

**Agriculture is here.**

**AGRO**mash**EXPO**



**22-25 January 2025**



**hungexpo**



AGROmashEXPO 2025



# THE MOST SIGNIFICANT DOMESTIC AGRICULTURAL EXHIBITION IN HUNGARY

In 2025, for the 43rd 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 2024: visitors could meet the **255 exhibitors** in **8 pavilions** covering more than **38,015 square meters**. During the four days of the exhibition, almost **43,110 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.



AGROmashEXPO 2024 film

**Be a part of the most significant event in Hungarian agriculture, register as an exhibitor at the AGROmashEXPO trade fairs!**





# THEMATIC

- Agricultural machinery, equipment and facilities
- 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**



# AGROMASH EXPO 2024 + AGRÁRGÉP SHOW

## VISITORS

**43,110** professionals

From **37** countries

## EXHIBITORS

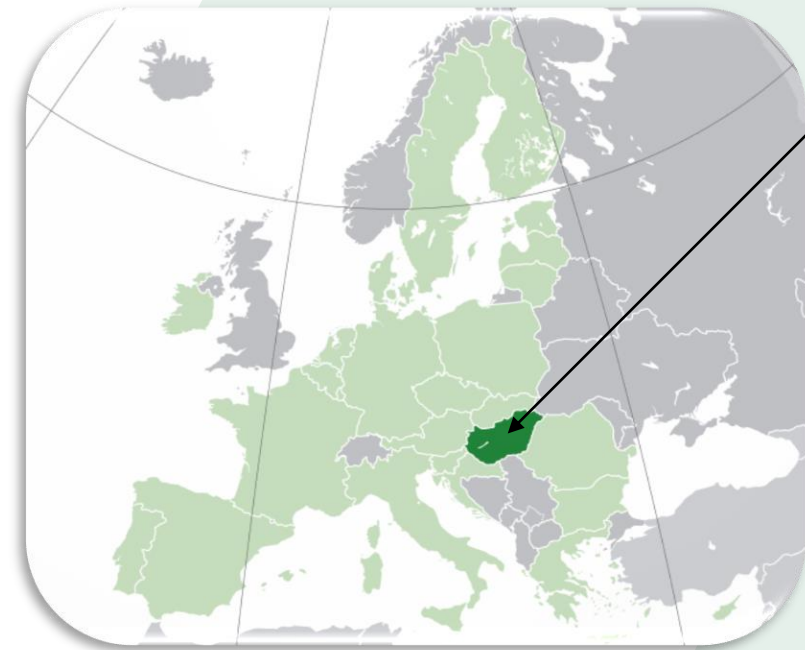
**255** exhibitors

From **12** countries

**23%** are foreign or multinational

**38.015 m<sup>2</sup>** exhibition area

\*audited by CENTREX



BUDAPEST,  
HUNGARY



Exhibitors 2024



# 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.





# 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%



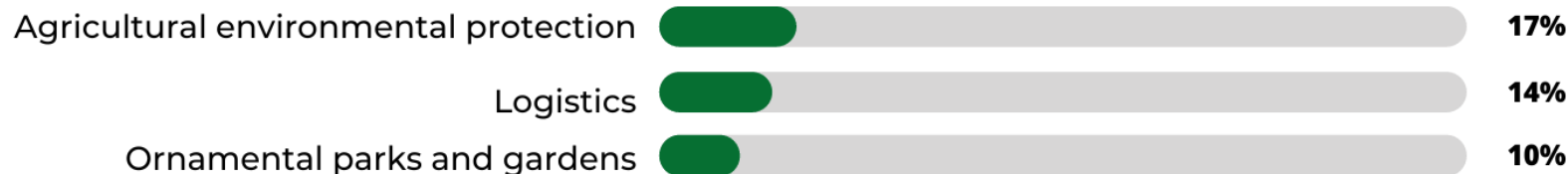
Seed,  
chemical products  
27%



Agricultural informatics  
23%



Winery, Viticulture and  
grape production  
20%



\*visitor research 2023

# THE EFFECTIVENESS OF THE EXHIBITION

BASED ON VISITOR RESEARCH



\*visitor research 2023

**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.

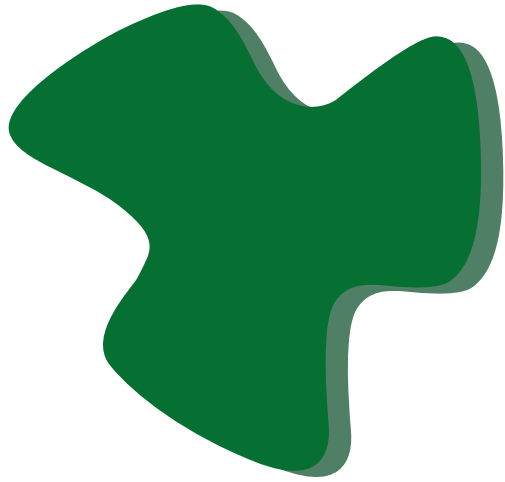
Based on what they saw at the exhibition, more than half of the 44,000 **visitors (53%)** of AGROmashEXPO and AgrárgépShow **are planning to buy a machine within 5 months**.

