



29<sup>th</sup> International Exhibition  
for Equipment, Technologies,  
Raw Materials and Ingredients  
for the Food Processing Industry

7-11.10.2024

12+

**Agroprod mash Results**

# EXHIBITORS

640

Russian exhibitors:

manufacturers, integrators and suppliers

Austria, Belarus, Belgium, China, Czechia, France, Germany, India, Iran, Italy, Kazakhstan, the Netherlands, Poland, Russia, Serbia, South Korea, Spain, Switzerland, Turkiye, the USA, Uzbekistan

Companies

Countries

930

21

# 298

Russian  
manufacturers

# 12

Russian regional  
pavilions

[www.agroprodmash-expo.ru/en](http://www.agroprodmash-expo.ru/en)



Krasnodar and Stavropol Krajs, Kurgan, Nizhny Novgorod,  
Omsk, Penza, Samara, Saratov, Tula, Tver,  
Voronezh and Yaroslavl Oblasts



# 290

International exhibitors

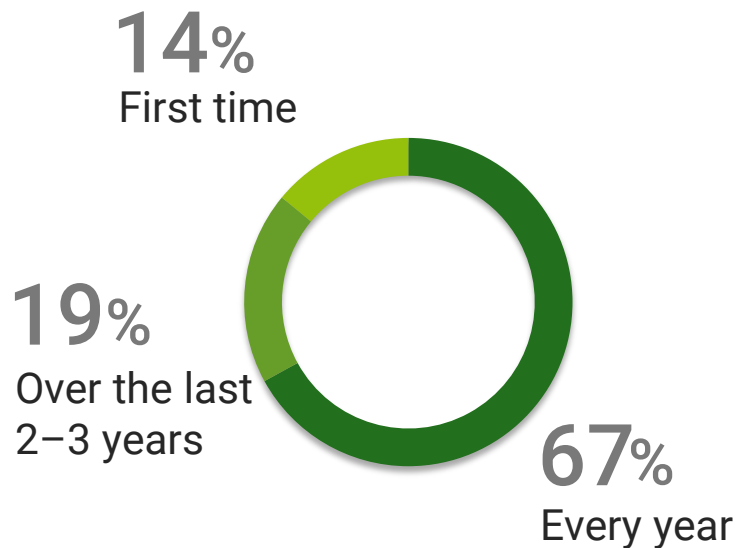
# 21

Countries



[www.agroprod mash-expo.ru/en](http://www.agroprod mash-expo.ru/en)

## 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%

\* Multiple replies possible

# High ROI from participation

Met their objectives at the trade show

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87%

Satisfied with business leads

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92%

Would recommend Agroprodmashto partners and peers

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97%

Expect positive post show results

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82%

Plan to come back

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82%

\* Multiple replies possible

# 27,140

Visitors

# 59 Countries

# 74.2%

of the visitors

have buying authority  
or give buying recommendations

[www.agroprod mash-expo.ru/en](http://www.agroprod mash-expo.ru/en)

