

Agriculture is here.



AGROmash**EXPO**



AgrárgépShow



25-28 January 2023



hungexpo





THE MOST SIGNIFICANT AGRICULTURAL INDUSTRY EXHIBITION IN HUNGARY

The AGROmashEXPO International Agriculture and Agricultural Machinery Exhibition awaits visitors for the 41st time in the most significant business meeting point of the country.

Although the size of the AGROmashEXPO exhibition area in 2022 was different from the usual due to the pandemic, it still maintained its standard.

It has been proven that virtual space cannot replace personal business and relationship building, which is even more true for agriculture.

AGROmashEXPO is a perfect forum for getting to know field machines, digital solutions for precision agriculture, input materials and equipments, and sharing the latest in the profession.

AGROmashEXPO will be organized **together with AgrárgépShow in 2023 again**, so at the beginning of next year, our visitors will find a huge offer

at the expanded HUNGEXPO Budapest Congress and Exhibition Center.

Now there is an even greater need for cooperation and a common exchange of knowledge, as it is our common interest to support agriculture.

HUNGEXPO Zrt. has always paid special attention to ensuring a place for the professionals of Hungarian agriculture to introduce themselves, to participate in professional forums, to exchange knowledge and to make business.

This will be the same in 2023, AGROmashEXPO and AgrárgépShow is waiting for the agricultural companies again in January!

Be a part of the most significant event of Hungarian agriculture, register as an exhibitor to the AGROmashEXPO and AgrárgépShow trade fair!

Date: 25-28 January 2023

THEMATICS:

- Agricultural machines, equipment
- 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
- Viticulture and viniculture
- Hungarian garden

AGROMASHEXPO 2022



PROFESSIONAL VISITORS

16.000

from **26** countries
including **75%** decision-makers



EXHIBITORS

205 exhibitor

from **13** countries
14% foreign or multinational
19.000 m² exhibition area

AGROMASHEXPO + AGRÁRGÉPSHOW 2020



PROFESSIONAL VISITORS

44.200

from **62** countries
including **45%** decision-makers

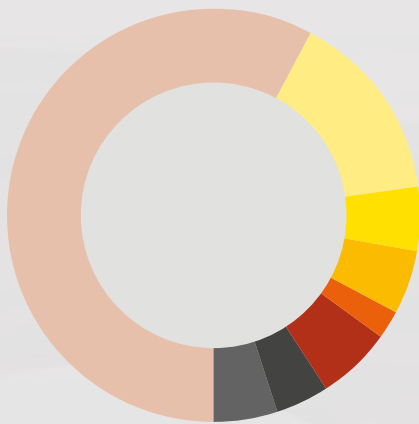


EXHIBITORS

280 exhibitor

from **13** countries
20% foreign or multinational
33.600 m² exhibition area

FIELD OF ACTIVITY OF VISITORS



- 58%** Plant production
- 15%** Animal husbandry
- 5%** Vinery
- 5%** Horticulture
- 2%** Agricultural institutions, professional organizations

- 6%** Importers, wholesalers
- 4%** Public administration, education, marketing
- 5%** Other



DOMESTIC AND INTERNATIONAL INNOVATION COMPETITION

In 2023, we are looking for the most innovative product development solutions again. In our competition, which has become a tradition, both domestic and international products compete in the categories of digitization, mechanization and input / service. All exhibitors of AGROmashEXPO 2023 can apply with the products that will be presented at the exhibition.

The winners of the competition get a prominent place in the communication of the exhibition, and they deserve outstanding press attention every year.

For further information, visit the website www.termekfejlesztesidij.hu.

NUMEROUS PROFESSIONAL PRESENTATIONS AND CONFERENCES


Recent years have proved the need for face-to-face encounters and exchanges of experience. In every year, we pay close attention to the program offer to make AGROmashEXPO one of the most important key forums in the sector and to attract as many professionals as possible to the exhibition. With our partners, we organize a number of roundtable discussions and professional presentations every year on issues such as plant protection, climate change management, but also the topic of organic crop production or even home gardening.

Many of our events have become a tradition, as the **Field Professional Day** of the Hungarian Grain Producers' Association, the Agricultural Marketing and Media Day of the Magyar Mezőgazdaság Kft or the **"What grows on the net?" marketing conference** or the **PREGA AgRobot Show** organized by the Agroinform.hu.


MAXIMUM MEDIA COVERAGE


184.000 EUR media value

1440 exposures in the media including

 **35** Advertisements in major printed professional magazines

 **231** online exposures

 **93** social media

 **1081** exposures on radio and TV



EXHIBITORS' TESTIMONIALS

"We were looking forward to attending the exhibition. We wondered if farmers would come. Based on the experience of four days, we can already say that we had a positive experience in this regard. It is true that there were fewer visitors than in previous exhibitions, but those who came were interested and many turned to colleagues for a business offer. I am sure that purchases will be realized as well soon. In retrospect, it is a good idea that we have come."

