



International Agricultural Exhibition

# AGRA

## 4-8 MARCH 2014

BioAGRA



### THE NEW IDEAS IN AGRIBUSINESS

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**IFP International Fair Plovdiv**

## FINAL REPORT

479 companies from 22 countries successfully presented innovations, advanced technologies, machinery and equipment, as well as achievements of the international agricultural science at the 23<sup>rd</sup> International Agricultural Exhibition AGRA and BioAgra Trade Exhibition of Organic Farming held from 4–8 March 2014 under the auspices of the Minister of Agriculture and Food at the Fairgrounds of International Fair Plovdiv.

#### Co-organizers:

- Agricultural Academy at the Ministry of Agriculture and Food
- AVALON Foundation, The Netherlands
- Agroecological Centre at the Agricultural University, Plovdiv

#### AGRA major exhibition categories:

- ❖ Selected seeds and planting material
- ❖ Technological plant-growing machinery and equipment, pumps, fuel, etc.
- ❖ Agrochemicals and fertilizers
- ❖ Livestock breeding – live animals
- ❖ Technological livestock farming machinery and equipment, incl. laboratory instruments and devices
- ❖ Feeds
- ❖ Packaging
- ❖ Services & information, including specialized software products, publishing, commercial activities, etc.
- ❖ R & D, education

#### BioAgra key exhibition categories:

- ❖ Organic crop growing and livestock breeding
- ❖ Organic non-food products
- ❖ Organic farms
- ❖ Certification organizations
- ❖ Consulting companies
- ❖ NGOs
- ❖ Organic products trade – organic shops, organic hotels, organic restaurants, etc.
- ❖ Special publications and online editions

### EXHIBITION IN FIGURES

**Countries:** Austria, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, France, Germany, Greece, Ireland, Italy, the Netherlands, Poland, Republic of Korea, Romania, Russian Federation, Serbia, Spain, Turkey, the UK, the USA.

**Official participation:** Austria, Greece and Turkey.

**Joint participation:** Denmark

#### Countries with the strongest participation:

- in terms of direct exhibitors: Germany, Italy, Greece, Turkey, Austria;
- in terms of occupied exhibition area: Greece, Germany, Turkey, Italy, Austria.

INDICATORS	AGRA 2013	AGRA 2014
NUMBER OF EXHIBITORS	419	479
NUMBER OF COUNTRIES	20	22
NUMBER OF VISITORS	27,244	32,817

**Increase in the number of exhibitors: 14%**

**Direct exhibitors: up 7 %**

- Bulgarian companies: **8 %**
- Foreign companies: **4 %**

**Represented companies: up 97 %**

- Bulgarian companies
- Foreign companies: **94 %**

**Increase in the occupied exhibition area: 24%**

	AGRA 2013 (compared to 2012)	AGRA 2014 (compared to 2013)
Total:	up 25 %	up 25 %
Bulgarian companies	up 5 %	up 8 %

**Increase in the number of visitors: up 21 % over AGRA 2013**



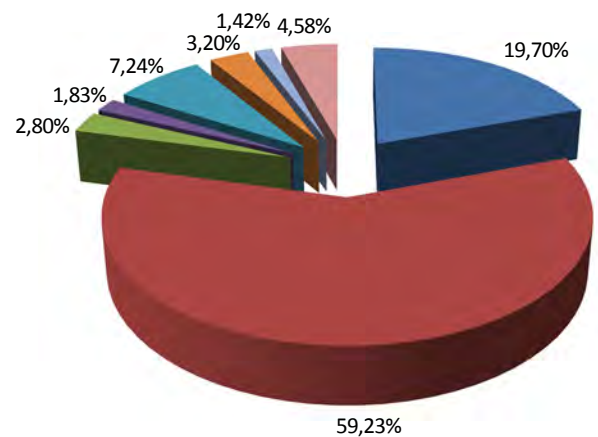
# EXHIBITORS

## EXHIBITORS PROFILE

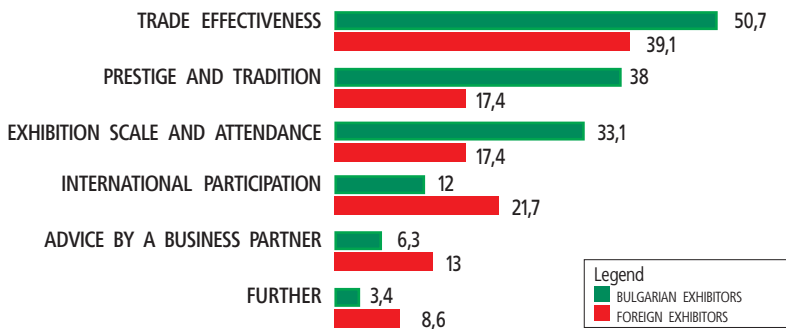
- The majority of the exhibitors are engaged in the plant-growing sector;
- Companies active in the livestock-breeding sector rank second;
- Followed by research & development sector;
- Services & information.

