

INTRODUCTION



18th INTERNATIONAL AGRICULTURE AND LIVESTOCK EXHIBITION

01 - 05 FEBRUARY 2023
FUAR İZMİR / TÜRKİYE

en.agroexpo.com.tr



#agroexpoizmir

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ABOUT ORION FAIR

Orion Fair Services and Public Relations Inc. Co. is founded in 1986 and specialized on fair organizations. It has organized various fairs in many parts of our country. It is the most experienced and professional organization company undoubtedly. Agroexpo International Agriculture and Livestock Fair, which is Türkiye's largest, and one of Europe's four largest agricultural fairs will be held 18th time in Fuar Izmir, between 1-5 February 2023.

Orion Fairs Inc. internalize the importance of agriculture and animal husbandry on a national and international scale. Orion Fair provides the world standard and high quality organizations that increasing diverse sectoral potential which makes one step ahead of their competitors.

Orion Fair Inc. Co. keeps an eye on innovative developments on a global basis in national and international fields. It will continue to provide service to industry professionals and representatives the best.



ABOUT

- **Fair** : Agroexpo 18th International Agriculture & Livestock Exhibition
- **Exhibition Date** : 01-05 February 2023
- **Fairground** : Fuar İzmir - Gaziemir International Fairground
- **Number of Halls** : 14
- **Indoor Area (Gross)** : 110.000 sqm
- **Total Gross Area** : 337.000 sqm
- **Visiting Hours** : 10:00 - 18:00
- **Fair Organizer** : Orion Fair Services Inc. Co.
- **Number of Estimated Participant Companies** : 1080
- **Number of Estimated Visitors** : 390.000
- **Number of Estimated Participant Countries** : 100

ABOUT AGROEXPO



GREATEST OF TÜRKİYE

Company organized Türkiye's first agriculture fair in Söke-Aydın at 1993 and continue to organize fairs in different parts of Türkiye throughout the years which makes Orion definitely the most experienced fair organization company in the sector.

Türkiye's largest among the four largest International Agriculture and Livestock fair in Europe, 17th AGROEXPO was held on 02-06 February 2022. We had 1049 exhibitors and 357.912 visitors from 90 countries. Organized B2B Meetings generated around 2 billion dollars of business volume among the buyer delegations, visitors, exhibitors and company executives.

As it was the first agriculture fair in almost two years the fair has a huge impact on moral of the sector. Especially the delegation participations were beyond expectations and led AGROEXPO exhibitors to sign many prestigious deals during the fair.



AGRICULTURE WORLD SECTOR WILL AGAIN MEET FOR THE 18th TIME AT AGROEXPO IN 2023

Once again AGROEXPO International Agriculture and Livestock Fair will be held in 2023 at Türkiye's largest Fairground, Fuar İzmir, with 110.000 sqm closed area and 14 halls. The fair is aiming to host important international manufacturers, agriculture and livestock companies, local and international tractor manufacturers and our farmers. On its 18th year the fair will be held in İzmir which is also called as the Pearl of Aegean.

AGROEXPO is getting ready to gather World and Turkish Agriculture for the 18th time on 01-05 February 2023.



TRADE AGREEMENTS, WHICH WERE MADE WITH HOSTED BUYERS IS AT RECORD LEVEL

A total of 164 foreign company representatives which are from Sudan, Somalia, Lebanon, Iraq, Qatar, Palestine, Egypt, Morocco, Jordan, Georgia, Azerbaijan, Kyrgyzstan, Mauritania, Nigeria, Greece, Algeria, Niger, Tunisia, Spain, Germany and hundreds of Turkish company participants signed a record-breaking commercial agreement with the Hosted Buyers of Orion Fairs Inc. and Aegean Exporters' Associations under the coordination of the Ministry of Trade. The B2B meetings gave life to the sector with a business volume of more than 2 billion dollars was made. The fair attracted great interest from the representatives of foreign companies visiting from all over the world and also received full points from the participating companies.



