



# 16<sup>th</sup> Azerbaijan International AGRICULTURE EXHIBITION

17|18|19 MAY 2023

Baku Expo Center / Baku, Azerbaijan



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# 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.



# VISIT OF THE PRESIDENT

On 17 of May President of the Republic of Azerbaijan Mr. **Ilham Aliyev** and First Lady **Mehriban Aliyeva** have visited the Caspian Agro Exhibition, observed the exposition that reflects the regional agriculture potential of Azerbaijan and familiarised themselves with the national pavilions of foreign countries.



# OFFICIAL OPENING CEREMONY

ON MAY 17, THE 16TH AZERBAIJAN INTERNATIONAL AGRICULTURE EXHIBITION «**CASPIAN AGRO**» STARTED ITS WORK AT THE BAKU EXPO CENTER.



# OFFICIAL GUESTS OF THE EXHIBITION



**Majnun Mammadov**

Minister of Agriculture of the Republic of Azerbaijan



**Goshgar Tahmazli**

Chairman of the Food Security Agency of the Republic of Azerbaijan



**Solomon Pavliashvili**

Deputy Minister of Environmental Protection and Agriculture of Georgia



**Mikhail Myasnikovich**

Chairman of the Board of the Eurasian Economic Commission



**Orkhan Mammadov**

Chairman of the Management Board of the Small and Medium Business Development Agency (KOBIA)



**Khayala Dadashova**

Acting Minister of Agriculture of the Nakhchivan Autonomous Republic



**Emin Dostiyari**

Chairman of the Azerbaijan Association of Food and Beverage Industrialists



**Pauline Eizema**

Ambassador of the Kingdom of the Netherlands to Azerbaijan



**Andrei Ravkov**

Ambassador of the Republic of Belarus to Azerbaijan



**Cahit Bagci**

Ambassador of Turkiye to Azerbaijan



**Mikhail Bocharnikov**

Ambassador of the Russian Federation to Azerbaijan



**Ralf Horlemann**

German Ambassador to Azerbaijan



**Milan Sedláček**

Ambassador of the Czech Republic to Azerbaijan



**Zurab Pataradze**

Ambassador of Georgia to Azerbaijan



**Bakhrom Ashrafkhanov**

Ambassador of the Republic of Uzbekistan to Azerbaijan



**Claudio Taffuri**

Ambassador of Italy to Azerbaijan

# REFERENCES FROM VIP GUESTS



**Majnun Mammadov**

Minister of Agriculture of  
the Republic of Azerbaijan

“  
The exhibition would enable agricultural producers to see these innovations with their own eyes. It is these innovations that push the number of overseas participants up year after year  
”

“  
I believe the demonstration of products and services as part of this international event attended by those active in all phases of the food production and consumption chain does greatly promote the establishment and extension of business links.  
”



**Goshgar Tahmazli**

Chairman of the Food  
Security Agency of the  
Republic of Azerbaijan

“  
Traditionally held every year, food and agriculture exhibitions draw a lot of attention from entrepreneurs.  
”



**Orkhan Mammadov**

Chairman of the  
Management Board of the  
Small and Medium Business  
Development Agency (KOBIA)

# PR CAMPAIGN AND MEDIA COVERAGE

## The official Press Conference

The press conference dedicated to the 16<sup>th</sup> Azerbaijan International Agriculture Exhibition «**Caspian Agro**» was held on may 15 at the Hilton Baku Hotel.

The press conference was attended:



**Toghrul Gafarbeyli**

Head of the Protocol at the  
Ministry of Agriculture of the  
Republic of Azerbaijan



**Bahruz Hidayatzadeh**

Executive Director of  
Caspian Event Organisers



**Zarina Mammadova**

Project Director of the exhibition

Media representatives - *APA Group, AZTV, Baku TV, 1news.az, Report.az, Real TV, Ses TV, Anews.az, Agro TV, CBC TV, Space TV, «Yeni Azərbaycan» newspaper, ITV, Operativ24, AMEA Science.gov.az, AZERTAC, Trend.az* and the other agencies attended the press-conference.





