

EQUIPMENT

TECHNOLOGY

INGREDIENTS

PACKAGING

9–13.10.2023

EXPOCENTRE
Fairgrounds,
Moscow, Russia

28th International Exhibition
for Equipment, Technologies,
Raw Materials and Ingredients
for the Food Processing Industry

AGRO PROD MASH

 EXPOCENTRE



www.agroprod-mash-expo.ru/en

*Source: Russian National Exhibition Rating.
See more at www.exporating.ru/en

12+

AGROPRODMASH IS YOUR GATE TO THE RUSSIAN MARKET

High demand
for high-tech equipment

37.1

billion dollars -
investment volume
in 2022



43,000

food industry
enterprises



Need modernisation



Import equipment

www.agroprodmash-expo.ru/en

THE RUSSIAN AGRICULTURE AND FOOD INDUSTRY SECTORS: ON A PATH TO ACTIVE DEVELOPMENT

The state focuses on



development of farming and small-scale farming



modernisation of the food processing industry



establishment of modern storage facilities
for primary products and wholesale and
distribution centres



support for agricultural exports



development of advanced
processing of raw materials



www.agroprod mash-expo.ru/en

Investment goes to



animal husbandry



greenhouse farming



gardens
and vineyards



transport
and logistics infrastructure

AGROPRODMASH: RUSSIA'S LARGEST EXHIBITION

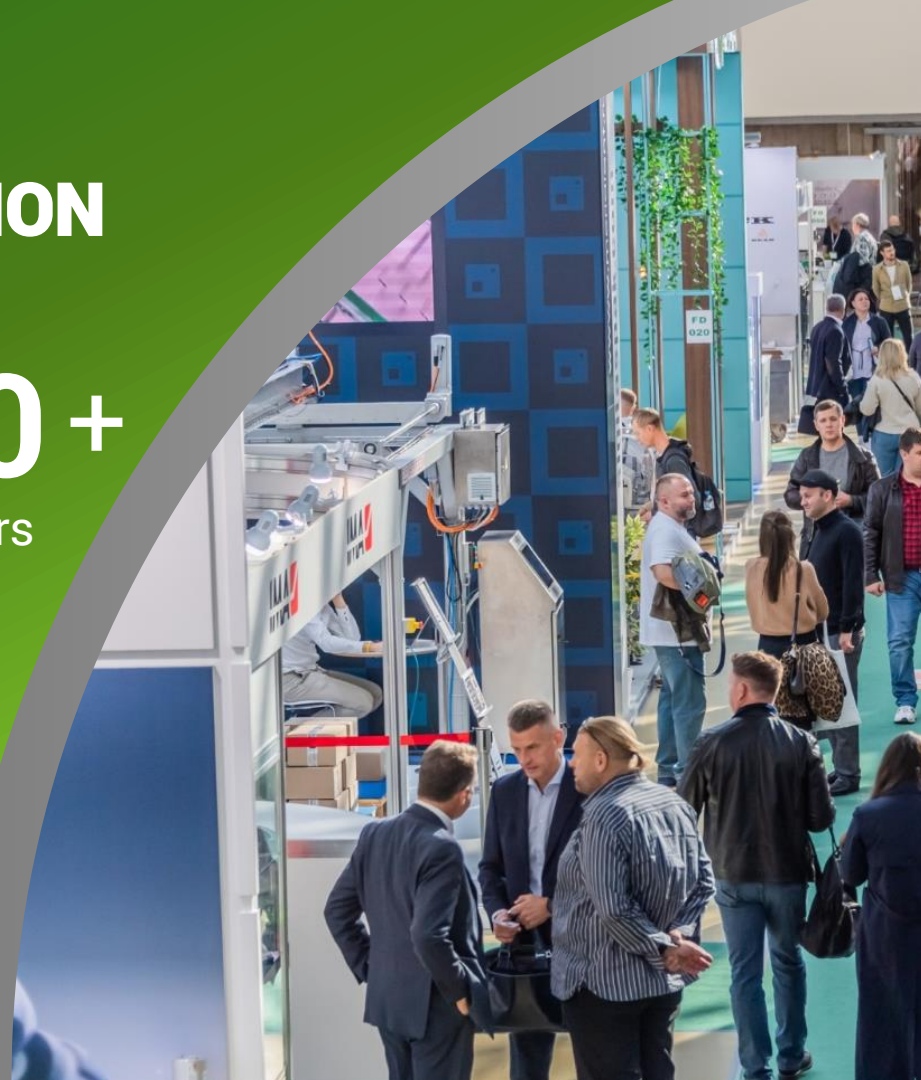
in the Food Industry:
Equipment and Ingredients
category in the following
nominations

- International Recognition
- Market Coverage
- Professional Interest
- Exhibition Space

930 +
exhibitors

30 +
countries

*Source: Russian National Exhibition Rating
See more at www.exporating.ru





Relevant offers:

integrated technological solutions for all
sectors
of the food and processing industry

A long-lasting effect

69% of visitors plan to make
purchases as a result of their
visit

An international exhibition:

leading producers and suppliers
of equipment and ingredients

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**Agroprod mash
identifies the key
world trends
in the industry**



Digitalisation



Automation



Intralogistics



**Environment
and Energy**



**Science
and Pioneering**



WHAT TO SEE AT AGROPRODMASH?