**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](#)





# NUMEROUS PROFESSIONAL PRESENTATION AND CONFERENCES

With the cooperation of our partners, we pay a lot of attention to the extremely wide range of programs so that AGROmashEXPO 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.*

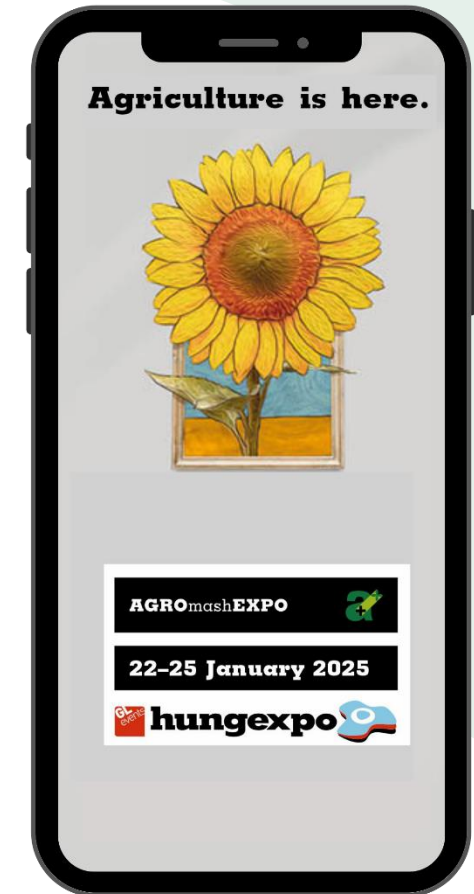


Gallery



# MARKETING CAMPAIGN ELEMENTS

media appearances	●	3 months
online appearances	●	3 months
radio appearances	●	1 months
social appearances	●	3 months
television appearances	●	1 months
prize draw	●	on 2 platfroms
programmes at the exhibition	●	on 2 stage
DM campaign	●	11 times



# SPACE FEE

In view of the market situation, we are offering you a special discount this year: **until 25 July**, we will reserve exhibition space at the same price as this year.

**Don't miss this unique opportunity, as prices will increase by 10% after the deadline!**

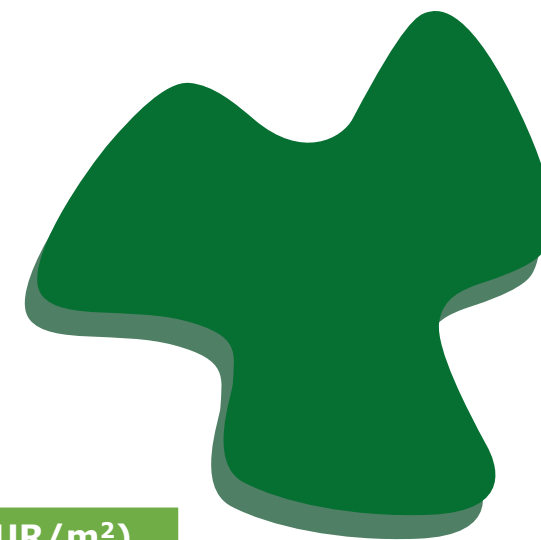
Stand size	Space fee (EUR/m <sup>2</sup> )
Covered area 9-69 m <sup>2</sup> (carpeted)	128 EUR/sqm+VAT
Covered area 70-199 m <sup>2</sup> (carpeted)	100 EUR/sqm+VAT
Covered area 200-399 m <sup>2</sup> (carpeted)	61 EUR/sqm+VAT
Covered area 400-799 m <sup>2</sup> (carpeted)	49 EUR/sqm+VAT
Covered area 800 m <sup>2</sup> or more (carpeted)	43 EUR/sqm+VAT

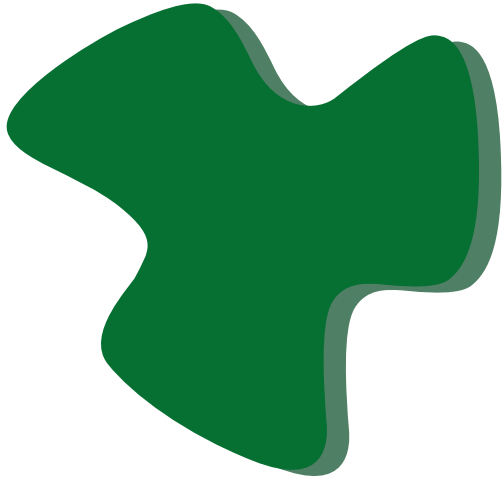
The prices do not include VAT, registration and sustainability fees and the stand building fee.

## Registration and sustainability fee:

For the main exhibitor: EUR 472+VAT

For co-exhibitor: EUR 306+VAT





## OUR TEAM IS GLAD AT YOUR DISPOSAL

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

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**AGRO**mas<sup>h</sup>EXPO



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