AGROEXPO WILL UNITE THE CONTINENTS FOR THE 18TH TIME

Not only to Izmir and the Aegean Region, great contribution to the Turkish economy with 3-day B2B meetings at AGROEXPO. The B2B meetings gave life to the sector with a business volume of more than 2 billion dollars was made. The fair, which attracted great interest from the representatives of foreign companies visiting from all over the world, also received full marks from the participant companies.





EVENTS

The fair was visited by farmers, domestic and foreign professionals and sector representatives from all regions of Türkiye in the activity area with a seating capacity of 1000 people; Activities and competitions that attract the attention of visitors continue throughout the fair period, as well as informative presentations, panels and trainings.





FUAR İZMİR

- Türkiye's largest and most modern fairground
- 14 halls with last technology equipment and technical infrastructure
- 337.000 sqm total area
- 119.400 m² open and closed exhibition area
- 15.600 m² foyer area
- 93.000 m² (2.500 vehicles) parking lot
- Cafes and restaurants in an area of 16.000 m²
- 4 Seminar Rooms
- 8 km from Adnan Menderes Airport
- Its proximity to the highway, ease of transportation without entering the city traffic

PARTICIPANT PROFILE

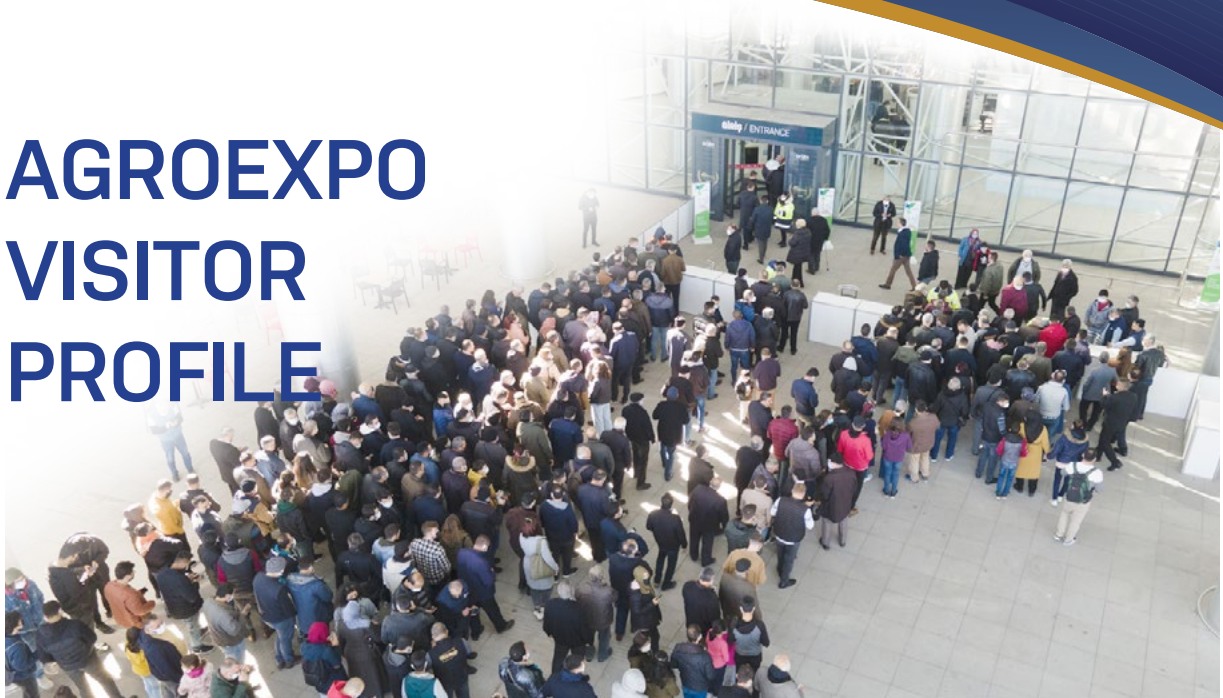
AGROEXPO INTERNATIONAL AGRICULTURE AND LIVESTOCK EXHIBITION

- Seeds, Seedlings, Saplings and Gardening
- Fertilizer Industry
- Agrochemicals
- Greenhouse and Greenhouse Equipment
- Irrigation Tools, Machines and Systems
- Organic Agriculture Sector
- Agricultural Chemical Products
- Organic Agriculture Sector
- Agricultural Chemical Products
- Meteorological Measurement Systems
- Soil Measurement Systems
- Agricultural Laboratory Equipment
- Packaging Industry
- Ornamental Plants
- Fruit - Vegetable Producers and Vendors
- Private Lands
- Agricultural Tools and Machinery Related to Livestock
- Livestock Equipment Sub-Industry
- Livestock Equipment
- Animal Farms Establishment Firms
- Red Meat Cutting Machines
- Slaughterhouse Systems
- Food Safety, Hygiene and Quality Control Technologies
- Weighing Systems
- Milking and Cooling Technology
- Automatic Milking Systems
- Milking Rooms
- Milk Storage Tanks and Cooling Units
- Milk Transport Equipment
- Stainless Equipment
- Animal Shelters Planning and Equipment
- Reproductive Technologies, Stud Book System
- Embryo, Sperm Trade and Marketing
- Veterinary Medicines
- Animal Health and Hygiene
- Preventive Medicine and Herd Health
- Laboratory and Veterinary Devices
- Cleaning and Disinfection Systems
- Solid and Liquid Fertilizer Processing, Storage, Distribution and Treatment Systems, Drinkers