## ALLOCATION BY EXHIBITION CATEGORIES

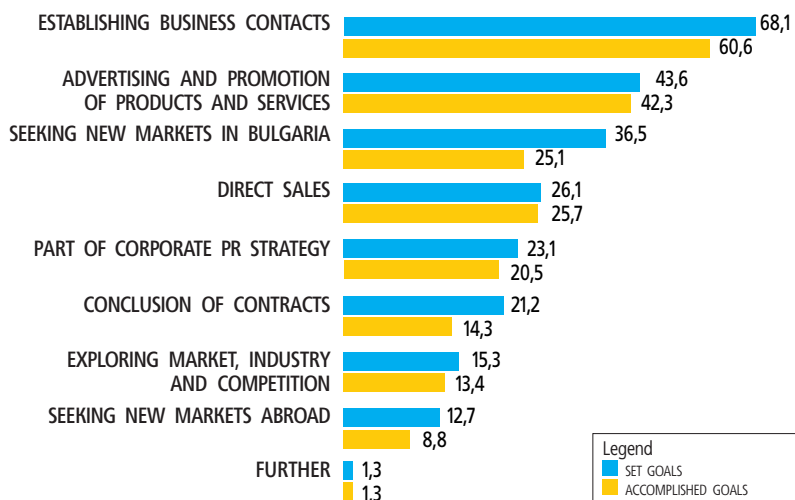
Selected seeds and planting material	19,70%
Technological plant-growing machinery and equipment, pumps, fuels, etc.	59,23%
Agrochemicals and fertilizers	2,80%
Livestock breeding – live animals	1,83%
Technological livestock farming machinery and equipment, including laboratory instruments and devices	7,24%
Services & information, including specialized software products, publishing, commercial activities, etc.	3,20%
R & D, education	1,42%
BioAgra	4,58%



## DECISIVE FACTORS FOR PARTICIPATION IN AGRA 2014 (%)



## PARTICIPATION OBJECTIVES (%)



## FOR THE FIRST TIME WITHIN THE FRAMEWORK OF AGRA 2014

### First edition of the Specialized Exhibition API BULGARIA

API BULGARIA was intended to cover all aspects of bee-keeping and provide those engaged in that specific industry with the opportunity to obtain information about the latest technologies and innovations, to buy equipment, supplies, protective clothing, etc. Visitors could purchase honey products directly from producers. A varied accompanying programme was also staged, comprising conferences, presentations, lectures and a tasting contest.

Organizers:

Beekeepers Association "Acacia 1899" - Plovdiv,  
National Association of Women Beekeepers,  
Beekeepers Club No.1.



**Two Bulgarian companies have rented a pavilion each for their exhibits**

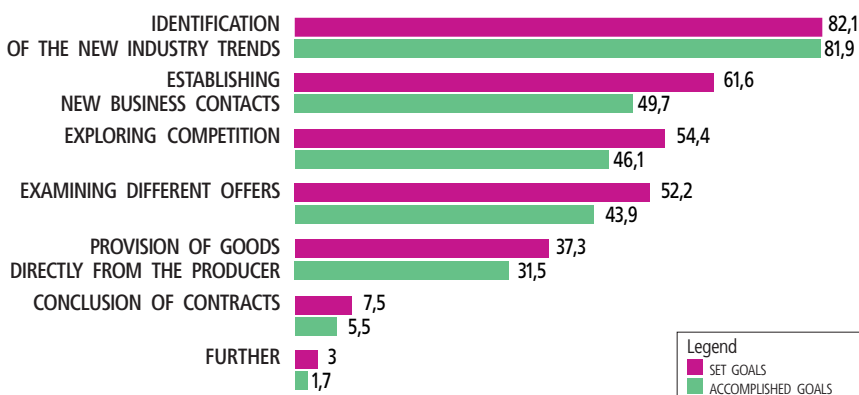
**MADARA AD, SHUMEN,**  
and  
**INTERAGRI BULGARIA,**  
a first-time participant.



## VISITORS

The main objective of the majority of AGRA 2014 visitors was to identify the new trends within the industry. Besides, a considerable part of the visitors was interested in exploring both the competition and various offers. And another positive change, the expectation for establishing new business contacts increased from 26% in 2012 to 62% in 2014.

