



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

**13|14|15|16 MAY 2025**

**BAKU, AZERBAIJAN**

## **POST-SHOW REPORT**



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# CASPIAN AGRO

IS THE LARGEST REGIONAL  
INTERNATIONAL EXHIBITION  
OF AGRICULTURAL  
PRODUCTS AND FOOD



It serves as an effective and well-established platform for introducing advanced technologies into the agro-industrial complex of the Republic of Azerbaijan, sharing best practices, and strengthening mutually beneficial partnerships between local and international agricultural professionals. The exhibition brings together key players in the agricultural sector, both local and international experts, as well as thousands of professional visitors, including importers, exporters, distributors, representatives of wholesale and retail trade, and farmers.



**CASPIAN AGRO IS YOUR GATEWAY TO NEW MARKETS, INNOVATION,  
AND STRATEGIC PARTNERSHIPS IN THE AGRICULTURAL INDUSTRY.**

# VISIT OF THE PRESIDENT

On May 13, the President of the Republic of Azerbaijan, ILHAM ALIYEV has visited the exhibition, familiarizing himself with the showcased products and services that reflect the agricultural potential of the Republic of Azerbaijan. The President also visited national pavilions and companies representing foreign countries.



# OFFICIAL OPENING CEREMONY OF THE EXHIBITION

ON MAY 13, 2025, THE OFFICIAL OPENING CEREMONY  
OF THE 18<sup>TH</sup> AZERBAIJAN INTERNATIONAL  
**AGRICULTURE EXHIBITION**  
TOOK PLACE AT THE BAKU EXPO CENTER



# REFERENCES FROM VIP GUESTS



For many years, Caspian Agro and InterFood Azerbaijan, which celebrates its anniversary this year, have served as key platforms for local and international companies to showcase innovative solutions and new technologies in agriculture and the food industry. This exhibition creates opportunities for farmers, entrepreneurs, investors, and professionals to exchange ideas on current issues in agriculture and the food industry, establish business connections, and discover modern innovations.

## **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



These annually organised exhibitions serve as significant platforms to showcase the achievements in the agro and food sectors, as well as to demonstrate innovative technologies and modern equipment. In particular, the cutting-edge agricultural technologies and innovations presented at the exhibitions contribute to increased productivity in relevant sectors, more efficient use of resources, and the implementation of environmentally sustainable solutions.

## **Orkhan Mammadov**

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



FAO is honoured to be part of this important event, which brings together those who work every day to ensure food security, strengthen agriculture, and build a more sustainable future. As we celebrate Azerbaijan's achievements in agriculture and build on the success of COP29, I want to thank each of you for the work you do. This exhibition is more than a showcase of progress - it is a space for collaboration, inspiration, and new opportunities.

## **Muhammad Nasar Hayat**

Head of FAO Partnership and Liaison Office in Azerbaijan

# PR CAMPAIGN AND MEDIA COVERAGE

## THE OFFICIAL PRESS CONFERENCE

On May 6, a press conference was held at Hilton Baku Hotel dedicated to the 17<sup>th</sup> Azerbaijan International Agriculture Exhibition - Caspian Agro

The press conference was attended by:



**Toghrul Gafarbeyli**  
Deputy Director of the Agrarian Innovation Center of the Ministry of Agriculture



**Narmin Karimli**  
Head of the Technology Transfer and Innovation Department of the Agrarian Innovation Center of the Ministry of Agriculture



**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

A total of 35 representatives from 23 media outlets attended the press conference. Among them were national TV channels such as AZTV, Ictimai TV, Baku TV, CBC TV, Mir TV, ARB TV, and AGRO TV, as well as news agencies, websites, online platforms, and journals including APA, Azertac, Oxu.az, Trend.az, Report News Agency, Caliber.az, Media.az, yeniavropa.az, Today Press, Bizness Time, Star Xəbər, resurs.az, visiontv.az, referans.az, Respublikainfo.com and newspaper "Respublika".