Only Agroprod mash showcases
equipment and machinery
for the full technological cycle
of food production and processing
of agricultural products

All product sectors

Q www.agroprod mash-expo.ru/en

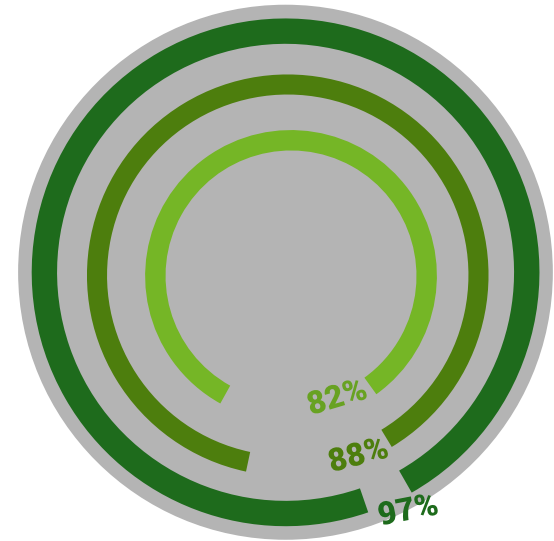
High ROI for Exhibitors

**Loyalty from
industry insiders**

97% Recommend
Agroprod mash to their
partners and peers

88% Plan to come back
next year

82% Expect positive results
after the show



**Year after year Agroprod mash
helps its exhibitors**

67% Participate
annually

**High ROI
for exhibitors**

87% Met
objectives

FEEDBACK FROM PARTICIPANTS



Feedback from participants

Visitors about the show

 www.agroprod mash-expo.ru/en

Vladimir Zhukovets, **Head of Sales and Marketing at Tehlen**

The show has fully met our expectations, both in terms of a high number of visitors interested in cooperation and new potential customers.

This year, we have seen an increase in the number of visitors in two categories. The first one is those who focus on obtaining specific solutions to meet today's production challenges.

The second one is those focused on finding import substitution solutions for existing equipment and the possibility of manufacturing it in our production facilities.

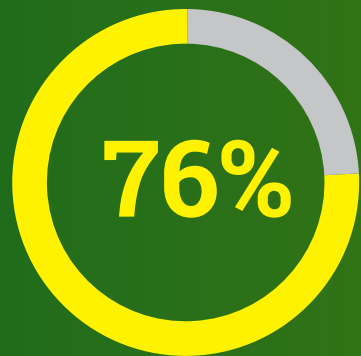
Alexey Klimanov, **CEO at KLIMANOV Industrial Packaging Solutions**

The show has made the most positive impression on our team. I would particularly like to mention the level and quality of the visitors, the majority of whom, like 70-80%, are CEOs, managing and executive directors, owners of enterprises, technical directors of production facilities, i.e. those who make decisions.

The geographic origin of visitors was also impressive – from Vladivostok to Kaliningrad. We have managed to generate almost 200 leads over the exhibition days.

VISITORS

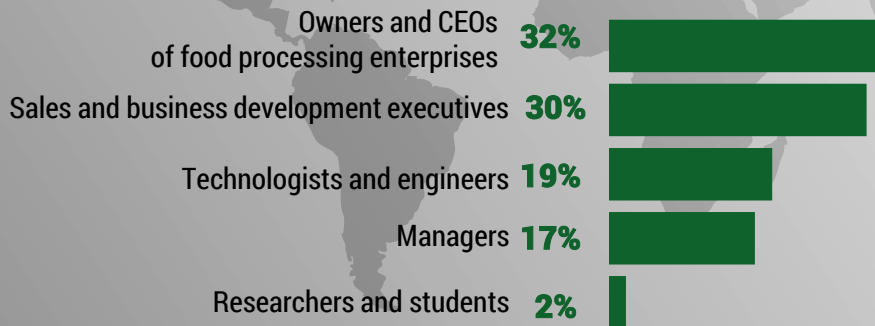
Only professional
audience



of visitors have buying authority
or give buying recommendations

WHO ARE OUR VISITORS?

