FINAL REPORT

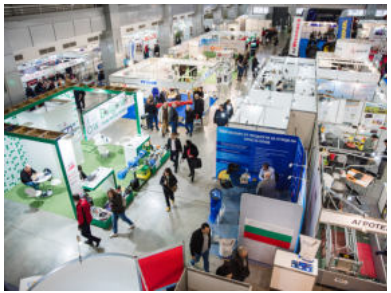



The international agricultural exhibition AGRA has established itself as the largest economic event for agribusiness in Southeast Europe.

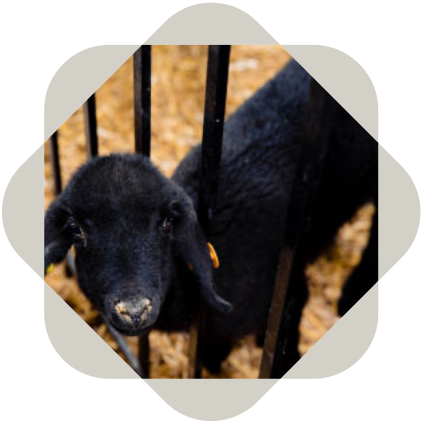
It is part of the mega forum for agriculture, wine, food and equipment, which is one of a kind in the Balkans. It is held under the auspices of the Ministry of Agriculture of the Republic of Bulgaria. The most representative platform for the agricultural industry is the result of joint professional efforts and partnerships between International Fair Plovdiv, AGROTECH - the Association of producers and importers of agricultural machinery and technologies in Bulgaria, the Agricultural Academy, the University of Food Technologies, the Union of Oenologists in Bulgaria.

The 31st edition of AGRA reinforced its leading role as a portal for cutting-edge developments in the industry, a platform for business contacts and an event for successful deals.






## MAJOR EXHIBITION CATEGORIES



- lant growing, machines and equipment for plant growing
- Seeds, seedlings, plant protection chemicals
- Livestock breeding, machinery, installations, equipment for livestock breeding
- Veterinary medicine
- Research and development
- Packing and packaging equipment
- Services
- Specialized media





## DATA 2023

- 611 companies from 25 countries at the mega-exhibition for agribusiness, food industry and wine industry;
- **Exhibitors at AGRA 2023 only: nearly 530 direct exhibitors and importers from 15 countries:** Bulgaria, Italy, Spain, Poland, France, Greece, Turkey, Romania, Germany, Austria, Great Britain, Luxembourg, Denmark, Serbia, Hungary, Switzerland;
- **Growth of the exhibition area by 35%** or nearly 50,000 sq. m were the leased areas;
- The **indoor exhibition of large agricultural machinery** is a successful approach in the organization of AGRA. It was realized for the second year **in exclusive partnership with AGROTECH association;**
- **Growth in volume of transactions** within the exhibition is the conclusion based on information from the exhibitors themselves;
- Audience: **52,000 visitors over the five days of the exhibition. 23% growth compared to previous year;**
- **More than 480 publications in professional journals, national and regional media.**

# HIGHLIGHTS




**Over 30 technology and technology premieres, dozens of demonstrations of the latest machines and the latest achievements in precision agriculture, presentations of useful solutions for economy through automation and digitization in the management of all agricultural processes.**

A highly **successful accompanying program** that exhibitors rated as "very useful, timely and necessary". Conferences, seminars, round tables and discussions on the most current issues and topics that concern agribusiness representatives.

The objective of these events was to meet science with practice for the benefit of the progress and development of the agricultural sector. A highlight of the 2023 program was the information campaign for the EU Common Agricultural Policy for the next framework period. Agribusiness received in-depth information from experts and specialists at the Ministry of Agriculture and the European Commission. Each of these events was fully booked, i.e. between 250 and 500 participants in average.





## *AGROTECH STREET FOOD FEST*

**Created by the AGROTECH association**, for the first time the attractive **Street Food Fest was part of the program of the mega forum for agribusiness, food, wine and equipment.** Exhibitors and visitors enjoyed the skills of the most successful Street Food masters. Every day, the visitors of the International Fair Plovdiv experienced the emotion with delicious food and a fun program with music, dance, games, quizzes and many prizes. Georgi Mamalev, Elitsa Todorova Trio, Petya Paneva, PostArt Dance Theater, The BG Duet, Ensemble Epodai and others took to the open stage.

# TRENDS

The 31st edition was the strongest edition since 2010. **AGRA 2023 saw a 35% increase in exhibition space, a 15% increase in participating exhibitors and a 23% increase in interested visitors.** The large exhibition proved that **nothing can replace live contact in business negotiations.** Direct communication between counterparties was the basis of successful transactions, and the connection of science with practice guaranteed the development of the sector. **Indoors display of large agricultural machinery is becoming a perspective model in the exhibition industry.**








## *INNOVATIONS AT AGRA 2023*

International Fair Plovdiv was the stage for the latest, most innovative and most modern in the world of agriculture and its support activities. Proof of that were the three competitions that are traditionally held within the mega forum: Innovations Competition, International Tastings with the prestigious Golden Rhyton prize, and the Consumers' Choice competition. The distinctions in these competitions grant additional marketing advantage to their holders because they guarantee the high quality of the exhibit, development or product.




