



AGRO PROD MASH

26th International Exhibition
for Equipment, Technologies,
Raw Materials and Ingredients
for the Food Processing Industry

4-8.10.2021

Agroprod mash result

Exhibitors



739

companies

32

countries

Countries:

Austria, Belarus, Belgium, Bulgaria, Canada, China, Czechia, Denmark, Finland, France, Germany, Hungary, Iceland, Ireland, Italy, Japan, Lithuania, the Netherlands, Poland, Portugal, Qatar, Russia, Serbia, Slovenia, South Korea, Spain, Switzerland, Tajikistan, Turkey, the UK, Ukraine, the USA

Exhibitors

446

Russian
exhibitors



Exhibitor
Feedback

9

Russian
national group stands
and pavilions

The Republic of Tatarstan, the Altai, Krasnodar and Stavropol Krajs,
the Samara, Tula, Omsk, Penza, and Voronezh Oblasts

Exhibitors

293 foreign exhibitors

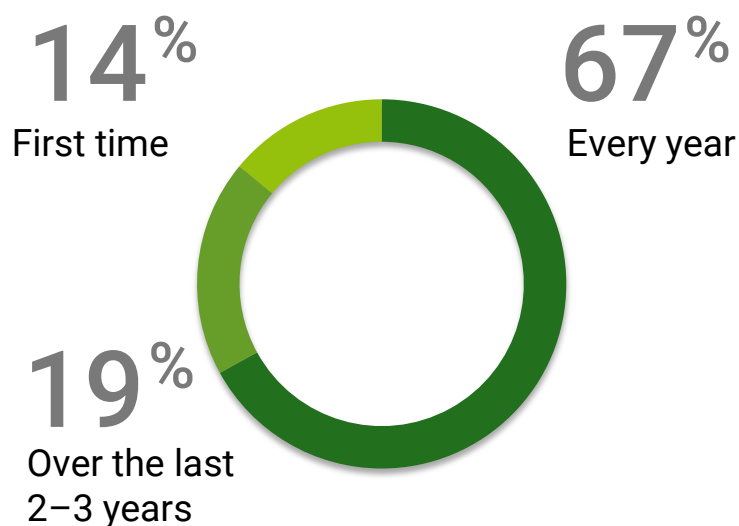
National pavilions
of Germany and Italy



Exhibitor
Feedback

