



15th Anniversary
Azerbaijan International

AGRICULTURE EXHIBITION

18-20 MAY 2022

Baku Expo Center / Baku, Azerbaijan

15
years

Organisers





CASPIAN AGRO

**IS A MAJOR REGIONAL FORUM
FOR THE PRODUCERS OF
AGRICULTURAL PRODUCTS AND
FOODSTUFFS.**

It is one of the most popular and well publicized exhibitions in the region and is designed to promote sustainable agriculture, the implementation of advanced technologies in the agro-industrial complex of the Republic of Azerbaijan and the exchange of best practices, and to strengthen mutually beneficial business ties between local and foreign farmers. Exhibitors will have the perfect opportunity to meet with other participants and visitors, including importers, exporters, distributors, and representatives of the wholesale and retail trades.





ORGANISATIONAL SUPPORT



Ministry of Agriculture of the Republic of Azerbaijan

ORGANISERS



SUPPORT



REGISTRATION SPONSOR



gubre.az

SPONSOR



silos
Construction

TRAVEL PARTNER



OFFICIAL STAND BUILDER



OFFICIAL HOTEL



INFORMATION PARTNER



INFORMATION SUPPORT



INTERNET SUPPORT



OFFICIAL OPENING CEREMONY

ON MAY 18, THE 15TH ANNIVERSARY AZERBAIJAN
**INTERNATIONAL
AGRICULTURE EXHIBITION**
STARTED ITS WORK IN BAKU EXPO CENTRE.



OFFICIAL GUESTS OF THE EXHIBITION



Ali Asadov

*Prime Minister
of the Republic of Azerbaijan*



Inam Kerimov

*Minister of Agriculture of the
Republic of Azerbaijan*



Mukhtar Babayev

*Minister of Ecology and Natural
Resources of the Republic of
Azerbaijan*



Roman Golovchenko

*Prime Minister
of Belarus*



Vahid Kirishci

*Minister of Agriculture and Forestry
of Türkiye*



Oded Forer

*Minister of Agriculture and Rural
Development of Israel*



Goshgar Tahmazli

*Chairman of the Food Security
Agency of the Republic of
Azerbaijan*



Orkhan Mammadov

*Chairman of the Management
Board of the Small and Medium
Business Development Agency*



Tahir Mirkishili

*Chairman of the Parliamentary
Committee for Economic Policy,
Industries, and Enterprising*



Yunus Kılıç

*Deputy of the Turkish Grand
National Assembly from the Justice
and Development Party*



Elchin Zeynalov

*Deputy Minister of Agriculture of
the Republic of Azerbaijan*



Firdovsi Aliyev

*Deputy Minister of Ecology and
Natural Resources*



Giorgi Khanishvili

*First Deputy Minister of
Environmental Protection and
Agriculture of Georgia*



Smilgin Ivan Ivanovich

*Deputy Minister of Agriculture and
Food of the Republic of Belarus*



Velislava Petrova

*Deputy Minister of
Foreign Affairs of Bulgaria*



Mikhail Myatlikov

*Chairman of the Belarusian
Chamber of Commerce and Industry*

OFFICIAL GUESTS OF THE EXHIBITION



Melek Chakmak

Representative of the Food and Agriculture Organization of the United Nations in Azerbaijan



Mirza Aliyev

Chairman of Agrarian Credit and Development Agency under the Ministry of Agriculture



Farhad Garashev

Azerbaijan Pomegranate Production and Export Association



Emin Dostiyari

Chairman of the Azerbaijan Association of Food and Beverage Industrialists



Andrei Ravkov

Ambassador of the Republic of Belarus to Azerbaijan



Michael Kindsgrab

German Ambassador to Azerbaijan in Azerbaijan



George Dick

Israeli Ambassador to Azerbaijan



Pauline Eizema

Ambassador of the Kingdom of the Netherlands to Azerbaijan



Mikhail Bocharnikov

Ambassador of the Russian Federation to Azerbaijan



Jahid Bagchy

Ambassador of Turkiye to Azerbaijan



Branko Zebic

Ambassador of Croatia to Azerbaijan



Milan Eckert

Ambassador Extraordinary and Plenipotentiary of the Czech Republic to Azerbaijan



15
years

REFERENCES FROM VIP GUESTS



“ The exhibition serves as a real platform for further development of the agro-processing industry, giving farmers a better position in the value chain, and finding new partners for the export of agricultural products ”