### OBJECTIVES OF THE VISIT (%)



## INNOVATIONS COMPETITION

New products, services and improvements in the agricultural sector competed for the sixth year in succession at AGRA 2014. The aim of the Innovations Competition was to promote innovations and exhibiting companies to trade visitors.

The competition was organized on the initiative of International Fair Plovdiv with the support of the Ministry of Agriculture and Food.

In terms of innovative products and debuts AGRA 2014 broke last year's record.

Sixty-nine products competed in the eight categories of the Innovations Competition 2014. All products were exhibited for the first time at AGRA and presented real innovations or original enhancements, considered advancements in the respective field.

Innovative products	2012	2013	2014
Total number	35	62	69
- on a global scale	11	17	31
- on the European market	5	8	11
- on the Bulgarian market	19	37	27

A total of 47 companies, research institutes and organizations entered the competition, including 31 companies competing in one category, 11 companies simultaneously competing in two categories, four companies – in three categories and one company – in four categories.

### PRIZES FOR VISITORS

Upon buying an entrance ticket, visitors to the 23<sup>rd</sup> International Agricultural Exhibition AGRA received a questionnaire form to be filled out and put in the special boxes placed at the entrance and within the pavilions at the Fairgrounds.

On the closing day of the event, a prize draw of these questionnaire forms was arranged and three visitors won the following prizes provided by International Fair Plovdiv:

- ❖ Craftop NT C 420 trimmer
- ❖ GRADINA 2" water pump
- ❖ GRADINA motor sprayer, 3WF-600 – the grand prize



### FURTHER AWARDS AT AGRA 2014

- **Scientist of the Year Award in Agricultural Science** conferred by the University of Agribusiness and Rural Development, Plovdiv  
Award-winner:  
Prof. Stoyka Masheva, Director of Maritsa Institute of Vegetable Crops  
**\*\*\***
- **Award conferred by the Faculty of Agriculture, Trakia University – Stara Zagora**  
Award-winner:  
Farm Technologies, Stara Zagora



The Innovations Competition awards, a plaque and a diploma, were conferred by a prestigious jury composed of representatives of the Ministry of Agriculture and Food, Agricultural Academy, Plovdiv Chamber of Agriculture, Agricultural University – Plovdiv, Trakia University – Stara Zagora, Animal Breeding Department and University of Ruse, Agricultural Machinery Department. The awards were presented at a festive ceremony during the Exhibitors Evening organized on the opening day of the exhibition.

**Category I: PLANT-GROWING MACHINERY AND IMPLEMENTS – three award-winners:**

- Exhibit:* Combined plough KPM-30 with soil crushing device  
Exhibitor/Producer: Ralomex AD, Zavet, Bulgaria
- Exhibit:* Sfoggia planter, Elektra model  
Exhibitor: Statev – Stanimir Nedyalkov ET, Dobrich, Bulgaria  
Producer: Sfoggia Agriculture Division Srl, Italy
- Exhibit:* TIREX modular trailed machine, MPM Series  
Exhibitor/Producer: Madara AD, Shumen, Bulgaria

**Category II: PLANT-GROWING TECHNOLOGIES – three award-winners:**

- Exhibit:* Intensive growing technology for cherry trees  
Exhibitor/ Producer: Fruit Growing Institute, Plovdiv, Bulgaria
- Exhibit:* iM Farming concept for precision farming  
Exhibitor: Titan Machinery Bulgaria AD, Sofia, Bulgaria  
Producer: Kverneland Group Mechatronics, the Netherlands
- Exhibit:* New Holland GR9090 combine harvester  
Exhibitor: INTERAGRI Bulgaria AD, Sofia, Bulgaria  
Producer: CNH Italy S.p.A, Italy

**Category III: LIVESTOCK FARMING MACHINERY AND EQUIPMENT**

- Exhibit:* Portable milking machine, Italia model, ergonomic design  
Exhibitor: ALFA-MIX EOOD, Stara Zagora, Bulgaria  
Producer: Interpuls SRA, Italy

**Category IV: LIVESTOCK FARMING TECHNOLOGIES**

- Exhibit:* Technology for meadow and grazing ground cultivation and landscaping of photovoltaic parks  
Exhibitor/Producer: Institute of Forage Crops, Pleven, Bulgaria

**Category V: SELECTED SEEDS AND PLANTING MATERIAL**

- Exhibit:* NIKIBO common winter wheat cultivar  
Exhibitor/Producer: Institute of Plant Genetic Resources, Sadovo, Bulgaria

