

Romexpo S.A.

Indagra 2019



COMMERCIAL PRESENTATION

ABOUT

30th October - 3rd November 2019

INDAGRA ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



- **In 2019**, the 24th edition of **INDAGRA** – International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry – is organized between the 30th of October and 03rd of November at the Romexpo Exhibition Centre.
- **INDAGRA** is the most complex event from Romania dedicated to the agricultural industry, organized in partnership with the The Chamber of Commerce and Industry of Romania.
- In 2007, **INDAGRA** received the UFI – the Global Association of the Exhibition Industry – accreditation, thus placing itself in the top of this industry's fairs and exhibition
- **INDAGRA 2019 takes place in the same period with INDAGRA FOOD & CARNEXPO**– International trade fair for the food industry; **PACK SHOW** - Exhibition for packing industry and **EXPO DRINK** - Wine, beer and other alcoholic and non-alcoholic beverages trade show;

Visiting hours:

30th of October – 02nd of November : 09.00 a.m. – 6.00 p.m.

03rd of November : 09.00 a.m. – 4.00 p.m.

30th October - 3rd November 2019



INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



VENUE

- INDAGRA 2019 takes place within Romexpo Exhibition Center - B1, C1, C2 Hall regarding indoor exhibition area. Also, INDAGRA 2019 takes place on the outdoor exhibition area – Platforms 1 – 13, G2, V5, V6 and former Alea Negustorilor.



SECTORS AT INDAGRA 2019

A. Agriculture Section

B1 Hall - sectors

Seedlings, seeds,
fertilizers,
viticulture

Irrigation systems,
greenhouses and
solariums

Silos

Agriculture tools
and equipment

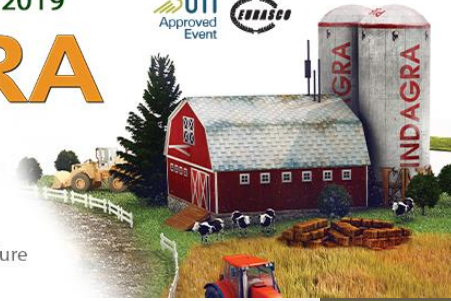
30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and
products in agriculture, horticulture, viticulture
and animal husbandry



