

# Agroprod mash 2019 Statistics

## Facts & Figures\*

### EXHIBITORS\*

**939 Exhibitors (+8% compared to 2018):**  
**502 Russian companies (+6.8% compared to 2018)**  
**437 Foreign companies (+9.3% compared to 2018)**  
**195 New companies**

### Countries: 33

(Australia, Austria, Belarus, Belgium, Bulgaria, Canada, China, Czechia, Finland, France, Germany, Denmark, Hungary, Iceland, India, Iran, Ireland, Italy, Japan, Lithuania, the Netherlands, Poland, Russia, Slovakia, South Korea, Spain, Sweden, Switzerland, Tajikistan, Turkey, the UK, Ukraine, the USA).

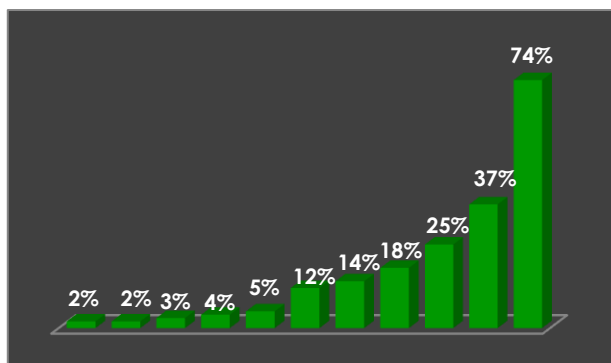
### International and regional pavilions: 6

(Belgium, China, Denmark, Germany, Italy, Taiwan).

### High ROI from participation

**67%** – participate each year  
**88%** – plan to come back  
**97%** – would recommend Agroprod mash to their partners  
**87%** – reached their aims at the trade show  
**82%** – expect positive post show results

### Exhibitor profile\*\*

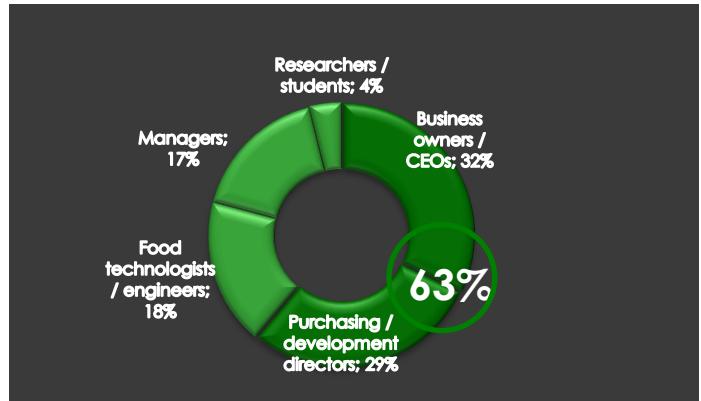


<b>74%</b>	Manufacturers and suppliers of food production equipment
<b>37%</b>	Manufacturers and suppliers of packaging equipment
<b>25%</b>	Manufacturers and suppliers of ingredients, additives, spices
<b>18%</b>	Assembly/setup/maintenance of equipment
<b>14%</b>	Manufacturers and suppliers of auxiliary equipment
<b>12%</b>	Design/engineering
<b>5%</b>	Manufacturers and suppliers of raw and auxiliary materials
<b>4%</b>	Construction and fitting out of food production facilities
<b>3%</b>	Food safety, quality control, sanitation and hygiene
<b>2%</b>	R&D
<b>2%</b>	Automation, IT

### VISITORS\*

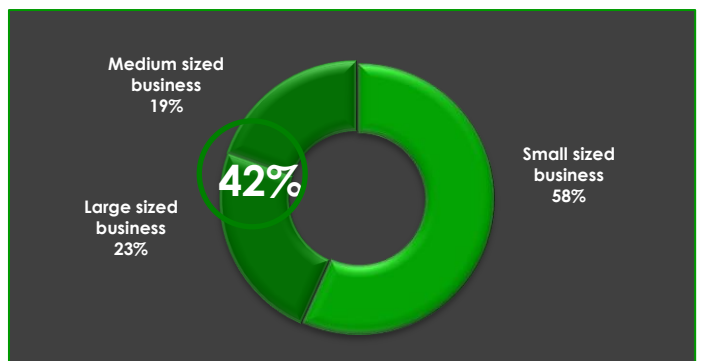
**26. 579 visitors (+8.2% compared to 2018)**  
**from 74 countries and 85 Russian districts.**

