

AGRO PROD MASH

EQUIPMENT, TECHNOLOGIES, RAW MATERIALS
AND INGREDIENTS FOR THE FOOD PROCESSING INDUSTRY



23rd International Exhibition

Exhibition No.1 in Russia*

8-12
October 2018

*Source: Russian National Exhibition Rating
See more at www.exporating.ru/en

12+



Expocentre Fairgrounds, Moscow, Russia

AGROPROD MASH 2018

FACTS & FIGURES*

870 exhibitors, including 470 Russian and 400 foreign exhibitors.

37 countries: Australia, Austria, Belgium, Bulgaria, Brazil, the UK, Hungary, Germany, Greece, Denmark, Estonia, India, Ireland, Iceland, Italy, Kyrgyzstan, Latvia, Lithuania, Netherlands, Poland, the Republic of Belarus, the Republic of Korea, Russia, Serbia, Slovakia, Spain, Tajikistan, Turkey, China, Czech Republic, Finland, France, Japan, Slovenia, Sweden, Switzerland, the USA, Ukraine

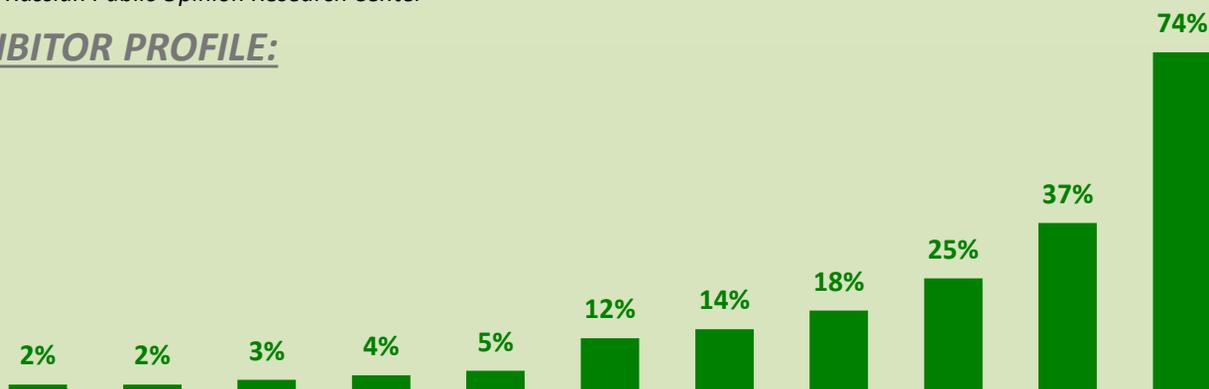
National pavilions of Germany, Italy, China, Denmark and Belgium.

24,533 visitors from 76 countries and 83 Russian districts.

*Source: official event audit

Source: Russian Public Opinion Research Center

EXHIBITOR PROFILE:



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



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VISITORS:

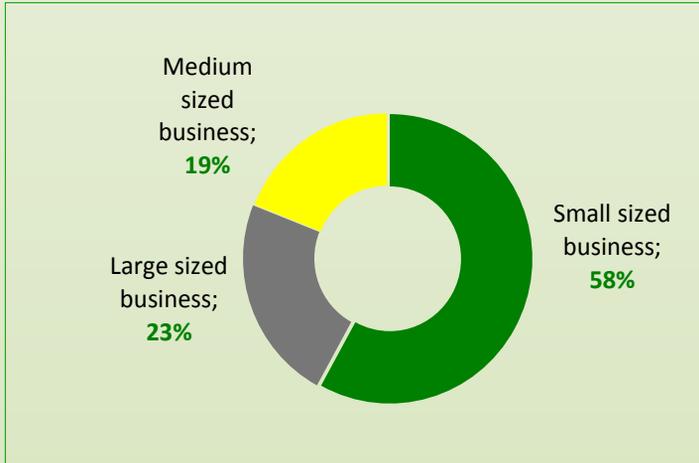
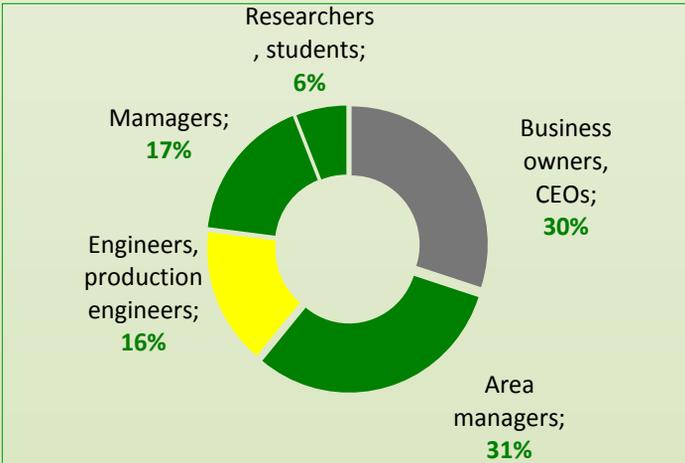
- **24,533 visitors from 76 countries and 83 Russian districts**
- **2/3 of visitors** came to generate sales leads