www.agroprod mash-expo.ru/en

Frequency of participation



Participation objectives (person)*

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

* Multiple replies possible

High ROI from participation

Met their objectives at
the trade show

87%

Satisfied with business leads

92%

Would recommend
Agroprod mash
to their partners

97%

Expect positive post show results

82%

Plan to come back

82%



Visitors

21,134

visitors

65

countries

84

regions

76.2%

of the visitors

have buying
authority
or give buying
recommendations

Visitor job function

31.7%

Business owner /
CEO

18.2%

Engineer /
food technologist

16.6%

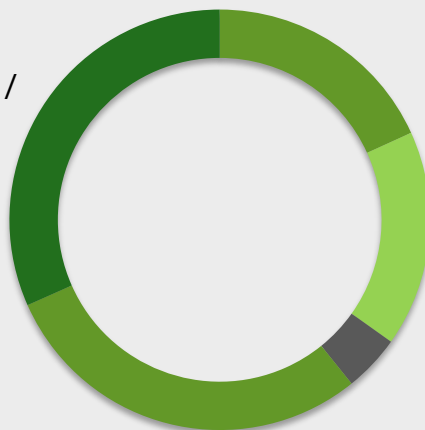
Manager

29.1%

Purchasing /
development
director

4.4%

Researcher /
student

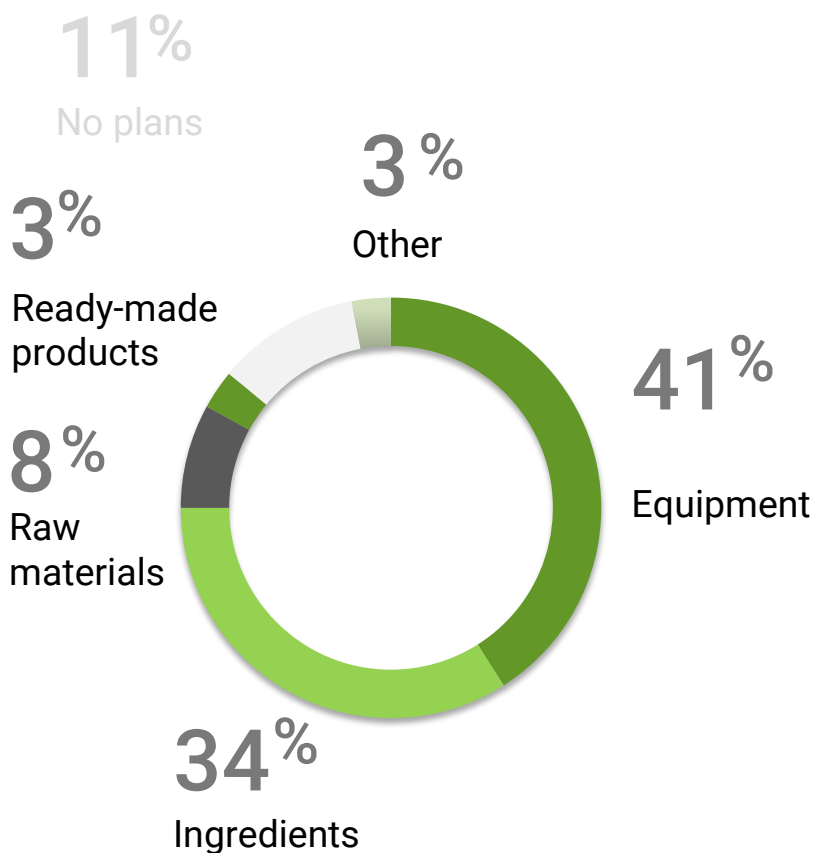


Visitors

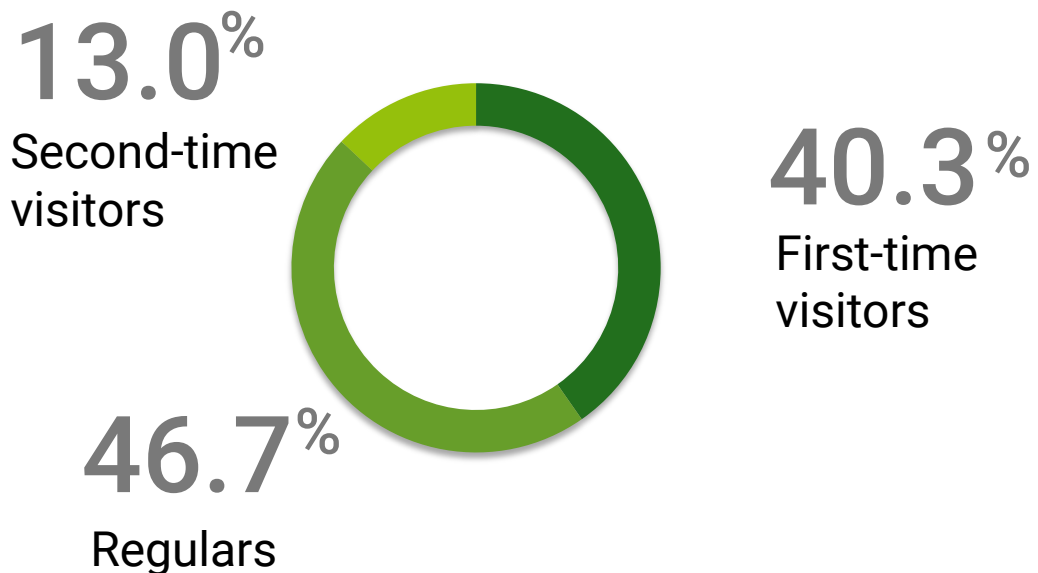
Visitors plan to make purchases after the exhibition