# VISITORS

## 32.2%

Business owner /  
CEO

## 19.6%

Engineer /  
food technologist

## 16.1%

Manager

## 27.3%

Purchasing /  
development  
director

## 4.8%

Researcher /  
student



# Visitor origin

**50.7%**

Moscow and  
Moscow region

**7.3%**

Other  
countries

**42.0%**

Other regions  
of all Russian  
federal districts



\* Multiple replies possible

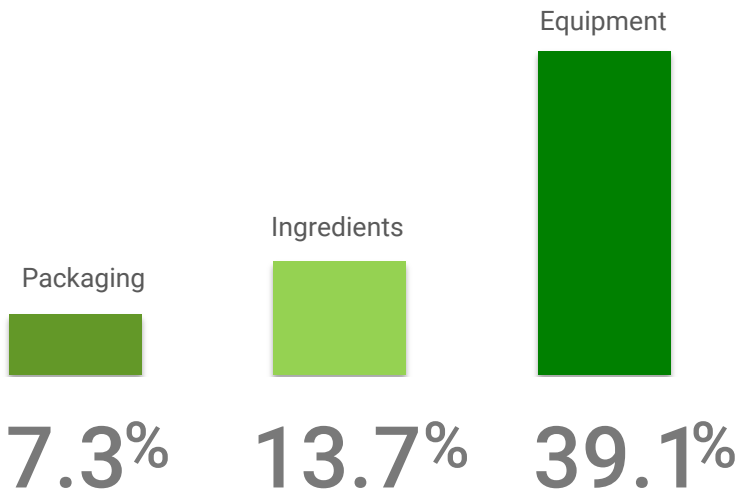
# Purpose of visit \*

Learn about new products and technology	44.2%
Sign contracts/agreements/ purchasing	42.8%
Generate new business contacts	36.3%
Generate suppliers / search for solutions to improve your business	33%
Receive and compare proposals	23.5%
Business networking	22.9%
Expand sales territory, enter new markets, new regions, enter industrial marketplaces	18.9%
Exchange experience	18.2%
Upgrade qualification	14.8%
Assess the industry's current state	14.1%
Generate customers	13.7%
Implement investment projects / generate investments	8.1%
Attend events of the conference programme	7.1%
Other	1.1%