# ADVERTISING CAMPAIGN

## OUTDOOR ADVERTISING

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



**62** ARTICLES IN  
NEWSPAPERS  
AND MAGAZINES

**1233** NEWS IN  
185 INTERNET  
PORTALS

**59** 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

# SUPPORT AND PARTNERS

## ORGANISATIONAL SUPPORT



Ministry of  
Agriculture of  
the Republic  
of Azerbaijan

## ORGANISERS



## 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



National Confederation of  
Entrepreneurs (Employers)  
Organizations of  
Azerbaijan Republic



Azerbaijan Food  
and Beverage  
Industrialists  
Association



Food and Agriculture  
Organization of  
the United Nations



Azerbaijan  
Exhibition  
Organisers  
Association

## SPONSOR



## OFFICIAL HOTELS



## TRAVEL PARTNER



## MEDICAL PARTNER



## OFFICIAL STAND BUILDER



## NETWORKING PARTNER



## INFORMATION PARTNERS



AZERTAC

1NEWS.AZ

## OFFICIAL RADIO PARTNER



## INFORMATION SUPPORT



## INTERNET SUPPORT



АГРОХИ

АГРОМИР



lent.az



# VISITORS OF CASPIAN AGRO 2025

# 14820

VISITS

# 11400

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



# 94%

of visitors  
consider their  
visit effective



# 78%

of visitors make or  
influence purchasing  
decisions

# VISITORS' REFERENCES



The exhibition is organized to an exceptionally high standard. The exhibits on display, combined with the comprehensive and informative business program, continuously enhance our knowledge and broaden the scope for efficient agricultural management year after year.

## Anver Guliyev

Director of the Gubadli State Center for Agricultural Development, Azerbaijan

The exhibition is extensive and rich in content, providing a unique opportunity to establish a wide range of contacts in a short time. One day was not enough to connect with all the companies I was interested in doing, that is why I decided to attend the second day as well. In my opinion, this clearly reflects the high level of the event and its significance, both in terms of the number of participants and their quality. Undoubtedly, the exhibition process is very intense. We primarily view participation as an opportunity for initial acquaintance and establishing preliminary contacts.

## Mehmen Chumen

Sales Director of Polen Company, Türkiye



Organizing visits to exhibitions for agricultural workers directly engaged in farming—is an excellent idea. Over recent years, our farmers have had a valuable opportunity to familiarize themselves with the latest achievements and innovative ideas in agriculture directly from the producers. It is encouraging that the exhibition covers all possible sectors, allowing farmers from all regions to find the necessary information and receive professional consultations. Business relationships at the exhibition are well established.

## Ariz Abuzayrov

Director of the Hajigabul State Center for Agricultural Development, Azerbaijan

The Caspian Agro exhibition gave me a comprehensive understanding of the country, the market, the people, and the business environment specifically in the agricultural machinery sector. We met numerous potential partners interested in mutually beneficial cooperation. The fair features a wide range of companies supplying agricultural machinery. I believe that Caspian Agro has fully confirmed its status as a significant international event, within which a large number of important business meetings can be held. After all, there is nothing better than face-to-face communication between people.

## Vadim Shevchuk

Owner and Director of Kerland, Republic of Belarus



# EXHIBITORS OF CASPIAN AGRO 2025



## EXHIBITING COUNTRIES AT CASPIAN AGRO 2025

	AZERBAIJAN		GERMANY		NETHERLANDS
	BELARUS		GREECE		RUSSIA
	BELGIUM		INDIA		SERBIA
	CANADA		IRAN		SOUTH KOREA
	CHINA		ISRAEL		SPAIN
	EGYPT		ITALY		SRI LANKA
	FINLAND		JORDAN		SWEDEN
	FRANCE		KAZAKHSTAN		TÜRKIYE
	GEORGIA		LATVIA		UNITED KINGDOM
					USA

# EXHIBITOR'S REFERENCES



Our participation in the Caspian Agro exhibition is driven by a matter of prestige. It is essential for us to demonstrate our presence in the market and prove that we are the best in our field. Our executives traditionally meet at the exhibition with representatives of partner companies with whom we have long-standing cooperation. Naturally, we always observe strong interest in our products from both Azerbaijani and foreign companies.



**Juneyt Ar**

Regional Sales Director of OBİAL, Türkiye

Overall, the Caspian Agro exhibition made a very positive impression. It showcases nearly all sectors of agriculture and the food industry. For a relatively small country like Azerbaijan, the exhibition appears highly respectable both in terms of the quality of participating companies and the flow of professional and engaged visitors.



