

Under the patronage of



Sultanate of Oman
The Ministry of Agriculture and Fisheries

AGRO OMAN

معرض ومؤتمر عمان للزراعة والثروة السمكية والغذاء
AGRICULTURE - FISHERIES - FOOD EXHIBITION & CONFERENCE

Concurrent Event

حلال عمان
Halal Oman

15 . 16 . 17 | Oman Convention &
May 2017 | Exhibition Centre



Representative of India



UNITED TRADE FAIRS
INDIA PVT. LTD.,

Cell : +91 91763 62976 / 93602 93601

www.agro-oman.com

Brief Industry Overview

The Agriculture and Fisheries sector plays an important role in diversifying the economy of the Sultanate of Oman. The government's economic development policy emphasizes the expansion of non-oil sectors, one being the agriculture and fisheries sector. A great example being in the year 2013, in spite a marginal dip from 9% in 2012 to 8.6% in 2013 the contribution made by the agriculture and fisheries sector to the national economy rose slightly over the period from 1.3% of GDP in 2013 compared with 1.2% the previous year. The goal is to establish a sustainable economic base in preparation for the time when hydrocarbon reserves are depleted.



About Agro Oman 2017

Agro Oman & Fisheries Expo will be organized by Al Nimr Expo under the patronage of the Ministry of Agriculture & Fisheries Wealth. It will be held from 15-17 May 2017 at the Oman Convention & Exhibition Centre. The expo aims to link the sector as well as the related government organizations with industry experts and suppliers by sharing innovative ideas and solutions to transform the sector, showing the potential involved toward its contribution to the Sultanates growing economy.

Key Facts

The Sultanate has ambitious plans to expand production and capabilities in agriculture and fisheries, building up the sector as a contributor to the economy, a key employer and a source of export earnings.

The agricultural sector accounts in **37%** of all non-oil/gas exports.

GDP Contribution Agriculture **3.1%** Fisheries **2%** **US\$52M** Allocated for farmers

US\$71.85M

For the development of the agricultural sector.

Oman Food Investment Holding Company (OFIC)

Anaama Poultry Company poultry company **US\$ 258.9m**

Mazoon Dairy which is worth **US\$ 258.9m**

A project involved in producing red meat.

The Sultanate is the leading **livestock** producer in the Gulf region
213,120 cows **854,060** goats
240,260 sheep **98,550** camels

US\$87.09M

For the development of the livestock sector.

35K hectares of land with date palms

17K other crops

11K rotation crops

The potential in production of shrimps is estimated at **3000 tonnes** valuing at **US\$78m**

Aquaculture

3165km Coastline
150 species of fish

US\$259M

For the development of the fisheries sector.

Oman Annual Fish production

500,000 ton

19 projects worth

US\$330M

under way of aquaculture sector

US\$1.3Billion

Allocated in the development of fisheries related infrastructure.

