

ANImashEXPO

AN EXHIBITION THAT FILLS A GAP



The **professional audience** has **expressed** the need for a **livestock-focused exhibition** in the agricultural sector. In response, we have launched ANImashEXPO, a specialized forum addressing both livestock breeding and related industry topics. This exhibition meets a demand identified by industry experts, providing a valuable opportunity for professional engagement.

Between **28-30 November, 2024**, our trade exhibition will be held for the first time with the aim of **presenting the entire livestock industry in one exhibition area.**

Our exhibition is a unique opportunity **for personal sales**, building relationships, discovering new business opportunities, and presenting your products and services to the professional community.

THE ORIGIN OF THE EVENT

The **origin** of the event can be traced back to **the success story of AGROmashEXPO**, which was based on 45,000 professional visitors.



AGROmashEXPO in numbers:

VISITORS

41.309 professionals

34 country

67% decision makers

EXHIBITORS

240 exhibitors

12 country

20% foreign or multinational

36.684 m2 exhibition area

WATCH OUR SUMMARY
VIDEÓ



Professionals from all over the country come to the **high-quality and permanently sold-out** exhibition. Continuing this tradition, ANImashEXPO aims to create a business opportunity in the field of animal breeding and animal health.

It brings together the best professionals, businesses and organizations to contribute to the development of the area.

HUNGEXPO BUDAPEST CONGRESS AND EXHIBITION CENTER



- Hungexpo Zrt. has been Hungary's **leading exhibition organizing company for over 50 years** and is a **key player in the Central-Eastern European exhibition organizing market**.
- Annually, we welcome **nearly 500,000 visitors** to our exhibitions, and we engage in **live business relationships** with **over 3,000 domestic and international companies**. These companies increasingly consider participation in exhibitions to be more important year by year.
- As Hungary's largest event venue, we offer **55,000 m2 of indoor space** (across 6 pavilions of various sizes), which can be adapted according to the nature of the event.

HUNGEXPO AERA MAP DURING THE EXHIBITION



THE SITUATION OF HUNGARIAN ANIMAL BREEDING IN OUR COUNTRY.

Based on the latest data, the share of the Hungarian GDP from the animal husbandry industry is approximately around 2-3%

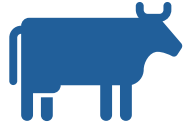
Based on the 2022 data from the Hungarian Central Statistical Office (KSH), approximately **55% of Hungary's territory**, about 5.1 million hectares, **is agricultural land**.

- Of this, 82% accounts for 4 million 163 thousand hectares as arable land.
- 15% (771 thousand hectares) is utilized as grassland.
- Vineyards and orchards together represent approximately 3% of the agricultural land.

The country has more than **117,000 livestock farms**, in addition to nearly 45,000 smaller mixed farms involved in both animal husbandry and crop production.

- In 2022, there were nearly **14,000 registered cattle farmers**, and our cattle herd was estimated at 933,000.
- Approximately 28,000 people in Hungary are engaged in **pig farming**, with a pig population estimated at 2.9 million, concentrated in the largest farms.
- The number of registered **sheep farmers** is nearly 8,700.
- The domestic **poultry population** was approximately 35.5 million in 2023, including chickens, ducks, turkeys, and geese.

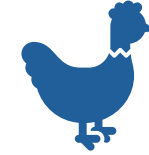
INDUSTRY-SPECIFIC INFORMATION



- The **cattle** population has increased by 32% over the past 10 years, from 706 thousand to 933 thousand.
- The average herd size has increased from 37 to 56. Cattle farms utilize 51% of the grassland area and 22% of the arable land.



- The **pig population** is concentrated in the largest farms.
- In 2020, the average herd size of pig farms increased to 60. 32% of pig farms were managed by farmers aged 65 or older, while the proportion of young managers under 40 was approximately 9%.



- In 2020, the number of hens exceeded 31 million. In Hungary, those keeping more than 50 thousand hens account for 72% of the hen population.
- In 2020 the **duck** population was 1.9 million, and the **goose** population was around the same, 1.8 million. The **turkey** population amounted to 3.3 million.

The export destinations of the domestic meat industry - cattle

In Hungary, nearly 104 thousand head of cattle were slaughtered in 2023. 94% of all slaughterings took place at slaughterhouses, with cows accounting for 60% of the slaughters.

