



28th International Exhibition
for Equipment, Technologies,
Raw Materials and Ingredients
for the Food Processing Industry

9-13.10.2023

12+ **Agroprod mash Results**

EXHIBITORS

593

Companies

Russian exhibitors:

manufacturers, integrators and
suppliers

Austria, Belarus, Belgium,
China, Czechia, Germany, India, Italy,
Kazakhstan, Lithuania,
the Netherlands, Poland, Russia,
Serbia, South Korea, Spain, Switzerland,
Turkiye, the USA, Uzbekistan

Countries

861

20

315

Russian
manufacturers

9

Russian regional
pavilions

www.agroprodmash-expo.ru/en



First timers:
Kaluga and
Nizhny Novgorod
Oblasts

Altai and Krasnodar Krai,
Omsk, Penza,
Tula, Tver,
and Yaroslavl Oblasts





268

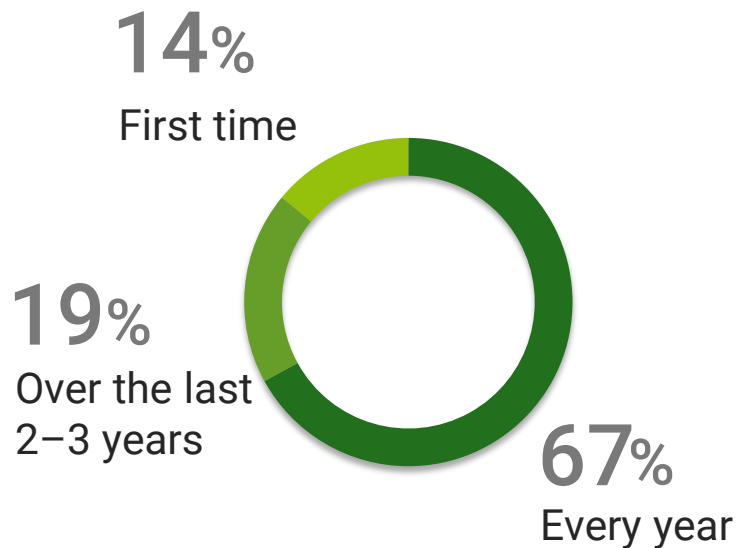
International
exhibitors



Foreign national
pavilions:
China, Turkiye

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Frequency of participation



Participation objectives*

Generate customers/ increase sales	78%
Sign contracts/agreements	59%
Expand sales markets	54%
Promote products/services	52%
Get information about new products/analyze market	28%
Implement investment projects	9%
Generate suppliers	8%