30th October - 3rd November 2019

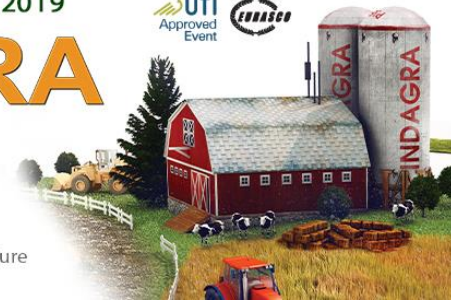


INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry

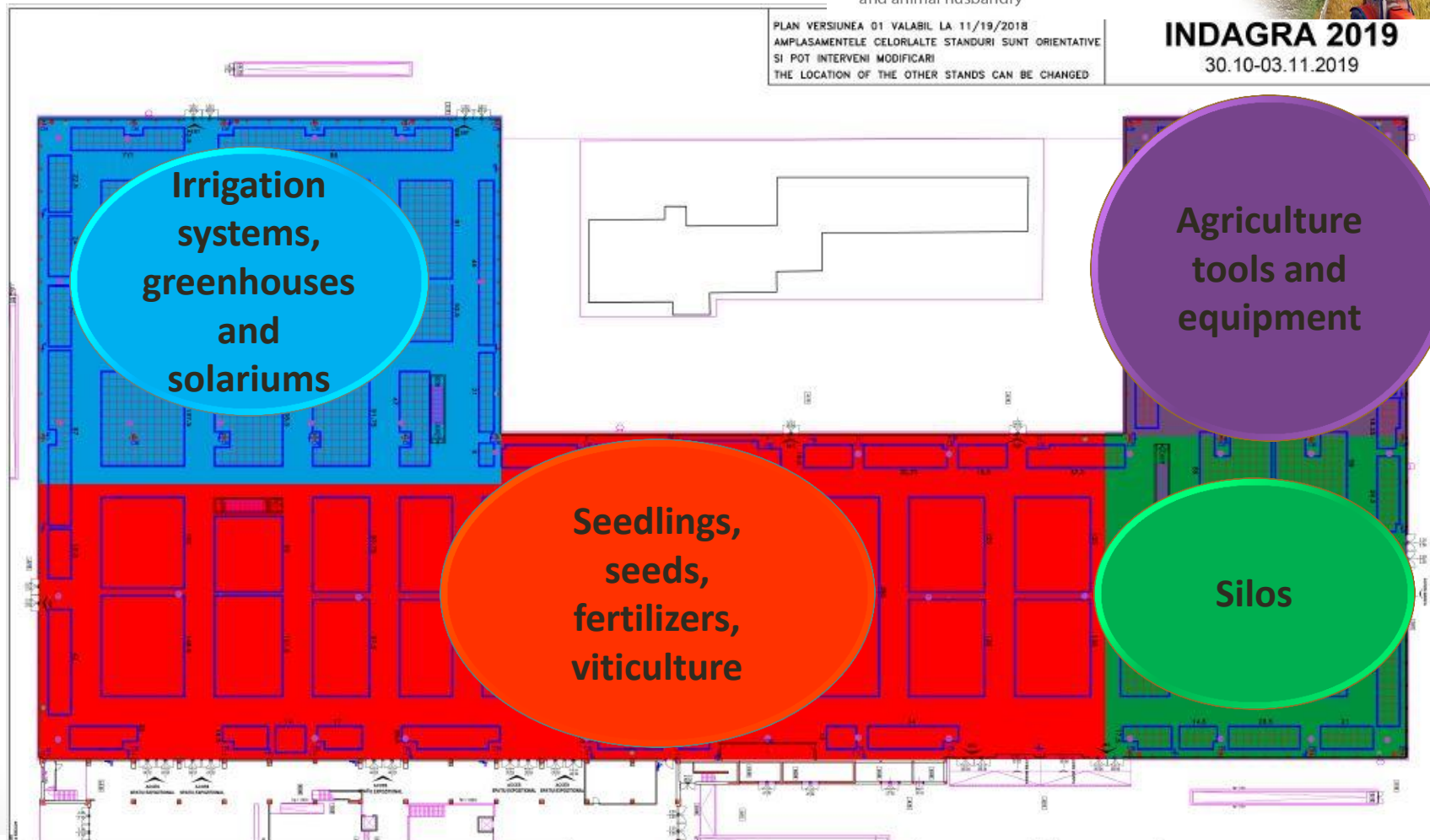


FLOOR PLAN

B1Hall

PLAN VERSIUNEA 01 VALABIL LA 11/19/2018
AMPLASAMENTELE CELORLALTE STANDURI SUNT ORIENTATIVE
SI POT INTERVENI MODIFICARI
THE LOCATION OF THE OTHER STANDS CAN BE CHANGED

