



Agriculture is here.



AGROmashEXPO and AgrárgépShow 2024

THE MOST SIGNIFICANT DOMESTIC AGRICULTURAL EXHIBITION IN HUNGARY

In 2024, for the 42nd time AGROmashEXPO welcomes representatives of the agricultural sector at the country's most important professional meeting point.

We can proudly say that the most significant domestic forum of agriculture came forward with indicators reaching new heights in 2023: visitors could meet the **240 exhibitors** in **7 pavilions** covering more than **36,000 square meters**. During the four days of the exhibition, almost **44,000 people** visited AGROmashEXPO and AgrárgépShow.

The exhibition is a perfect forum for getting to know field machines, digital solutions for precision farming, input materials, tools in practice and sharing the innovations of the profession.

Be a part of the most significant event in Hungarian agriculture,

register as an exhibitor at the AGROmashEXPO and AgrárgépShow trade fairs!

2024. Január 24-27.



THEMATIC

- Agricultural machinery, equipment and facilities
- Animal breeding and their instruments, equipment of institutions for animal breeding
- Agricultural construction
- Forestry and forestry machines
- Sowing seeds and other plant propagations
- Chemical products
- Agrar electronic, measurement, diagnostic and automation equipment
- Environment protection in agriculture
- Work security, working clothes
- Agricultural services
- Agricultural environment management, rural development
- Hungarian Garden
- Viticulture and viniculture

AGROMASHEXPO 2023 + AGRÁRGÉPSHOW

VISITORS

41.390 professionals

From **34** countries

67% are decision makers

EXHIBITORS

240 exhibitors

From **12** countries

20% are foreign or multinational

36.684 m2 exhibition area

*audited by CENTREX



BUDAPEST,
HUNGARY



HUNGARIAN MARKET DATA



5 300 000 hectar
agricultural area



52 355 km
water courses

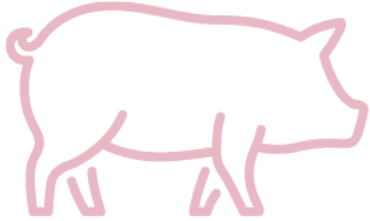


1 million ha
wheat

Major crops include wheat (1 million ha), corn (1 million ha) and oilseeds (1 million ha) - mostly sunflower and rapeseed (0.9 million ha).

However the population of Hungary ranges up to 9.8 million, the country's agriculture is capable of providing continuous, highest standard food supply to approximately 30 million people.

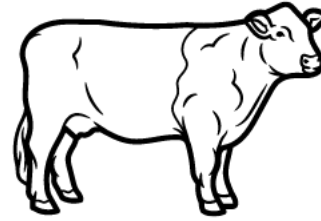
HUNGARIAN MARKET DATA



2.7 million
pigs



40 million
poultry



0.9 million
cattle

Animal production includes 2.7 million pigs and a poultry flock of 40 million birds. The number of cattle of all types is approximately 0.9 million head.

Cattle, sheep • Processed finished products: 1000-2000 kg/day
Pork and beef • Processed 500-1000 kg of end-product per shift

AGRICULTURAL MACHINERY IN HUNGARY



The production of agricultural machinery has a long history in Hungary. Today there are approximately 40-50 mostly small and medium sized enterprises on the market with exportable products and actual export strategies. As a result of the continuous product development most of these manufacturers have a wide range of modern products.

VISITORS AREA OF INTEREST



Growing plants
83%



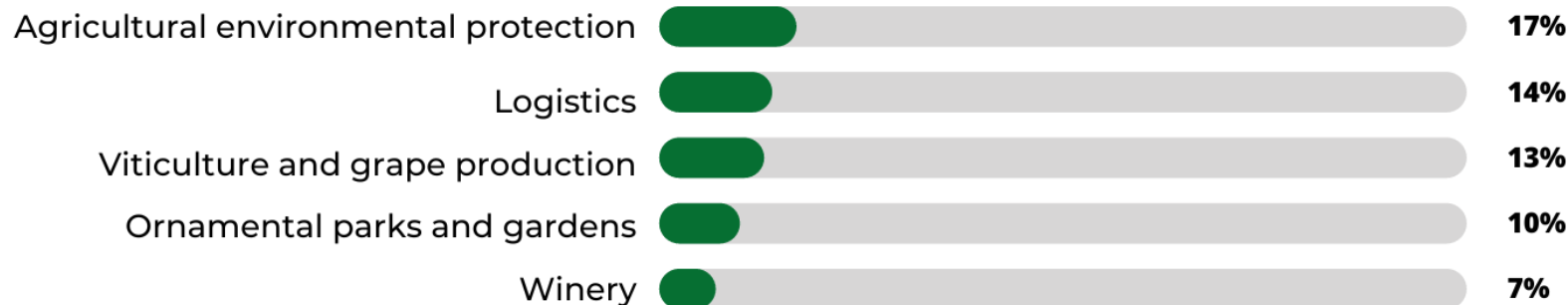
Animal breeding
32%



Seed,
chemical products
27%



Agricultural informatics
23%



THE EFFECTIVENESS OF THE 2023 EXHIBITION

BASED ON VISITOR RESEARCH



87% of the participants already plan to participate in the exhibition **next year**.