VISITOR GEOGRAPHY:

- 50,6%** – Moscow and Moscow region
- 40,1%** – Other regions of all Russian federal districts
- 9,3%** – Other countries

VISIT JOB FUNCTION:

VISIT BUSINESS SIZE:



of visitors are decision makers or buying influencers

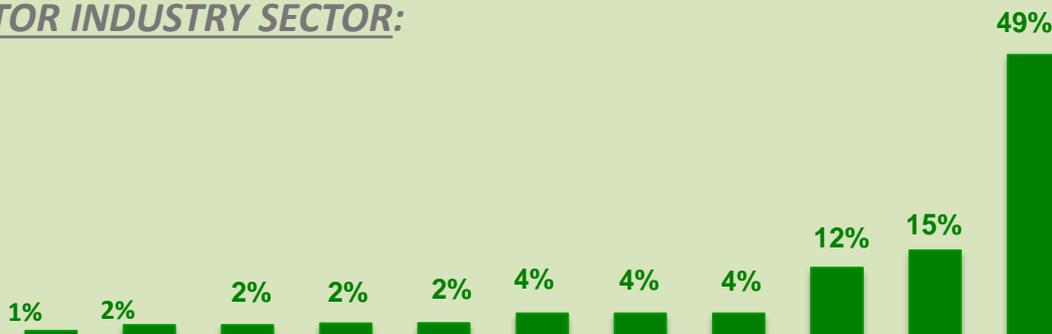


of the visitors plan to buy ingredients after the exhibition



of visitors plan to buy equipment after the exhibition

VISITOR INDUSTRY SECTOR:



<i>Production of food and beverages</i>	49%
<i>Agriculture; production/supply of raw materials</i>	15%
<i>Production/supply of equipment, components</i>	12%
<i>Production/supply of ingredients, additives, spices</i>	4%
<i>Wholesale/retail of food and beverages</i>	4%
<i>HoReCa, catering</i>	4%
<i>R&D</i>	2%
<i>Transportation and storage</i>	2%
<i>Equipment setup, maintenance</i>	2%
<i>Bottling, pre-packing, packaging</i>	2%
<i>Education, professional training, retraining</i>	1%



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VISITOR INTERESTS:

Bottling, filling, packaging	56%
Ingredients, additives, spices	47%
Production automation. Integrated engineering solutions	41%
Production of meat, sausage products and ready-to-cook products	40%
Food safety. Quality control. Sanitation and hygiene	38%
Confectionery production	36%
Bakery production	31%
Production of dairy products and cheese	29%
Poultry processing	29%
Slaughtering equipment, preliminary meat processing	25%
IT, software, integrated solutions and services for the food industry	25%
Production of snacks	23%
Agricultural processing and production	23%
Production of fine food and ready meals	22%
Production of functional, dietary and baby food	21%

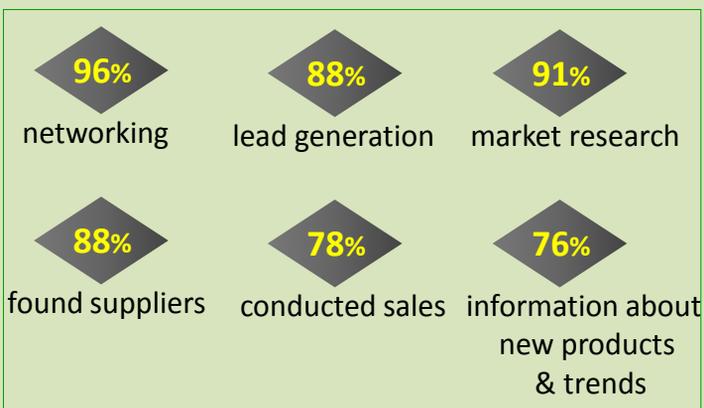
Production of ice cream and frozen desserts	21%
Processing of fish and seafood	19%
Processing of food and vegetables	19%
Pasta production	19%
Grain processing, flour	18%
Investments. Construction in the food industry. Services	18%
Brewing	16%
Production of vegetable oils, sauces	16%
Production of alcoholic beverages	16%
Production of soft drinks	15%
Fish farming, fishing	14%
Winemaking	14%
Processing of coffee, tea and tobacco	14%
Leasing, credits and investments in agriculture	14%
Processing of oilseeds	14%