INDAGRA 2019
30.10-03.11.2019



SECTORS AT INDAGRA 2019

A. Zootechnics Section

C1Hall - sectors

Tools and equipment
for animal husbandry

C2 Hall - sectors

Animal and
bird keeping

Mixed fodders

Mass - media

Accreditation
institutions

Banks

Veterinary products

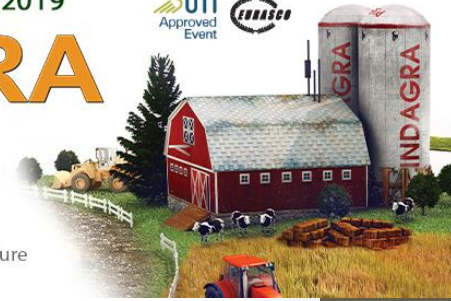
30th October - 3rd November 2019

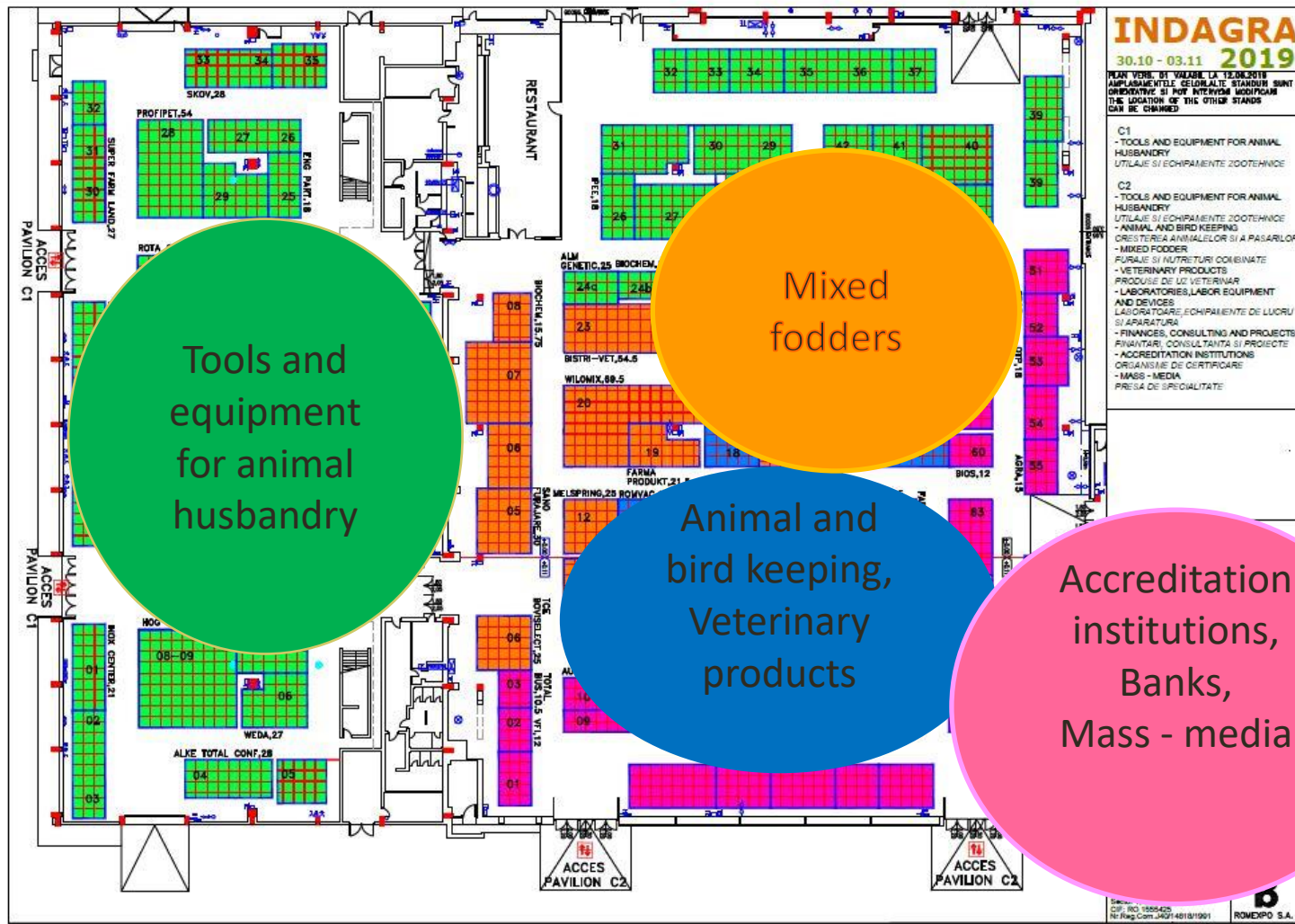
INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and
products in agriculture, horticulture, viticulture
and animal husbandry





SECTORS AT INDAGRA 2019

OUTDOOR PLATFORMS

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



- PLATFORM 1 – big agriculture tools, equipment,
- PLATFORMA 2 –agriculture tools, consumable equipment, equipment;
- PLATFORMA 3 –agriculture tools, equipment;
- PLATFORMA 4 –big agriculture tools, equipment;
- PLATFORMA 5 – tents animals association
- PLATFORMA 9 – agriculture tools, equipment;
- PLATFORMA 10 –big agriculture tools;
- PLATFORMA 11 –big agriculture tools;
- PLATFORMA G2 – utility vehicles;
- PLATFORMA V5 – agriculture tools, equipment,;
- PLATFORMA V6 –big agriculture tools, equipment, solariums, zootechic equipment, irrigation system, silos;
- ALEEA NEGUSTORILOR – zootechic equipment, irrigation equipment, silos;
- Green Alley - fructiferous tree, flower bulbs, nursery, flowers
- PLATFORMA 12- agriculture tools, zootechic equipment, silos, irrigation systems;
- PLATFORMA C1 –fructiferous tree, , flower bulbs, nursery, flowers;

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



MARKET INFORMATION

- The national park of tractors continue to grow at a rate of 10,000 machines every four to five years, the most coveted being the country's western market where volumes are supported by small farms and values by the big ones.
- Romania annually sells between 1,900 and 2,000 tractors.
- Romania ranks the fourth place in the EU at the total number of sheep and goats (11 million) and density (80 heads / 100 ha) Greece comes first at density (335 ends to 100 hectares, 13 million heads in total), followed by United Kingdom (139 heads 100 hectares, 24 million heads) and Spain (104 ends 19 million heads in total).
- The advice of the richest animal husbandry farmers: "Who does not have integrated production system must make one".
- The ten most important companies in the field of animal husbandry have earned, together, in 2016 grants over six million euro for breeding, according to the data transmitted by the Agency for Payments and Intervention in Agriculture (APIA), at the request of News.ro.
- Sources : www.zf.ro and www.roaliment.ro

