



CANADA ARAB BUSINESS COUNCIL
CONSEIL DE COMMERCE CANADO-ARABE
المجلس التجاري الكندي العربي

Ag Food/Agri-Tech In Person Trade Mission “Cultivating partnerships for Growth” World Expo – Dubai February 13th – 25th, 2022

Canada Arab Business Council (CABC) is inviting interested companies in the Ag Food/ Agri Tech Sectors to attend an In Person Trade Mission to the United Arab Emirates February 13th – 25th, 2022.

By partnering with the Canadian Trade Commissioner Service (Canadian Consulate in Dubai) this in person mission is to help Canadian ag food/agri-tech companies enter MENA region. The trade mission will take place during February 13th – 25th, 2022. B2B meetings will be arranged based on interest from Canadian companies.

Across the globe, agriculture plays a pivotal role in transforming economies, alleviating poverty and fostering economic growth, but increasingly, the Middle East is becoming more reliant on international markets for its staple food products. Within the region, more than 90 per cent of food is imported as arable land water become ever scarcer resources. The issue of food security is one that plagues many countries around the world and many are using technology as a solution to address this challenge.

Expo 2020 is the largest event taking place from October 1, 2021, to March 31, 2022. Nearly 190 countries are participating ranging from business, academia, joint organizations, etc. Experience a one-of-a-kind opportunity that will take you around the world from one place. Expo 2020 is where the businesses' brightest ideas, technology, innovation, cultures, and traditions will meet in one place to showcase the brilliance each nation has to offer.

Agricultural technology is beginning to attract investor interest in the Middle East. From 2014 until 2020, there have been 33 investment deals in agritech startups amounting to \$250 million in disclosed investments. Agritech leverages technologies like the internet of things (IoT), artificial intelligence (AI), aquaponics, precision farming, and data analytics to help farmers elevate the quality of the fresh produce and increase their crop yields.

Targeted areas :

- **precision farming**
- **agrarian robotics**
- **bioenergy**
- **indoor farming**
- **aquaponics**
- **water security, desalination**
- **artificial intelligence**

Please complete the attached participants profile and EOI; submit your company logo to register.



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“Cultivating partnerships for Growth”
World Expo – Dubai
February 13th – 25th, 2022

Please indicate your interest in this mission by selecting one or both of the items below:

- Ag Food/Agri-tech Trade Mission/MENA region & World Expo – February 13th – 25th, 2022
- B2B meetings

Company Name: Click or tap here to enter text.

Contact Name/Title: Click or tap here to enter text.

Telephone: Click or tap here to enter text.

E-mail: Click or tap here to enter text.

Mission participant's Name and Title *(if different from above)*:

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Signature:

Expression of interest deadline: **November 20th, 2022**

Please return to k.korey@c-abc.ca