VISITORS**

92% would recommend their colleagues to visit Agroprod mash

EXHIBITORS**

98% would recommend their partners to participate in Agroprod mash

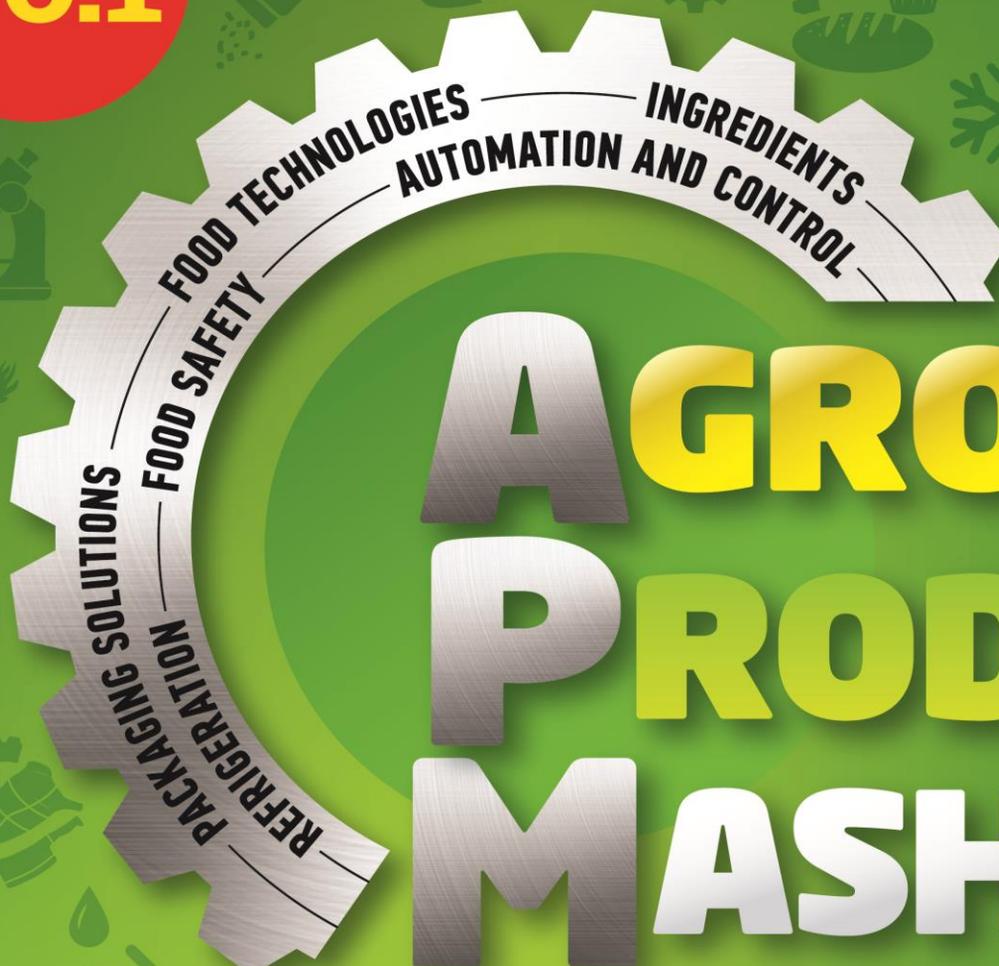


**Source: official event audit

Source: Russian Public Opinion Research Center



EXHIBITION
No.1*



AGRO PROD MASH

24th International Exhibition
for Equipment, Technologies,
Raw Materials and Ingredients
for the Food Processing Industry

7-11.10.2019

Expocentre Fairgrounds, Moscow, Russia

Supported by
• Ministry of Industry and Trade
of the Russian Federation
• Ministry of Agriculture
of the Russian Federation

Under auspices of
Chamber of Commerce and Industry
of the Russian Federation

Organised by
EXPOCENTRE

MINPROMTORG
RUSSIA



Advertising 12+

www.agroprod mash-expo.ru/en

*Source: Russian National Exhibition Rating.
See more at www.exporating.ru/en