



27th International Exhibition
for Equipment, Technologies,
Raw Materials and Ingredients
for the Food Processing Industry

10–14.10.2022

12+

Agroprod mash Results

EXHIBITORS

505

companies

Russian exhibitors:

manufacturers, integrators and suppliers

Companies

Countries

577

16

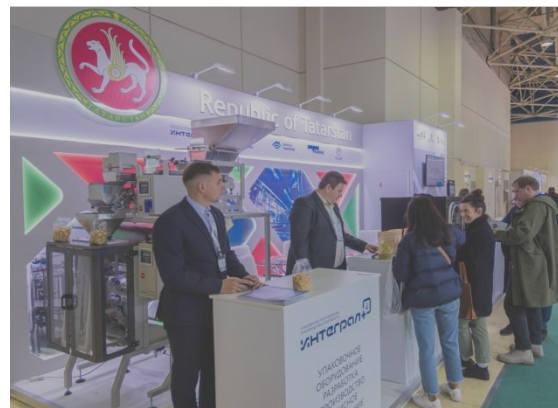
216

Russian
manufacturers

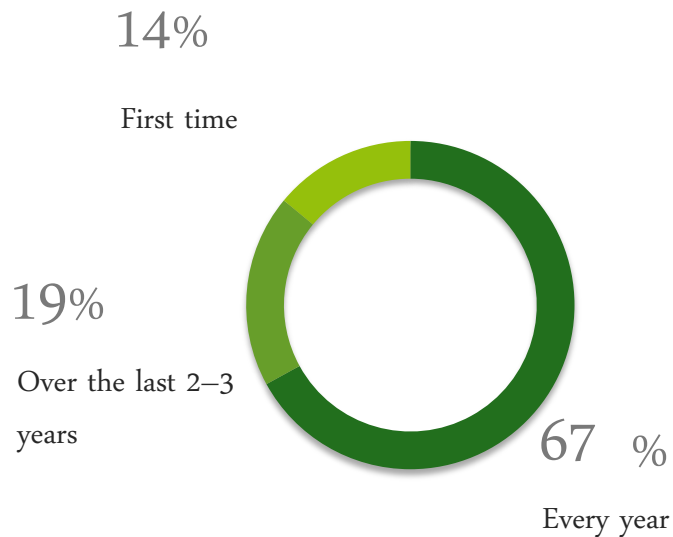


7

Russian national
group stands
and pavilions



Frequency of participation



Participation objectives*

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

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%

* Multiple replies possible

20,080

Visitors

54 Countries

74.3%

of the visitors

have buying authority
or give buying recommendations

VISITORS

32.1 %

Business owner /
CEO

18.8 %

Engineer /
food technologist

16.2 %

Manager

29.8 %

Purchasing /
development
director

3.1 %

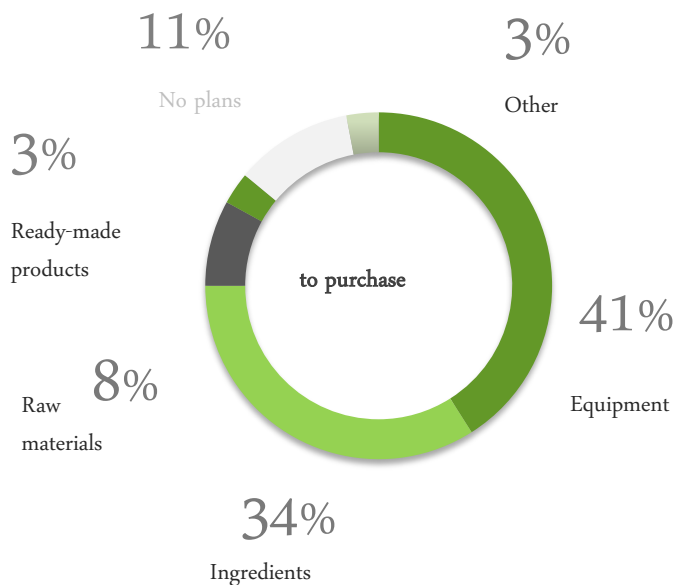
Researcher /
student



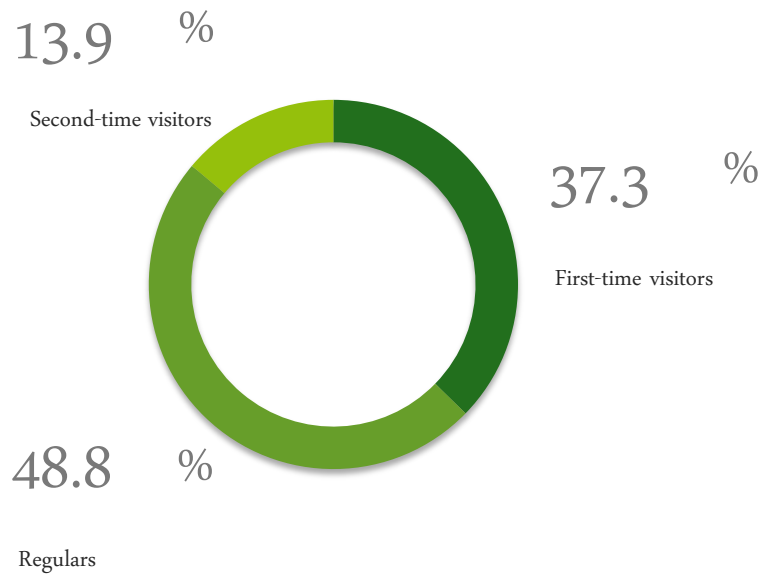
Visitors plan after the show

89 %

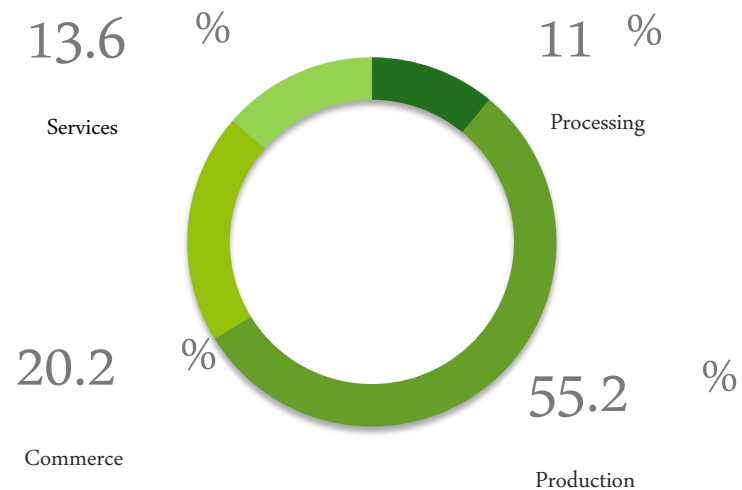
of the visitors plan to
make purchases
after the show



Frequency of visits



Company's main business activity



Visitors by industry sectors

Food and beverage production	55.3%	Sanitation and hygiene, food safety, waste management	1.6%
Agribusiness, agriculture; production/supply of raw materials and farm produce	15.1%	HoReCa, catering	1.2%
Production/supply of equipment and components	10.8%	R&D	1.3%
Setup, installation, maintenance of equipment	1.9%	Transportation and storage	1.1%
Production/supply of ingredients, additives and spices	3.2%	Bottling, pre-packing, packaging	1.5%
Food and beverage wholesale/retail	2.5%	IT	1.5%
