



Baladna Participates in the 7th Edition of AgriteQ 2019

27 March 2019

Baladna Food Industries, the largest dairy producer, recently participated in the 7th Qatar International Agricultural Exhibition 2019 (AgriteQ), the premier platform for Qatar's agriculture sector. The exhibition was conducted by the Ministry of Municipality and Environment with Qatar Petroleum as the main sponsor. The event took place in Doha Exhibition and Convention Center (DECC) between the 19 - 22 March 2019 under the patronage of His Highness Sheikh Tamim Bin Hamad Al-Thani, the Emir of the State of Qatar.







The 7th AgriteQ conference showcased innovation in agricultural techniques and helped draw the roadmap to achieve food security and sustainable development for Qatar. AgriteQ has proven to be the perfect opportunity for industry specialists to explore an array of agricultural equipment, products and technologies, network with key decision makers and gather valuable insights. The four-day event was a knowledge sharing hub that highlighted the latest advancements and trendiest practices of this sector.

Baladna Food Industries had set up a large 264 sqm booth at AgriteQ 2019, which included a splendid display of fresh dairy products, a cheese counter for visitors to taste and a mockup silo representing the actual ones located at Baladna's farm in Al Khor.





Commenting on Baladna's participation, Dr. Kamel Abdullah, Chief Executive Officer at Baladna Food Industries Co. W.L.L said, "We are pleased to be a part of AgriteQ 2019, as we move towards achieving self-sufficiency in dairy and food production in Qatar. AgriteQ is an important platform for Baladna to participate in and exchange expertise while shedding light on our role as a leader in dairy and food production."

Baladna has been expediting its plans to expand and diversify into a variety of dairy and food products. With the latest cow shipment arrival, the farm is now home to nearly 20,000 cows. Baladna continues to invest in the best people, practices and equipment to produce high quality products, with a vision to educate local communities and families on the importance and benefits of fresh and local products.

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