89.1%

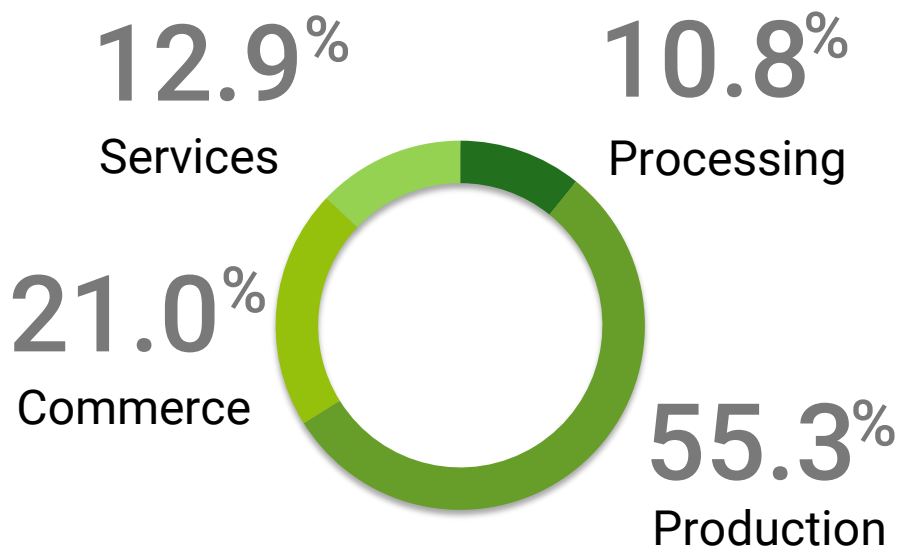
of the visitors plan to make purchases after the exhibition



Frequency of visits



Company's main business activity



Visitors by industry sectors

Food and beverage production	55.3%
Agribusiness, agriculture; production/supply of raw materials and farm produce	15.1%
Production/supply of equipment and components	10.8%
Setup, installation, maintenance of equipment	1.8%
Production/supply of ingredients, additives and spices	2.7%
Food and beverage wholesale/retail	2.5%
Investments, education, advanced training, retraining	2.4%
Sanitation and hygiene, food safety, waste management	1.7%
HoReCa, catering	1.6%
R&D	1.3%
Transportation and storage	1.0%
Bottling, pre-packing, packaging	1.5%
Other	2.3%