# SUPPORT OF THE EXHIBITION

## ORGANISATIONAL SUPPORT



## ORGANISERS



## SUPPORT



## REGISTRATION SPONSOR



## TRAVEL PARTNER



## OFFICIAL HOTELS



## OFFICIAL STAND BUILDER



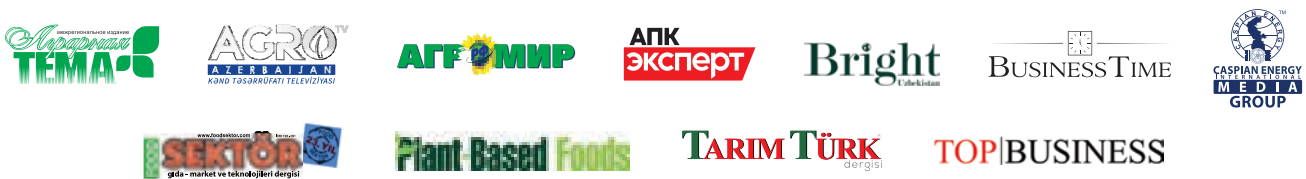
## NETWORKING PARTNER



## INFORMATION PARTNERS



## INFORMATION SUPPORT



## INTERNET SUPPORT





# ADVERTISING CAMPAIGN

TO ATTRACT VISITORS

## OUTDOOR ADVERTISING

- BANNERS
- BILLBOARDS
- MONITORS
- POSTERS
- ROLL-UPS



31

ARTICLES IN  
NEWSPAPERS  
AND JOURNALS

693

NEWS IN 178  
INTERNET  
PORTALS

52

NEWS ON TV  
CHANNELS  
AND RADIO



E-MAILINGS BY  
SPECIALISED  
DATABASE



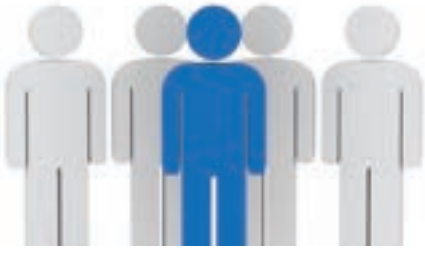
DISTRIBUTION OF INVITATION TICKETS  
THROUGH PARTNERS AS WELL AS  
RELATED GOVERNMENT STRUCTURES  
AND ASSOCIATIONS



PLACEMENT OF INFORMATION IN  
SPECIALIZED PUBLICATIONS, ON  
SPECIALIZED WEBSITES AND SOCIAL  
NETWORKS

# VISITORS CASPIAN AGRO 2023

## EXHIBITION VISITORS



VISITS

**13881**

UNIQUE VISITORS

**10678**

**94%**

of visitors  
consider their  
visit effective



**79%**

of visitors make or  
influence purchasing  
decisions



## 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 REFERENCES



**Siraj Ismayilov**

livestock farmer, Azerbaijan

”

I do my best to attend Caspian Agro exhibitions on a regular basis as they always present some innovations and share important information. Such exhibitions normally spell a good result: I establish the required contacts and extend the circle of professional acquaintances.

I always make a point of attending Caspian Agro exhibitions, and I would like to emphasize the scale and attractiveness of this event. The exhibition was very useful, and I would like to thank to its organizers.

”



**Shakir Zeynalov**

Director, Dari Servis, Azerbaijan



**Khalil Farajov**

gardening farmer,  
Nakhchivan Autonomous Republic,  
Azerbaijan

”

I am from Ordubad, and this is the first time I have come to Caspian Agro. I like it a lot how the event is managed. I believe my visit to the exhibition was quite benign, and I am glad I acquired some quite useful information here.

As an agronomist and a person quite interested in crop production efficiency, I made a point of coming to Caspian Agro. I am glad I came to see the exhibition: it turned out to be so useful and I learned a lot from it.

”



**Javanshir Seyidov**

agronomist, Ismayilli, Azerbaijan



**Ali Temer Arez**

an agronomist  
from Izmir, Turkey

”

I was glad to see Turkish companies operating in this field and to meet representatives of other foreign companies. At the exhibition in Baku, I had the opportunity to meet other representatives of private companies. I enjoyed the exhibition and that made me twice as happy with my visit to Baku.

# CASPIAN AGRO 2023 EXHIBITORS

318

COMPANIES

24

COUNTRIES

13522

M<sup>2</sup>

EXHIBITION  
SPACE

## EXHIBITING COUNTRIES AT CASPIAN AGRO 2023



Azerbaijan



Great Britain



Latvia



Austria



Germany



Netherlands



Belarus



Greece



Poland



Belgium



Georgia



Spain



China



Italy



Russia



Czech Republic



India



USA



Estonia



Israel



Uzbekistan



France



Kazakhstan



Türkiye

# EXHIBITOR REFERENCES



**Farrukh Suleymanov**

Deputy General Manager,  
Prior Leasing LLCI, Azerbaijan

We are quite happy with how the event is organized, as it helps us find new contracts. We are positive customers will be interested in the new machinery and equipment we brought to Baku this time.

Specialized exhibitions allow Hexas to demonstrate the importance of our XanoGrass™ as a feedstock in many different places in the world. They provide us with the ability to showcase the nature-based fibre solution that we supply to customers as a carbon-negative solution. We show how we leave trees standing, leave food crops for food and not fuel, and leave fossil fuels in the ground where they should be.



