equipment
- Lighting



- All Bronze elements, plus:
- Fascia & overhead signage
 - Rigged structure
 - Ceiling
 - Display facilities



- All Bronze and Silver elements, plus:
- Graphics & decorative items
 - Floor covering



All elements of a particular category must be reused or recycled in order to achieve that classification.

Contact the sales team at sahara@informa.com to for more information and guidance as to how you can be more sustainable with your stand build.

We are waiting for you!

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Contact our team today for more
information.

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ENQUIRE TODAY