High ROI from participation

Met their objectives at the trade show

87%

Satisfied with business leads

92%

Would recommend Agroprodmashto their partners

97%

Expect positive post show results

82%

Plan to come back

82%

* Multiple replies possible

26,014

Visitors

72 Countries

74.6%

of the visitors

have buying authority
or give buying recommendations

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VISITORS

36%

Business owner /
CEO

18.7%

Engineer /
food technologist

17.1%

Manager

25.1%

Purchasing /
development
director

3.1%

Researcher /
student



Visitor origin

50.1%

Moscow and
Moscow region

8.4%

Other
countries

41.5%

Other regions
of all Russian
federal districts



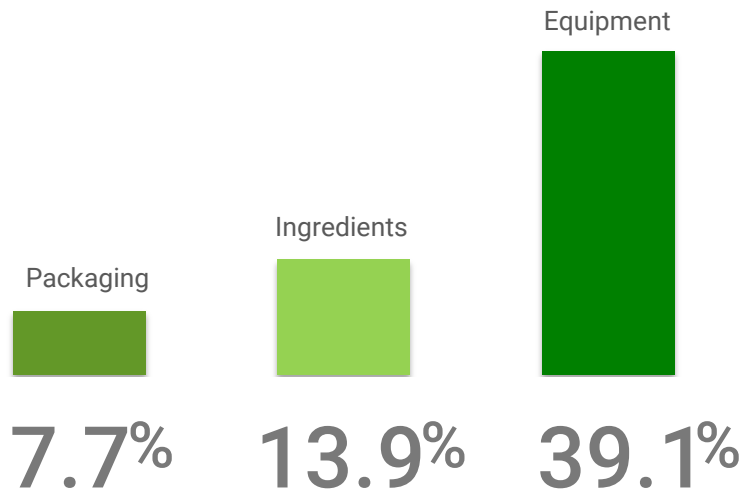
Purpose of visit *

Learn about new products and technology	45.8%
Sign contracts/agreements/ purchasing	42.9%
Generate suppliers	26%
Generate new business contacts	25.4%
Receive and compare proposals	24.1%
Search for solutions to improve your business	23.5%
Business networking	23.5%
Exchange experience	20.4%
Upgrade your qualification	16.5%
Assess the industry's current state	16.3%
Generate customers	15.1%
Expand sales territory, enter new markets, new regions, enter industrial marketplaces	11.6%
Implement investment projects	8.3%

* Multiple replies possible

Visitors plan
after the show

to purchase



60.7% of the visitors plan to
make purchases
after the show

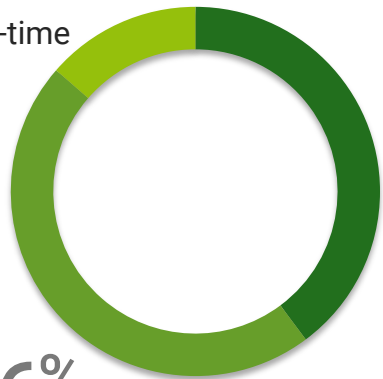


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Frequency of visits

13.6%

Second-time
visitors



39.8%

First-time
visitors

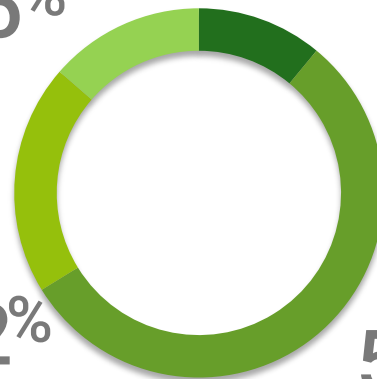
46.6%

Regulars

Company's main business activity

13.6%

Services



11%

Processing

20.2%

Commerce

55.2%

Production

Visitors by industry sectors (number of people)

Food and beverage production	10,205
Agribusiness, agriculture; production/supply of raw materials and farm produce	4,216
Production / supply of equipment and components	3,062
Setup, installation, maintenance of equipment	1,042
Production / supply of ingredients, additives and spices	1,218
Food and beverage wholesale / retail	2,041
Investments, education, advanced training, retraining	554

HoReCa, catering	769
Chemical industry, perfumery and cosmetics industry, biotechnology	660
Sanitation and hygiene, food safety, waste management	560
Bottling, pre-packing, packaging	339
Transportation and storage	318
R&D	295
IT	296
Other	221

High visitor satisfaction figures confirm a strong ROI

87%

of the visitors met
objectives and consider
their attendance effective

97%

of the visitors would
recommend
Agroprod mash
to partners and peers

96%

of the visitors are
satisfied
with the quality
of the exhibitors

Visitor interests (number of people)

Food production equipment	10,056	Warehouse equipment	3,814
Packaging equipment and materials	9,844	Weighing equipment	3,615
Filling equipment	6,907	Test and laboratory equipment	2,853
Portioning equipment	4,073	Components, machinery and materials for food industry equipment	3,401
Capacitive equipment	2,729	Integrated solutions and services for the food industry	2,658
Bottling equipment	3,183	Production tools	2,566
Ingredients, additives, spices	5,933	R&D	2,382
Equipment for production of ingredients	1,812	IT, software	1,995
Formulas, recipes, technologies	3,662	Recycling and waste management	1,740
Refrigeration and air-conditioning equipment	5,669	Construction and reconstruction of food processing facilities	1,726
Production automation. Integrated engineering solutions	3,896	Fodder	1,261
Slaughtering equipment, preliminary meat processing	3,431	Investments.	816
Food safety. Quality control	3,332	Construction in the food industry	
Sanitation and hygiene	2,827	Leasing, credits and investments in agriculture	718