



Novi Sad, May 2025

## FROM SEEDS TO DRONES AT THE 92<sup>nd</sup> INTERNATIONAL AGRICULTURAL FAIR

*The Novi Sad Fair organized the 92<sup>nd</sup> International Agricultural Fair from May 17 to 22.*

As in previous years, the largest agribusiness event in this part of Europe was supported by Globos Insurance – General Sponsor, Al Dahra – Gold Sponsor, Poštanska Štedionica Bank – Partner Bank, the Ministry of Agriculture, Forestry and Water Management, the Provincial Government with the Secretariats for Agriculture and Economy, the City of Novi Sad, and the company Kite DOO – Gift provider in the Raffle for visitors. The Agricultural Fair, which bears the label “The Best from Vojvodina,” was strongly supported this year by its Strategic Partner – Italy.



More than 1,000 exhibitors from around 40 countries took part in the event. Ten group exhibitions were organized. Numerous segments were held, and it was recorded that about 100,000 visitors attended the Agricultural Fair. The most discussed topics included cooperatives, food quality and safety, precision agriculture, and digitalization in farming. There were many expert panels and business meetings. A variety of educational programs were organized both at the “Master” Congress Center and at exhibitors’ stands, along with product tastings.

### INTERNATIONAL AGRICULTURAL FAIR 2025 IN NUMBERS

- Outdoor exhibition space: 40,000 m<sup>2</sup>
- Indoor exhibition space: 10,000 m<sup>2</sup>
- Number of exhibitors: over 1,000
- Direct exhibitors from Serbia and around 40 countries, including: Albania, Austria, Belgium, Bosnia and Herzegovina, Republic of Srpska, Bulgaria, Montenegro, Finland, France, Greece, the Netherlands, Croatia, Italy, Indonesia, China, Latvia, Hungary, Germany, Poland, Portugal, Czech Republic, Romania, North Macedonia, Slovenia, Spain, Turkey...
- 10 group exhibitions: Italy, Spain, Hungary, the EU, Czech Republic, the Netherlands, North Macedonia, Montenegro, the Chamber of Commerce of the Republic of Srpska, Embassy of Indonesia
- Evaluation of product and service quality in 30 product categories
- At the exhibition of organic products, products with geographical indication, and the "Serbian Quality" label, 30 exhibitors were presented; in addition, under the patronage of the Ministry, 11 craft breweries also participated
- Approximately 100,000 visitors were registered at the entrances of the Novi Sad Fair



## KEY SEGMENTS OF THE FAIR

**Agricultural Machinery Exhibition** – As usual, the Agricultural Machinery Exhibition drew significant attention from visitors, showcasing leading global brands as well as emerging, highly competitive Far Eastern manufacturers. The price range was wide — from around ten thousand euros for the most affordable tractors to the most expensive potato harvester, valued at €770,000 (excluding VAT).

The most advanced agricultural machinery, attachments, and equipment were presented, along with many premieres and innovations introduced to the fair audience. In addition to the Business Association of Agricultural Machinery Importers and Exporters, which appeared with 17 member companies, other exhibitors included companies from Serbia, as well as from Turkey, Italy, Romania, Austria, Poland, Slovenia, China, and others.

The exhibition also brought several novelties. For the first time at the Fair, alongside Massey Ferguson, Captain tractors were presented, as well as the Arion 530 tractor with variable transmission and 160 HP, the Caffini Striker self-propelled sprayer, sunflower and corn headers from Argentine manufacturer De Grande, and YTO tractors including the LG 1754 (170 HP), MNS 754, and NMF 504.

Also making a debut was a domestically produced strip-till machine, as well as the Pronar N262/1 manure spreader and Andem trailer. Among other innovations were TYM tractors (75–130 HP), a self-propelled electric platform for orchard use, the redesigned Case IH Farmall tractor, the MAGNA series tractors, CHANG FA tractors, MFWORLD models, and Zoomlion tractors.

New attachments and implements were also displayed, many of which were presented for the first time.