US\$260M

Investment on Duqm Fisheries

US\$80M

project to start in Oman aiming to produce 13,000 tonnes fish by 2018



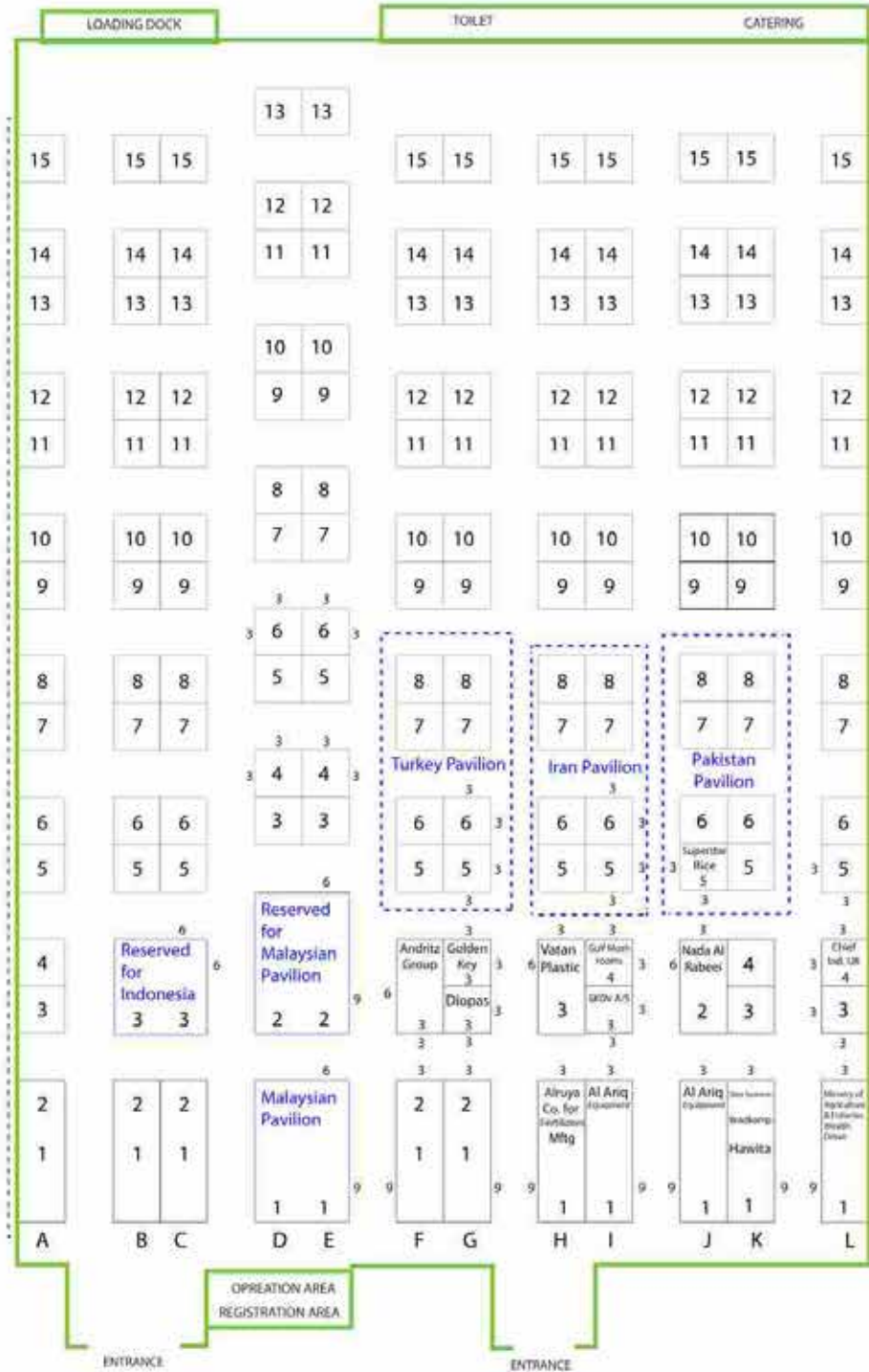
Government Spending Plan

The Omani Government had approved a budget of **\$1.3bn** for the **infrastructure development of the fisheries and aquaculture sector** for 2013-2020. These funds will be allocated to the development of the sector with the construction of multi-purpose fishing harbors complete with infrastructure for ice production, cold storage, markets, vessel repair yards and social facilities such as living spaces, berths for ferries, tourist boats and small commercial vessels.

The government also approved an outlay of **RO61.83m (\$158.94m)** for the **agriculture and live-stock sector**, out of which **RO27.75m (\$71.85m)** is earmarked for **agricultural development**. These funds will support the transfer of modern technologies, integrated pest management, soil protection and development of traditional farming systems.

