

# Agroprodmas 2019 Statistics

## Facts & Figures

### EXHIBITORS\*

**939 Exhibitors (+8% compared to 2018):**  
**502 Russian companies (+6.8% compared to 2018)**  
**437 Foreign companies (+9.3% compared to 2018)**  
**195 Newcomers**

### Countries: 33

(Australia, Austria, Belarus, Belgium, Bulgaria, Canada, China, Czechia, Finland, France, Germany, Denmark, Hungary, Iceland, India, Iran, Ireland, Italy, Japan, Lithuania, the Netherlands, Poland, Russia, Slovakia, South Korea, Spain, Sweden, Switzerland, Tajikistan, Turkey, the UK, Ukraine, the USA)

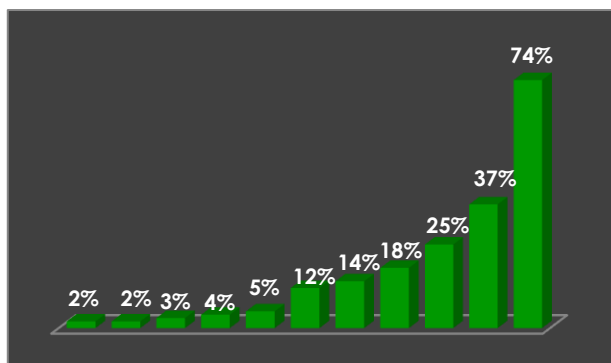
### International and regional pavilions: 6

(Belgium, China, Denmark, Germany, Italy, Taiwan)

### High ROI from participation\*\*

**67%** – participate each year  
**88%** – plan to come back  
**97%** – would recommend Agroprodmas to their partners  
**87%** – met their objectives at the trade show  
**82%** – expect positive post show results

### Exhibitor profile\*\*



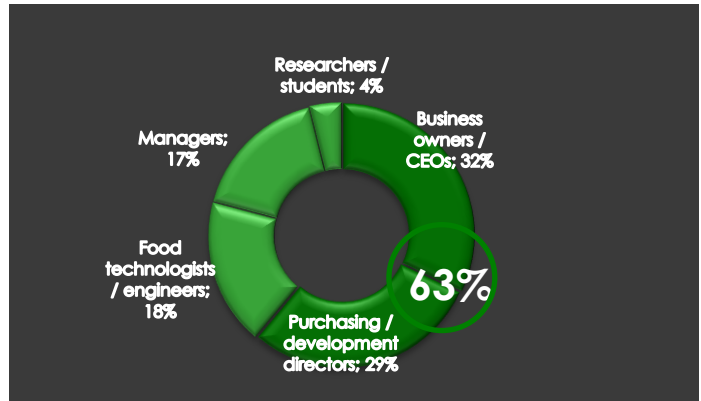
<b>74%</b>	Manufacturers and suppliers of food production equipment
<b>37%</b>	Manufacturers and suppliers of packaging equipment
<b>25%</b>	Manufacturers and suppliers of ingredients, additives, spices
<b>18%</b>	Assembly/setup/maintenance of equipment
<b>14%</b>	Manufacturers and suppliers of auxiliary equipment
<b>12%</b>	Design/engineering
<b>5%</b>	Manufacturers and suppliers of raw and auxiliary materials
<b>4%</b>	Construction and fitting out of food production facilities
<b>3%</b>	Food safety, quality control, sanitation and hygiene
<b>2%</b>	R&D
<b>2%</b>	Automation, IT

Multiple responses possible

### VISITORS\*

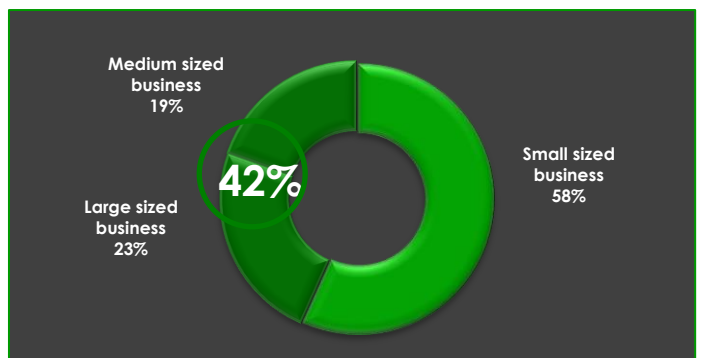
**26. 579 visitors (+8.2% compared to 2018)**  
**from 73 countries and 85 Russian regions**

