



ECS
التمثيل التجاري المصري
Egyptian Commercial Service



غرفة تجارة عمان
AMMAN CHAMBER OF COMMERCE

التاريخ: ٢٠٢٦/٠٥/٢١
رقم الوارد: ٢٠٥٣



سفارة جمهورية مصر العربية
مكتب التمثيل التجاري
عمان - الأردن

رقم القيد 369
رقم الملف 2/23/307
التاريخ 2026/5/20
ملف تعريفي المرفقات:

سعادة العين / خليل الحاج توفيق

رئيس مجلس إدارة غرفة تجارة عمان

تحية طيبة وبعد،

يُهدى المكتب التجاري بسفارة جمهورية مصر العربية لدى المملكة الأردنية الهاشمية أطيب تحياته، أتشرف بإفادة سعادتك أن شركة إنفورما ماركتس لتنظيم المعارض، ستقوم بتنظيم الدورة الثامنة والثلاثون للمعرض الزراعي الدولي في إفريقيا والشرق الأوسط "معرض صحاري" خلال الفترة من 22 حتى 24 سبتمبر 2026، بمركز مصر للمعارض الدولية، وهو معرض متخصص في مجال الأسمدة والمبيدات ومشتقاتها وأيضاً ما يخص الزراعة من صوب زراعية وخرائط الري ومشتقاتها - إدارة المياه - الدفايات الزراعية - البذور والمشاتل - الأسمدة وحماية المحاصيل - التكنولوجيا الزراعية - حلول ما بعد الحصاد - الزراعة المستدامة - الآلات الزراعية - صحة الحيوان والأعلاف.

يعد المعرض فرصة هامة للشركات الأردنية لزيارته والتعرف على الشركات العارضة والتي تمثل العديد من الدول الأوروبية والأمريكية والآسيوية والعربية. من المنتجات المصرية في هذه القطاعات. (تجدون سعادتك وفق هذا الملف التعريفي للمعرض)، كما يتضمن المعرض برنامج لاستقدام واستضافة مشترين دوليين على النحو التالي:-

- توفير طيران، إقامة فندقية لمدة ٣ ليالي وانتقالات مجانية طوال فترة المعرض.
 - تنظيم اجتماعات أعمال ثنائية (B2B) مُنسقة مسبقاً مع الموردين وفق احتياجات الشراء.
 - الحصول على بطاقة كبار الزوار (VIP Badge) مع أولوية في الخدمات داخل المعرض.
 - تحقيق كفاءة أعلى في عمليات التوريد من خلال جدول اجتماعات مُعد مسبقاً.
 - فرص بناء شراكات تجارية استراتيجية على مستوى المنطقة.
 - رابط التقديم لبرنامج بعثة المشترين التالي:-
- www.saharaexpo.com/en/visit/Hosted-Buyer-Programme/Registration.html

علماً بأن بيانات الاتصال بالشركة المنظمة على النحو التالي:

- **اسم المسئول:-** الاستاذة/ جينا نصيف- مدير برنامج كبار الشخصيات
- **الموبايل:** + 201029344692
- **البريد الإلكتروني:** Gina.nassif@informa.com

سفارة جمهورية مصر العربية بالمملكة الأردنية الهاشمية

العنوان: ش محمد علي بدير- مبنى 7 - عيبون- عمان ص.ب: 930129 عمان 11193 الأردن

فكس 0096265929738

تليفون: 0096265929736-0096265929737

amman@ecs.gov.eg



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سفارة جمهورية مصر العربية
مكتب التمثيل التجاري
عمان - الأردن

-2-

المرجو تكرمكم بالإحاطة، وتفضل سعادتكم بالتنبيه باتخاذ ما ترونه لازماً لتعميم بيانات المعرض على الشركات الأردنية أعضاء غرفتكم الموقرة، وموافاتنا بأسماء الشركات المرشحة من قبل غرفتكم الموقرة ليتسنى للشركة المنظمة اتخاذ اللازم.

وإذ أنتهز هذه الفرصة لأعرب لسعادتكم عن خالص التقدير،

وفقنا الله جميعاً لما فيه خير بلدينا الشقيقين،

وتفضلوا بقبول فائق الاحترام ،،،

رئيس المكتب

الوزير المفوض التجاري

”عبير كمال”

سفارة جمهورية مصر العربية بالمملكة الأردنية الهاشمية

العنوان: ش محمد علي بدير- مبنى 7 – عيرون- عمان ص.ب: 930129 عمان 11193 الاردن

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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
Governments 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

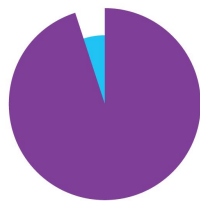
1. Artificial Intelligence (AI)
2. UAV / Drones
3. Automation
4. Adaptive Irrigation
5. Grow lighting
6. Precision Agriculture
7. Vertical Farming