LÁSZLÓ HATALA
DM-Ker Nyrt.

"Our company group made the best decision to participate in the 40th AGROMashEXPO. We represented our company's ideology and we supported the success of the exhibition as well. Our participation in the event was a great success and we reached all of our goal formulated before."

DR. ZOLTÁN BALLA
Head of Government and
Corporate Relations
Marton Genetics

OUR TEAM AT YOUR SERVICE

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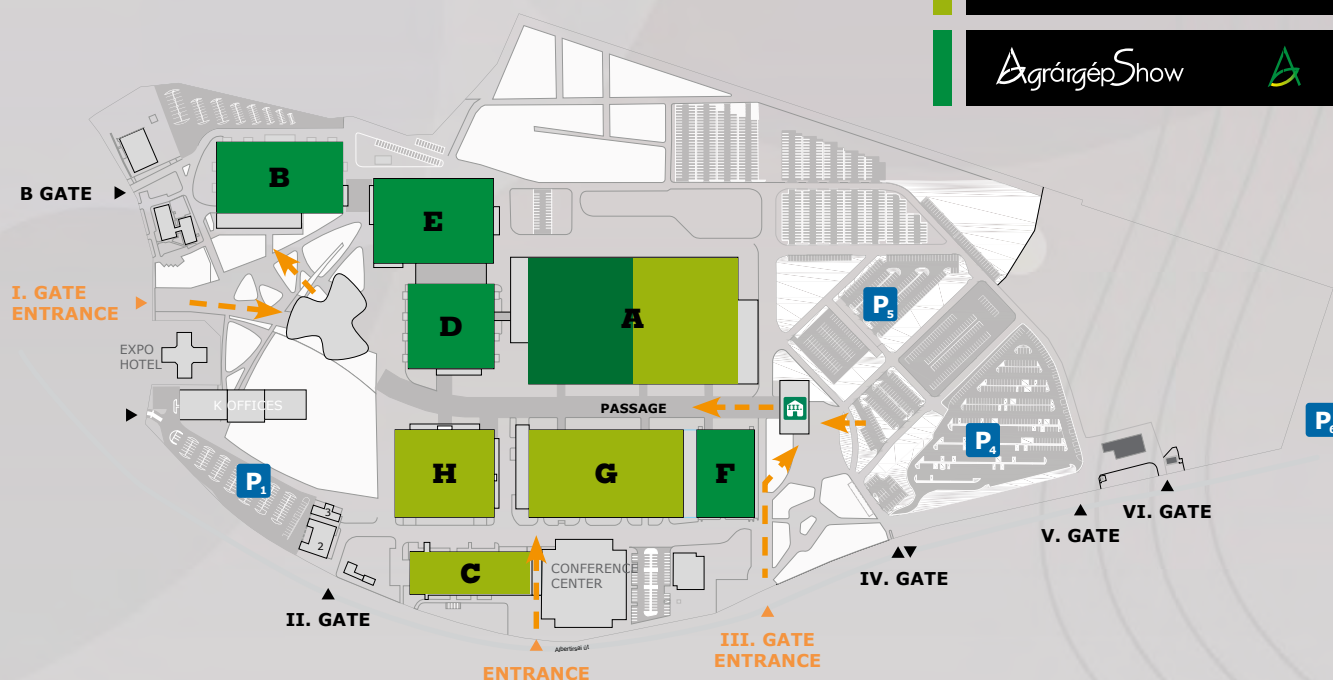
**JOIN TO THE MOST
SIGNIFICANT
PROFESSIONAL EVENT
OF THE HUNGARIAN
AGRICULTURE!**

**Online
media partner:**  **Agroinform.hu**
mezőgazdasági portál

Professional partner:



EXHIBITION AREA



SPACE RENTAL FEE

Size of stand	Space rental fee EUR/ m ²
Covered area 9-69 m ² (carpeted)	115
Covered area 70-199 m ² (carpeted)	90
Covered area 200-399 m ² (carpeted)	55
Covered area 400-799 m ² (carpeted)	45
Covered area over 800 m ² (carpeted)	39
Outdoor area (on Passage max 50 m ²)	46

Prices above do not include VAT, registration and marketing fee, nor stand building.

Registration and marketing fee:

for main Exhibitor: 290 EUR + VAT

for Co-exhibitor: 237 EUR + VAT

For discounted, package and sponsorship offers, please contact our colleagues or visit our website:

www.agromashepo.hu/en/

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