15.16.17 May 2017 | Oman Convention & Exhibition Centre

HALL 3 - FLOOR PLAN



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15.16.17 May 2017 | Oman Convention & Exhibition Centre, Muscat

EXHIBITION SPACE & SPONSORSHIP CONTRACT

Total Area _____ Sqm

Stand No. _____

Total Amount (US\$/RO) _____

Stand Dimensions _____ m

Sponsorship Opted for (Optional) _____

PAYMENT TERMS:

Full Payment must be made along with completed space / sponsorship contract form.

Beneficiary's Name : Al Nimr International Exhibition Organizers.
Beneficiary's Account No. : 0104 0133 3450 01
Beneficiary's Bank : Bank Dhofar, Wadi Kabir Branch, Sultanate of Oman
Swift Code : BDOFOMRU
Bank address : P.O Box 1507, PC 112, Sultanate of Oman

*All Transfers made should be Net amount and exclusive of bank transfer charges, which you would require to inform your bank. For all purposes amount received in the organizer's Bank account will be considered the Transferred amount.

*Bank Transfer statement slip copy must be sent to the organizer once the Transfer is done.

*Cancellation: The Exhibitor must give a written notice to the Organizer and then a written decision will be notified by the Organizer about the cancellation. 100% cancellation fee is applicable.

Company name: _____

Contact person: _____

Job Title: _____

Mobile: _____ Tel: _____

Email: _____

Website: _____

Address: _____

PO Box: _____ PC: _____ City: _____ Country: _____

Products and Services: _____

I/We the undersigned confirm that we have read and understood the Exhibition terms and conditions on the Exhibition Space Contract. We accept and agree to observe the terms and conditions without reservations.

Name of Authorised Signatory: _____

Job Title: _____

Signature & Stamp: _____

Date: _____

STAND & SPACE OPTIONS

**CONTEMPORARY / MODULAR STAND
US\$ 315 / RO 120 PER SQM**

Minimum 18 sqm, i.e. 3x6m
Wooden Wall panels, 1 table, 2 chairs, carpet,
English fascia board (max. 20 letters), 2 spotlights
(100 watts each), 1 double socket (240 volts,
13amps, single phase, 200 watts max use)



**OCTANORM SHELL SCHEME
US\$ 290 / RO 110 PER SQM**

Minimum 9 sqm, i.e. 3x3m
Wall panels, 1 table, 2 chairs, carpet, fascia
board (max. 30 letters), 2 spotlights (100 watts
each), 1 double socket (240 volts, 13amps,
single phase, 200 watts max use)



SPACE ONLY, US\$ 260/RO 100 PER SQM

Minimum 36 sqm, i.e. 6x6m
Space only will be marked area inside the venue to
design & construct your own stall. Approval of stall
design from organizer is a must.

OUTSIDE SPACE ONLY US\$ 185/RO 70

Minimum 50 sqm, space outside the exhibition hall.

MAIN SECTORS



**Agriculture
Products &
Foods**



**Aquaculture,
Fisheries &
Livestock**



**Farming
Technology**



**Greenhouse &
Horticulture**



**Camels &
Horses**



Dairy & Poultry



**Coffee, Tea,
Dates & Honey**



**Frozen Meat
& Preserved
Food Industry**



**Environmental
Management,
Pesticides &
Chemicals**



**Ventilation,
Cooling,
Heating
& Feeding
Systems**



**Slaughterhouses
& Quartering
Rooms**



Machineries



**Finance, Health
and Logistics**



**Food Processing
Technology**



Organic Food



Halal Products



Why Exhibit?

Secure an opportunity to see the leading names in agribusiness and related industries under one roof.
To be informed about the latest trends, developments and innovations concerning agriculture and stock breeding.

Gain access to the lucrative and growing Oman market.

Meet face-to-face with potential buyers of agricultural 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 the Oman 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 Omani Halal Industry

It Increases **PRODUCT RECOGNITION** through extensive press coverage in trade journals, newspapers and online.