30th October - 3rd November 2019



INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



TARGET

EXHIBITORS:

- ▶ Manufacturers and distributors of agriculture machinery, irrigation equipment and system, seeds and seedling materials, fertilizers, greenhouses and solariums, husbandry equipment;
- ▶ Manufacturers and distributors of zoo-technical 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

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



2018 STATISTICS

- ✓ 16.089 sqm indoor exhibition area
 - ✓ 17.961,75 sqm outdoor exhibition area
 - ✓ 550 participating companies
 - ✓ 25 countries, such as: Austria, Belarus, Belgium, Bulgaria, China, Denmark, Czech Republic, Great Britain, Finland, France, Germany, Greece, Hungary, Italy, Republic of Moldova, Netherlands, Poland, Russia, Serbia, Slovenia, South Coreea, Spain, Turkey Ukraine and Romania;
 - ✓ Official participation: Turkey, Finland, Belarus, Greece, Hungary, Spain;
 - ✓ Group participation: France and Poland
 - ✓ 63.800 visitors both professionals and general public:
-
- During INDAGRA 2018 were organized 43 presentations, workshops and conferences dedicated to professionals by Romexpo and its partners:
 - Ministry of Agriculture and Rural Development,
 - The Managing Authority for the Operational Program for Fisheries and Maritime Affairs,
 - National Agency for Animal Husbandry,
 - The Agency for Rural Investment Financing,
 - University of Agricultural Sciences and Veterinary Medicine of Bucharest

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



ADVERTISING CAMPAIGN



TV spots: PRO TV, Agro TV, Antena 1, TVR (Jurnal), B1 TV, REALITATEA TV, București TV.



Radio spots: Radio Romania Actualitati, Best FM, Radio ZU, SKY FM, Radio Sport Total FM



Online Promotion: Magazine Ferma, Agroinfo.ro, Anunturi-agricole.ro, Utilajeagricole.ro, LumeaSatului.ro, Agrimedia.ro, AgribusinessJob.ro, Avicultura.ro, InfoFerma.ro, InfoAliment.ro, FabricadeCarne.ro, FabricadeLapte.ro, ProfitulAgricol.ro, Agroimpact.ro, JurnalulDeAfaceri.ro, Techomarket.ro, Agroidtel.ro, UtilajeDePadure.ro, CalendarEvenimente.ro, www.eco-ferma.ro, www.revista-fermierului.ro, StiriAgricole.ro, Magazine AgroTerra, AntreprenorInRomania.ro, www.evz.ro; www.capital.ro, realitatea.net, news and business sites, FACEBOOK - Romexpo, Romania fairs, event page, media partners (partners mentioned under Online Promotion), Facebook Ads, Google Adwords



Print Promotion: Moldagrotech spring and autumn edition, Lumea Satului Magazine, Agro Business Magazine, Ferma Magazine, Agriculture Tools Magazine, Info ALIMENT Magazine, info FERMA Magazine, Meat.Milk Magazine, Business Press Agricol, Cotidianul Agricol Magazine, AgriBusinessJob Magazine, Technomarket – AgroTechnica Magazine, Construction&Window Agenda, Industrial Market, Best Agri Magazine, Profitul Agricol Magazine, Agrimedia, Romania Libera Magazine, RWIm, Catalog de agricultori si industrie alimentara, Retete bucataria de azi, Carticica Practica Magazine

GET READY TO PARTICIPATE IN INDAGRA 2019!

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



Set your INDAGRA participation objectives and enroll in due time to benefit from the early booking discount for companies that enlist within the give time-frame.

Carefully choose the exhibiting space together with the project team, according to the exhibition's division.

Set your stand's design, with our architects, so to best suit you products and objectives.
New opportunity to build custom stands with suspended structures for an increased visibility.

Consider, in a timely manner, your own ways to promote your INDAGRA participation.

Give a proper training to the staff you keep at the booth.

Use all of your company's resources to streamline your participation results to attract potential customers and increase the company's visibility.

To fully understand the benefits of participating at INDAGRA, processes the information gathered during the exhibition in order to improve your future participation's performance.

After the fair, stay in-tune with the information that the organizing team sends with regard to the event's review as well as to details for the next edition.

