

FINAL REPORT

2026 AGRA

XXXIV INTERNATIONAL AGRICULTURAL EXHIBITION

AGRA was held together with International exhibition for viticulture and winemaking **VINARIA** and International exhibition for food and beverages, packaging, machines and technologies **FOODTECH**

AGRA 2026

34-th edition of the International Agricultural Exhibition AGRA was held from February 17 to 21, 2026.

In the 2026, AGRA – the International Agricultural Exhibition – reasserted its position as the largest agribusiness economic event in Southeastern Europe. It is organized by **International Fair Plovdiv** under the auspices of the **Ministry of Agriculture and Food**, with co-organizers **AGROTECH** and **the Agricultural Academy.**

The 34th edition brought together leading companies, scientific institutes and professionals from the entire sector.

Traditionally, it was held jointly with the international exhibitions **VINARIA and FOODTECH and demonstrated the complete cycle "from the field to the table".** The format united primary production, processing and final food products in a single business forum with high added value.



The 34th edition reasserted its role as a platform for presenting cutting-edge developments in agriculture, with participants demonstrating modern equipment, technologies, equipment, new varieties and products, and scientific institutes presenting their latest research.







The main goal of **AGRA 2026** was to present modern trends and innovations in agriculture, creating conditions for the exchange of knowledge, technologies and good practices between producers, scientists and business representatives. The event focused on sustainable development, efficiency and digitalization in the agricultural sector.



Scienc

Practice

Products

Technology

Technique

Services



Innovations: more than 50 innovative developments from 32 companies and scientific institutes

Premieres: more than 30 market debuts in the field of technology and engineering

420 EXHIBITORS	**40 700 square meters of exhibition space**	**180 accredited media**
16 COUNTRIES Austria, Bulgaria, Vietnam, Germany, Greece, Spain, Italy, Luxembourg, China, Norway, Poland, Romania, Serbia, Hong Kong, Turkey, Czech Republic	**4 pavilions and open areas**	**780 publications in specialized media**

Major Categories

- Agricultural machinery, equipment and spare parts;
- Digitized, precision agriculture; carbon farming;
- Autopilots, navigation, drones, field weather stations;
- Machinery, plant and equipment for livestock-breeding; -Veterinary medicine
- Plant-growing, machinery and equipment;
- Seeds, seedlings, plant protection chemicals;
- -Research and development
- -Packing and packaging equipment
- -Services and Specialized media



АГРА 2026

The **AGRA 2026** exhibition spread across four pavilions and all outdoor areas covering all aspects of agriculture: science, practice, technology, equipment, products and services. Large agricultural machinery was once again presented indoors at International Fair Plovdiv according to global standards.



The exhibition demonstrated high-tech solutions for modern agriculture: from machinery and equipment to intelligent farm management systems. The trend towards automation, digitalization and sustainable use of resources was clearly evident.





What's new at AGRA 2026?

AGRA 2026 attracted significant interest from professionals in the sector and provided opportunities for information, business contacts and direct deals. The event proved to be a key platform for presenting world-class innovations and for exchanging experience between participants.







AGRA 2026

NEWS

Premieres

more than 30 market debuts in the field of technology and engineering



Exhibition highlights

- Modern agricultural equipment and machinery for various types of farms
- Autonomous systems, digital solutions and technologies for precision agriculture
- Seeds, fertilizers and products for sustainable and efficient production
- Laboratory and analytical quality control equipment
- Highly energy-efficient greenhouse and irrigation systems
- Storage, logistics and infrastructure solutions
- Components and systems for modern and automated farms



competition for innovation

The innovation competition highlighted the leading technological and scientific achievements within **AGRA, VINARIA and FOODTECH 2026.**

The awarded developments clearly demonstrated the direction of development of the agricultural sector: towards precise, digital and sustainable agriculture. In the machinery and technology category, solutions such as the Harvest Expert system for optimizing harvest losses and electrostatic sprayers for effective crop treatment were impressive.





competition for innovation



Over 50 innovative developments from 32 companies and research institutes

In the autonomous and intelligent systems category, technologies for farm management and process automation stood out. Biological and sustainable solutions also had a strong presence - innovative fertilizers, microbial programs and products for improving soil health. In the field of breeding, new crop varieties adapted to climate change were awarded. Scientific activity took center stage with developments such as biomass pyrolysis technologies, functional foods and new agricultural technology solutions.



competition for innovation

In the livestock and food industry, innovations related to automation, precise management and increasing the added value of production stood out. The competition confirmed the increasing interconnection between science and business and highlighted the role of innovation as the main driver for the modernization of the sector.





EVENTS ON THE AGRA 2026 SUPPORTING PROGRAM

- Innovation competition with the participation of 32 companies and scientific institutes and 50 developments presented
- A rich business program with a focus on climate, soil health, sustainable agriculture and carbon policies, financial services and investment instruments
- Workshops, conferences and discussions uniting science and practice within the framework of the mega forum **AGRA - VINARIA - FOODTECH**
- National and international meetings of industry organizations and professional communities





Visitors
AGRA 2026

Over 55 000 visitors from 12 countries
in Europe and Asia.

AGRA 2026 once again proved its importance as the leading forum for agribusiness in the region. With its scale, diversity and innovative nature, the exhibition created a favorable environment for business development, knowledge exchange and partnership building.



Professionally related to agriculture and agribusiness



Business owners and representatives of senior and middle management

The fact that it was held jointly with **VINARIA and FOODTECH** strengthened the synergy between the individual sectors and clearly outlined the full chain of the food industry: from primary production to the final product. The event showed that the future of agriculture is connected with smart technologies, sustainable practices and close cooperation between science and business.





XXXV
INTERNATIONAL
AGRICULTURAL EXHIBITION

AGRA 2027

23-27 FEBRUARY

Together with VINARIA and FOODTECH

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