

WHY EXHIBITING?

Exhibiting at SARA means:

Benefit from greater visibility:

- More than 300,000 visitors are expected for this 2019 edition
- 12 hectares of exhibition space
- More than 25 countries represented

Build contacts, share experiences, lobbying:

- 6,585 professionals registered for the 2017 edition
- 718 exhibitors for 2017 edition

Expand opportunities to sell your products

The large number of national and international visitors and investors expected during those 10 days is a real guarantee of turnover and partnerships.

CONFERENCES

All SARA conferences are hosted by high level and internationally known personalities.

WHY PROVIDING SPONSORSHIP?

Participating in SARA as a Sponsor is to associate your image with the biggest event for the promotion of the agricultural, livestock and fisheries sector in sub-Saharan Africa with many benefits at the end:

A Recognition Mark

Evènement prestigieux de statut international, le SARA offre à ses partenaires une reconnaissance et un rayonnement unique.

A Visibility Opportunity

- A widespread media coverage with 162 national and international accredited journalists
- TV and radio studio sets for live broadcasts

An opportunity to increase turnovers

SARA is the guarantee to achieve a turnover through the sale of products and solutions to professionals and mass market .



SARA 2019

INTERNATIONAL EXHIBITION OF AGRICULTURE
AND ANIMAL RESOURCES OF ABIDJAN

FROM NOV 22 TO DEC 1

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Smart Agriculture & Technological Innovations

Which perspectives for African agriculture?

INVESTMENT OPPORTUNITIES



PRESENTATION

SARA, A MUST-ATTEND EVENT

After only 4 editions, SARA has positioned as the leading agricultural, animal and forest exhibition in sub-Saharan Africa.

16 years after its last edition, SARA (International Exhibition of Agriculture and Animal Resources) was called again by the Ivorian government to showcase, promote and develop all the riches of agricultural, livestock farming and fisheries industry in Côte d'Ivoire.

The 4th edition of the SARA held from 17 to 26 November 2017 was a real success both with the organization and the expectations. For 10 days, exhibitors and visitors from all over Côte d'Ivoire and several host countries enjoyed enriching experience that most of them would like it back to life in 2019

SARA is:

A platform of direct investment opportunities in agricultural, animal resources, fisheries and forest sectors:

The 2017 edition made it possible to realize projects through B To B meetings, informal discussions with businessmen, financial institutions, SMEs, NGOs...

In total it is more than:

- 120 B To B meetings
- 950 Business meetings
- 19 panels and workshops
- 35 information-sharing meetings
- 4 conferences
- 3 focus days
- 9 special meetings

A forum for sharing skills and know-how in agriculture, livestock and fisheries:

Through conferences, training and information workshops, exhibitors and visitors benefited from national and international success stories. In 2017, 25 countries were represented.

This 2019 edition is already welcoming new countries fascinated by the success of the last edition.

The best showcase of agricultural, livestock and fisheries know-how in Côte d'Ivoire:

The SARA is a 9 clusters of activities enabling to discover the specificities, as well as the agricultural, animal, fisheries and forest riches in the Ivorian regions and some sub regional countries.

This year, the 14 regions and districts of Côte d'Ivoire are getting ready to represent each their region in its best.

A place of life and education through discoveries and nocturnes for fun:

visitors, including 70,000 children who enjoyed visiting SARA to live unique and unforgettable experiences through visits to the exhibition centers, gastronomic spaces, petting zoos, SARA market...And every night the "SARA BY NIGHT" in the SARA village ...that raised a real enthusiasm to exhibitors and the entire population through its entertainment, concerts...

+ than
300.000
visitors

+ than
6.585
professionals
registered

+ than
18.000 m²
of surfaces
exhibition
under capitals

CLUSTERS

The SARA is focused on 9 business parks to help you discover the riches and diversity of Ivorian's agricultural world (plant, animal and forest resources),

REGIONS AND DISTRICTS CLUSTER

This cluster is a summary of the activities of each of the 14 districts of Côte d'Ivoire. Every region has got geographical, climatic specificities resulting consequently in an agricultural one; this cluster is therefore the summary of all those specific features.

INSTITUTIONAL AND SPONSORSHIP CLUSTER

This is reserved for private and public institutions that revolve around the Ivorian agricultural universe, as well as official sponsors of the exhibition.

INTERNATIONAL CLUSTER

This cluster includes all foreign companies, international organizations and various invited countries.

INNOVATIONS CLUSTER

This cluster brings together institutions at the core of technologies and innovations relating to agriculture, livestock farming and fisheries for development.

PRODUCTS CLUSTER

This space is dedicated both to the raw products presented by our cooperatives and the exhibition of finished products from the local industry, where tasting by visitors is possible on site.

AGRICULTURAL SUPPLY CLUSTER

This is the showcase for all the actors who support producers in their daily efforts to improve agricultural production. This cluster is the display of improved seeds and seedlings produced in research centers

PNATURE, LIFE AND FOREST CLUSTER

This cluster offers an expression platform to landscapers and all the stakeholders in eco-tourism.

MECHANIZATION CLUSTER

Suppliers of agricultural equipment have the opportunity to be in touch with producers from all over Côte d'Ivoire on site, in order to show them products of their factories.

LIVESTOCK FARMING CLUSTER

This cluster is the showcase of livestock in Côte d'Ivoire, in the sub-region and in the world. It presents the genetic potentialities in meat and milk for each animal species exhibited, including new technologies. It is also a framework of animal competitions and shows for the different exhibitors

