



Kuwait International Agro Food Expo

10 - 11 APRIL 2019

Kuwait International Fair Ground, Hall 8

Timing: 10.00 AM - 06.00 PM

POST SHOW REPORT



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About Kuwait International Agro Food Expo (KIAFE)



The 2019 event was supported by the Public Authority for Agriculture Affairs and Fish Resources, Public Authority for Food and Nutrition, Kuwait Institute of Scientific Research, Trade Promotion Council of India, Department of Commerce, Ministry of Commerce and Industry and the Embassy of India in Kuwait.

Kuwait International Agro Food Expo (KIAFE) is the only specialized international exhibition for the Agriculture & Food Sector in the country. The exhibition focuses on; Agriculture, Halal Food Products, Processing & Packaging Technology, Hospitality & Catering, Hotel & Restaurant Furniture, Food Security and Food Safety. KIAFE is an ideal opportunity for exhibitors to appoint Agents, Distributors and Export to the Kuwaiti and regional market.

The third edition of Kuwait International Agro Food Expo will be held from **15-16 December 2024** at Kuwait International Fairs (KIF). The Agriculture and Food sector plays an important role in diversifying the economy of Kuwait. In the period from January 2003 to May 2015, the food industry was one of Kuwait's largest recipients of inward investment, attracting \$244m, according to the Dhaman report.

Under the Kuwait Development Plan (KDP) 2015-20, which lays out a strategy for largescale investments in infrastructure and energy, and includes a strong emphasis on private sector involvement, the government aims to raise the non-oil sectors' contribution to GDP to 64% in 2015-20, up from an average of 45.1% in 2010-13. The KDP aims to accelerate the rate of private sector growth in particular by delivering more than 500 projects, taking its contribution to GDP from an average of 26.4% in 2010-13 to 41.9% in 2015-20. Through this plan Kuwait aims to be the regions food basket.

The 2019 edition featured over 50 companies locally and internationally, from Kuwait, India, United Arab Emirates, Saudi Arabia, Jordan, Turkey, Malaysia, Hungary, United States of America. After a promising response, KIAFE 2024 aims to be bigger and better!

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High Rate of Import

Livestock production is the most important component of agriculture, contributing the biggest percentage of agricultural GDP (67%), while plant produce makes up around 23%. There is some activity in the fishing industry that makes up the remaining 10%, but it serves minimal domestic demand. Hence the country is highly dependent on imports from other countries. The EU, for example, makes millions of euros from exporting processed food products to Kuwait, far more than it does by exporting raw materials. The total value of prepared food products that were exported from the EU to Kuwait in 2015 was EUR237 million.



FMCG Market

With its high per-capita income and growing population, Kuwait's food segment is particularly promising. The country had the highest food consumption per head in the GCC in 2012, at 867.5 kg a year, according to the "GCC Food Industry" report by regional investment bank Alpen Capital published in 2015. Population growth, urbanisation, developing consumer tastes and the expansion of the hospitality and tourism sectors (largely domestic, business and transit) have all contributed to the growth in food sales, which reached \$9.5bn in 2014, according to Alpen Capital. The bank expects this trend to continue, forecasting that food consumption will grow by an annual average of 3.1% per year between 2014 and 2019 to reach 4m tonnes, with demand for meat and fruit particularly strong.



Foreign Direct Investment

A range of incentives are available to foreign investors. These include up to 100% foreign ownership of enterprises, tax holidays of up to 10 years, Customs duties exemptions, land facilitation and access to foreign labour. Free transfer of foreign capital, protection from expropriation, transfer of ownership and project information protection are all guaranteed for investors.

Recent reforms, including to the FDI and Public-Private Partnerships laws, have considerably improved the state's regulatory environment for foreign investors.

Development of Economic Zones

Kuwait Direct Investment Promotion Authority (KDIPA) is also pushing forward with the development of three economic zones that it hopes will attract investment and "create a commercial gateway between Kuwait and the Gulf states". In May 2016 Kuwait Municipal Council approved the adoption of a feasibility study prepared by the authority on the establishment of economic zones in Al Abdali, Al Naim and Al Wafrah, located respectively to the north, west and south of Kuwait City.