**The Ministry of Agriculture, Forestry and Water Management** held over one hundred meetings and as many as nine expert conferences, where plans for the further development of agriculture were presented to farmers and other interested parties. During the Fair, the Ministry launched five support measures, which included loan programs — with contracts signed on-site — as well as public calls for livestock fattening, beekeepers, procurement of domestically produced tractors, and agricultural infrastructure. A new regulation and public call for certified seed were also announced at the Fair. The Ministry's stand attracted a large number of visitors, with strong interest in its activities and in discussions with Minister Glamočić.

**Exhibitions of Value-Added Products** – At the exhibition of organic products, products with geographical indication labels, and “Serbian Quality,” 30 exhibitors participated, while 11 craft breweries were featured in the craft beer segment. The exhibitions were organized with the support of the Ministry of Agriculture, Forestry and Water Management. The value-added products presented not only meet safety and quality standards but also fulfill additional criteria, allowing them to be labeled with the national organic product mark or carry geographical indication labels and the “Serbian Quality” mark. Visitors had the opportunity to explore the range of domestic organic products and receive comprehensive information about this type of agricultural production.

**Unconventional Livestock Farming** - Unconventional livestock farming held an important place at the 92nd International Agricultural Fair, showcased in Hall 23. The most prominent representatives of this branch were beekeepers who came to Novi Sad from all parts of Serbia, exhibiting various types of honey as well as delicious creams and combinations that especially attracted the youngest visitors.

Besides tasting and purchasing, visitors had the opportunity to learn everything about the world of honey and the health benefits that come from its consumption.

Unconventional livestock farming also includes fish aquafarms and aquaponics, which this year were presented by the company “Marko Kalmar.” According to the owner, the Fair enabled him to establish contacts and partnerships that will secure business for the next three years.

**The Provincial Government and its Secretariats** traditionally participate in the Agricultural Fair. The Provincial Secretariat for Economy and Tourism presented itself in its Pavilion in Hall 1, while the Provincial Secretariat for Agriculture, Forestry, and Water Management was located in the “Master” Hall.

**Provincial Secretariat for Economy and Tourism** – About 80 exhibitors presented their products and services at the stand of the Provincial Secretariat for Economy and Tourism, most of them bearing the label “The Best from Vojvodina” throughout the fair days. Several groups from vocational high schools, especially those focused on tourism, visited their stand. All participants expressed great satisfaction and announced their intention to participate again next year.



**Provincial Secretariat for Agriculture, Water Management, and Forestry** – At this year's International Agricultural Fair, they successfully presented a vehicle for free soil fertility sampling and monitoring, which attracted great interest among visitors, especially farmers keen on improving soil quality and increasing yields. They demonstrated the vehicle's capabilities in terms of speed, efficiency, and precision in soil sampling and analysis. Additionally, they informed visitors about available funding programs that provide co-financing for improvements in crop production, livestock farming, and support for youth in rural areas within the Autonomous Province of Vojvodina.

**Novi Sad / City Administration for Economy** - – The City Administration for Economy has been exhibiting at the International Agricultural Fair for over a decade, using its stand to promote city agricultural policy measures recognized at the national level as significant support for farmers. The City of Novi Sad showcased products with geographical indication labels — Futo cabbage, Begeč carrot, and Fruška Gora honey — as well as products from organic producers. Participation in the Fair attracts a significant number of visitors who have the opportunity to directly get acquainted with the products and producers from the city's territory, helping them achieve profits, while the City Administration promotes measures that encourage their work. Producers made several business deals and reported being satisfied with the Fair, expressing eagerness to participate again. There were also visits from agricultural associations from Serbia and the region.

**Professional and Business Meetings** were mostly held at the "Master" Congress Center of the Novi Sad Fair, as well as at exhibitors' stands. From May 17 to 22, around 90 scheduled events took place, with many more recurring sessions held at exhibitors' stands. At the "Master" Congress Center alone, over 30 events were organized, including those dedicated to cooperatives, Grain Growers' Day, and Fruit Growers and Winemakers' Day. There were also conferences such as "State and Perspectives of Cooperatives in the Region during the International Year of Cooperatives," "Intelligent Solutions for Agricultural Entrepreneurs," and "Challenges of Global Climate Change." Many meetings and award ceremonies were held to recognize the best in quality assessments organized by the Novi Sad Fair in preparation for the Agricultural Fair. This year, there were far more educational and professional events at exhibitors' stands as well, particularly at the stand of the European Union Delegation to the Republic of Serbia – which hosted more than 30 programs – as well as at the offices of the Kosovo and Metohija Office, the Provincial Secretariat for Economy and Tourism, and Vode Vojvodine (Vojvodina Waters).