**Wendy Owners**

Founder and CEO of  
Hexas Biomass Inc., USA



**Murat Can Taşdemir**

sales manager,  
Agrovita LLC, Turkey

The «Caspian Agro» international exhibition has great regional importance and is actually the largest exhibition in the South Caucasus.

Caspian Agro is helping us to get to know new trends and products and communicate with vendors. The exhibition has been organized to the highest standard, and it will help the nation to put in place its food security strategy and ramp up the adjacent sectors of the national economy.



**Anar Huseynov**

Marketing Director, CJSC Argarian  
Innovation and Supply Company,  
Azerbaijan



**Harald Braundqardt**

representative of the company  
Step Systems GmbH, Germany

We are quite happy with how this event is created and managed, and provided our talks prove effective, we would be participating in subsequent exhibitions to ever boost the fast-growing agricultural sector in Azerbaijan.

# ADDITIONAL EVENTS EXHIBITION

## 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.



## BUSINESS TOURS

- EXHIBITION TOUR FOR CASPIAN ENERGY CLUB MEMBERS
- EXHIBITION TOUR OF COMPANIES FROM THE MOSCOW REGION (RUSSIA)
- BUSINESS TOUR OF DELEGATION FROM KRASNODAR REGION (RUSSIA)
- BUSINESS TOUR OF THE DELEGATION OF KOREA



# ADDITIONAL EVENTS EXHIBITION

## 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.



## EVENING RECEPTION

The first day of the Caspian Agro exhibition ended traditionally with an evening reception for the many participants. Foreign and domestic exhibitors took full advantage of the excellent opportunity to mingle and relax, while listening to enchanting music and indulging themselves in the excellent hospitality provided at the Sea Breeze Resort.



# ADDITIONAL EVENTS EXHIBITION

## The exhibition «Food is a Work of Art»

### DECORATIVE DISH COMPOSITIONS





# ADDITIONAL EVENTS EXHIBITION

## «The Golden Shah – The Golden Hundred»

3rd National Culinary Championship dedicated to the 100th anniversary of national leader **Heydar Aliyev**. The competition is included in the Worldchefs international culinary organization.



On May 19, the participants of the national culinary championship «**Golden Shah 2023**» were awarded.

# ADDITIONAL EVENTS EXHIBITION

On May 17, 18 the **AGRICULTURAL INNOVATION FORUM** was held

The forum included the following panel discussions:

- «Heydar Aliyev's Effective Policy on Agricultural Development»;
- «Efficient and Sustainable Use of Water in Agriculture: Innovative Solutions»;
- «Organic Agriculture: Trends and Development Outlooks. Presentation of «Organic Nakhchivan» Brand»;
- New approaches for nitrogenous nutrition in the arid climate conditions, «Eurochem» experience;
- «Agrotechnical solutions and innovative approaches to crop production»;
- «Development of horticulture and greenhouse vegetable growing in Azerbaijan: achievements, prospects and innovations»;
- «Innovation Solution-Based Agricultural Technologies»;
- «Digital agriculture: the role of startups»;
- «Turkish-Azerbaijani cooperation in the field of Agriculture» Workshop;
- «The role of associations in the development of Agriculture»;
- «New mechanisms in the modernization of the agro-industrial complex: Agroparks»;
- «Modern Approaches in Animal Husbandry and Veterinary Medicine»;
- «Farmer's Talk» - Speeches of farmers invited from different regions and Nakhchivan Autonomous Republic;
- «Increasing the economic power of women in the agrarian sector»



# EXHIBITION OVERVIEW TO BE HELD IN 2024

## 17<sup>th</sup> Azerbaijan International **AGRICULTURE EXHIBITION**

**15 | 16 | 17 MAY 2024**

Baku Expo Center / Baku, Azerbaijan

### ORGANISATIONAL SUPPORT



Ministry of  
Agriculture of  
the Republic  
of Azerbaijan

### OFFICIAL SUPPORT



Food Safety Agency  
of the Republic of  
Azerbaijan



Small and Medium  
Business Development  
Agency of the Republic of  
Azerbaijan



Export and Investment  
Promotion Agency of  
the Republic of  
Azerbaijan



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



Food and Agriculture  
Organization of the  
United Nations



Azerbaijan  
Exhibition  
Organisers  
Association



## 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
- SMART AGRO
- SMART VILLAGE
- INTERNET OF THINKS
- ARTIFICIAL INTELLIGENCE
- STARTUPS
- GREEN AGRO
- AIR DRONES
- IT SERVICES
- ROBOTICS



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15 | 16 | 17 MAY 2024

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## ORGANISERS



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