

## Results of Agroprodmas 2017

### *Facts & Figures\**

**808 exhibitors, including 450 Russian exhibitors**  
**37 countries**

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

**National pavilions** of Germany, Poland and China

**24,192 visitors from 66 countries and 910 Russian cities from all over Russia**

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

### Visitors:

> **24,000 professional visitors** – 10% more than in 2016

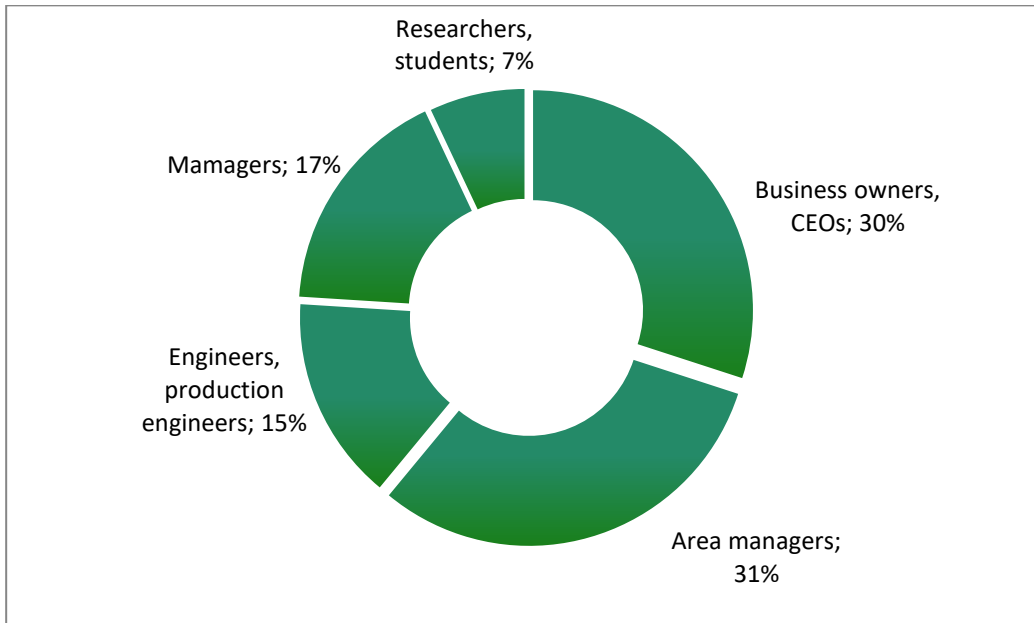
### Visitor geography:

**56%** – Moscow and Moscow region  
**36%** – Other regions of all Russian federal districts  
**8%** – Other countries

**2/3** of visitors came to generate sales leads

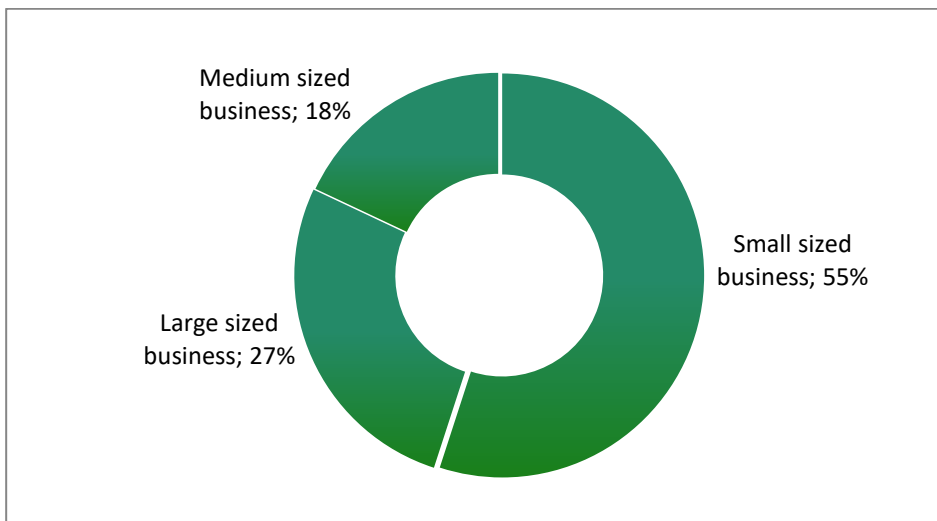
**Visit job function:**

**3/4** of visitors are decision makers or buying influencers

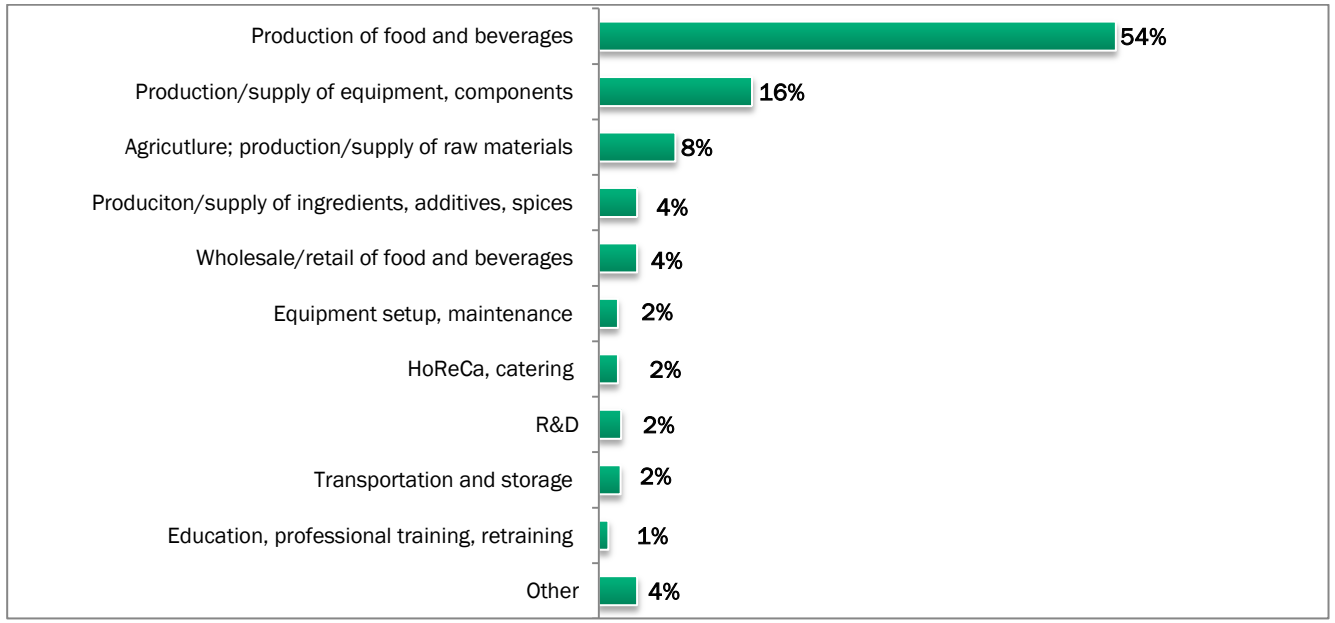


**49%** of visitors plan to buy equipment after the exhibition

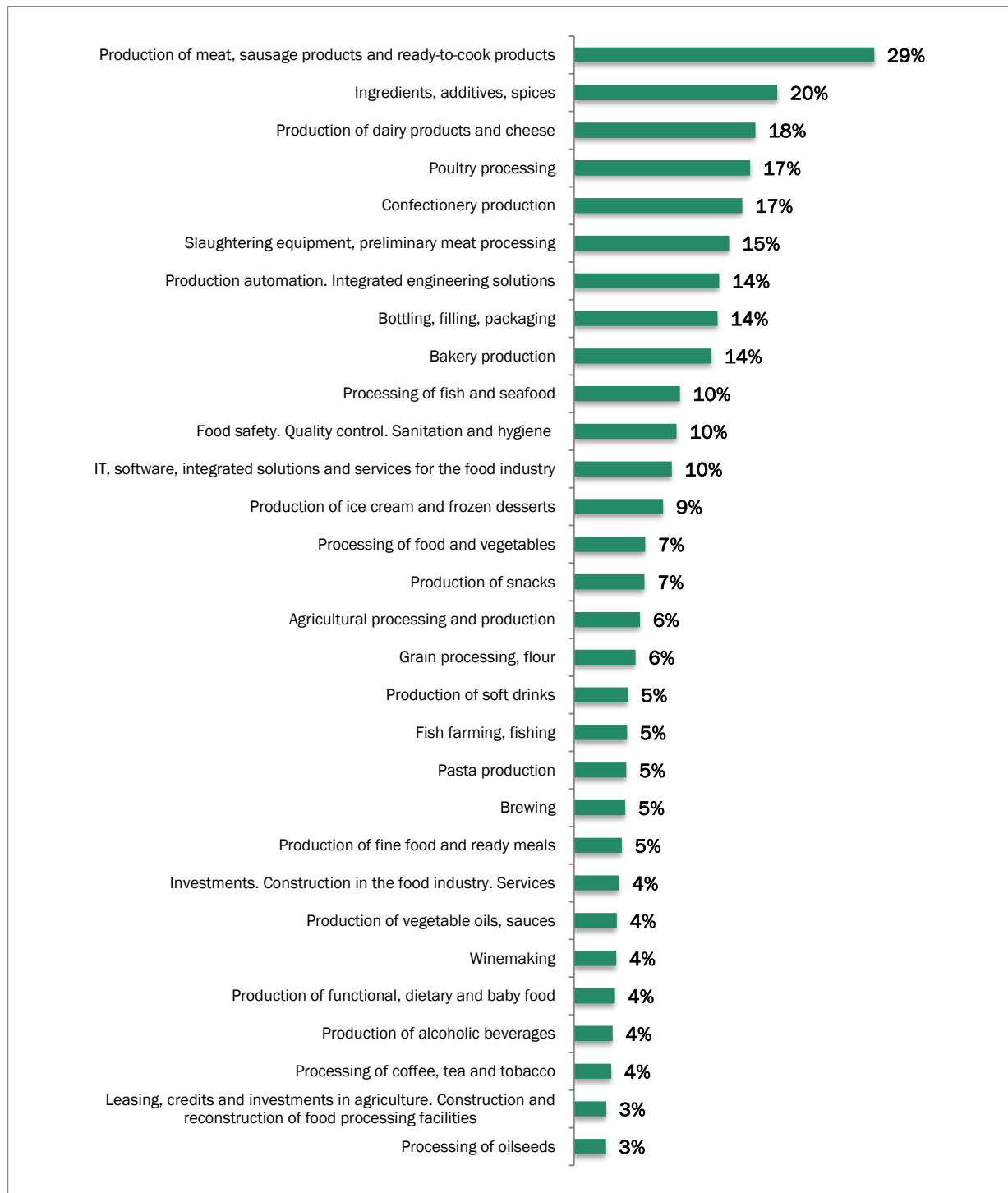
**12%** of the visitors plan to buy ingredients after the exhibition



**Visitor industry sector:**



## Visitor interests:



*Multiple replies possible*

**High visitor and exhibitor satisfaction figures confirm a strong ROI\*:**

<b><u>Visitors</u></b>	<b><u>Exhibitors</u></b>
<b>93%</b> – would recommend their colleagues to visit Agroprodmas	<b>95%</b> – would recommend their partners to participate in Agroprodmas <b>84%</b> – plan to come back next year <b>85%</b> – regular exhibitors <b>93%</b> – expect positive post show results
<b>96%</b> – networking <b>88%</b> – lead generation <b>91%</b> – market research <b>88%</b> – found suppliers <b>78%</b> – conducted sales <b>76%</b> – information about new products, latest trends	<b>96%</b> – networking <b>95%</b> – lead generation <b>94%</b> – conducted sales (found buyers) <b>93%</b> – presentation of a new product <b>92%</b> – information about new products, latest trends <b>89%</b> – market research