EUROPEAN EXPORT DATA:

- The main trading partners in order were [Kosovo](#), [Croatia](#), [Austria](#), and [Turkey](#). 60% of all exports went to these four countries.

EUROPEAN IMPORT DATA:

- Live animal imports (14.8 thousand tons) increased by 33%.
- 72% of live cattle were brought to Hungary from [Germany](#), [Denmark](#), [Austria](#), and [Slovakia](#).

The export destinations of the domestic meat industry - pork meat

In Hungary, a total of nearly **4.6 million** pigs were slaughtered in 2023.

EUROPEAN EXPORT DATA:

- From Hungary, 32.3 thousand tons of live pigs were exported in the first 11 months of 2023.
- [Romania](#), [Austria](#), and [Albania](#) were among the most important destination countries, with 62% of the exports going to these three countries.

EUROPEAN IMPORT DATA:

- The quantity of live animal imports in 2023 was 70.2 thousand tons.
- Regarding imports, the most important partners were [Slovakia](#), [Croatia](#), and [Germany](#), with 89% of the imports coming from these three countries.

The export destinations of the domestic meat industry - poultry meat

In 2023, the number of eggs set for incubation reported by poultry hatcheries for meat and dual-purpose birds increased by 7.8%, reaching 317 million compared to previous years. During the same period, the volume of day-old chick utilization for poultry was essentially close to 272 million for poultry.

EUROPEAN EXPORT DATA:

- The major markets for poultry meat are [Romania](#), [Germany](#), [Bulgaria](#), [Austria](#), and [France](#).

EUROPEAN IMPORT DATA:

- Hungary's poultry meat imports increased by 5% to 85 thousand tons during the observed period.
- The main partner countries are [Poland](#) (33 thousand tons) and [Romania](#) (21 thousand tons).



THE THEMATIC FOCUS OF THE TRADE SHOW

ANIMAL HEALTH

FEEDING

**TECHNOLOGY AND
MACHINERY FOR
ANIMAL HUSBANDRY**

CHEMICAL INDUSTRY PRODUCTS

BARN AND HALL CONSTRUCTION

**AGRICULTURAL
ELECTRONICS,
MEASUREMENT TECHNOLOGY**

**GOVERNMENT
ADMINISTRATION,
PROFESSIONAL
ORGANIZATIONS**

**ENVIRONMENTAL PROTECTION,
WASTE MANAGEMENT, RENEWABLE
ENERGY**

**OCCUPATIONAL SAFETY,
WORKWEAR**

SERVICES

PROFESSIONAL AUDIENCE

The event provides an excellent platform to build and expand industry contacts and explore business opportunities.

POTENTIAL EXHIBITORS

ANImashEXPO will welcome a diverse and broad spectrum of exhibitors from the livestock, animal well-being and veterinary sectors to present their products and services to a professional audience, in line with the theme.

Companies from all areas of the livestock sector will have the **opportunity to present their products and services**, whether they are involved in poultry, cattle, pig or sheep farming. The aim of ANImashEXPO is to provide a platform where the best representatives of the industry can meet, exchange experiences and make new business contacts.

POTENTIAL VISITORS

The exhibition is open to professionals from the agricultural sector and closely related sectors, including livestock farmers, veterinarians, agricultural experts, animal health professionals and researchers. Particular attention will be drawn to **decision-makers, decision preparers** and owners who play a **key role in the development** and improvement of their businesses' strategies.

We also count on animal welfare and veterinary professionals, as well as industry leaders interested in the latest developments, innovations and technologies in the sector.

Working with our key professional partners, our programme offerings focus specifically on the most important issues facing the sector, so that up-to-date knowledge meets real supply and demand.

WHY IS IT WORTH EXHIBITING?

MARKET RESEARCH OPPORTUNITY: ANImashEXPO gives you the opportunity to research and learn about the Hungarian and Central European market in the field of animal production, animal well-being and animal health. This will allow them to build new business relationships and find potential partners in the region.

DIRECT SALES: An excellent opportunity for direct sales, testing new products, assessing market needs, and increasing the company's profile

INTERNATIONAL RELATIONSHIPS: The B2B meetings organised at ANImashEXPO will give them the opportunity to meet face-to-face with local and international professionals, decision makers and industry leaders, which can increase their business opportunities and networks.