- Animal Transport Vehicles and Transport Services
- Breeding Animal Trade
- Feed Industry
- Forage Crops Agriculture
- Feed Preparation and Crushing Machines
- Feed Storage -Silos-Silage covers
- Feed Factory Installation Systems
- Feed Transport Trailers
- Raw Material Production and Feed Storage
- Livestock Display
- Small and Bovine Livestock
- Poultry Industry
- Meat and Dairy cattle, Sheep and Goat Breeds,
- Beekeeping Breeding and Breeding Programs
- Beekeeping and Bee Supplies
- Agricultural Tools and Machines
- Garden Equipment
- Agricultural Spraying Machines
- Agricultural Machinery Sub-Industry
- Tractors, Combines, Trailers
- All Public and Private Institutions and Organizations Related to Agriculture and Livestock
- All Chambers, Associations, Cooperatives and Unions Related to Agriculture and Livestock
- Banking
- Sectoral Publications

POULTRY SECTOR PARTICIPANT PROFILE

- Cage Systems
- Feeding and Irrigation Systems
- White meat finished products
- White Meat Production Industry and All Technical Equipment
- Farm Establishment and Turnkey Project Systems
- Breeders
- Meat and Egg Producers
- Feed - Feed Raw Materials and Additives
- Feed Machinery
- Genetics and Recording Devices
- Ventilation and Air Cleaning Systems
- Animal Health, Hygiene-Cleaning and Sanitation Systems
- Animal Breeding and Health
- Air Conditioning Systems
- Slaughterhouses and Processing Machines
- Chemicals
- Laboratory and Analysis Devices
- Weighing Systems
- Poultry Integrals and All Technical Equipment
- Veterinary Equipment and Medicines
- Vaccines
- Developer and Biological Products
- Egg Collection and Labeling Systems
- Packaging and Logistics Systems
- Finance - Bank and Insurance companies
- Associations, Chambers and Cooperatives

AGROEXPO VISITOR PROFILE



- Farmers, Animal Breeders and Agricultural Operators
- Veterinarians, Agricultural Engineers and Animal Technicians
- Quality Control and Laboratory Staff
- Educational Institutions Managers and Officials
- Livestock Equipment Manufacturers and Distributors
- Food Processing and Product Industry Managers
- Milk and Fattening Business Managers
- Food Engineers and Researchers
- Broiler Production Officers
- Project and Construction Consultants
- Market, Restaurant, Hotel and Catering Companies Managers
- Food Wholesalers - Distributors and Marketers
- University Lecturers and Students
- Companies' R&D Department, Sales and Marketing Managers
- Economic and Commercial Attachés of Consulates
- Official Institutions and Public Officials
- Bank and Insurance Managers
- Livestock Sector Entrepreneurs
- Union, Association, Cooperative and Chamber Presidents
- Members of the Press and Media
- Patent, Brand, Management, Audit and Certification Experts