### Visitor job function\*\*



**2/3** of visitors have buying authority or give buying recommendations

### Visitor business size\*\*:



## Visitors by sectors\*\*

Food and beverage production	51%
Agribusiness, agriculture; production / supply of raw materials and farm produce	15%
Production / supply of equipment and components	14%
Setup, installation, maintenance of equipment	2%
Production / supply of ingredients, additives and spices	4%
Food and beverage wholesale / retail	4%
HoReCa, catering	2%
R&D	2%
Transportation and storage	2%
Bottling, pre-packing, packaging	2%
Education, advanced training, retraining	2%

## Participant goals\*\* (person)

**Main goals:** to search for buyers, sign contracts, promote products / services, diversify markets.

- 78% – search for buyers, increase sales
- 59% – sign contracts / agreements
- 59% – promote products / services
- 52% – diversify market, enter new markets and regions
- 28% – learn about new products / market analysis
- 9% – carry out investment projects
- 8% – search for suppliers

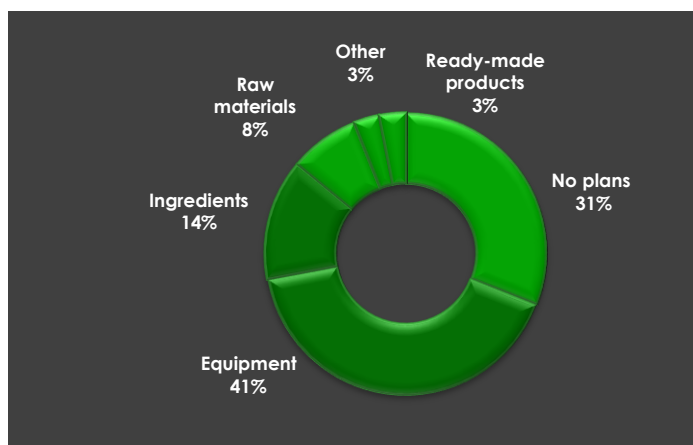
Multiple responses possible

## Products/services visitor interest\*

Packaging equipment and materials	10381
Filling equipment	7254
Bottling equipment	3296
Portioning equipment	4239
Capacitive equipment	2792
Food production equipment	10229
Ingredients, additives, spices	6397
Formulas, recipes, technologies	4799
Equipment for production of ingredients	2005
Refrigeration and air-conditioning equipment	6188
Slaughtering equipment, preliminary meat processing	4485
Food safety. Quality control	4273
Production automation. Integrated engineering solutions	3977

## Visitors plan to purchase after the exhibition

69% of visitors plan to purchase after the exhibition



## High visitor satisfaction figures confirm a strong ROI

86% of visitors **achieved their goals** and consider their attendance effective  
92% of visitors would recommend Agroprodmasn to their colleagues

## Visitor goals \*\*

**Main goals:** to search for suppliers, procurements, learn about new products, trends and market analysis

- 37% – search for suppliers
- 33% – learn about new products, trends
- 23% – sign contracts / agreements

Warehouse equipment	39666
Weighing equipment	3919
Sanitation and hygiene	3742
Components, machinery and materials for food industry equipment	3665
Test and laboratory equipment	3214
Integrated solutions and services for the food industry	2953
R&D	2926
Waste management	2435
Construction and reconstruction of food processing facilities	2097
IT, software	2025
Fodder	1422
Leasing, credits and investments in agriculture	985

Multiple responses possible

\*Source: official event audit.

\*\* Source: Russian Public Opinion Research Centre.

## Visitors Geography\*\*

52% – Moscow and Moscow region

38.8% – Other regions of all Russian federal districts

9.2% – Other countries