**Category VI: FERTILIZERS AND AGRICULTURAL CHEMICALS**

- Exhibit:* AMINOBEST liquid organic fertilizer  
Exhibitor/Producer: BIOHUM EOOD, Bankya, Bulgaria

**Category VII: R & D**

- Exhibit:* BUMERANG winter hexaploid triticale cultivar  
Exhibitor/Producer: Dobrudzha Agricultural Institute, General Toshevo, Bulgaria

**Category VIII: LIVESTOCK BREEDING**

- Exhibit:* Siloking Wireless - innovative system for optimization of feed mixer operation  
Exhibitor: Marpex Agro EOOD, Ruse, Bulgaria  
Producer: Mayer Maschinenbaugesellschaft mbH, Germany

**BULGARIAN INNOVATIVE PRODUCT AWARD**

- Exhibit:* Pectein granules  
Exhibitor/Producer: Institute of Cryobiology and Food Technology, Sofia, Bulgaria

**HIGHLIGHTS OF THE BUSINESS EVENTS PROGRAMME**

**BEEKEEPING**

**EVENTS ORGANIZED BY API BULGARIA**

- ❖ Conference on "Problems of the European and Bulgarian Beekeeping – Ways and Means for Solution"
- ❖ Lecture on "The operation technology and harvesting of honey bee products from the 8-frame beehive "1,300 years of Bulgaria" developed by Georgi Gardev"
- ❖ Practical Introduction to the Technology of Establishing New Bee Colonies and Bee Pollen Harvesting – Sharing 35 Years of Experience"
- ❖ Presentation on "Prophylaxis and Treatment of Bees by Primavet Products"
- ❖ Lecture by Prof. Hristo Mermerski on "Bee Products – Food and Medicine"
- ❖ Presentation of Organic Beekeeping in Bulgaria
- ❖ Certification Authorities – Requirements and Regulations
- ❖ Lecture on Urban Beekeeping
- ❖ Tasting Competition of Honey and Bee Pollen
- ❖ Presentation of the National Association of Women Beekeepers on the occasion of the International Women's Day
- ❖ Presentation of Awards and Certificates of the Competitions for New Products; Innovative Projects and Technologies; Themed Photographs and Most Attractive Exhibition Stand





## HIGHLIGHTS OF THE BUSINESS EVENTS PROGRAMME

*The Business Events Programme during AGRA 2014 provided opportunities for exchange of information and discussions on important agricultural issues, consultations, bilateral business meetings, etc.*

### PRESS CONFERENCES

- **Press Conference on the Occasion of the Official Opening of the International Agricultural Exhibition AGRA 2014**  
Organizer: International Fair Plovdiv
- **Press Conference of the National Association of Small Family Farms and Processors on the Topic: "How to Protect the Interests of Small Farmers and Processors in Bulgaria?"**  
Organizer: National Association of Small Family Farms and Processors
- **Press Conference of Titan Machinery**  
Organizer: Titan Machinery

### CONFERENCES

- **Conference on "Current Issues of Agricultural Policy and Legislation"**  
Organizers: International Fair Plovdiv and Plovdiv Chamber of Agriculture
- **Conference on Organic Agriculture**  
Organizer: University of Agribusiness and Rural Development

### SEMINARS AND INFORMATION MEETINGS

- **Information Meeting for the Promotion of Opportunities Offered by the Guarantee Scheme to the Rural Development Programme 2007-2013**  
Organizer: Grain Advertising EOOD
- **Introduction of Danish suppliers to the Bulgarian agroindustry and matchmaking between the Danish suppliers to the Bulgarian agroindustry and Bulgarian pig and dairy cow farmers and suppliers to the agroindustry**  
Organizer: Agro Business Park, Denmark and Plovdiv Chamber of Commerce and Industry with the support of Market Select

- **Seminar on "Balanced Fertilization of Vegetable Crops. Magnesium Ensuring High Yield, High Quality, High Stress Tolerance and Resistance"**  
Organizer: KVS Agro Bulgaria OOD
- **Seminar on "Producers Organisations – Dutch Experience and Bulgarian Chances"**  
Organizer: Embassy of the Kingdom of the Netherlands

### ROUND TABLES

- **Round Table on "The Current State of Agricultural Machinery in Bulgaria. Overview of the Rural Development Programme 2014–2020"**  
Organizer: National Grain Producers Association
- **Round Table on "Protection of the Plant Genetic Resources (PGR) in Bulgaria – a National Priority"**  
Organizer: Agricultural Academy
- **Round Table on "Tobacco Production in the New Programming Period 2014–2020"**  
Organizer: Agricultural Academy
- **Round Table on "Development of Small Agricultural Farms – Issues and Prospects"**  
Organizer: Land Source of Income Foundation
- **Round Table on Animal Nutrition**  
Organizer: Agricultural Academy
- **Round Table on "Development of Small and Medium Agricultural Producers and their Equitable Access to EU Funding"**  
Organizer: National Movement for Stability and Prosperity Political Party