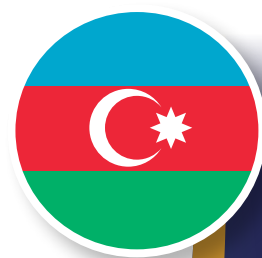
POULTRY SECTOR VISITOR PROFILE

- *Farmers (Producers)*
- *Food processing industry executives*
- *Veterinarians and agricultural engineers*
- *Food wholesalers*
- *Slaughterhouse managers*
- *Feed handlers*
- *Restaurant, Hotel and Market managers*
- *Feed factory managers*
- *Agricultural operators*
- *Chairman of the board of directors of companies*
- *Department managers*
- *Company sales and marketing executives*
- *Official organizations*
- *Public officers*
- *University lecturers and students*
- *Members of the press*

INTERNATIONAL VISITOR ANALYSIS FOR 2022

15.021 INTERNATIONAL VISITORS FROM 90 COUNTRIES

- GEORGIA
- AZERBAIJAN
- SUDAN
- SOMALIA
- LEBANON
- IRAQ
- QATAR
- PALESTINE
- EGYPT
- YEMEN
- BOSNIA AND HERZEGOVINA
- KOSOVO
- JORDAN
- MOROCCO
- ALGERIA
- ITALY
- BANGLADESH
- NIGERIA
- POLAND
- RUSSIA
- LIBYA
- PAKISTAN
- LUXEMBOURG
- UZBEKISTAN
- INDIA
- PORTUGAL
- GHANA
- NORTHERN MACEDONIA
- CAMEROON
- MOLDOVA
- GERMANY
- NIGER
- ROMANIA
- HUNGARY
- DENMARK
- UKRAINE
- BULGARIA
- MALI
- MAURITANIA
- GREECE
- GAMBIA
- TUNISIA
- SERBIA
- NORWAY
- UNITED STATES OF AMERICA
- SAUDI ARABIA
- BELARUS
- UNITED KINGDOM
- CZECH
- REPUBLIC OF SOUTH AFRICA
- CROATIA
- SPAIN
- SWITZERLAND
- KAZAKHISTAN
- TAJIKISTAN
- ALBANIA
- BELGIUM
- UNITED ARAB EMIRATES
- BRAZIL
- FINLAND
- SOUTH KOREA
- IRELAND
- SWEDEN
- MONTENEGRO
- KYRGYZSTAN
- OMAN
- OTHER COUNTRIES



TÜRKİYE VISITOR ANALYSIS FOR 2022



357,912
VISITORS



90
COUNTRIES



15,021
INTERNATIONAL
VISITORS

1	İZMİR	%31,04
2	İSTANBUL	%14,91
3	AYDIN	%9,93
4	MANİSA	%8.06
5	ANKARA	%7,89

6	KONYA	%1,91
7	ADANA	%1,11
8	DENİZLİ	%1,16
9	ANTALYA	%1,06
10	BURSA	%1,03



MARKETING AND ADVERTISING CHANNELS

- Social Media Interactions
- Display Advertising Works
- PR and press communication
- E-mail marketing
- Billboard ads throughout Turkey
- Creation and delivery of printed materials
- Radio and television advertising works

AGROEXPO AT PRESS



2022 AGROEXPO SUPPORTERS



WHITE EXPO





27KM TO IZMIR BUS STATION

We have a shuttle service during the event.

ORGANISATION

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“THIS FAIR HAS BEEN ORGANIZED BY THE APPROVAL OF UNION CHAMBERS AND
COMMODITY EXCHANGES OF TURKEY ACCORDING TO LAW NUMBER 5174”