**Quality Assessment of Products and Services**, organized before and during the Fair, was conducted in 30 product categories. Committees composed of university professors and scientific researchers evaluated the quality of food products, seed material, chemical industry products, as well as processing and agricultural equipment. Good design was also assessed as an element of product and service success.

The Champions' Evening was held at the "Master" Congress Center on Thursday, May 22, when the Best in Agribusiness were announced. **The title of Absolute Quality Champion of the 92nd International Agricultural Fair in Novi Sad was awarded to the company KITE DOO Novi Sad – one of the leaders in the agricultural sector.**



## **NEW AT THE FAIR!!!**

**Fair Farmstead** - The open space in front of Hall 13 was used to showcase numerous festivals, featuring tastings of local products and socializing with live music.

An old-fashioned rural courtyard and traditional Vojvodina houses were painted as in the past, with patterned roller painting. Tables reminiscent of former "astale" (traditional benches), an old wood-burning stove, old pitchers and pots displayed as exhibits, all welcomed visitors with a sigh of nostalgia, inviting them to learn about or remember how life used to be. Tastings of all products were offered as a matter of course – butter, pies cooked under a bell (sač), mushroom goulash, trout, as well as local craft beers and Slovak spicy sausages. There were also cracklings served on small flatbreads, bean stew with pork knuckles was simmering, and wafers were served on trays... A special program was organized for the youngest visitors, along with promotion of events and associations that preserve tradition and celebrate rural life.

## ACCOMPANYING PROGRAMS

- Prize draw for visitors – John Deere 5045D tractor for the luckiest visitor, provided by the company Kite DOO
- Family Day, Wednesday, May 21
- Champions' Evening, Thursday, May 22

At the Manege, Show Jumping and Carriage Driving Event were organized - In 2025, the Manege was the center of attention for all horse sport enthusiasts. Nearly 200 horses galloped across the green hippodrome, showcasing their best performances through the Vojvodina Show Jumping League, as well as carriage driving exhibitions and competitions. Regarding show jumping, the audience witnessed about 150 starts from the 50 best horses in our country, while a total of 29 pairs and four-in-hand carriages paraded through the Manege.



## VISITS

Numerous economic, scientific, and political delegations visited the Novi Sad Fair – from Serbia, Argentina, Cuba, the Czech Republic, Italy, and more. The fair was officially opened by Dragan Glamočić, Minister of Agriculture, Forestry, and Water Management. Adriana Mesarović, Deputy Prime Minister of the Republic of Serbia and Minister of Economy, as well as Balint Juhas, President of the Assembly of the Autonomous Province of Vojvodina, were also in attendance. Meetings in the General Director's Office were organized with the Deputy Minister of Agriculture of the Czech Republic, a delegation of the Italian-Serbian Chamber representatives, prominent Italian businessmen, Dragan Cvetković—the territorial representative for southern Serbia, the President of the Chamber of Organic Producers of North Macedonia, and Bobi Krstevski, a member of the Board of Directors.

According to the records of the Novi Sad Fair, organized visits included members of cooperatives—crop growers, livestock breeders, producers, members of agricultural associations, pupils, students, and employees from companies involved in agriculture and related industries, from Serbia as well as the region and the European Union.

## PARTNERS

General Sponsor – Globos osiguranje

Partner Bank – Banka Poštanska štedionica

Golden Sponsor – Al Dahra

Strategic Partner of the Agricultural Fair – Italy

Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia

Provincial Government with Secretariats for Economy and Agriculture

City of Novi Sad

Gift provider in the Raffle for visitors - KITE DOO



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