Inam Karimov

Minister of Agriculture of the Republic of Azerbaijan



“ I am always glad to see the Caspian Agro as an outstanding platform for sharing experience and strengthening mutually beneficial business ties between local and foreign agri-food system actors that contribute to development of Azerbaijan's and region's food and agriculture sector ”

Melek Cakmak

Head of FAO Partnership and Liaison Office in Azerbaijan



“ The exhibitions held in Baku contribute to the solution of trade and economic issues, but most importantly, they bring our people even closer ”

Giorgi Khanishvili

First Deputy Minister of Environmental Protection and Agriculture of Georgia



“ The exhibition is convenient because here we can demonstrate our products not only to retail chains, residents of Baku, but also to potential partners from other countries ”

Mikhail Myatlikov

Chairman of the Belarusian Chamber of Commerce and Industry



PR CAMPAIGN AND MEDIA COVERAGE

The official Press Conference



THE PRESS CONFERENCE DEDICATED TO THE 15TH AZERBAIJAN INTERNATIONAL AGRICULTURAL EXHIBITION “CASPIAN AGRO” EXHIBITION WAS HELD ON MAY 16 AT THE HILTON BAKU HOTEL. THE PRESS CONFERENCE WAS ATTENDED BY MR. TOGHRUL GAFARBAYLI – HEAD OF THE PROTOCOL AT THE MINISTRY OF AGRICULTURE OF THE REPUBLIC OF AZERBAIJAN, MR. BAHRUZ HIDAYATZADEH – EXECUTIVE DIRECTOR OF CASPIAN EVENT ORGANISERS, MRS. ZARINA MAMMADOVA – PROJECT DIRECTOR.

MEDIA REPRESENTATIVES FROM APA GROUP, AZERTAC, REPORT.AZ, REAL TV, SES TV, ANEWS.AZ, MYAGRO.AZ, FINS.AZ, AMEA SCIENCE.GOV.AZ, OPERATIV MEDIA GROUP, AZERTAC, ESTAFET.AZ, TREND.AZ. AND OTHER AGENCIES ATTENDED THE PRESS-CONFERENCE.



ADVERTISING CAMPAIGN



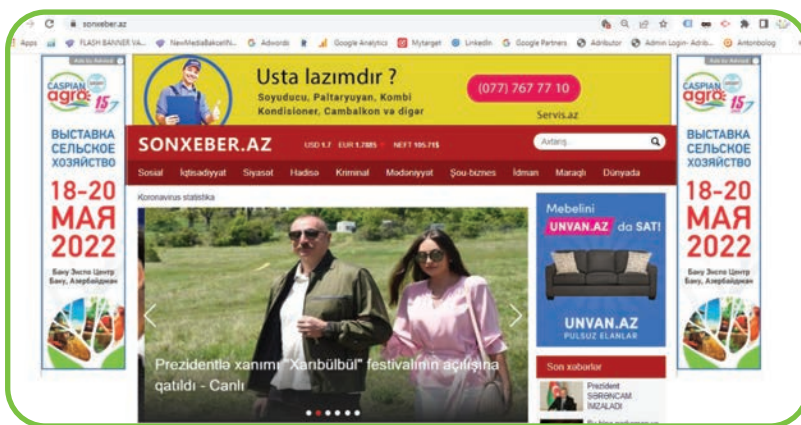
OUTDOOR ADVERTISING

- Banners
- Billboards
- Monitors
- Posters
- Roll-ups

E-MAILINGS

- E-mailings by specialised database
- Distribution of invitation tickets through partners as well as related government structures and associations

Advert on specialised websites, social networks and editions



VISITORS PROFILE



- REPRESENTATIVES OF STATE AGRICULTURAL INSTITUTIONS
- INDUSTRIAL AGRICULTURE EXPERTS
- OWNERS OF AGRICULTURAL ENTERPRISES, LIVESTOCK FARMS AND FLOUR MILLS
- OWNERS OF GREENHOUSES
- OWNERS OF FISHERIES
- MANAGERS AND SPECIALISTS FROM ENTERPRISES INVOLVED IN THE PRODUCTION OF MEAT, DAIRY AND CANNED PRODUCTS
- FARMERS
- DISTRIBUTORS OF AGRICULTURAL PRODUCTS
- PRESS
- DIPLOMATIC CORPS