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 Exporters / Importers

Executives from Banking & Financial Institutions

Investors, Fund Managers, Venture Capitalist & Organizations seeking new business ventures

Business & Research Partners

International Bodies / Organizations

Consultants & Advisors

Importers, Exporters, Manufacturers

Academia

Marketing & Promotional Activities

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

Email **SMS** **Social Media** **Radio** **Print Advertising**
Telemarketing **Invitations** **Website viewership**
Outdoor Media **Public Relations** and much more...

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 45 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2015.



Oman Convention & Exhibition Centre (OCEC)

OCEC is set to become an iconic landmark for Muscat and the Sultanate of Oman. Surrounded by nature it overlooks a wadi which is a haven for Oman's exotic bird life. The Centre is conveniently located only 10 minutes from the new Muscat International Airport. Located in its own precinct, this world-class facility is perfectly suited to host international, regional and national conventions, exhibitions and business events. Amongst its features is a tiered auditorium seating 3,200 people and more than 22,000 square meters of column-free exhibition space. For more information, visit www.omanexhibitions.com. Find out more about the Oman Convention & Exhibition Centre by visiting www.omanconvention.com

THE ORGANIZER

Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit www.alnimrexpo.com



BOOK YOUR SPACE NOW STAND RATES

Contemporary / Modular Stand: **US\$ 315 / RO 120 per sqm**

Octanorm Shell Scheme: **US\$ 290 / RO 110 per sqm**

Space Only: **US\$ 260 / RO 100 per sqm**

Outside space: **US\$ 185/RO 70 per sqm - Minimum 50 sqm.**

For participation in Agro-Oman. Please contact:

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E-mail : unitedtradefairs@gmail.com / info@unitedtradefairs.com



TERMS AND CONDITIONS

Definitions: The Company submitting and the signatory of this Exhibition Space Contract (including employees and agents) shall be referred to as the 'Exhibitor'. The term 'Organizer' shall mean Al Nimr International Exhibition Organizers and its staff. The event listed on this contract shall be referred to as the 'Exhibition'. The term 'Venue' shall mean the place where the Exhibition will be Organized.