Animal Production

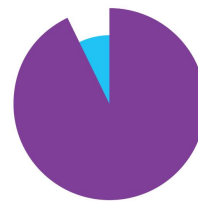
1. Livestock equipment and technologies feed ingredients
2. Dairy and cattle production
3. Climate control systems
4. Pharmaceuticals & nutrition
5. Vaccines

Exhibitors Overview



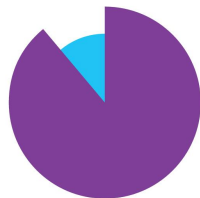
95%

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



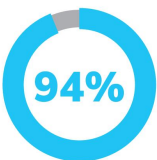
SAHARA



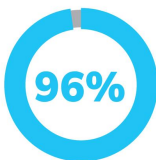
Visitors Overview



Rated Sahara as an important platform for their business



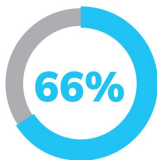
Indicated they're satisfied with the 2025 edition



Likely to visit again next year



Would recommend Sahara to a colleague in the industry

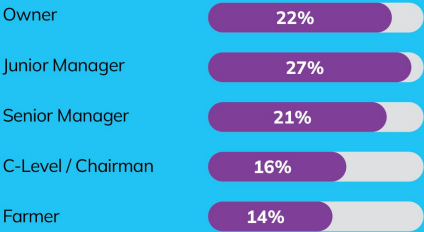


Sourced a new supplier at the event

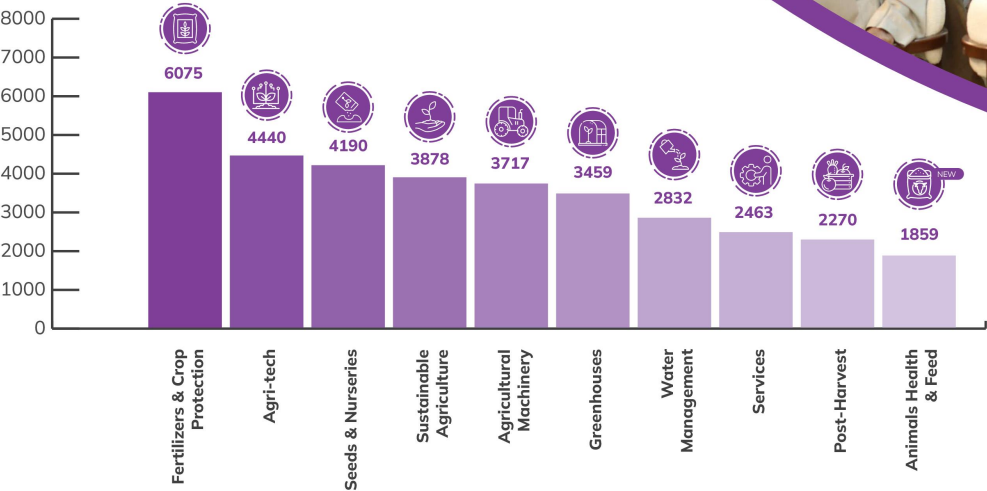
Top Visiting Countries



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+	100+	200+
Booked meetings	Exhibiting companies participating	Hosted buyers (including 20+ international)
8+	\$1.9M+	
Countries represented	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

SAHARA 



Who will you meet?



FARMER



ENGINEER



FARMING
CONSULTANT



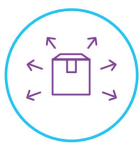
WATER
SPECIALIST



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.



Agricultural Consultancy

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



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.



Workshops

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



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.



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

SAHARA



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.

SAHARA 



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 and overhead signage
 - Rigged structure
 - Ceiling
 - Display facilities
- 

All Bronze and Silver elements, plus:

 - Graphics and 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!

22 – 24 September 2026
Egypt International Exhibition Center-EIEC

Contact our team today for more
information.

👤 **Rania Salah El Din**
Exhibition Director
✉ rania.salaheldin@informa.com

👤 **Christine Hanna**
Sales Manager
☎ +201064401722
✉ christine.hanna.eg@informa.com

👤 **Samar Mohamed**
Sales Manager
☎ +201061991556
✉ samar.mohamed@informa.com

ENQUIRE TODAY



From: ECS-Amman <amman@ecs.gov.eg>

Sent: Thursday, May 21, 2026 10:59 AM

To: Amman Chamber of Commerce <Info@acc.org.jo>

Cc: ECS-Tafteesh <tafteesh@ecs.gov.eg>; ECS-Arab <arab@ecs.gov.eg>; ECS-Info <info@ecs.gov.eg>

Subject: Fw: كتاب رقم ٣٦٩ موجه لغرفة تجارة عمان شان الترويج لمعرض صحاري

Best Regards

Egyptian Commercial Office- Amman

Egyptian Embassy

Address: Mohamed Ali Bedair- Abdoon

Tel: +962 65929737/6

Fax: +962 65929738

Email: amman@ecs.gov.eg