**Roman Kurzhunov**

CEO of GREEN AUTOMATION GROUP, Finland



The Caspian Agro exhibition is one of the key events in our participation calendar. Beyond maintaining brand recognition, it provides an excellent opportunity to showcase our latest products. Being present at the exhibition allows direct communication with customers, gathering feedback, and understanding the needs of our equipment users. The outcomes of the exhibition positively influence our sales strategy in the region. The successful results from previous Caspian Agro exhibitions have enabled us to expand our presence in the local market.



**Anton Malykhin**

Export Director, ROSTSELMASH, Russia

# INTERNATIONAL AGRICULTURAL INNOVATION FORUM

The forum brought together experts and participants to discuss current challenges and prospects in the agricultural sector, including sustainable development, climate change, digitalization, and international cooperation.

## KEY AREAS OF FOCUS AT THE FORUM INCLUDED:

- Climate change issues and sustainable development in agriculture
- Implementation of innovative technologies, including artificial intelligence and smart villages
- Development of agro-parks, startups, and digital solutions (Smart Agro)
- Support for entrepreneurship, cooperatives, and the role of women in the agricultural sector
- Government financial support and agricultural insurance systems
- Cross-sector cooperation in education and fisheries development
- Discussion of public-private partnership mechanisms in agronomy

THE FORUM CONTRIBUTED TO STRENGTHENING DIALOGUE AMONG KEY STAKEHOLDERS FOR THE SUSTAINABLE AND INNOVATIVE DEVELOPMENT OF THE AGRICULTURAL SECTOR.



## BUSINESS BREAKFAST

The organizers held meetings with exhibitors before the exhibition in the format of a business breakfast. The purpose of the event was to help participants make more effective use of exhibition opportunities. During the breakfast, key topics were discussed, including booth organization and formulas for successful participation in exhibitions.



## 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. A total of 218 business meetings took place.



## TOUR FOR FARMERS

Traditionally each year business tours to Caspian Agro Exhibition from over 63 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.



## EVENING RECEPTION

On May 13, an Evening Reception was organized for the guests and participants of the exhibition, held at Buta Palace.

# EXHIBITION OVERVIEW TO BE HELD NEXT YEAR



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

5|6|7|8 MAY 2026

BAKU, AZERBAIJAN

[www.caspianagro.az](http://www.caspianagro.az)

[caspianagro.az](https://www.instagram.com/caspianagro.az)

[CaspianAgro](https://www.facebook.com/CaspianAgro)

[Caspian Agro](https://www.linkedin.com/company/CaspianAgro)

[#CaspianAgro](https://twitter.com/CaspianAgro)

## EXHIBITION SECTORS

### INFRASTRUCTURE AND EQUIPMENT

- Agricultural Machinery
- Agricultural Facilities
- Agricultural Equipment
- Greenhouses and Nurseries
- Irrigation Systems
- Laboratory Equipment

### CROP PRODUCTION

- Crop Production
- Fruit and Vegetable Growing
- Floriculture
- Fertilizers
- Agroecology and Organic Farming

### ANIMAL HUSBANDRY AND FEEDING

- Animal Husbandry & Poultry Farming
- Feed
- Veterinary Services
- Fish Farming & Aquaculture

### PROCESSING AND PACKAGING

- Packaging
- Waste Processing
- Cotton Growing and Textiles

### SMART AGRO (DIGITAL AND INNOVATIVE AGRICULTURE)

- Smart Village
- Internet of Things (IoT)

- Artificial Intelligence
- Robotic Systems
- Unmanned Aerial Vehicles (Drones)
- IT Services
- Startups
- Green Agro

### INNOVATIONS AND SUSTAINABLE DEVELOPMENT

- Innovative Technologies in Agriculture
- Agricultural Landscape

### SUPPORT AND SERVICES

- Logistics
- Agricultural Insurance & Financial Services



### ORGANISATIONAL SUPPORT



Ministry of  
Agriculture of  
the Republic  
of Azerbaijan



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



National Confederation of  
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Azerbaijan Food  
and Beverage  
Industrialists  
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Food and Agriculture  
Organization of  
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Azerbaijan  
Exhibition  
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## ORGANISERS



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