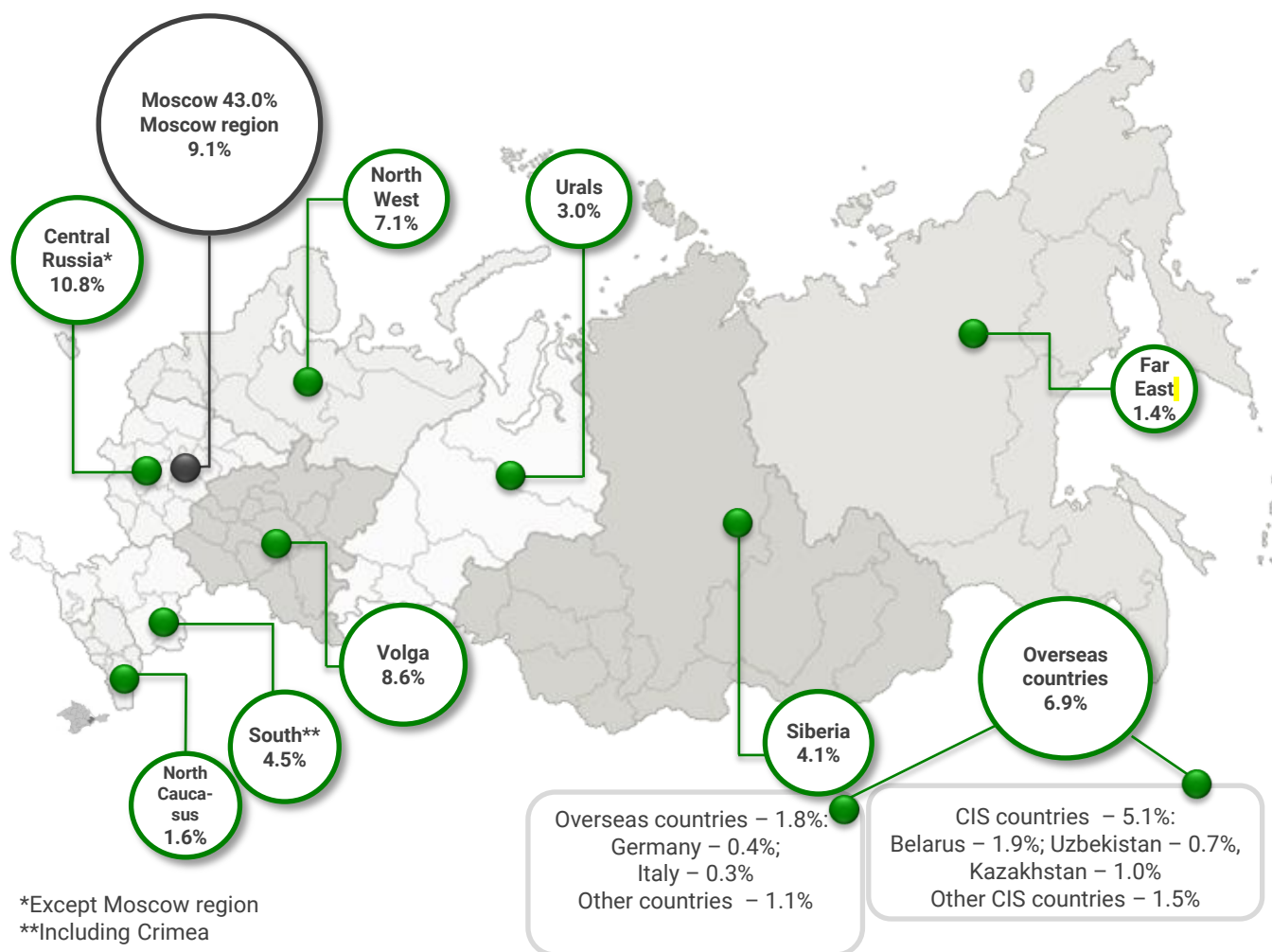


Visitor geography

52.1% Moscow and Moscow region

41.1% Other regions of all Russian federal districts

6.8% Other countries



High visitor satisfaction figures confirm a strong ROI

86 %

of the visitors met objectives and consider their attendance effective

98 %

of the visitors would recommend Agroprod mash to partners and peers

96 %

of the visitors are satisfied with the quality of the exhibitors

Purpose of visit*

Learn about new products and technology	69.2%
Sign contracts/agreements/purchasing	41.7%
Generate new business contacts	35.6%
Generate suppliers	24.9%
Receive and compare proposals	23.0%
Business networking	21.2%
Exchange experience	20.0%
Assess the industry's current state	16.4%
Search for solutions to improve your business	14.6%
Generate customers	14.4%
Expand sales markets	13.2%
Implement investment projects	5.1%

* Multiple replies possible

Products/services

Visitor interest, people

Food production equipment	8,726	Weighing equipment	2,777
Packaging equipment and materials	8,181	Components, machinery and materials for food industry equipment	2,472
Filling equipment	5,558	Sanitation and hygiene	2,466
Ingredients, additives, spices	4,868	Integrated solutions and services for the food industry	2,229
Equipment for production of ingredients	1,411	R&D	2,132
Formulas, recipes, technologies	3,908	Test and laboratory equipment	2,127
Refrigeration and air-conditioning equipment	4,445	Production tools	2,098
Slaughtering equipment, preliminary meat processing	3,187	Recycling and waste management	1,717
Production automation. Integrated engineering solutions	3,069	IT, software	1,632
Portioning equipment	3,129	Construction and reconstruction of food processing facilities	1,438
Capacitive equipment	2,018	Fodder	1,020
Bottling equipment	2,474	Investments. Construction in the food industry	810
Warehouse equipment	2,932	Leasing, credits and investments in agriculture	654
Food safety. Quality control	2,902		