



17th Azerbaijan International AGRICULTURE EXHIBITION

15 | 16 | 17 MAY 2024

Baku Expo Center / Baku, Azerbaijan

POST-SHOW REPORT



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Caspian Agro



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

Caspian Agro is a proven tool in the market for introducing advanced technologies in the agro-industrial area of the Republic of Azerbaijan, sharing experience, and strengthening mutually beneficial business ties between local and foreign farmers.

The exhibition brings together on one site the most important players in the agricultural industry, local and foreign experts, and thousands of professional visitors, including importers, exporters, distributors, representatives of wholesale and retail trade, and farmers.



VISIT OF THE PRESIDENT OF THE REPUBLIC OF AZERBAIJAN ILHAM ALIYEV AND THE PRESIDENT OF THE REPUBLIC OF BELARUS ALEKSANDR LUKASHENKO

On May 16, the **PRESIDENT OF THE REPUBLIC OF AZERBAIJAN ILHAM ALIYEV** AND THE **PRESIDENT OF THE REPUBLIC OF BELARUS ALEKSANDR LUKASHENKO** got acquainted with the 17th Azerbaijan International Agriculture Exhibition, at the Baku Expo Center.



OFFICIAL OPENING CEREMONY

ON MAY 15, 17TH AZERBAIJAN INTERNATIONAL
AGRICULTURE EXHIBITION "CASPIAN AGRO"
STARTED ITS WORK AT THE
BAKU EXPO CENTER.



REFERENCES FROM VIP GUESTS



Caspian Agro, recognized as the largest international exhibition in the region's agricultural domain, offers an invaluable opportunity for agricultural professionals to acquaint themselves with emerging techniques, technologies, and systems, as it does every year. Furthermore, the exhibition serves as a pivotal platform for the exchange of ideas and the establishment of partnerships among experts and entrepreneurs in the agricultural sector, including representatives from abroad.

Majnun Mammadov

Minister of Agriculture of the Republic of Azerbaijan



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



"Caspian Agro and InterFood Azerbaijan" exhibitions offer a visual showcase of our country's achievements in agriculture and the food industry, and the successes of entrepreneurs in these sectors. This event also serves as hubs for sharing information on innovative technologies, fostering the growth of businesses in related fields, and facilitating the exchange of best practices. The annual participation of numerous local and international companies in the exhibitions, along with the influx of visitors, reflects the interest of consumers and businesses in the agricultural sector and innovations within it.

Orkhan Mammadov

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



In order to demonstrating food products and networking among entrepreneurs, the exhibitions are a convenient platform for establishing partnerships that can contribute to the creation of effective food production systems and the application of global experience in the field of agriculture, which is considered a traditional sector in our country.

Yusif Abdullayev

Executive director of AZPROMO



PR CAMPAIGN AND MEDIA COVERAGE

THE OFFICIAL PRESS CONFERENCE

The press conference dedicated to the opening of the 17th Azerbaijan International Agriculture Exhibition was held on May 13 at the Hilton Baku Hotel.

The press conference was attended by:



Toghrul Gafarbeyli

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



Mansur Piriye

Head of the information assurance and innovative solutions department at the Food Safety Agency of the Republic of Azerbaijan



Farhad Ashurbeyli

Executive Director of the Association of Culinary Specialists of Azerbaijan



Bahruz Hidayatzadeh

Executive Director of Caspian Event Organisers



Zarina Mammadova

Project Director of the exhibition

The press conference was attended by representatives of such media as: AZTV, ARB24, XƏZƏR TV, RTV, REAL TV, İCTİMAİ TV, AZERTAC, REPORT İA, ROCKVELL, Unikal.org, Business Time, lent.az and others.



ADVERTISING CAMPAIGN

OUTDOOR ADVERTISING

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



67 ARTICLES IN
NEWSPAPERS
AND MAGAZINES

646 NEWS IN
174 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

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Republic of Azerbaijan



Export and Investment
Promotion Agency of
the Republic of Azerbaijan



National Confederation of
Entrepreneurs (Employers)
Organizations of
Azerbaijan Republic



Azerbaijan Food
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Industrialists
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INTERNET SUPPORT



VISITORS OF CASPIAN AGRO 2024

13048

VISITS

10896

UNIQUE VISITORS

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



92%

of visitors consider their visit effective



76%

of visitors make or influence purchasing decisions

VISITORS' REFERENCES



Of course, events of this magnitude are important. On the one hand, the heads of structural divisions of agricultural complexes can meet and discuss issues of interest to them. On the other hand, visitors and guests of the exhibition can see with their own eyes the products of this or that producer, compare them, get acquainted with new technologies and get the necessary information about them. Taking all this into account, we can confidently say that Caspian Agro meets all the requirements and fully justifies our expectations.

Vitaliy Klimenko

Head of Engineering Systems Department
AGROINKISHAF-2017, Azerbaijan

Such specialized exhibitions – these are the only places where companies within specific industries convene. Over a span of a few days, you can access comprehensive information about all the participants of the exhibition, which is impossible to do while in another country. There is an opportunity for live communication with manufacturers and distributors, as well as visitors who also represent the local market.



