



VENUE: exhibition center  **KYIV EXPO PLAZA** 2B, Saliutna Str., Kyiv, Ukraine

## Main agroindustrial exhibitions of Ukraine – new agricultural season starts successfully!

The biggest international agroindustrial exhibitions of Ukraine in 2016: **Grain Tech Expo, Agro Animal Show, Fruit. Vegetables. Logistics** finished on the **12<sup>th</sup> of February** at the **KyivExpoPlaza** exhibition center. The events were organized by the leader of the exhibition business in Ukraine - the company **Kyiv International Contract Fair** under support of the **Ministry of Agrarian Policy and Food of Ukraine, German Engineering Federation VDMA, German exhibition company IFWexpo Heidelberg GmbH, National agency supporting the international development of the French economy Business France, governments of France, Germany, Denmark, the Czech Republic, the Netherlands and the UK, Ukrainian Agrarian Confederation and Ukrainian Agribusiness Club Association.**

Due to participation of leading international and domestic companies in the exhibitions, rich, powerful business program and partnership of the exhibitions with the famous international organizations, they are recognized to be the leader, the main intellectual venue and effective marketing platform for determining the prospects for development and promotion of companies on the domestic and international markets.

In 2016, the exhibitions confirmed once again their leading positions among the most significant events of the agricultural sector of Ukraine. This is evidenced by the final statistical data:

- **514 exhibiting companies** participated in the exhibitions, including **125 foreign** ones from **19 countries**;
- stands of **Germany, the UK, the Netherlands, France, Denmark and the Czech Republic** were presented by the **national expositions**;
- total exhibition area amounted to more than **21,000 sq.m**;
- **over 30** conferences, seminars, round tables and presentations of the most urgent issues of innovative agriculture were held, attended by **over 2,500 visitors**;
- **about 17,000 specialists from 20 countries** visited the exhibitions.



During the three days of the exhibitions work, the authoritative and well-known representatives of the agricultural sector from both Ukraine and foreign countries became participants and guests of the events. Such highly respected guests were presented at the opening of the exhibitions: **Vladyslava V. Rutytska, Deputy Minister of Agrarian Policy and Food of Ukraine; Mr. Kees Jan René Klompenhouwer, Ambassador Extraordinary and Plenipotentiary of the Kingdom of the**

**Netherlands to Ukraine; Mr. Christian Dons Christensen, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Denmark to Ukraine; Mr. Alexi Struve, Commercial Counsellor of the Embassy of France in Ukraine, Director of Business France in Ukraine; Mrs. Irina Kerner, Economic Counsellor of the Embassy of the Federal Republic of Germany in Ukraine; Mrs. Creena Lavery, the 1<sup>st</sup> Secretary on Energy Policy and Head of Commercial Section of the British Embassy to Ukraine.**



Advanced world agricultural companies and representative offices, including **Agri Parts, Horsch, Big Dutchman, Bonfanti, Boehringer Ingelheim, Bondioli & Pavesi, Buhler, De Laval, Dow Seeds, GEA-Farm, I-TEK, Josera, Riela, KMZ Industries, Ag-Bag, Agro-Temp, Aramis, Agro-Euro-Consulting, Agrokhimichni Tekhnologii, Arsenal, BTU-Center, Vitera, Demetra, Elevator equipment plant, Zavod Kobzarenka, Institute of Agribusiness Optimization (Yarylo TM), KUHN Ukraine, Progresyvni Agrarni Tekhnologii, Polnet-Ukraine, Reacom, Tornum, Khimagromarketing, Schauer, Maschio-Gaspardo Ukraine, ROPA Ukraine** and many others became the **participants of the exhibitions Grain Tech Expo, Agro Animal Show, Fruit. Vegetables. Logistics.**



The Italian company Agri Parts, manufacturer of high quality spare parts for agricultural machinery, participated in the spring agricultural exhibitions for the first time. Ivano Selleri, sales manager of commercial department at Agri Parts (Italy) gave us his comment concerning the impressions and participation in the exhibition: *“We remained very satisfied with organization of the exhibitions, which was top notch. Among the visitors, we got many interesting contacts of both end customers - agricultural companies, and commercial organizations such necessary for us. We were pleased with the wide and diverse composition of exhibitors; we also could find here our clients. We wish the organizing company Kyiv International Contract Fair growth and development; it was a wonderful experience for us”.*