# INNOVATIONS COMPETITION

The competition was an **opportunity to advertise and present new technology and products to visitors, specialists and the media.** It honored the state-of-the-art developments in the field of agribusiness, which were presented for the first time at AGRA 2023. They were evaluated by a commission composed of prominent experts and scientists, which makes the awards authoritative and prestigious. The competition was held for the fourteenth time at the initiative of International Fair Plovdiv with the support of the Ministry of Agriculture. **It involved 19 companies and 12 scientific institutes with 36 innovations that competed in the following categories:**

- Machines and inventory for plant growing;
- Plant-growing technologies;
- Machines and installations for livestock breeding;
- Livestock technologies;
- Varieties of seeds and seedlings;
- Fertilizers and chemicals for agriculture;
- Research and development;
- Livestock breeding;
- Machinery and technology for wine and spirits;
- Machinery and technology for the food industry

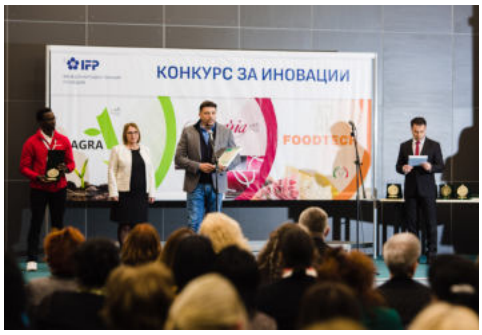












# AGRA 2023 ACCOMPANYING EVENTS



The strong accompanying program aimed to provide useful and timely information on topics of importance for the agricultural industry. Here are some of the highlights it was focused on:

- **Discussion: The science of smart farming;**

- **Forum: Open Science, part of the Common Agricultural Policy: Science Speaks campaign;**

Organizer: STRATEGMA AGENCY OOD with the support of the Directorate-General for Agriculture and Rural Development of the European Commission.

- **Technological solutions for sustainable agriculture and business ideas for circular bioeconomy;**

Organizers: Agricultural Academy and Agricultural University of Plovdiv;

- **Agriculture in a Changing Climate;**

Organizers: Agricultural Academy and Agricultural University of Plovdiv

- **The farm: Agricultural innovations and trends;**

Organizer: Enterprise magazine in partnership with the National Grain Producer Association

- **Agriculture and Technology: the first European digital innovation hub "AgroHub.bg" with a focus on the agricultural sector**





## YAVOR GECHEV, Minister for Agriculture: The strongest edition of AGRA in a decade

"The international exhibition AGRA has established itself as a leading event for the presentation of modern techniques, technologies, machines and the best wines both in our country and abroad. Agriculture does not happen on the Internet, it is necessary to see new technologies, achievements, exchange experience and share good practices in real time. The European policy in the sector is facing another change, which we will be able to implement thanks to the innovations in agriculture that we see here today. This year's exhibition is larger in scale compared to previous editions."



## TODOR DZHIKOV, Deputy Minister for Agriculture: For anything to be sold it has to be shown in AGRA at International Fair Plovdiv

"600 participants from all over the world met in Plovdiv to share the latest trends in agriculture, food and wine production," said Todor Dzhikov, Deputy Minister for Agriculture. He pointed out that in order to sell something, it must be shown, and the best place to do this is precisely the International Fair Plovdiv. "This is a place for dialogue and one can see how far we have come and how far we still have to go. I wish the participants good deals, and the farmers to see more good ideas for their business", said Todor Dzhikov.



## NIKOLAY MITEV, AGROTECH PRESIDENT:

"Together with the International Fair Plovdiv team, we worked hard all year for the current AGRA. Therefore, the 31st edition is larger and richer. The association has also grown and now has 48 members - producers and importers of agricultural machinery. The agricultural industry is eager to see the new developments and will not miss the opportunity offered by the exhibition with the numerous premieres of machines, techniques and equipment".



## Assoc. Prof. IVAN SOKOLOV, PhD, Director General of International Fair Plovdiv: One-of-a-kind event in Southeast Europe

"The mega forum gathers the leaders in the agricultural, winemaking and food industries in one place, providing opportunities for small and medium-sized companies, startups and emerging companies in these sectors. This is the reason why the exhibition is one-of-a-kind economic event in Southeast Europe"



***THANK YOU FOR PARTICIPATING IN AGRA 2023!***

**We are looking forward to meeting you again at the next edition of the mega forum for modern agriculture, wine, food and equipment**
**20-24 February 2024**