

www.mepoexpo.com





ABOUT MEAT & POULTRY IN MIDDLE EAST

- ▶ Middle East-North Africa Great Growth Potential, with MENA offering some of the youngest and most affluent populations in the world. Middle East region is predominantly made up of the Gulf countries of the UAE, Saudi Arabia, Kuwait, Bahrain and Qatar

GCC countries' forecast total volume sales of meat in thousands of tonnes, 2017 to 2021

Countries	2017	2018	2019	2020	2021
Saudi Arabia	1,500.40	1,531.20	1,558.70	1,582.00	1,602.40
United Arab Emirates	515.8	555.7	602	651.4	692.1
Kuwait	305.6	331.3	361.3	392.2	418.6
Oman	231.7	236.2	240.5	245.9	237.8
Qatar	51.9	57.1	62.8	68.9	74.4
Bahrain	52.7	54	55.5	57.1	55.5

*Source: Euromonitor 2017

GCC COUNTRIES

With growing market opportunity in the GCC, with the UAE hosting Expo 2020 in October 2020, and Qatar hosting the World Cup in November 2022. These events provide tremendous market opportunities for the meat consumption particularly in the food service industry



MEAT & POULTRY SALES IN SAUDI ARABIA

Saudi Arabia is by far the largest market in the Gulf region , with a youthful population of more than 33mn. forecast food sales in Saudi Arabia to grow by %5.6 in 2019 Growth rates will then remain at an annual average of %6 for the years through to 2022.

The two principal segments in the Saudi food market are meat and poultry and bread, rice and cereals collectively combining to represent roughly %45 of total spending in 2019.

	2017E	2018E	2019E	2020E	2021E	2022E
MEAT & POULTRY SALES SAR MN	42,906.6	49,209.6	52,200.9	55,609.6	59,249.2	63,135.8
MEAT & POULTRY SALES SAR MN, % GROWTH Y-OY	-2.4	14.7	6.1	6.5	6.5	6.6



WHY SAUDI ARABIA?

1

Good regional point of entry for investors seeking long-term volume growth.

2

Significant expatriate population, providing a market for high value packaged and processed foods.

3

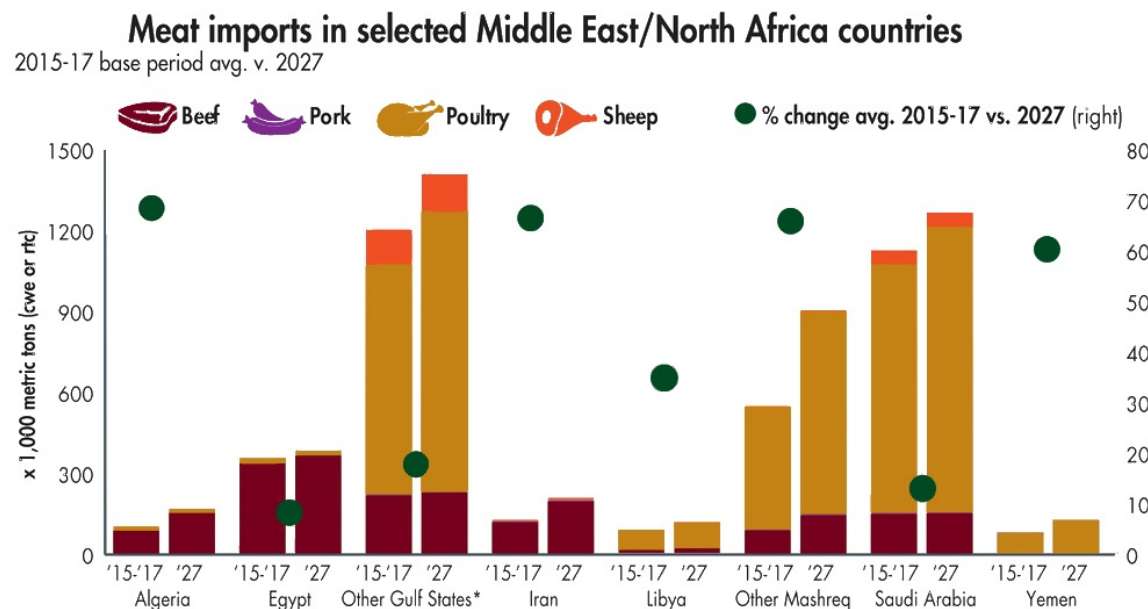
The demand for processed and packaged goods among Saudi consumers is set to continue increasing as tastes and preferences evolve and lifestyles become busier.

4

Long-term opportunities for premiumisation remain across all segments of the food and non-alcoholic drink industry.

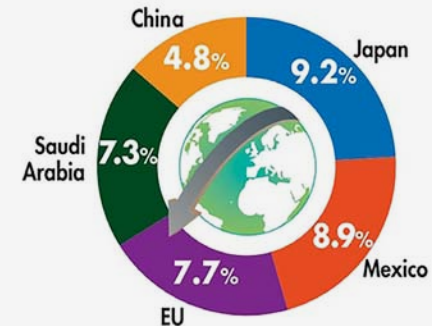


FACTS & NUMBERS



*Other Gulf States include Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates
Source: OECD-FAO Agricultural Outlook 2018-27

POULTRY



Import



Export



TREMENDOUS OPPORTUNITIES FOR POULTRY PRODUCERS

1

Technology change

2

Genetic improvements.