67% of visitors were **interested in the whole exhibition**. In addition, 17% of visitors came specifically to an exhibitor.

65% of the visitors participated in at least one **business negotiation**, but the majority of them negotiated with several companies.

Based on what they saw at the exhibition, more than half of the 44,000 **visitors (53%)** of AGROmashEXPO and AgrárgépShow **are planning to buy a machine within 5 months**.

64% of visitors **spent more than 6 hours** at the exhibition.

67% of visitors only attend the AGROmashEXPO and AgrárgépShow exhibitions together, **they do not attend other events**.

[More information](#)



COUNTLESS PROFESSIONAL EXHIBITIONS AND CONFERENCES

With the cooperation of our partners, we pay a lot of attention to the extremely wide range of programs so that AGROmashEXPO and AgrárgépShow is one of the most important prominent forums in the sector.

Be a part of it!

Consult with our sales colleagues about the possibility of organizing a program.



Gallery

AGROmashEXPO 2023
film

MARKETING CAMPAIGN ELEMENTS

press appearances	●	2 months
online appearances	●	3 months
television appearances	●	1 months
prize draw	●	on 2 platforms
events at the exhibition	●	on 2 stages
DM campaign	●	8 times
HUNGEXPO application	●	5 874 registration



KIÁLLÍTÓI VÉLEMÉNYEK

„ We would like to thank you for all the help and patience you showed us during the process of organizing and building our stand. The stand of Valcum Agro Kft. was very good, aesthetic and spectacular. Our visit, our communication with our partners went very well, and in addition to all that, the team also had a great time! Thank you again for everything!”

Dr. Zsolt Varga, product manager, Valcum Agro Kft.



"We are very satisfied with the organization and the conditions. I can already say that our exhibition was successful, and we even closed one of the most successful exhibitions. Everything was so fine that I would like to announce my request for next year's exhibition, in the same area and with the same square meter.,,"

Gábor Nagy, owner - managing director, Vadkert-Agrotechnika Kft.

"We successfully concluded the exhibition with outstanding results, achieving all our set goals. It was a highly beneficial event both professionally and for the community. We would like to begin organizing the 2024 exhibition as early as possible, allowing ample time for creativity and new ideas. We appreciate the HUNGEXPO team's professionalism and dedication.,,"

Ildikó Gere-Györffy, Marketing specialist, Kuhn Mezőgazdasági Gép Kft.



EXHIBITION MAP



SPACE FEE



Stand size	Space fee (EUR/m ²)
Covered area 9-69 m ² (carpeted)	128 EUR/sqm+VAT
Covered area 70-199 m ² (carpeted)	100 EUR/sqm+VAT
Covered area 200-399 m ² (carpeted)	61 EUR/sqm+VAT
Covered area 400-799 m ² (carpeted)	49 EUR/sqm+VAT
Covered area 800 m ² or more (carpeted)	43 EUR/sqm+VAT
Free area	51 EUR/sqm+VAT
Passage (max. 50 m ²)	51 EUR/sqm+VAT

The prices do not include VAT, registration and marketing fees and the stand building fee.

Registration and marketing fee:

For the main exhibitor: EUR 333+VAT

For co-exhibitor: EUR 272+VAT

OUR TEAM IS GLAD AT YOUR DISPOSAL

For exclusive and sponsorship offers, contact our colleagues or visit our website!

Exhibition director:

Ms. Krisztina SZILVÁSI

+36 30 337 1777

szilvasi.krisztina@hungexpo.hu



Sales Manager:

Ms. Enikő LOVASI

+36 30 732 9494

lovasi.eniko@hungexpo.hu



Ms. Enikő MÁRKI

+36 30 948 5129

marki.eniko@hungexpo.hu



Ms. Jázmin SZABÓ

+36 30 823 7862

szabo.jazmin2@hungexpo.hu



Marketing Manager:

Ms. Martina TAGSCHERER

tagscherer.martina@hungexpo.hu



Our collaborating professional partners:



Our online media partner:





OUR INTERNATIONAL SALES CONTACTS

Italy

Ms. Sonia VILLANI

Globe Trotter sas.

sonia.villani@gtrotter.it

Germany, Austria, Switzerland

Ms. Paula GLINK

Messe&Marketing Pittscheidt

p.glink@pittscheidt.de

England, Ireland

Mr. Lee ALI

Expostars Interactive Ltd.

lee@expostars.com

Poland

Mr. Wojciech MLYNARCZYK

Polish-Hungarian Chamber of Commerce

wojciech.mlynarczyk@plhucc.com

Lithuania, Latvia, Estonia

Mr. Sigitas BRAZINSKAS

sigitas.brazinskas@gmail.com

Slovakia

Ms. Maria KLEINOVA

SVT, s.r.o.

info@svt.sk

Romania

Ms. Carmen CAPANU

PROMO RESTART Srl.

promorestart@yahoo.com

Mr. Peter WOLF

Inpulse Partners Srl.

pw@inpulse.ro

Spain, Portugal

Mr. Eduardo TEIXEIRA-ALVES

Eduardo Teixeira-Alves Consulting Slu.

info@teixeira-consulting.com