BRAND BUILDING AND VISIBILITY: Participation in ANImashEXPO will allow you to increase your brand awareness and visibility in the region. It is an opportunity to present your products and services to local and international audiences and strengthen the position in the market.

KEY PROFESSIONAL PARTNERS AND THEIR OFFERING

1 **The University of Veterinary Medicine Budapest** will present programs on healing, education, digitalization, data analysis, insect farming technologies, insect-based feeds, and food development.

2 The professional program of **The Hungarian University of Agriculture and Life Sciences (MATE)** focuses on climate change and adaptation.

3 The **The Hungarian Animals Breeders Association** organizes professional programs on various topics, including animal welfare support, animal transportation, antimicrobial resistance (AMR), infectious diseases and exemptions, and assisted reproduction in livestock farming.

4 **The Hungarian Precision Animal Husbandry Association** promotes modern, efficient precision farming using digitalization and data processing tailored to individual animals or farms.

5 The **Hungarian State Treasury** covers national and EU support measures, livestock and animal health grants, and innovations under the CAP Strategic Plan.

- Professional support
- Prominent market players
- Common marketing activity
 - Interviews
 - Newsletters
 - Social media presence
 - Professional media involvement
 - Personal based event marketing

SIDE EVENTS

- **PROFESSIONAL CONFERENCES**
- **WORKSHOPS**
- **ROUNDTABLE DISCUSSIONS**
- **B2B MEETINGS**
- **LIVE DEMO SHOWS AND PRESENTATIONS**
- **PRESS CONFERENCE**

In the period preceding the trade show, we invite representatives of professional magazines related to the ANImashEXPO theme to a press briefing, where we can provide them with detailed information about the latest updates, competitions, conferences, and innovations of the event, which will have been finalized by then. Key partners have the opportunity to speak at the press conference and present their missions and thought!



2024 MARKETING ACTIVITIES

MULTI-FACETED, ACTIVE MARKETING PRESENCE

- We reach out to our exhibitors and visitors with a **multi-channel communication** approach, delivering 50 million forints worth of media value.
- Our activities include a comprehensive **nationwide media campaign** in **print and online trade press, as well as social media platforms.**
- We conduct a direct marketing campaign targeting our potential visitors of the exhibition.
- Our **program offerings** are **exceptionally rich**. During ANImashEXPO, numerous exciting **lectures, workshops, professional conferences, B2B meetings, live demo shows and panel discussions** will take place, covering from the latest industry trends to innovative technologies.

MARKETING CAMPAIGN ELEMENTS

- Active presence in digital marketing ● 6 months
 - Press appearances ● 3 months
 - Involvement of trade media ● 6 months
 - Direct mail campaign ● 10-15 times
 - HUNGEXPO application ● Close to 6 thousand registrations (for all exhibitions)
- Collaboration with key professional partners ● Continuous presence

SPACE RENTAL FEE

(minimal space to be rented is: 9 sqm)

Type of the area	Rental Fee (EUR/m2)	Rental Fee (EUR/m2)	Rental Fee (EUR/m2)
	until 31st May 2024 (EUR/sqm)	between 31st May 2024 and 30th September 2024 (EUR/sqm)	after 30th September 2024 (EUR/sqm)
Covered area 9-69 sqm	62 EUR/sqm+VAT	66 EUR/sqm+VAT	73 EUR/sqm+VAT
Covered area 70-199 sqm	56 EUR/sqm+VAT	59 EUR/sqm+VAT	67 EUR/sqm+VAT
Covered area over 200 sqm	44 EUR/sqm+VAT	47 EUR/sqm+VAT	53 EUR/sqm+VAT
Outdoor area	44 EUR/sqm+VAT	44 EUR/sqm+VAT	44 EUR/sqm+VAT

The prices do not include VAT, registration and marketing fees, and the cost of superstructure.

Registration and marketing fee:

For main exhibitors: 333 EUR + VAT

For co-exhibitors: 272 EUR + VAT

OUR TEAM IS DELIGHTED TO ASSIST YOU.

For custom and sponsorship offers, please contact our colleagues or visit our [website!](#)

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