

AGROmashEXPO

45th International Agriculture
and Agricultural Machinery Exhibition

27–30 January 2027



BE PART OF THE SUCCESS OF THE 2027 AGROMASHEXPO

AGROmashEXPO is **the region's leading agricultural event**, bringing together tens of thousands of professional visitors, a comprehensive range of products and services, and outstanding business opportunities in one place.

AGROmashEXPO is not only a showcase of the latest agricultural machinery and technologies, but also a forum shaping the future of the industry.

Become part of this dynamic professional environment!

**SHOWCASE YOUR PRODUCTS, BUILD VALUABLE
CONNECTIONS, AND STRENGTHEN YOUR BRAND
AWARENESS AS AN EXHIBITOR!**



OUR AUDITED FIGURES

- ✓ 4 days
- ✓ 7 pavilions
- ✓ 16 countries
- ✓ 223 exhibitors
- ✓ 35 052 participants
- ✓ Net exhibition area of 35 286 square meters



HUNGARY'S AGRICULTURE – MARKET OVERVIEW

Thanks to its favorable agro-ecological conditions, fertile soils, and well-developed agricultural infrastructure, **Hungarian agriculture is a strategic sector of the national economy.**

Agriculture, forestry, and fishing together account for approximately 3% of gross value added.

More than half of Hungary's territory is used for agricultural purposes. The majority of agricultural land is arable land, primarily used for the production of cereals, oilseeds, and fodder crops. Livestock farming is another key pillar of Hungarian agriculture.

The main field crops in Hungarian crop production are:

- wheat
- maize (corn)
- sunflower
- barley
- rapeseed
- sugar beet
- soybean

The most important animal sectors are:

- cattle
- pigs
- poultry
- sheep



Hungarian agriculture is increasingly **focused on precision farming, digitalization, automation, and the adoption of sustainable production technologies.**

Agricultural enterprises are continuously modernizing their machinery fleets, generating significant demand for advanced agricultural machinery, spare parts, inputs, and digital solutions.

WHY SHOWCASE YOUR BUSINESS AT AGROMASHEXPO?

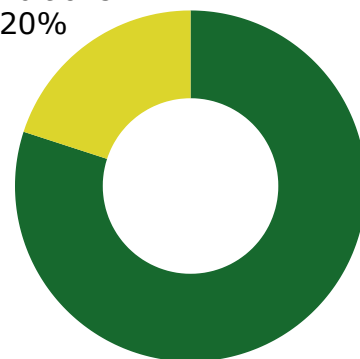
- One of Hungary's and Central Europe's key agricultural trade exhibitions and fairs, serving as an important business meeting point for the agricultural sector.
- Direct access to the Hungarian and Central European agricultural markets, with the presence of agricultural producers, agribusinesses, distributors and industry decision-makers.
- An ideal platform for launching new products, technologies and innovative solutions in Hungary and across the Central European region.
- An excellent opportunity to build dealer, distributor and business partner networks, while strengthening market presence in Hungary and the wider region.
- Growing development and investment demand in Hungarian and Central European agriculture, increasing the need for modern machinery, technologies and services.
- Increasing regional interest in digitalization, precision farming, sustainability and efficient production systems.
- Personal networking and business negotiations with key players of the Hungarian and Central European agricultural market, supporting long-term partnerships and expanding sales opportunities.

THESE FACTORS MAKE HUNGARY, AND AGROMASHEXPO, ONE OF THE MOST IMPORTANT MEETING POINTS OF THE CENTRAL AND EASTERN EUROPEAN AGRICULTURAL MARKET.

WHY IS IT WORTH EXHIBITING AT AGROMASHEXPO?

80% of visitors do not attend any other agricultural exhibitions

attends other
agricultural
exhibitions
20%



does not attend
other agricultural
exhibitions
80%



80% of visitors spend 4–6 hours or more at the exhibition

- 4-6 hours
- more than 6 hours
- maximum 3 hours

Nearly two-thirds of visitors are involved in their company's decision-making process

- Primary decision-makers: 40.4%
- Involved in decision-making: 23.2%
- Participates as an advisor: 25.3%
- Does not participate in decision-making: 11.1%



DOMESTIC AND INTERNATIONAL PRODUCT DEVELOPMENT AWARD

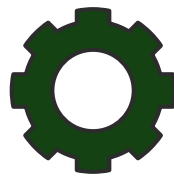
In 2027, AGROmashEXPO once again announces the Domestic and International Product Development Award, offering exhibitors an excellent opportunity to **showcase their innovations, gain professional recognition, and increase their market visibility.**

Applications are open to all exhibitors presenting modern agricultural products, technologies, or services developed after 2024 — including both domestic and international innovations.

Applications may be submitted in the following categories:



Digitalization



Mechanization



Input / Services

THE AWARD REPRESENTS NOT ONLY PROFESSIONAL RECOGNITION, BUT ALSO ENHANCED VISIBILITY AND A COMPETITIVE ADVANTAGE FOR EXHIBITORS.

In 2026, 2 entries were awarded Grand Prizes, 8 received Special Awards, and 16 were granted Premium Certificates.

