

# Exhibitors see ME agri, veterinary fair perfect platform

**Abdul Basit**

DUBAI — AGRA Middle East and VET Middle East, the Middle East's largest agriculture and veterinary trade exhibitions, are perfect platforms for manufacturers and suppliers to market their products, according to Canadian exhibitors.

More than 180 international manufacturers and suppliers of agribusiness equipment from 30 countries showcased their products to importers, buyers and government officials from across the region at the three-day exhibitions, which concluded on Wednesday at the Dubai International Convention and Exhibition Centre.

"It's our first participation and all the three days have been very busy as we saw lot of interest from neighbouring countries and farmers in the UAE," Acadian Agritech Market Development Manager for Europe, Middle East and Africa Sean Carson, told *Khaleej Times* on the last day of the exhibitions.

The most important thing is that Acadian has finalised a distributor for its products in the UAE market, Carson said, adding: "We believe the shipment to the UAE will start in the next sixty days."

Talking about the UAE market, he said it's small, but very important market for the company.

The Canadian company's exports reached 50 million Canadian dollars in 2012. "Internationally we have distributors in almost 80



countries," he said, adding that the company is already exporting its products to Egypt, Iran, Saudi Arabia, Lebanon, Turkey and some other countries in the region.

Carson mentioned that the weather condition is perfect for

Acadian products in the region. "If the crop is suffering from high heat and low water in that condition our products help to survive the crop," he added.

Some of the visitors already had some information about Acadian

products, but they didn't understand how to use them, he said, adding: "So we explained them here at the show."

The exhibition features the one-day Agribusiness Outlook Forum, where a panel of international ex-

perts from leading agricultural organisations and local leaders discussed the development of an integrated food policy in the GCC region, which currently imports 90 per cent of all its food needs. Running alongside AGRA Middle East was the fourth edition of VET Middle East that put a spotlight on an increasingly dynamic animal healthcare sector, and provided a dedicated platform for exhibitors to expand their presence in the region's growing veterinary industry.

A top official another Canadian company Nutrania Inc expressed his satisfaction regarding the three-day exhibition. The company is specialized in animal products.

"We found it great as many people showed interest in our products and quality of visitors was good," Nutrania Inc Director of Business Development Slimane Benrostom said.

"We have hundreds of products and most of them are natural products. We are focusing on three main products here," Benrostom said. "Our products prevent diseases for horses and camels and enhance their growth as well," he added.

Returning this year was the popular Veterinary Outlook Forum, where speakers addressed delegates on a diverse range of topics from the intelligent use of herbs in animal husbandry; falconry and veterinary medicines in the Middle East; and research on camel milk and its potential for export conditions.

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