- 1) Payments: The agreement to exhibit in the Exhibition is irrevocable by the Exhibitor and in the event of no-show or cancellation full payment is liable to be paid to the Organizer. The Organizer reserves the right to charge and claim 2% interest per month on any outstanding payments by the Exhibitor to the Organizer. This commences from the first day of the Exhibition.
- 2) The floor plan is subject to change without any prior notice and the Organizer cannot be held responsible. The Organizer also has the right to change the stand location and dimension of the Exhibitor space from the one agreed, on the floor plan. All Exhibitors who are constructing their own stands, require submission of scale drawing to the organizer for approval, minimum 2 weeks prior to the Exhibition.
- 3) The Date, Time, Duration and Venue of the Exhibition shall be at the discretion of the Organizer. The Organizer retains the right to change the above without prior notice, for the interest of the Exhibition or for reasons beyond control. In the event of any such changes the Organizer shall notify the Exhibitor accordingly and the Exhibitor must accept any such changes.
- 4) Only the Exhibitor, services and products mentioned in the exhibition contract form will be allowed to display in the exhibition. Sub-letting, sharing or exchanging of any space or services is strictly not permitted. The Organizer reserves the right to cancel participation of any Exhibitor.
- 5) Exhibitor must use only allocated space during the full duration of the Exhibition. Any space occupied in excess to the contracted space, will be charged accordingly as per the exhibition contract form rates. Exhibitor has to make sure the exhibit area is properly manned, equipped, displayed and kept in a clean and orderly state at all times of the Exhibition. The Exhibitor must occupy the allotted space by 9am on the day prior to the Exhibition, in failing to do so the Organizer has the right to deal with space in any way it thinks best.
- 6) The Exhibitor shall not display, exhibit or bring any explosives, dangerous material or any such thing which may cause noxious fumes or any other material which may involve a danger to the safety and health of any person. The Exhibitor is completely responsible against any loss or damage arising from the breach of this condition.
- 7) The Exhibitor may not remove any stand fitting or products from the exhibit area without prior notice and written consent of the organizer until the break down time of the Exhibition. Exhibitor must remove all stand fittings and products by the end of the breakdown period of the exhibition. The Organizer does not take responsibility for any loss or damage.
- 8) All other expenses incurred i.e. hotel accommodation, transport, extra furniture, air ticket etc. will be paid by the Exhibitor and the Organizer does not take the responsibility of payment.
- 9) Exhibitors shall be totally responsible for obtaining the Visa to enable them, employees, representatives or others to attend the Exhibition and in no event, claim for damages from the Organizers of any loss or expenses.
- 10) The Exhibitor shall be responsible for all actions of the Exhibitor staff, sub-contractors and agents and will as such hold the Organizer safe and harmless. The Exhibitor will be responsible for the stand fittings, furniture, and floor space hired, by the Organizer and make sure they are left in the same condition prior to the hired period. The Exhibitor will be responsible for the cost of restoring to its original condition. It is the responsibility of the exhibitor for any goods and products in its stand and space.
- 11) The Exhibitor is responsible for the safety of the exhibits, employees or any other person before, during and after the exhibition duration. The Organizer is not responsible for any liability of loss or damage caused by theft, fire, rain, storm, tempest, flood, lightning, any Natural calamities, defect at the venue, labor disputes, explosion, war, national emergency, civil unrest, inevitable accidents, any force majeure (understood as per provision under ICC:500) or any cause not within the control of the Organizer.
- 12) The Exhibitor is advised to take appropriate insurance policy cover for their participation and insure the exhibitors products, public liability and all risks in respect expressed in the condition (11), for the purpose of indemnifying the Organizer.
- 13) The Exhibitor cannot claim for damages or loss if the Exhibition is postponed or cancelled or reason of happening of the condition (11) or otherwise. If the Exhibition is re-arranged to another date and venue the Exhibition Space Contract shall be binding upon the parties, except the size and position of space will be determined by the Organizer.
- 14) Cancellation: The Exhibitor must give a written notice to the Organizer and then a written decision will be notified by the Organizer about the cancellation. 100% cancellation fee is applicable.
- 15) Catalogue Entry: Please submit in word format before the deadline. The Exhibitor cannot hold the Organizer responsible or liable for any loss or damages suffered as a result of non-inclusion or misrepresentation in the catalogue.
- 16) The Exhibitor shall hold the Organizer safe and harmless from all loss and damages suffered directly or indirectly arising out of any act, default or negligence of any employee, staff, agent, subcontractor, service provider, advertising agency, publisher or printer of the Organizer.
- 17) The Exhibitor will not bring items and products into the Exhibition that breach health, safety, public decency or are considered illegal by the law of Oman. The Organizer has the right to remove any the above. The Organizer also has the right to remove any items thought to be a religious or moral offence.
- 18) Complaints and claims: The Organizer will not accept any complaint or claim against them unless submitted within 2 days of the closing date of the Exhibition and must be in writing. For theft claims please submit in Arabic on the same day for it, to be reported to the official authorities.
- 19) In the event of a breach of any conditions above the Organizer may in all cases retain all monies paid by the Exhibitor and recover further monies from the Exhibitor as provided herein.
- 20) The Exhibitor hereby indemnifies the Organizer against any loss, damages or expenses suffered or incurred by the Exhibitor in the Exhibition.
- 21) The Organizer reserves the right to alter, add to or amend any of these conditions and the decision of the Organizer shall be final.
- 22) All Claims and disputes shall be settled in the Sultanate of Oman in accordance with the laws and judicial system of the Sultanate of Oman.
- 23) All Communication should be addressed to:
Al Nimr International Exhibition Organizers
Po Box 71, PC 117, Wadi Kabir,
Sultanate of Oman.
Tel: +968 24700656
Fax: +968 24799737
E-mail: media@alnimrexpo.com
Website: www.alnimrexpo.com

CC to :

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INDIA PVT. LTD.,**

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