Carlos Cerezo Marco

Commercial Director, BIORIZON BIOTECH, Spain



Exhibition provides a favorable environment for exploring the market, learning about customers and their expectations, discovering what is attractive and in demand, and developing an idea of how to proceed with your marketing goals here.

Egemen Onder

Director of Egevet Kibris Ltd., Türkiye

International exhibitions are one of the best ways to promote your products and find new customers. In this respect, Caspian Agro fully meets all the criteria.

Alexey Zakharov

Deputy Director for International Affairs,
AGROMASTER, Türkiye



EXHIBITORS OF CASPIAN AGRO 2024

285

COMPANIES

27

COUNTRIES

13969

M²

EXHIBITION
SPACE



EXHIBITING COUNTRIES AT CASPIAN AGRO 2024



AZERBAIJAN



BELARUS



BELGIUM



CHINA



CZECH REPUBLIC



EGYPT



ESTONIA



FINLAND



FRANCE



GERMANY



GREECE



GEORGIA



ITALY



INDIA



ISRAEL



KAZAKHSTAN



LATVIA



NETHERLANDS



SERBIA



SOUTH KOREA



SPAIN



SWEDEN



SWITZERLAND



RUSSIA



USA



UZBEKISTAN



TÜRKIYE

EXHIBITOR'S REFERENCES



We would like to acknowledge the high level of organization at Caspian Agro. The exhibition exceeded all our expectations in terms of its scale, the presence of numerous participants, and the abundance of agricultural equipment.



Hasan Tahsin Sevinj

General Manager of MARS AGRO PLANT, Türkiye

Caspian Agro is the only large specialised exhibition in Azerbaijan. We see it growing every year and becoming more interesting in terms of its organisation. We are happy to see almost ten of our foreign partners participating here today. That is why we successfully use this platform to enable our customers to meet with producers.



Iskender Gurbanov

Executive Director, GROW GROUP, Azerbaijan



I am pleased to report that on the very first day of Caspian Agro, we had three potential buyers. Over the course of our participation in exhibitions, the company has expanded its customer base, secured additional contracts, and forged new connections in marketing, logistics, and tourism sectors. Moreover, opportunities have arisen for our brand to penetrate the Turkish and Kazakh markets.



Eldar Taghiyev

Commercial Director, PROMEXTECH, Azerbaijan



ADDITIONAL EVENTS OF THE EXHIBITION

TOUR FOR FARMERS

TRADITIONALLY EACH YEAR BUSINESS TOURS TO THE EXHIBITION FROM OVER 51 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.



GreenAgroHack

"GreenAgroHack" hackathon competition is a competition to find and develop certain technological solutions according to the given technical task within 29 hours 29 minutes 29 seconds. The main goal of the hackathon, which will be held within the framework of the "Year of Solidarity for the Green World" with the participation of students of the country's leading higher education institutions, is to achieve an increase in productivity in the agricultural sector, improvement of agricultural management and increasing interest in this field among young people by using innovations and digital technologies. The winners of the competition were awarded with valuable gifts.



ADDITIONAL EVENTS OF THE 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. More than 98 meetings took place.



EVENING RECEPTION

ON MAY 15, AN EVENING PARTY WAS ORGANISED FOR THE GUESTS AND EXHIBITORS OF THE EXHIBITION. THE EVENING RECEPTION WAS HELD AT "ELITE EVENTS HALL".

ADDITIONAL EVENTS OF THE EXHIBITION

International Agricultural Innovation Forum was held

THE FORUM INCLUDED THE FOLLOWING PANEL DISCUSSIONS:

- Sustainable agricultural development in climate change
- Agricultural Business Festivals and Collaboration: International Relations and Principles of Mutual Activity
- Modern Irrigation Systems for Water Conservation in Agriculture: Problems and Innovative Solutions
- Almaz Group Fertilizers presentation
- Stimulation of Entrepreneurship, Support for Local Production
- Modern Approaches in Production and Processing of Fruits and Vegetables
- The Role of Women in Agricultural Field
- Sustainable Development of Livestock and Feed Production: Problems and Innovative Solutions
- Development Perspectives of Agritech Ecosystem
- Enhancing Transition to Continuous Agri-Food Systems to Achieve Climate Goals: Role of Knowledge and Innovation
- Role of Modern Agricultural Techniques in Sustainable Agricultural Development
- Successful Farming Experiences and Collaboration Prospects with Foreign Companies
- Gold Shah
- Street food



EXHIBITION OVERVIEW TO BE HELD NEXT YEAR

18th Azerbaijan International **AGRICULTURE EXHIBITION**

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BAKU, AZERBAIJAN

ORGANISATIONAL SUPPORT



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Small and Medium
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Agency of the
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EXHIBITION SECTORS

- AGRICULTURAL MACHINERY
- AGRICULTURAL PREMISES
- AGRICULTURAL EQUIPMENT
- IRRIGATION SYSTEM
- PACKAGE
- AGRICULTURAL LANDSCAPE
- INNOVATIVE TECHNOLOGY IN AGRICULTURE
- LIVESTOCK AND POULTRY
- FEED
- FLOWER-GROWING
- FERTILIZER
- 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
- GREEN AGRO
- AIR DRONES
- IT SERVICES
- ROBOTICS



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BAKU, AZERBAIJAN

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