### GENERAL ASSEMBLIES

- **General Assembly of the Agricultural Machinery Manufacturers**  
Organizer: Agricultural Machinery Manufacturers Association
- **General Assembly of the Organic Products Association**  
Organizer: Organic Products Association

# CONGRATULATORY ADDRESSES



**REPUBLIC OF BULGARIA  
THE PRIME MINISTER**

*Sofia, 4 March 2014*

**Ladies and Gentlemen,**

Thank you for the invitation to attend the International Agricultural Exhibition AGRA 2014 and the Trade Exhibition of Organic Farming BioAgra 2014

Please accept my sincere congratulations for being the successful organizer of the largest agribusiness forum in Southeast Europe for over 20 years now.

The government implements a policy aiming to support the agriculture in our country. The actions and measures we take are focused on the development of farming and small and medium agricultural producers.

The legislation and our activities are directed towards the development of modern crop and livestock farms complying with environmental standards and requirements. Bulgaria is given the opportunity to revitalize agriculture through the EU agricultural policies, the EU programmes supporting businesses in the agricultural sector and the opportunities for new business partnerships at the international level.

AGRA is a forum of innovations and research achievements to be put into practice tomorrow. The event is in line with the International Year of Family Farming declared by the United Nations to highlight its role in reducing hunger and poverty.

The participation in this exhibition not only gives the opportunity to exchange experience and compare accomplishments, but also provides new ideas and solutions to problems.

I wish you good health and luck!

A handwritten signature in blue ink, appearing to read 'Plamen Oresharski'.

**Plamen Oresharski**



**REPUBLIC OF BULGARIA**  
**MINISTRY OF AGRICULTURE AND FOOD**

**Ladies and Gentlemen,**

Bulgaria is a country with agricultural potential and very good conditions for the development of environmentally friendly agricultural production, providing both employment and good income for many people. Our country is expected to receive BGN 15 billion from the EU funds in the field of agriculture for the period 2014 - 2020. These funds are an important source not only for the development of the agricultural sector in the country, but also for its modernization and competitiveness under market economy conditions.

The Ministry of Agriculture and Food has been conducting a transparent policy to make Bulgarian agricultural production more competitive, to increase the added value of products through efficient utilization of available resources.

The investment realization of the measures under the Rural Development Programme (2014 – 2020) will reveal the significant competitive potential of the Bulgarian agriculture in the market economy. The new programme provides a special measure "Investments in Tangible Assets" for the purchase of agricultural equipment. Farmers could facilitate their work in the field and improve the quantitative indicators of yield. All of us know that modern farming involves state-of-the art agricultural machinery.

It is my pleasure to open AGRA 2014, one of the most prestigious exhibitions of agricultural products, machinery and technologies in Southeast Europe AGRA. If we look back at the past 23 years, we will see that the forum has gained popularity and reputation drawing the interest of producers and traders far beyond the borders of Bulgaria. The number of participating companies grows every year. The great interest is demonstrated by the presence of 470 exhibitors from 22 countries from Europe, America and Asia.

I am happy that AGRA's pavilions have accommodated the exhibition stands of representatives of world's leading companies offering advanced agricultural equipment and technologies, as well as of producers of agricultural quality products. One could find reputable and recognizable company names among the exhibitors. At the same time, there are producers not yet known to the general public, who seek to build a market presence through new ideas, visions and products.

We enjoy the fact that areas requiring wider application of advanced technologies are in the highlights of this year's exhibition. Modern and developed agriculture is associated with new equipment complying with the EU safety and environmental protection requirements. Then we could talk about performance and high agricultural yields.

Today, AGRA provides a modern venue for agribusiness oriented to much broader investment thinking. It helps putting into practice alternative perspectives and activities in traditional areas such as livestock breeding and crop production, as well as in the field of safe food technologies and products.

I believe that this year's edition of the International Agricultural Exhibition AGRA will again enable many Bulgarian businesses to compare their achievements with those of their counterparts from other countries, to exhibit their best products, to exchange ideas, experience, visions and to establish new useful business contacts.

Once again, I would like to wish every success to both hosts and guests!

**Professor Dimitar Grekov, D.Sc**  
**Minister of Agriculture and Food**

**WE LOOK FORWARD TO WELCOMING YOU TO AGRA 2015!**



Създаваме нови възможности  
We Create New Opportunities

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