Domestic Product Development Grand Prize, input category:

AgroVario Ltd.: MIKRO-VITAL AVANTI microbiological product

International Product Development Grand Prize, mechanization category:

Axiál Ltd.: CLAAS AXION 9.450 tractor

Product Development Special Awards were granted to:

- ABZ Drone Ltd. - ABZ Innovation C10 cleaning drone
- Karintia Ltd. - Karintia Premium Wheat Program - towards sustainable quality based on Jenő Hankóczy's legacy
- Amazonen-Werke Ltd. - Amazone Easy Match fertilizer recognition system
- Axiál Ltd. - SKY Fertieye optical analysis and adjustment system for fertilizer spreaders
- Axiál Ltd. - Horsch Leeb Xeric 14 FS pneumatic fertilizer spreader
- Axiál Ltd. - Horsch Maestro 12 TX precision seed drill
- Lemken Hungaria Ltd. - Automated fan control for LEMKEN seed drills
- Valkon 2007 Ltd. - KRONE Swadro BaleTrain TC 880 Pro

WE INCREASE EXHIBITORS' VISIBILITY THROUGH A BROAD, MULTI-CHANNEL MARKETING CAMPAIGN AND SUPPORT THEM IN ACHIEVING THEIR BUSINESS GOALS



META, GOOGLE and YOUTUBE campaigns



Appearances on Facebook, Instagram, LinkedIn, and TikTok



Numerous Online and Offline Trade Media Appearances



Influencer Campaign



Television Appearances



Targeted Newsletter Campaign



Radio Campaign



EXHIBITOR TESTIMONIALS

"Our presence at Hungexpo reinforced LEMKEN's market stability and provided an **excellent opportunity to demonstrate the machines'** physical features and precision in a visually impactful way."

Balázs Póczik, LEMKEN Hungaria Ltd.

"Being at Agromash was valuable for us because it was the first time we participated as a manufacturer, which allowed us to present our products up close to both our resellers and farmers in Hungary. Overall, our experience was very positive regarding both the number of visitors and the quality of inquiries. **We were able to establish strong collaborations and secure sales. We received a lot of positive feedback, and the atmosphere throughout the event was excellent—we really enjoyed ourselves.**"

Péter Varga, Ziegler GmbH

"...On behalf of everyone, I can say that we were extremely satisfied with both the organization and the overall atmosphere of the fair.

The event was excellently prepared, ran smoothly, and provided a fantastic opportunity for networking and meaningful professional discussions.

We greatly appreciated the professional approach and the consistently positive, friendly atmosphere throughout the fair."

Kateřina Pospíšilová, PILANA SB a.s.

Meet the people who make the decisions:

Nearly 90% of AGROmashEXPO visitors are involved in their company's purchasing decisions, 84% engage in multiple discussions with exhibitors, and 80% do not attend any other agricultural trade fair.

Become an exhibitor and reach the most valuable business audience in the Hungarian agricultural sector!

SECURE YOUR SPOT AT THE NEXT EXHIBITION IN TIME!

**SPACE RENTAL FEES WITHOUT STAND CONSTRUCTION
(carpeted indoor exhibition halls)**

Exhibition Space Size	Until September 30, 2026	From October 1, 2026
Between 9-69 square meters	147 EUR/sqm	160 EUR/sqm
Between 70-199 square meters	115 EUR/sqm	128 EUR/sqm
Between 200-399 square meters	70 EUR/sqm	76 EUR/sqm
Between 400-799 square meters	57 EUR/sqm	62 EUR/sqm
Over 800 square meters	50 EUR/sqm	54 EUR/sqm
Open area, Passage	62 EUR/sqm	62 EUR/sqm

[DOWNLOAD APPLICATION FORM >>](#)



27-30 January 2027



BE PART OF THE SUCCESS OF THE AGROMASHEXPO



Krisztina Szilvási

Exhibition Director

tel:
+36 30 3371777

mail:
szilvasi.krisztina@hungexpo.hu



Enikő Lovasi

Sales Manager

tel:
+36 30 732 9494

mail:
lovasi.eniko@hungexpo.hu



Enikő Márki

Sales Manager

tel:
+36 30 948 5129

mail:
marki.eniko@hungexpo.hu

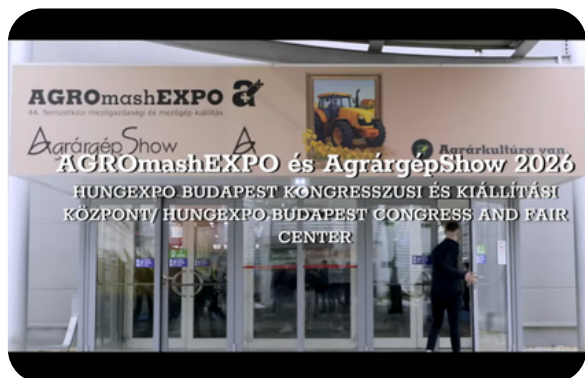


Fruzsina Nagy

Sales Manager

tel:
+36 30 557 8792

mail:
nagy.fruzsina@hungexpo.hu



Watch the
AGROmashEXPO and AgrárgépShow 2026
highlight video!

