

## Why sponsor ?

Participating in SARA as a Sponsor means associating your image with the event promoting the agricultural, livestock and fishing sectors in Sub-Saharan Africa, with numerous benefits:

### A mark of recognition

A prestigious event of the international event, SARA offers its partners a unique recognition and influence.

### An opportunity for visibility

-Extensive media coverage, in 2023, 258 international, and more than 215 accredited journalists;  
- TV and radio platforms for live broadcasts.

### An opportunity to generate sales

SARA is a guaranteed opportunity to generate through the sale of products and solutions to professionals and general public

### Success stories

• Over 169 B2B meetings and more than 950 business meetings

## Why exhibit ?

Exhibiting at SARA means :

### Benefit from greater Visibility

- Over 400,000 visitors expected for this 2025 edition;
- 20 hectares of exhibition space
- Over 30 countries represented.

### Make contacts, share experiences, lobby

- 6,585 professionals registered for the 2023 edition.
- 862 exhibitors including over 506 stands for the 2023 edition.

### Multiply opportunities to sell your products

The sheer number of national and international visitors and investors expected over the 10 days is a real guarantee of sales and partnerships

## The conferences

All SARA conferences are led by high-level, internationally renowned personalities.



# SARA 2025

SALON INTERNATIONAL DE L'AGRICULTURE ET DES RESSOURCES ANIMALES D'ABIDJAN

May 23 > July 01 | 2025

Parc des Expositions d'Abidjan

## THEME

**WHAT AGRI-FOOD PROCESSING SYSTEMS FOR FOOD SOVEREIGNTY IN AFRICA?**



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+ Over **6.500** registered professionals

+ Over **400.000** visitors

+ Over **20.000 m<sup>2</sup>** of exhibition space under marquees

**An event not to be missed**

The 7th edition of SARA will be held for the second time at the Parc des Expositions d'Abidjan, exhibition center.

In just seven editions, SARA has established itself as sub-Saharan Africa's benchmark agricultural show (agriculture, animal, fish and forestry resources). SARA (Salon International de l'Agriculture et des Ressources Animales d'Abidjan) was relaunched by the Ivorian government in 2015. 16 years after its last edition, in order to enhance, promote and develop the wealth of the agricultural, livestock and fishing sectors in Côte d'Ivoire. The 6th edition of SARA, held from September 28 to October 08, 2023, was a resounding success in terms of both organization and results. For 10 days, exhibitors and visitors from all over Côte d'Ivoire and several host countries enjoyed enriching experiences that many hope to repeat in 2025.



**SARA is :**

A platform for direct investment in the agricultural, animal resources and forestry resources  
 The 2023 edition was an opportunity to bring projects to fruition through B To B meetings, business meetings and informal discussions with businessmen, financial institutions, SMEs, NGOs...

- In all, more than:
- 169 B to B meetings
- 950 business meetings
- 80 conferences, workshops and panels;
- 35 official exchange meetings;
- 119 institutional visits
- 4 focus days;
- 9 special events
- 1 agricultural start-up hackathon.

**A forum for sharing skills and know-how in agriculture, livestock and fishing**

Through conferences, workshops and information workshops, exhibitors and visitors alike benefit from national and international success stories. In 2023, 29 countries were represented. The 2025 edition is already registering new countries that were won over by the success of the last edition.



**The finest showcase for Ivorian agricultural, livestock and fishing know-how**

SARA consists of 9 hubs, enabling visitors to discover the specific features and wealth of agriculture, livestock, fisheries and forestry in the regions of Côte d'Ivoire and the countries of the sub-region. Once again this year, the 14 districts and 31 regions of Côte d'Ivoire are already gearing up to showcase the best their region has to offer.

**A place of life and education through discoveries and nocturnes for entertainment**

Nearly 400,000 visitors enjoyed coming to SARA to enjoy unique and unforgettable experiences exhibition stands, the SARA Park, the gastronomic area the animal park, the SARA Market and every evening the "SARA by Night at the SARA Village, with live entertainment, concerts. So many activities that were a big hit with exhibitors and the entire population.

**An unprecedented level of enthusiasm people**

SARA 2023 attracted an unprecedented influx of visitors from the very first days.



**The Sectors**

To enable you to discover the richness and diversity of the agricultural world (plant, animal and forest resources), SARA is organized around 9 business units.

**Regions and Districts**

This section summarizes the activities of the 14 districts and 3 regions of the Côte d'Ivoire, with their specific geographical, climatic and agricultural features.

**Institutions and Sponsors**

Reserved for private and public institutions involved in Côte d'Ivoire's agricultural sector, as well as the show's official sponsors

**International**

Bringing together all foreign companies, international organizations and invited countries.

**Innovations Cluster**

This cluster brings together the institutions at the heart of agricultural, livestock and fisheries technologies and innovations for development.

**Products Pole**

This area is dedicated both to raw products presented by cooperatives and to the display of finished products from local industry, which visitors can taste on site.

**Agro-supply cluster**

This is the showcase for all the players who support producers in their daily efforts to improve agricultural production. It is also the showcase for improved seeds and seedlings developed in research centers.

**Nature, Life and Forests**

This cluster provides a forum for landscape gardeners and all those involved in eco-tourism.

**Machinery cluster**

Companies supplying agricultural equipment have the opportunity to meet producers from all over Côte d'Ivoire on the same site, to present their products.

**Livestock Division**

This cluster is the showcase for livestock farming in Côte d'Ivoire, the sub-region and the world. It showcases the meat and dairy genetic potential of each animal species on display, as well as new technologies. It is also a framework for competitions and animal shows for the various exhibitors.