The company HORSCH that is the leading European manufacturer of soil cultivation and seeding machinery could be easily recognized at the exhibition after their original bright logo and a usually large territory occupied by machinery. At the exhibition we talked with Klut Johannes Martin, Director of HORSCH (Ukraine) and Vadym Koval, Regional Manager of the representative office in Ukraine of Horsh Ukraine, TOV. Klut Johannes Martin: *“The trademark HORSCH usually participates in the international exhibition Agro Animal Show. We also have high hopes for the autumn exhibition InterAGRO that is a powerful incentive to get new permanent partners at the Ukrainian agricultural market”.* Vadym Koval: *“The exhibition is wonderful, productive and promising. In comparison with other years there were a lot of visitors, but, better than that, the interested partners were presented, and it is very important for us, because we have high hopes for the Ukrainian market”.*



Henrik Winkeler, General Director of the CAISLEY company dealing with developing animal identification systems, shared with us his impressions of the exhibition: *“I was pleased with the large number of visitors and dealers, who in the recent years observed the development of our company and at the exhibition came to us with proposals for cooperation. We got a lot of useful contacts and acquaintances, but the strategy of our company does not have the goal of concluding contracts at the exhibition. One of the main goals of our visit to Ukraine is a dialogue with government structures to establish partnership. We strictly monitor the political situation in your country and see possible cooperation in this direction”.*



The leading scientific and research company with over 125 years of experience at the pharmaceutical market Boehringer Ingelheim noted significant success at the agricultural exhibitions. We talked to the company representative Nataliia Kuzhel: *“We participate in the exhibition Agro Animal Show not for the first time. Our activities focus on research, development, manufacture and sale of medical products that improve health and quality of life for both people and animals. The participation in this year's exhibition became very productive for us. We succeeded to meet not only permanent partners with which the cooperation is conducted over many years but also to establish contacts with new potential partners. We saw many interested small private farms at our stand. We were pleasantly impressed by the meeting with representatives of Canada, which in future are ready to invest in the development of the company”.*

**In addition to the presentation of new services and innovative inventions, business meetings and beneficial contracts signed during the exhibition, the powerful and rich specialized program was waiting for everybody. Leading specialists of domestic and foreign agroindustrial complex were present at the international conferences, seminars, forums and round tables.**

**The main events of the exhibitions Grain Tech Expo, Agro Animal Show and Fruit. Vegetables. Logistics:**

- **International seminar “Another milk. Effective investment into dairy goat breeding” organized by Kyiv International Contract Fair**

Director of the agricultural exhibitions Sergiy Vysotskyk welcomed everyone and noted that kind of events had already become traditional, and promoted further development of the livestock industry in Ukraine.

The seminar caused an agiotage among specialists and experts of the agricultural sector and passed with the participation of the French expert on goat breeding Guillaume Kiener, consultant of the Chevette farm Bernard Wilem (Belgium), UkrAgroConsult’s director on strategic development Bohdan Khomiak, veterinarian specializing in sheep and goats Volodymyr Melnyk and owner of the Zolota Koza farm Tetiana Orlovska.

The experts examined in general all the elements that are necessary to imported animals can reveal their potential in the best way. Also the themes of practical experience in keeping of goats and production of products on the example of individual farms were disclosed. The seminar was attended by over 150 specialists who had the opportunity to listen to interesting presentations and take a valuable experience.



- **Day of France in Ukraine has already become traditional and one of the most significant events within which the international seminars were held with the participation of the respected guests. The organizers of the event were the Embassy of France in Ukraine, National agency supporting the international development of the French economy Business France, Kyiv International Contract Fair, CREDIT AGRICOLE BANK, PAT, French national federation of corn and sorghum seeds manufacturers FNPSMS.**

Oleg Koval, General Director of Kyiv International Contract Fair, and Mr. Alexis Struve, Director of Business France in Ukraine, welcomed and thanked for the partnership.



Three themes were examined at the events:

- “Tasks of veterinary education in Ukraine: active cooperation of France and Ukraine in the framework of cooperation program of the International Epizootic Bureau”;
- “Corn seeds, milk and meat production from field to table: quality is what matters”;
- “Agrieconomic advantages of combining crops production and animal farming”.