Investments, education, advanced training, retraining	2.4%	Other	0.6%

Visitor origin

55.9%

Moscow and
Moscow region

5%

Other
countries

39.1%

Other regions
of all Russian federal
districts



Purpose of visit *

Learn about new products and technology	69.1%
Generate new business contacts	37.3%
Generate suppliers	29.3%
Receive and compare proposals	24.9%
Exchange experience	22.3%
Business networking	19.9%
Assess the industry's current state	19.3%
Sign contracts/agreements/ purchasing	16.8%
Generate customers	14.8%
Search for solutions to improve your business	13.9%
Expand sales markets	13.3%
Implement investment projects	5.4%

* Multiple replies possible

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

Visitor interests (number of people)

Food production equipment	8,139
Packaging equipment and materials	7,807
Filling equipment	3,007
Ingredients, additives, spices	5,002
Equipment for production of ingredients	1,420
Formulas, recipes, technologies	3,662
Refrigeration and air-conditioning equipment	4,338
Portioning equipment	3,083
Capacitive equipment	2,082
Bottling equipment	2,451
Production automation. Integrated engineering solutions	3,007
Slaughtering equipment, preliminary meat processing	2,963
Food safety. Quality control	2,791
Sanitation and hygiene	2,329

Warehouse equipment	2,783
Weighing equipment	2,738
Test and laboratory equipment	2,244
Components, machinery and materials for food industry equipment	2,700
Integrated solutions and services for the food industry	2,161
Production tools	2,036
R&D	1,993
IT, software	1,573
Recycling and waste management	1,400
Construction and reconstruction of food processing facilities	1,299
Fodder	1,048
Investments.	764
Construction in the food industry	
Leasing, credits and investments in agriculture	619