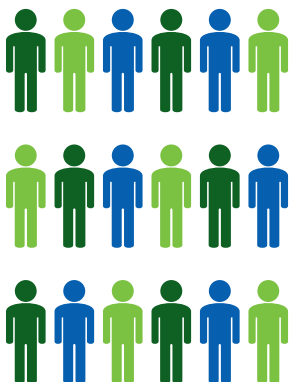
VISITORS

14424

VISITS

11095

UNIQUE VISITORS



96% OF VISITORS CONSIDER THEIR VISIT EFFECTIVE

78% OF VISITORS MAKE OR INFLUENCE PURCHASING DECISIONS

***THE LIST OF VISITORS WITH THE NAMES OF COMPANIES AND POSTS WILL BE SENT TO THE PARTICIPANTS AT THE END OF EACH EXHIBITION DAY**

Company	Position
Absheron Olive Garden	Deputy Director
Absheron Saffron	Director
Agroline AZ	Chairman of the Board
Amoris	Deputy Director
Aqrar Tedaruk ve Techizat	Deputy chairman of the board
Atena Agro	Director
Az Agromila	Director
Azerbaijan Fish Farm	Director of purchasing department
Azerbaijan Poultry Company	Director
AzNur	General director
Azsaffron	Director
Baku Agropark	Greenhouse director
Food City Agropark	Director of purchasing department
Gilan Dairy Farms	Supply specialist
Gilan Qabala Agrotechservice	Chief Executive Officer
ID Agropark	Director
Imisli R-Agro	Founder
Iqtisadi Zonaların Inkisafı Agentliyi	Chairman of the Board
MKT IK	Head of supply department
Segula Agro and Tech Projects Eurasia	Founder
Shamkir Aqropark	Chairman of the board
Shirvan Agro MMC	General director
Siyezen Broyler	Director
Terter Aqropark	Director
Xachmaz Aqropark	Director
Yalama Aqropark	Director
Zire Agro Organic	Director
Zire Sudchuluk Sovxozu	Director

VISITORS REFERENCES



«THE EXHIBITION IS THE PLATFORM WHERE YOU CAN GET THE LATEST INFORMATION AND ARE ACQUAINTED WITH THE ADVANCED TECHNOLOGIES. THAT IS WHY SUCH EXHIBITIONS ARE EXTREMELY IMPORTANT AND USEFUL FOR US, PEOPLE WORKING ON THE GROUND»

FIZULI YUSIBOV

fermer, Azerbaijan

«THE BAKU EXHIBITION MADE A GOOD IMPRESSION. WE STRONGLY FELT THE NEED IN FACE-TO-FACE COMMUNICATION DURING THE PANDEMIC PERIOD. MEETINGS AT THE EXHIBITIONS ALLOW YOU TO TELL MORE ABOUT YOUR COMPANY AND PRODUCTS. EXHIBITIONS HAVE SOUL».

DMITRY DOROFEEV

manager of "PhosAgro", Russia



«I REALLY LIKE THE EXHIBITION WITH ITS LIVELY AND FRIENDLY BUSINESS ATMOSPHERE. I THINK THAT THIS PROJECT IS USEFUL BOTH ECONOMICALLY AND SOCIALLY, ESPECIALLY FOR YOUNG PROFESSIONALS».

REZA NADARI

Manager, Azaran Kimya Co., Iran



«AT CASPIAN AGRO EXHIBITION, I WAS ACQUAINTED WITH A NUMBER OF COMPANIES PROVIDING SERVICES IN THE FIELD OF FRUIT GROWING, AND ALSO LEARNED ABOUT THE POSSIBILITY OF OBTAINING 5% BUSINESS CREDIT WITH STATE SUPPORT. WHAT COULD BE BETTER? AT THE AUTHORITATIVE EXHIBITION, WE ARE ABLE TO DISCUSS ALL POSSIBLE OPTIONS FOR THE DEVELOPMENT OF OUR BUSINESS».

