

## Reasons for participation in Agroprodmash

- **The Russian agricultural industry has set a course for the dynamic modernization and development**

The Russian Ministry of Agriculture approved 464 investment projects aimed at developing milk, meat, fruit and vegetable production and processing

**About € 4.3 billion\* have been allocated to upgrade food processing enterprises** \*266 billion rubles

- **A great demand for high-technology equipment**

**43%** of food processing equipment in Russia requires upgrading  
**2/3** of food processing equipment is imported

- **Agroprodmash is the largest show of modern technologies for food processing and food ingredients in the Russian Federation**

**Agroprodmash surpasses all other events of food industry in terms of net exhibition space, number of participants and visitors, total number of visits, and number of participating countries\*\*.**

**Over 61,000 sq m of exhibition space**

**800 participants**

**36 countries**

\*\*According to the Russian Public Opinion Research Centre

- **Perfect organization**

16 Thematic Salons present equipment and ingredients to be used in all 30 sectors of the food processing industry and all steps of food and beverage production from technology, ingredients, machinery, quality control to packaging, refrigeration and storage of food and beverages.

- **Wide range of visitors from all over the world**

**60** countries and more than **1,000** cities of all Russian federal districts

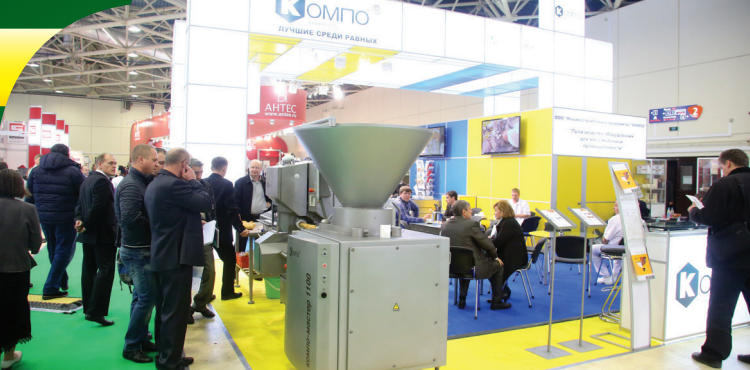
- **High profile of visitors**

**53%** CEOs/company owners

**27%** Senior managers/department heads

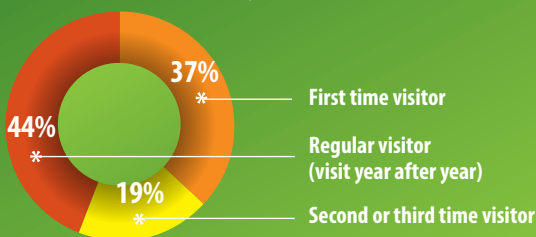
**20%** Managers





## – Acknowledgement of food processing industry professionals

Almost 2/3 of the visitors attend exclusively Agropromash as the leading trade show for the food industry\*\*.



## Assessment of exhibitors

**78%** are completely satisfied with the exhibition

**79%** are loyal exhibitors who participate year after year

**80%** have achieved their exhibiting goals and announced their participation next year

## Choice of market leaders

**90%** of the visitors are satisfied with the product sectors and range of exhibitors

**91%** of the visitors are satisfied with their work at the exhibition and have reached their goals

## AGROPRDMASH IS YOUR OPEN DOOR TO THE RUSSIAN MARKET!

*"I would like to thank the organizers for the effective management of the event. We have got a great place, new promising contacts and many target visitors."*

**David Daniels, DDC Foods Ltd (the UK)**

*"We consider the participation in the Agropromash Exhibition in Moscow to be a very important way to get in touch with the food and beverage companies throughout Russia and we experienced a very high level of service and assistance from the Russian organisers of the exhibition. Our attendance at the four-day Agropromash was a key part of our promotional campaign to boost sales across our Russian dealer network and opened up a very satisfactory number of positive leads, with high levels of interest from both dealers and very relevant end users."*

**Marianne Houmann Jensen, Brand Manager, Vikan (Denmark)**

*"Agropromash is a great showcase of Russian and foreign manufacturers of food equipment. It also has many visitors. That is why it is a key event for food industry professionals. We are regular participants in Agropromash. The results are consistent and it works for us."*

**Dmitry Kornev, Head of Grain Logistics, Bühler AG (Switzerland)**