• **British-Ukrainian agribusiness forum: “Agribusiness of future: innovations and increase of effectiveness” dwelt on many actual topics of the sector. The event was organized by the British Embassy in Ukraine, Ukrainian Agribusiness Club, the Baker Tilly company and Kyiv International Contract Fair.**



Vladyslava Rutytska, deputy Minister of Agrarian Policy and Food of Ukraine on European integration, participated in the forum opening. She emphasized the issues of fruitful cooperation between the countries and the proposals that are now of higher quality as compared to previous years.



The precision agriculture expert held an unsurpassed presentation on the use of innovative technologies in one’s own farming. Many speakers from both the UK and Ukraine were invited to exchange their experience.

• **The 7<sup>th</sup> Dutch-Ukrainian agribusiness forum: “Problems and prospects for professional potato seeds manufacturers under conditions of free trade zone with EC” was held under support of the Embassy of the Kingdom of the Netherlands in Ukraine, the Ukrainian Agribusiness Club association, the AgriEvent agency and Kyiv International Contract Fair.**

In the frames of the international exhibition Fruit. Vegetables. Logistics 2016 the Dutch-Ukrainian agribusiness forum was held for the 7<sup>th</sup> time.

Evert Jan Krajenbrink, Counsellor on agriculture at the Embassy of the Kingdom of the Netherlands in Ukraine, noted that he was proud of Ukraine, as it was world’s 4<sup>th</sup> largest potato manufacturer, and this might be built into a business profitable not only for small agrarians, but for Ukraine in general as well.

The forum welcomed its honored guest, i.e. Volodymyr M. Topchii, director of crops farming and technical policy in agroindustrial complex at the Ministry of Agrarian Policy and Food of Ukraine.

Members of sector associations, as well as interested persons not only from Ukraine, but also from the European countries had an opportunity to listen to the unique reports, see the topical presentations and put questions to the industry’s top professionals.

• **The winners and laureates awarding ceremony of the all-Ukrainian contest for the best brands in resource supplies to agroindustrial complex Agrobrand 2016 was another solemn occasion.**



The **Agrobrand** contest is organized by **Kyiv International Contract Fair** and **Ukrainian Agribusiness Club association**. The winners and laureates were selected by means of polling about 1,500 owners and specialists of different enterprises manufacturing agricultural products from all regions of Ukraine.

Again, **John Deere** was acknowledged as an undisputed leader in the nomination “**Best agricultural machinery manufacturers**”. **Claas** and **Minsk Tractor Works** shared the second place, while **Case IH** won the third place.

**Bayer CropScience** became the leader among **agricultural chemicals manufacturers**. **Syngenta** and **BASF** took the second and the third place accordingly.

This year the agricultural crops seeds manufacturer **Pioneer** won its nomination with a considerable breakaway from its competitors with **Syngenta** taking the second place and **Monsanto** winning the third prize.

According to the opinion of the poll respondents, **Eridon** was the **leader in resource supplies to the agroindustrial complex**. **Technotorg** showed the second result, and **Amaco Ukraine** was the third.

In the nomination “**Financial institution in agroindustrial complex**”, **Raiffeisen Bank Aval** celebrated the victory. **Privatbank** was the second and **Credit Agricole** was the third.

Holding the exhibitions of **Agro Animal Show, Grain Tech Expo and Fruit. Vegetables. Logistics** gave a powerful impulse to further development of agroindustrial complex of Ukraine, thus providing series of opportunities for agricultural products manufactures to learn and implement achievements of scientific and technical progress, advanced machinery and technologies in their farms. Through organizing large international conferences, seminars, workshops and round tables the agricultural sector representatives had a wonderful chance to listen to and to adopt the experience of the leading agricultural sphere professionals and experts. During the exhibitions, exhibitors and guests had a great opportunity to establish new and broaden the already existing business relations, as well as conclude contracts for further improvement of Ukraine’s agricultural industry.



**Kyiv International Contract Fair** is thankful to all companies having participated in the exhibitions of **Grain Tech Expo, Agro Animal Show and Fruit. Vegetables. Logistics**, as well as in the business program events, and wishes everyone creative success, further business flourishing and development!

See you at  
**Grain Tech Expo, Agro Animal Show and Fruit. Vegetables. Logistics**  
on February 15-17, 2017!