



The European Federation of Agricultural Exhibitions and Show Organisers

# INDAGRA




INTERNATIONAL TRADE FAIR OF EQUIPMENT AND PRODUCTS IN AGRICULTURE, HORTICULTURE, VITICULTURE AND ANIMAL HUSBANDRY

19<sup>th</sup> Edition

2014, October 29<sup>th</sup> – November 2<sup>nd</sup>

ROMEXPO EXHIBITION CENTRE  
BUCHAREST ROMANIA



Organizer:  ROMEXPO

Member of: 

Partner: 

# ABOUT

**INDAGRA** – International Trade Fair of Equipment and Products in Agriculture, Horticulture, Viticulture and Animal Husbandry represents the most complex and the most important agricultural event organized in Romania.

The 19<sup>th</sup> edition will take place in 2014, from 29<sup>th</sup> of October to 2<sup>nd</sup> of November, at Romexpo Exhibition Centre, in Pavilions **C1, C2, C3, C4, C5, C6, E2** and on the platforms 1,2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13 and V5-V6.

In the same period, ROMEXPO will organize another 4 tradedfairs with similar thematic: **INDAGRA FOOD** – International trade fair for the food industry, **ALL-PACK** – International exhibition for packaging, packaging materials, machines and specific equipment, **EXPO DRINK & WINE** – Wines, alcoholic and non-alcoholic beverages trade show and **AUTOEXPOTEHNICA** – Auto parts and accessories international fair.

Starting with 2007, **INDAGRA** obtained the “**UFI approved event**” qualification, ranking on the first places in the top of agricultural events in the world.

**INDAGRA** is also a member of **EURASCO**, a professional association of the European Trade Fairs Organizers of Agricultural fairs.

**Visiting hours:**  
29<sup>th</sup> October – 1<sup>st</sup> November: 10 am – 6 pm  
2<sup>nd</sup> November: 10 am – 4 pm

**Entrance ticket:** 15 lei

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# STATISTICAL DATA - 2013 EDITION



- ▶ **453** exhibiting companies
- ▶ **23** participating countries
- ▶ **France National Pavilion**
- ▶ **Group participations** from Greece and Turkey
- ▶ **32.000** square meters
- ▶ **60.0000** visitors\*

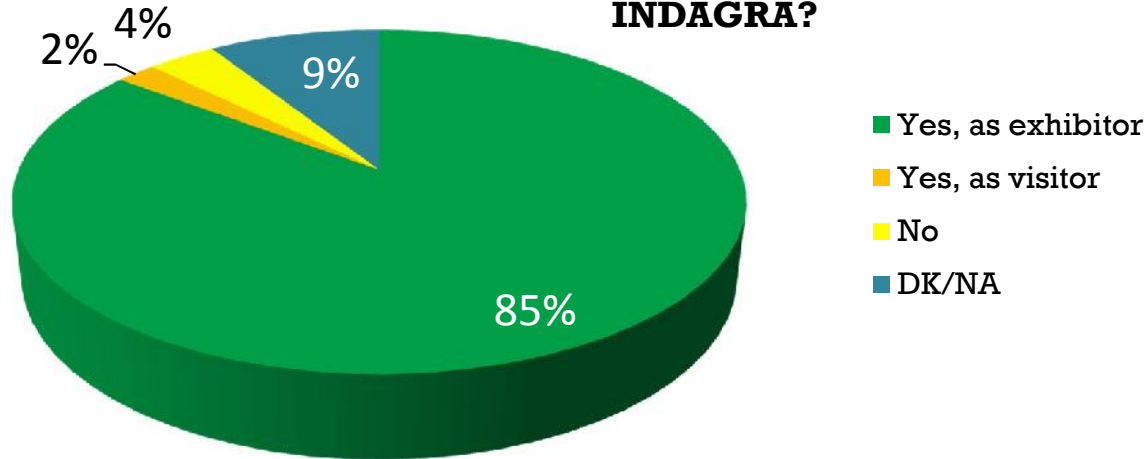
\* together with INDAGRA FOOD, ALL-PACK, EXPO DRINK & WINE and AUTOEXPOTEHNICA 2013