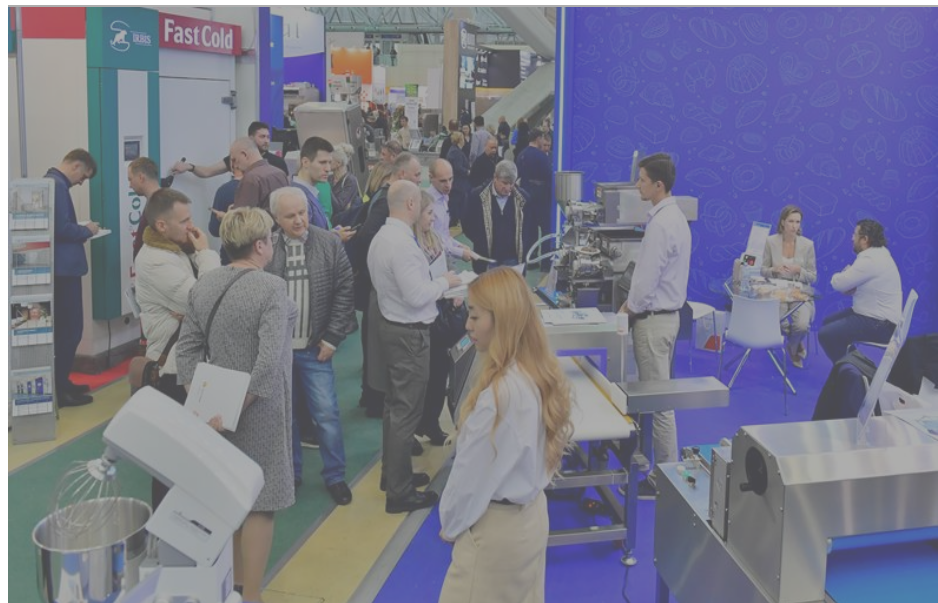


# After the show visitors plan

to purchase

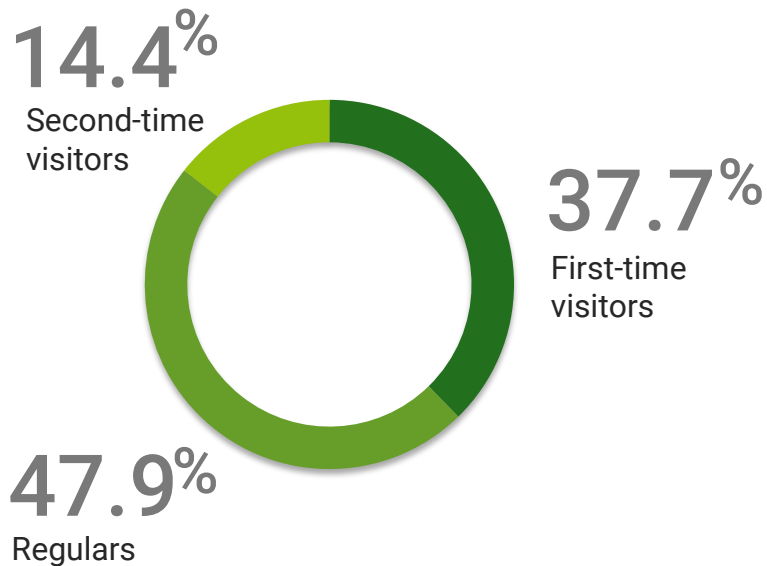


**60.1** % of the visitors plan to  
make purchases  
after the show

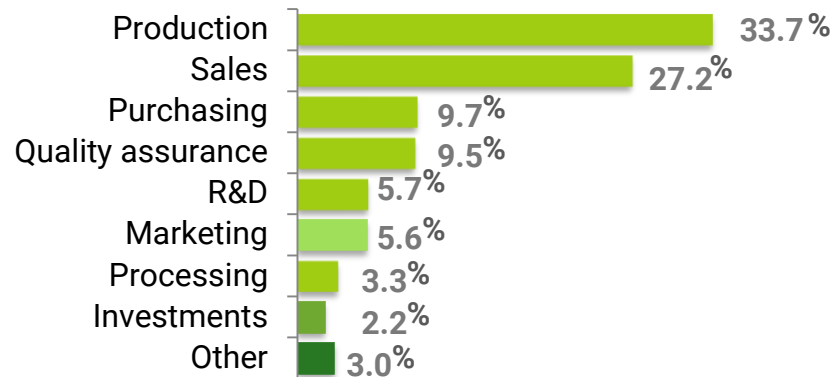


[www.agroprod mash-expo.ru/en](http://www.agroprod mash-expo.ru/en)

## Frequency of visits



## Job function



# Visitors by industry sectors (number of people)

Food and beverage production	12,399	Investments, education, advanced training, retraining	573
Agribusiness, agriculture; production/supply of raw materials and farm produce	4,352	Construction and reconstruction of food industry facilities	423
Production/supply of equipment and components	2,924	Sanitation and hygiene, food safety, waste management	392
Food and beverage wholesale/retail	1,898	Setup, installation, maintenance of equipment	370
Production/supply of ingredients, additives and spices	1,159	R&D	346
HoReCa, catering	1,048	Transportation and storage	314
Chemical industry, perfumery and cosmetics industry, biotechnology	617	Bottling, pre-packing, packaging	300
		IT	250
		Other	221

# High visitor satisfaction figures confirm a strong ROI

87%

of the visitors met  
objectives and consider  
their attendance effective

97%

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	10,056
Packaging equipment and materials	9,844
Filling equipment	6,907
Portioning equipment	4,073
Capacitive equipment	2,729
Bottling equipment	3,183
Ingredients, additives, spices	5,933
Equipment for production of ingredients	1,812
Formulas, recipes, technologies	3,662
Refrigeration and air-conditioning equipment	5,669
Production automation. Integrated engineering solutions	3,896
Slaughtering equipment, preliminary meat processing	3,431
Food safety. Quality control	3,332
Sanitation and hygiene	2,827

Warehouse equipment	3,814
Weighing equipment	3,615
Test and laboratory equipment	2,853
Components, machinery and materials for food industry equipment	3,401
Integrated solutions and services for food industry	2,658
Production tools	2,566
R&D	2,382
IT, software	1,995
Recycling and waste management	1,740
Construction and reconstruction of food processing facilities	1,726
Fodder	1,261
Investments.	816
Construction in food industry	
Leasing, credits and investments in agriculture	718