26,500 + 73
specialists countries



VISITORS

Unique target audience

40%

Newcomers to Agroprodmask in 2022. Every year the show welcomes more than 10,000 new visitors

9%

Attend exclusively Agroprodmask. You will not meet these people at other shows

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High ROI for visitors

89%

Plan to make purchases as a result of their visit

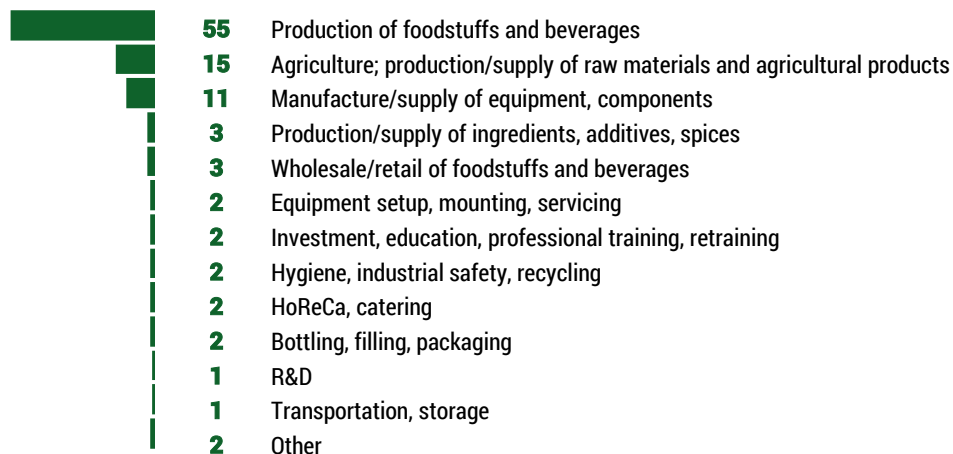
86%

Met objectives and consider their visit a success

96%

Would recommend Agroprodmask to their colleagues and peers

Visitors by industry sectors



VISITORS

Visitor interests, number of people

8,139	Food production equipment	2,783	Storage equipment
7,807	Packaging equipment and materials	2,738	Weighing equipment
3,007	Filling equipment	2,244	Test and laboratory equipment
5,002	Ingredients, additives, spices	2,700	Components, machinery and materials for food industry equipment
1,420	Ingredient production equipment	2,161	Integrated solutions and services for food processing enterprises
3,662	Recipes, technologies	2,036	Production implements
4,338	Refrigeration and air-conditioning equipment	1,993	R & D
3,083	Dosing equipment	1,573	IT, software
2,082	Vessel equipment	1,400	Recycling and waste management
2,451	Bottling equipment	1,299	Construction and reconstruction of food processing facilities
3,007	Production automation. Integrated engineering solutions	1,048	Feed
2,963	Slaughtering equipment, preliminary meat processing	764	Investments. Construction in the food industry
2,791	Food safety. Quality control	619	Leasing, credit and investment in the food industry
2,329	Sanitation and hygiene		

According to Romir Research Holding. Multiple replies possible



TAKE PART IN AGROPROD MASH TO



Expand sales
territory
(Russia + EEU
countries)



Solidify
your
position



Generate
new clients



Increase
sales



Meet
industry
leaders



Gain important
knowledge and
exchange
experience

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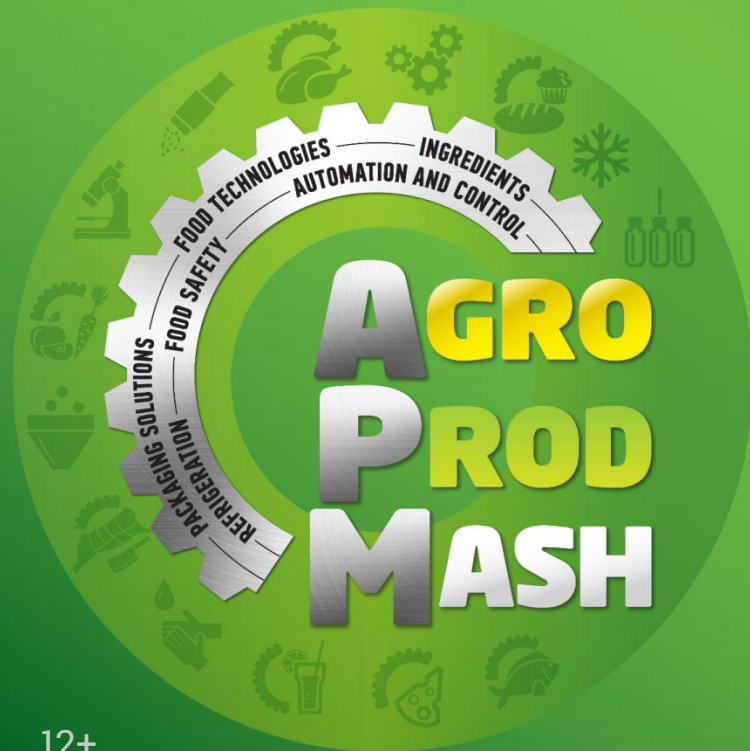
WHAT THE INDUSTRY WILL GATHER FOR AT AGROPRODMASH?

Change your focus



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Join us at Agroprod mash!



12+



Organised by
 EXPOCENTRE

Supported by
 MINPROMTORG
RUSSIA

Under auspices of
 CCI of RF

Contacts

Ms. Tatyana Piskareva,
Exhibition Director

 +7 (499) 795-27-96 / 29-89 /
38-49 / 41-25 / 41-26 / 26-46/
37-23

 apm@expocentr.ru

Book a stand