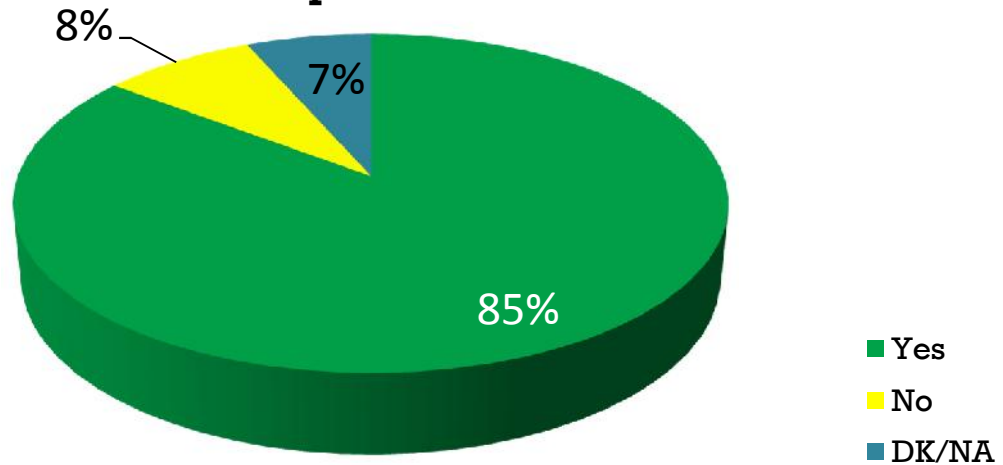


# EXHIBITORS FEEDBACK - 2013 EDITION

Will you participate in the following edition of INDAGRA?



Will you recommend this exhibition to your partners/collaborators?



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# 2014 THEMATIC

## AGRICULTURE

- Agriculture tools
- Irrigation and equipment
- Transport in agriculture
- Agriculture fertilizers
- Greenhouses and solariums
- Seedling materials, seeds

## ANIMAL HUSBANDRY

- Poultry keeping
- Bird keeping
- Slaughtering, slaughter houses
- Specific tools and equipment
- Mixed fodders
- Veterinary products
- Pest control, deratization

## GRAPE GROWING

## PROTECTION AND LABOR EQUIPMENT

## LABORATORIES AND DEVICES

## FINANCE, CONSULTING AND PROJECTS

## ACCREDITATION INSTITUTIONS

## JOBS

## GENERAL ACTIVITY



# TARGET

## EXHIBITORS:

- ▶ Manufacturers and distributors of agriculture machinery, irrigation equipment, seeds and seedling materials, fertilizers, greenhouses and solariums, husbandry equipment;
- ▶ Manufacturers and distributors of zootechnical equipment, for animal and poultry husbandry, slaughter;
- ▶ Manufacturers and distributors of products and equipment in the field of horticulture and viticulture;
- ▶ Companies providing financial, insurance, consulting and professional training services in the field.



## VISITORS

- ▶ Farmers, engineers;
- ▶ Manufacturers and importers in agriculture field;
- ▶ General public interested in agriculture and products purchasing

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# PARTICIPATING FEES 2014

**Registration fee:** 150 EUR

**Interior space rent with:**

- 1 side open: 115 EUR/sqm
- 2 sides open: 120 EUR/sqm
- 3 sides open : 125 EUR/sqm
- 4 sides open : 130 EUR/sqm

**Outdoor space rent:** 35 EUR/ sqm

**Standard stand construction:**

- Indoor 15 EUR/ sqm
- Outdoor 40 EUR/ sqm

*\* Fees do not include VAT*





# PR & ADVERTISING CAMPAIGN

## Media coverage

23 appearances in written media (ads and advertorials)

132 TV commercials

360 radio commercials

328 indoor advertising places

51 outdoor advertising places

57 sites/portals from Romania and abroad

over 50 journalists will be present at the event

## Direct marketing campaign

18.000 invitations sent & e-mail campaigns

newsletters sent to specialized visitors, between May and October

## Social media:

Updates on sites: Facebook, LinkedIn, Twitter, YouTube, SlideShare, Pinterest



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# SIDE EVENTS

During the five days of the fair ROMEXPO and its partners will organize conferences on important subjects for the industry, dedicated especially to specialized visitors. At INDAGRA, novelties are presented, contests are being held, new records are set!



## Top events at the 2013 edition:

- ▶ “Focus on Agriculture” Conference
- ▶ Conferences organized by the Ministry of Agriculture and Rural Development and its subordinate agencies
- ▶ “Young Beekeeper” Contest
- ▶ The ram of over 100 kg
- ▶ The largest greenhouse sheet in Romania
- ▶ “Austrian Agricultural Cluster” Conference
- ▶ The most complex exhibition of livestock in the country
- ▶ “AgroBrands” Bookbrands
- ▶ Honey tastings
- ▶ Carriage rides



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