EXHIBITION MAIN SECTORS



Agriculture & Food Products



Aquaculture, Fisheries & Livestock



Farming Technology



Greenhouse & Horticulture



Animal Feed



Dairy & Poultry Products



Coffee & Tea



Dates & Honey



Frozen Meat & Preserved Food Industry



Environmental Management, Pesticides & Chemicals



Ventilation, Cooling, Heating & Feeding Systems



Slaughterhouses & Quartering Rooms



Food Processing Technology



Organic Food



Halal Products



WHY EXHIBIT AT KIAFE?

To be informed about the latest trends, developments and innovations concerning agriculture and stock breeding.

Gain access to the lucrative and growing Kuwaiti market.

Meet face-to-face with potential buyers of agricultural food and fisheries related products and equipment.

Promote your products and services in a most cost-effective way.

Launch new products & innovative solutions.

Achieve better understanding of Kuwait and regional markets.

Secure alliances & joint ventures with leading industries and concerned government authorities.

Benefit from the event's extensive marketing campaign with pre-show exposure.

Enter the strong growing and lucrative market of Halal sector.

Place your company as pioneer in the Kuwaiti Halal Industry

Increase Product Recognition through extensive press coverage in trade journals, newspapers and online.



Eng. Ahmed Al-Khattlan – General Deputy of Finance & Administration inaugurated the second edition of Kuwait International Agro Food Expo in the presence of dignitaries on 10 April 2019 at Hall 4A - Kuwait International Fairgrounds – Kuwait.



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VISITOR PROFILE

- Government & Trade Delegations
- Regulatory Authorities & Policy Makers
- CEOs/COO/GMs, Business Development Directors
- Farmers, Producers, Importers, Exporters, Traders of Agricultural Products
- Agriculture and Fisheries based Entrepreneurs
- Transport Logistics Providers
- Agricultural and Fish Products Importers
- Investors, Fund Managers, Venture Capitalist & Organizations seeking new business ventures
- Business & Research Partners
- International Bodies / Organizations
- Consultants & Advisors
- Re-exporters, Manufacturers
- Academia



MARKETING & PROMOTIONAL ACTIVITIES

The event will be supported by multi-channel marketing strategies with specific visitor target.

SOCIAL MEDIA – 4 Weeks Exposure n various social media platforms such as Twitter, Instagram, Facebook, LinkedIn.

PRINT MEDIA – Press Releases in the major Newspapers & Magazines

OUTDOOR MEDIA – Leaflet distribution in strategic locations.

EMAIL CAMPAIGN – 2 Million Direct Emailers & 2000 Personal Invitations.



KUWAIT INTERNATIONAL AGRO FOOD EXPO 2019 – Event at a Glance

Event Type: Trade Expo with B 2 B

Venue: Kuwait International
Fairs (KIF)

Dates: 10 & 11 APRIL 2019

Website: www.kuwait-food.com

Number of Exhibitors: 50

Participated Countries: 14

VISITOR'S BY JOB FUNCTION

CEO, GM, MD & Divisional &
Project Head - 60%

Government / Association,
Affluent Buyers - End Users - 15%

Manufacturer, Supplier,
Agent & Distributor - 25%



SURVEY RESULT FOR VISITORS

KIAFE 2019 Visitors achieved
their goals – **75%**

Visitors Satisfied with
KIAFE 2019 – **80%**

Recommend
KIAFE 2024 – **90%**

REASONS FOR VISITING KIAFE 2019

90% Network with decision-makers

83% Place order & Purchase

65% Gather product information

70% Apply for agency

50% Learn about new technologies

EXHIBITOR SATISFACTION

85% of exhibitors were satisfied with
the number and quality of visitors. They
were satisfied with the services provid-
ed by the organizers as well.

92% of exhibitors stated their partic-
ipation as successful and they have
achieved the objective.

60% of exhibitors managed to discuss
and sign business deals at KIAFE 2019.



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ORGANIZER



DEEM FOR EVENT MANAGEMENT
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KIAFE 2024 will be organised at Kuwait International Fair (KIF)