3

Improved preventive disease

4

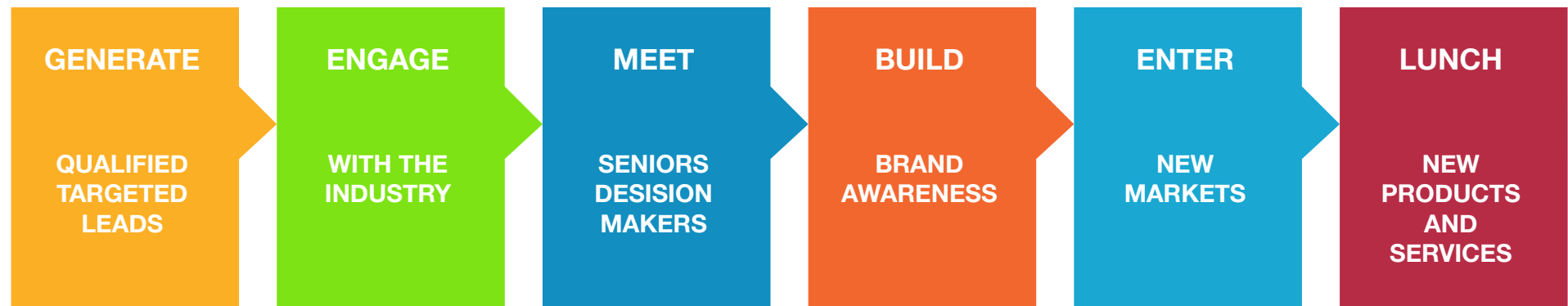
Control and biosecurity measures

5

Increasing income and human population



WHY EXHIBIT



A SECTOR TO MATCH YOUR BUSINESS

Meat and bought-in food products

- Meat (beef, veal, lamb)
- Meat-based products
- Poultry and poultry products
- Seafood products
- Frozen food, ready meals and convenience products
- Ingredients, spices, additives
- Other meat-related food

Packaging equipment, materials and technology

- Packaging equipment and technology
- Packaging materials (including pvc heat shrinking film, artificial and natural casings)
- Packaging printing, labelling machine and spraying code technology
- Automated / smart packaging solutions

Refrigeration equipment and technology

- Fresh preservation and delivery equipment
- Cold chain storage and handling equipment
- Refrigeration, freezer and refrigeration showcase
- Cold storage, cooling materials and refrigerator accessories

Meat-related processing equipment and technology

- Abattoir technology, equipment and accessories
- Dismembering, weighing, measuring and deep processing equipment and technology
- Cooking, smoking, frying, baking and deep-frying equipment
- Cleaning equipment, operational hygiene and safety at work
- Process control, process-control engineering and automation
- IT solutions



WHO WILL YOU MEET

MEPO PROVIDES THE PERFECT PLATFORM FOR OUR EXHIBITORS TO CONNECT WITH HIGHLY TRANSACTIONAL AND QUALITY VISITORS, SUCH AS:

- Wholesale trade
- foreign trade (import/export)
- Multiple Retailers
- Online Retailers
- Distributors & Agent
- Butcher's trade
- Slaughterhouses
- Meat-processing industry
- Hotels
- restaurants
- Snack bar
- fast-food outlet
- catering

- Food provisions industry
- Manufacture of machines
- plant and facilities for meat processing
- Food and grocery retail trade
- Department stores
- Specialists in Quality Control Fields
- Specialists in Research & Development
- Specialists in Marketing / PR / Advertisement
- Service Providers
- Consultants
- Associations
- Government Organizations / Agencies
- Specialized Media



WHY VISIT



The leading local and international wholesale and suppliers, set your ranges apart from your competition with MEPO.

Gain valuable advice and guidance to help you grow your business through challenging trading conditions, whilst hearing about the latest trends and seeing the most innovative products on the meat market.



VISITORS OBJECTIVES

- Building New Business Network
- Investment and Inspection before Ordering
- Looking For New Product and Technology
- Maintaining Business Relationship
- Onsite Cooperation

- Collecting Market Information
- Looking for the Agents
- Participate in Related Activities
- Others



POWERFUL AUDIENCE

- ▶ MEPO brings the most exciting exhibitors together with authoritative buyers and decisions makers who come to the show not only to place orders, but to source inspiration, discover new and innovative products and benefit from the unrivalled networking opportunities available.



LOCATION & DATE

**Riyadh International
Convention & Exhibition Center
Riyadh, Saudi Arabia**

**21 - 23 APRIL 2020
1:00 pm to 10:00 PM**





**For more
Please visit**

www.mepoexpo.com

Organizer



EXHBIZ
Event Management

Riyadh, Saudi Arabia
8912 Uthman ibn Affan Road,
Alwaha, 4020, Riyadh 12445.

Tel : +966 50 540 8629
+966 55 505 0249

Email : info@exhbiz.com
Website : www.exhbiz.com