

AGROmash**EXPO**
Input – Machine – Logistics



AgrárgépShow



25–28 January 2017



hungexpoexhibition
you have a program

**The key for the future
of farming is here**



The most prestigious trade exhibition for agricultural machines, input and logistics in Hungary, **AGROMashEXPO**, is organised at the beginning of the year, before starting the agricultural season. During the last years the **AgrárgépShow (Agricultural Machine Show)** - owned by MEGFOSZ (National Association of Agricultural Tool and Machine Distributors) attached to AGROMashEXPO. The result is the biggest agricultural exhibition group in Hungary with the widest offer for agrarians.

Hungarian Garden (only exhibition in Hungary presenting machinery and equipment dedicated for the maintenance of parks and gardens), **as well as Viticulture and Viniculture** (demonstrating the background technology of vine growing and wine making, exclusively in Hungary) **is part of the exhibition group.**



45.331 visitors

37.615 sqm net exhibition area

316 exhibitors

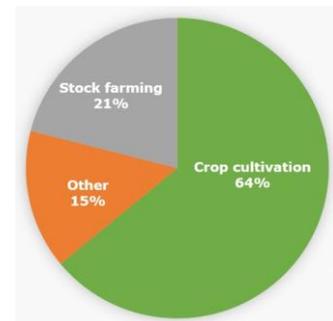
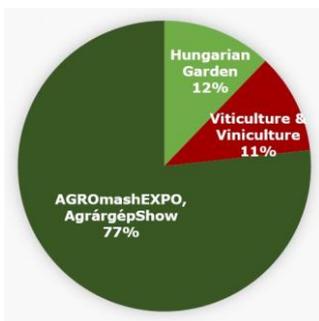
*audited by CENTREX (2016)

VISITORS

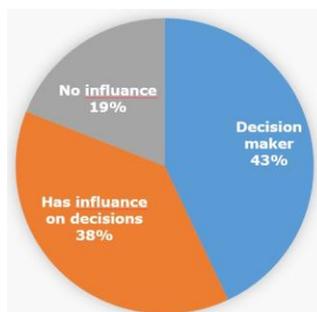
Interest in exhibitions



Activity



Decision making role



Demographic analysis

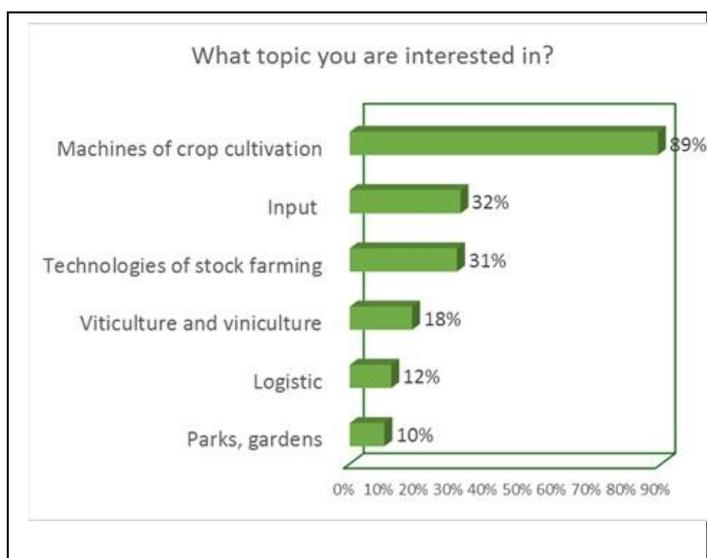


87% countryside
7% foreign

Countryside visitors arrive mainly from: Pest, Bács-Kiskun, Békés, Jász-Nagykun-Szolnok, Borsod-Abaúj-Zemplén, Fejér, Somogy, Tolna counties.

Foreign visitors alltogether from **57 countries**, the most arrived from: Serbia, Montenegro, Slovakia, Romania, Croatia, Italy.

Interest in product groups



Buying decision on the venue

39%



THE MOST PRESTIGIOUS AGRICULTURAL TRADE EXHIBITION IN HUNGARY:

- here exhibit the most Hungarian company
- in Hungary here presents their products the most foreign company
- one of the leader agrarian exhibition in CEE region
- growing number of foreign visitors



STRONG PROFESSIONALITY



- 50 professional program (conference, workshop)
- outstanding professional background
 - ✓ Ministry of Agriculture
 - ✓ National Chamber of Agricultural Economic
 - ✓ National Association of Agricultural Tool and Machine Distributors
 - ✓ National Association of Agricultural Machinery Manufacturers
 - ✓ Hungarian Association of Grain Producers

THE BIGGEST COVERED AGRICULTURAL EXHIBITION

- 9 pavilion – the whole area of HUNGEXPO Budapest Fair Center



LOOKING FORWARD TO YOUR REPLY!

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