KAMAL IBRAGIMOV

Director of "Kendimiz Bazar" Company, Azerbaijan



EXHIBITORS

CASPIAN AGRO 2022 EXHIBITORS

COMPANIES

294

EXHIBITION SPACE

12477 m²

COUNTRIES

20



EXHIBITING COUNTRIES AT CASPIAN AGRO 2022

- | | |
|---|--|
|  Azerbaijan |  India |
|  Belarus |  Japan |
|  Belgium |  Spain |
|  China |  the Kingdom of the Netherlands |
|  Finland |  Russia |
|  France |  Slovakia |
|  Georgia |  United Kingdom |
|  Germany |  USA |
|  Greece |  Turkiye |
|  Italy | |
|  Israel | |



EXHIBITOR REFERENCES



«WE HAVE BEEN PARTICIPATING IN THE CASPIAN AGRO EXHIBITION SINCE THE FIRST DAY OF ITS HOLDING. I BELIEVE THAT THE ORGANISATION OF SUCH EVENTS IS NECESSARY FOR AZERBAIJAN, ONLY HERE VISITORS CAN GET ACQUAINTED WITH A LARGE NUMBER OF EQUIPMENT, SERVICES AND PROJECTS. THE EXHIBITION PLEASES US BY ITS VASTNESS, ACTIVITY OF PARTICIPANTS AND INFLUX OF VISITORS».

CUNEYT TYARKURAN

Sales and Marketing Manager of Beta Sulama Company, Turkiye.

«THE EXHIBITION IS VERY BENEFICIAL FOR US. DURING THE FIRST TWO DAYS, WE WELCOMED AND TALKED WITH A LARGE NUMBER OF VISITORS, HELD IMPORTANT MEETINGS AND NEGOTIATIONS, WE ARE ESTABLISHING PROMISING CONTACTS».

ILKIN GYOZALOV

Azersheker MMC Sales Manager, Azerbaijan



«THE EXHIBITION SATISFIES US COMPLETELY - WE HAVE ALREADY SECURED PRELIMINARY BUSINESS CONTACTS AND HOPE FOR GOOD RESULTS. PARTICIPATION IN SUCH PROJECTS SUCCESSFULLY CONTRIBUTES TO ENTERING THE LOCAL MARKET. THIS IS A GOOD MARKETING STRATEGY TO HELP PEOPLE GET TO KNOW YOUR PRODUCTS».

KONSTANTIN IVANOV

SEPPIM representative in Azerbaijan



«I RATE THE LEVEL OF THIS EXHIBITION IS HIGH. PARTICIPATION IN THIS PROJECT IS IMPORTANT FOR BRAND PROMOTION AND RECOGNITION; IT IS A CHANCE TO MEET WITH THE PARTNERS. THANKS TO "CASPIANAGRO", WE ARE ABLE TO DEMONSTRATE OUR DETERMINATION TO WORK IN THE LOCAL MARKET, PRESENT TECHNOLOGICAL INNOVATIONS, AND TO DEMONSTRATE OUR PROSPECTIVE DEVELOPMENT. THUS, THE EXHIBITION IS ONE OF THE EFFECTIVE TOOLS FOR DOING BUSINESS».

MAXIM MAKSIMOV

Director of the Sales Department of "Rostselmash" LTD, Russia



ADDITIONAL EVENTS EXHIBITION

Smart Agro



CASPIAN AGRO PRESENTED A NEW DIRECTION - SMART AGRO, WHICH INCLUDED SUCH SECTORS AS: SMART VILLAGE, ARTIFICIAL INTELLIGENCE, IT SERVICES, UNMANNED AERIAL VEHICLES (DRONES).

THE BUSINESS PROGRAM OF THE EXHIBITION CORRESPONDED TO THE LISTED TOPICS. THE CONFERENCE "SMART AGRO: ADVANCEMENT OF INNOVATIONS IN AGRICULTURE" WAS HELD WITHIN THE FRAMEWORK OF THE EXHIBITION ON MAY 18. THE SMART AGRO SECTOR PRESENTED PROJECTS THAT ARE ALREADY BEING IMPLEMENTED, AS WELL AS THOSE THAT ARE PLANNED FOR IMPLEMENTATION IN THE LIBERATED TERRITORIES OF KARABAKH.