### Visitor job function\*\*



**2/3** of visitors have buying authority or give buying recommendations

### Visitor business size\*\*:



## Visitors by industry sectors\*\*

Food and beverage production	51%
Agribusiness, agriculture; production/supply of raw materials and farm produce	15%
Production/supply of equipment and components	14%
Setup, installation, maintenance of equipment	2%
Production/supply of ingredients, additives and spices	4%
Food and beverage wholesale/retail	4%
HoReCa, catering	2%
R&D	2%
Transportation and storage	2%
Bottling, pre-packing, packaging	2%
Education, advanced training, retraining	2%

## Participant goals\*\* (person)

**Main goals:** to search for buyers, sign contracts, promote products/services, diversify markets

- 78% – search for buyers, increase sales
- 59% – sign contracts/agreements
- 59% – promote products/services
- 52% – diversify markets, enter new markets and regions
- 28% – learn about new products/market analysis
- 9% – carry out investment projects
- 8% – search for suppliers

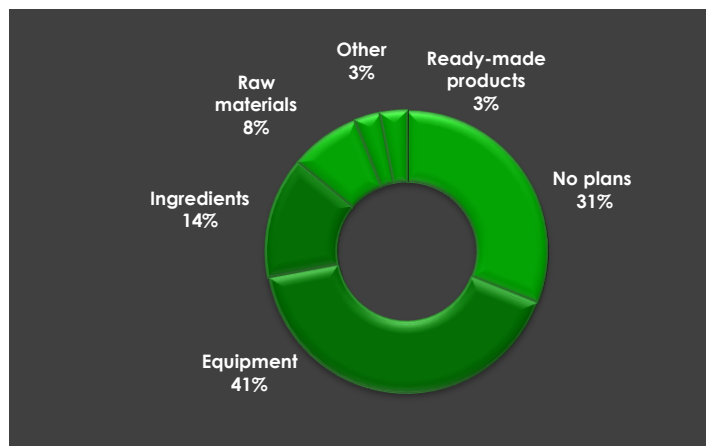
Multiple responses possible

## Products/services visitor interest\*\*

Packaging equipment and materials	10,381
Filling equipment	7,254
Bottling equipment	3,296
Portioning equipment	4,239
Capacitive equipment	2,792
Food production equipment	10,229
Ingredients, additives, spices	6,397
Formulas, recipes, technologies	4,799
Equipment for production of ingredients	2,005
Refrigeration and air-conditioning equipment	6,188
Slaughtering equipment, preliminary meat processing	4,485
Food safety. Quality control	4,273
Production automation. Integrated engineering solutions	3,977

## Visitors plan to make purchases after the exhibition

69% of visitors plan to make purchases after the exhibition



## High visitor satisfaction figures confirm a strong ROI

86% of visitors met their objectives and consider their attendance effective

92% of visitors would recommend Agroprodmas to their colleagues

## Visitor goals \*\*

**Main goals:** to search for suppliers, procurements, learn about new products, trends and market analysis

- 37% – search for suppliers
- 33% – learn about new products, trends
- 23% – sign contracts/agreements

Warehouse equipment	39,666
Weighing equipment	3,919
Sanitation and hygiene	3,742
Components, machinery and materials for food industry equipment	3,665
Test and laboratory equipment	3,214
Integrated solutions and services for the food industry	2,953
R&D	2,926
Waste management	2,435
Construction and reconstruction of food processing facilities	2,097
IT, software	2,025
Fodder	1,422
Leasing, credits and investments in agriculture	985

Multiple responses possible

\*Source: official event audit

\*\* Source: Romir Research Holding

## Visitors Geography

52% – Moscow and Moscow region

38.8% – Other regions of all Russian federal districts

9.2% – Other countries

