

Agroprodmas 2020 Statistics

366
Exhibitors

19 Countries

Exhibitors

Belarus, Belgium, China, Czechia, France, Germany, Denmark, Iceland, Italy, Lithuania, the Netherland, Poland, Russia, Spain, Sweden, Switzerland, Turkey, the Ukraine, the USA

International pavilions:
Germany, Italy

High ROI from participation

- 67%** – participate each year
- 87%** – met their objectives at the trade show
- 82%** – expect positive post show results
- 88%** – plan to come back
- 97%** – would recommend Agroprodmas to their partners

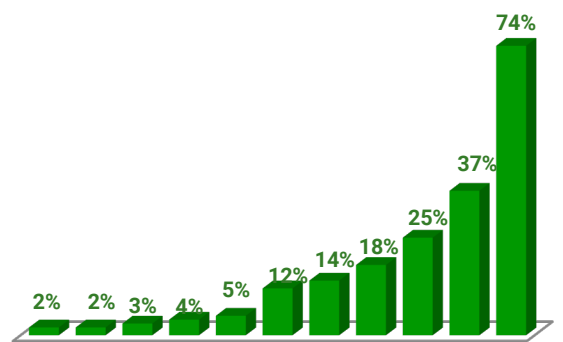
Participant goals (person)

Main goals: to search for buyers, sign contracts, promote products/services, diversify markets

Search for buyers, increase sales	78%
Sign contracts/agreements	59%
Promote products/services	59%
Diversify markets, enter new markets and regions	52%
Learn about new products/market analysis	28%
Carry out investment projects	9%
Search for suppliers	8%

Multiple responses possible

Exhibitor profile



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

Multiple responses possible

Agroprodmas 2020 Statistics

10,093

Visitors

Visitors

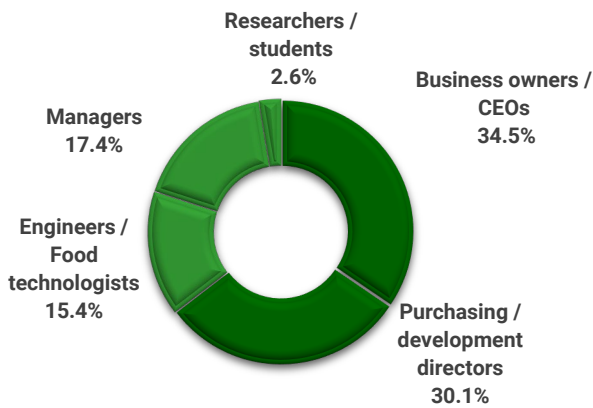
50

Countries

81

Russian regions

Visitor job function

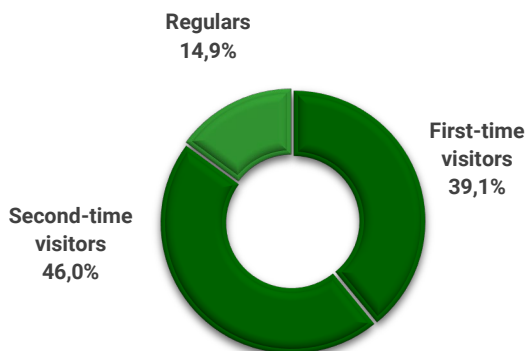


76.2% of visitors have buying authority or give buying recommendations

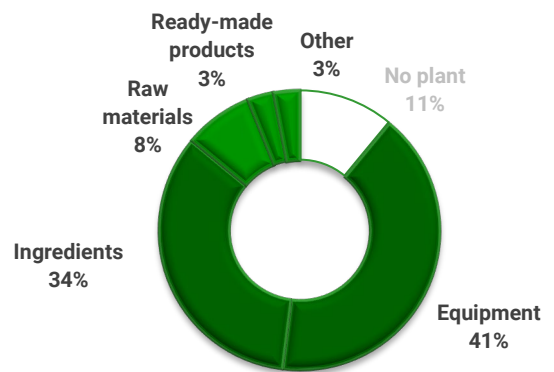
Visitor goals

Main goals: to search for suppliers (37%), procurements, learn about new products, trends (33%), to make purchases (26%)

Frequency of visits



Visitors plan to make purchases after the exhibition



89.1% of visitors plan to make purchases after the exhibition

Visitors by industry sectors

Food and beverage production	45.1%
Agribusiness, agriculture; production/supply of raw materials and farm produce	11.1%
Production/supply of equipment and components	14.7%
Setup, installation, maintenance of equipment	3.4%
Food and beverage wholesale/retail	3.1%
Production/supply of ingredients, additives and spices	2.9%
HoReCa, catering	3.0%
R&D	3.7%
Transportation and storage	2.7%
Bottling, pre-packing, packaging	5.0%
Investments, education, advanced training, retraining	1.9%
Sanitation and hygiene, food safety, waste management	3.40%

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Visitors

High visitor satisfaction figures confirm a strong ROI

86% of visitors met their objectives and consider their attendance effective

98% of visitors would recommend Agroprodmas to their colleagues

Products/services visitor interest, people

Packaging equipment and materials	4,198
Portioning equipment	3,127
Filling equipment	1,453
Bottling equipment	1,806
Capacitive equipment	1,238
Food production equipment	4,262
Ingredients, additives, spices	2,234
Formulas, recipes, technologies	1,841
Equipment for production of ingredients	895
Refrigeration and air-conditioning equipment	2,487
Slaughtering equipment, preliminary meat processing	1,512
Food safety. Quality control	1,626
Production automation. Integrated engineering solutions	1,669

Multiple responses possible

Warehouse equipment	1,648
Weighing equipment	1,579
Sanitation and hygiene	1,379
Components, machinery and materials for food industry equipment	1,436
Test and laboratory equipment	1,177
Integrated solutions and services for the food industry	1,307
R&D	1,247
Waste management	967
Construction and reconstruction of food processing facilities	934
IT, software	908
Fodder	659
Leasing, credits and investments in agriculture	1,062

Multiple responses possible

Agroprodmas 2020 Statistic

Visitors

Visitors Geography

56.1% Moscow and Moscow region

41% Other regions of all Russian federal districts

2.9% Other countries