TOPICS DISCUSSED AT THE PANEL DISCUSSIONS WERE:

 "SMART FARMING AND PRECISION AGRICULTURE OF THE FUTURE"

 "SUSTAINABLE AGRICULTURE FOR A BETTER WORLD"

 "CLIMATE CHANGE AS THE BIGGEST CHALLENGE FOR THE FUTURE OF AGRICULTURE"

 "MY TASTY SUCCESS"

 "POWER OF WOMEN"

B2B WORKSHOP

WITHIN THE FRAMEWORK OF THE CASPIAN AGRO EXHIBITION, THE ORGANISERS CREATED ANOTHER BUSINESS PLATFORM FOR EXHIBITORS AND VISITORS - A WORKSHOP.

PARTICIPANTS OF THE WORKSHOP ARE, ON THE ONE HAND, FOREIGN MANUFACTURERS AND SUPPLIERS OF AGRICULTURAL PRODUCTS, AND ON THE OTHER - LOCAL DISTRIBUTORS AND COMPANIES. MARKET PLAYERS HAD A UNIQUE OPPORTUNITY TO MEET WITH COLLEAGUES AT THE SAME TABLE AND NEGOTIATE WITH SEVERAL KEY CUSTOMERS OVER THE COURSE OF A SINGLE DAY. DURING **B2B WORKSHOP** WERE HELD MORE THAN **70 MEETINGS**.



TOUR FOR FARMERS

TRADITIONALLY EACH YEAR BUSINESS TOURS TO CASPIAN AGRO EXHIBITION FROM OVER 40 OF THE REGIONS OF AZERBAIJAN IN ORDER TO ACQUAINT ENTREPRENEURS WITH NEW TECHNOLOGIES AND FACILITATE THE EXCHANGE OF EXPERIENCE, WITH IS AN INDISPENSABLE CONDITION FOR THE PRODUCTION OF HIGH-QUALITY PRODUCTS.

THIS YEAR'S EXHIBITION WELCOMES ENTREPRENEURS AND FARMERS FROM MORE THAN **51 REGIONS** OF AZERBAIJAN.



CASPIAN ENERGY CLUB



EXHIBITION “THE ART OF FOOD”: COMPOSITIONS OF DECORATIVE FOOD



“BALIK EKMEK” FISH FESTIVAL

FOR THE FIRST TIME WITHIN THE FRAMEWORK OF THE EXHIBITION
WAS HELD A FISH FESTIVAL “**BALIK EKMEK**”



EXHIBITION OVERVIEW TO BE HELD NEXT YEAR

16TH AZERBAIJAN INTERNATIONAL
**AGRICULTURE
EXHIBITION**

17-19 may 2023

Baku Expo Center / Baku, Azerbaijan

**ORGANISATIONAL
SUPPORT**



Ministry of Agriculture of the
Republic of Azerbaijan

OFFICIAL SUPPORT



Small and Medium Business
Development Agency of
the Republic of Azerbaijan

Small and Medium
Business Development
Agency of the Republic
of Azerbaijan



AQTA

AZƏRBAYCAN
RESPUBLİKASININ
QIDA TƏHLÜKƏSİZLİYİ
AGENTLİYİ

Food Safety Agency
of the Republic of
Azerbaijan



azpromo

Export and Investment Promotion Agency
of the Republic of Azerbaijan

Export and Investment
Promotion Agency
of the Republic of
Azerbaijan – AZPROMO



Food and Agriculture
Organization of the
United Nations



The National
Confederation of
Entrepreneurs
(Employers)
Organizations of the
Republic of Azerbaijan
(ASK)



EXHIBITION SECTORS

- AGRICULTURAL MACHINERY
- AGRICULTURAL PREMISES
- AGRICULTURAL LANDSCAPE
- INNOVATIVE TECHNOLOGY IN AGRICULTURE
- LIVESTOCK AND POULTRY
 - FEED
- FLOWER-GROWING
- VETERINARY
- HORTICULTURE
- GREENHOUSES
- GROWING FRUITS AND VEGETABLES
- RECYCLING
- COTTON, TEXTILES
- LOGISTICS
- ELECTRONIC AGRICULTURE
- LABORATORY EQUIPMENT

SMART AGRO

- SMART VILLAGE
- INTERNET OF THINGS
- ARTIFICIAL INTELLIGENCE
- STARTUPS
- AIR DRONES
- IT SERVICES
- ROBOTICS





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