

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 wellestablished platform for introducing advanced technologies into the agroindustrial 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.





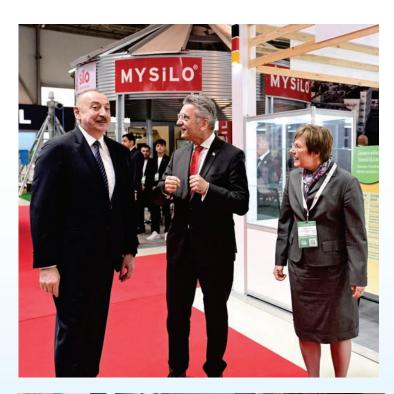






CASPIAN AGRO IS YOUR GATEWAY TO NEW MARKETS, INNOVATION, AND STRATEGIC PARTNERSHIPS IN THE AGRICULTURAL INDUSTRY.

#### **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.

#### Goshqar 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













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



#### **ORGANISERS**









#### **SUPPORT**







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** 









TRAVEL PARTNER



MEDICAL PARTNER



OFFICIAL STAND BUILDER



**NETWORKING PARTNER** 



**INFORMATION PARTNERS** 









OFFICIAL RADIO PARTNER



#### **INFORMATION SUPPORT**















#### INTERNET SUPPORT

























#### **VISITORS OF CASPIAN AGRO 2025**

14820

11400

**UNIQUE VISITORS** 

**VISITS** 

### **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











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.



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**

294
COMPANIES

28
COUNTRIES

13039<sup>M²</sup>

EXHIBITION SPACE



# EXHIBITING COUNTRIES AT CASPIAN AGRO 2025





BELGIUM

**₩** CANADA

CHINA

**EGYPT** 

FINLAND

■ FRANCE

GEORGIA



GREECE

■ INDIA

IRAN

ITALY

JORDAN

KAZAKHSTAN

LATVIA

**NETHERLANDS** 

RUSSIA

**SERBIA** 

**SOUTH KOREA** 

SPAIN

SRI LANKA

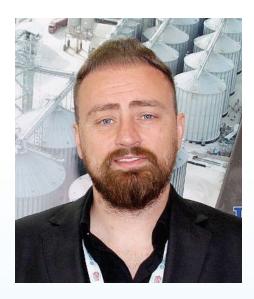
SWEDEN

C TÜRKIYE

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.



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







#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





Food Safety Small and Medium Agency of Business Development the Republic Agency of the of Azerbaijan Republic of Azerbaijan



azpromo

Export and Investment

Promotion Agency of the Republic of Azerbaijan



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**ORGANISERS** 









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