BENEFITS OF PARTICIPATING AT INDAGRA 2019

30th October - 3rd November 2019

INDAGRA
ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



- ✓ The largest food industry event in Romania reaches its 24rd edition;
- ✓ The innovation, flexibility and unique concept of Romexpo Exhibition Center will create the framework for a better relationship between the exhibiting companies, the professional associations and mass media;
- ✓ In the same period will take place **INDAGRA FOOD & CARNEXPO, PACK SHOW** and **EXPO DRINK**;
- ✓ Your companies products and offers will be advertised on the exhibition's website and by newsletters sent to a data base of potential clients;
- ✓ To make yourself visible on the Romanian market;
- ✓ Presentations and conferences for specialized visitors;
- ✓ The opportunity to organize your own event in partnership with Romexpo;
- ✓ Creating a section dedicated to zootechnics field in C1, C2 Halls;

YOUR PARTICIPATION IN INDAGRA

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



Get ready! Identify participation targets at INDAGRA 2019



First impression matters! Contact the Romexpo team in order to design a personalized stand that best fits your company's products and image



Make it loud! Promote your participation at INDAGRA 2019 through your own media channels and partners



Be visible! Take advantage of the advertising offers: in the INDAGRA catalogue, at the exhibition and inside Romexpo Exhibition Centre.



It's all about your company! Send your company's news and offers to Romexpo team on time for on-line advertising

SIDE EVENTS

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



- An important part of the exhibition is represented by the side events organized by ROMEXPO and the partners of the exhibition that contribute to create a proper business environment between the professionals of the field.
- For the INDAGRA 2019 edition, we have chosen to organize in the field agriculture, horticulture, viticulture and animal husbandry conferences and seminars with the support of the potential partners of the exhibition: Ministry of Agriculture and Regional Development, University of Agricultural Sciences and Veterinary Medicine of Bucharest-Faculty of Animal Husbandry
- Also, during the five exhibition days, the specialists in the field are invited to visit the stands of the most important companies in the order to inform themselves and to conclude contracts with the manufacturers, importers and distributors in the field.

PARTICIPATION FEES

- **Registration fee:** 150 EURO
- **Indoor space rent:**
 - 1 side open: 122 EURO/sqm
 - 2 sides open: 127 EURO/sqm
 - 3 sides open: 132 EURO/sqm
 - 4 sides open: 137 EURO/sqm
- **Outdoor space rent:** 40 EURO/ sqm
- **Standard stand construction:**
 - Indoor 25 EURO/ sqm
 - Outdoor 40 EURO/ sqm
- **The fees do not include VAT*

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



ROMEXPO SERVICES

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



Design, construction, arrangement



Advertisement, design, printing



Furniture renting, utilities, telecommunications and internet



Handling and storage



Cleaning



Hanging structures



Ambient – rental of decorative plants



Hostess



Parking



Events organized in your stand



Security



Interpreting and translations



Medical assistance

30th October - 3rd November 2019

INDAGRA

ROMEXPO

www.indagra.ro

International trade fair of equipment and products in agriculture, horticulture, viticulture and animal husbandry



CONTACT

ORGANIZERS:

- **Irina ZAMAN**
Phone: +40 21 207 70 00 ext. 1246
Mobile: +40 725 721 040
Fax: +40 21 207 70 70
E-mail: irina.zaman@romexpo.ro
- **Liliana CAMPEANU**
Phone: +40 21 207 70 00 ext. 1082
Mobile: +40 757 065 652
Fax: +40 21 207 70 70
E-mail: liliana.campeanu@romexpo.ro
- **Doru MATEI**
Phone: +40 21 207 70 00 ext. 1104
Mobile: +40 758 014 202
Fax: +40 21 207 70 70
E-mail: doru.matei@romexpo.ro
- **Oana HIRIZAN**
Phone: +40 21 207 70 00 ext. 1076
Mobile: +40 749.275.221
Fax: +40 21 207 70 70
E-mail: oana.hirizan@romexpo.ro

MARKETING SPECIALIST:

Ioana JIANU

Phone: +40 21 207 70 00 ext. 1080
Mobile: +40 758 044 591
Fax: +40 21 207 70 70
E-mail: ioana.jianu@romexpo.ro;

PROJECT MANAGER:

Carmen BLASUTTI

Phone: +40 21 207 70 00 ext. 1008
Mobile: +40 757.065.658
Fax: +40 21 207 70 70
E-mail: indagra@romexpo.ro;
carmen.blasutti@romexpo.ro