

17th CENTRAL ASIAN INTERNATIONAL AGRICULTURE EXHIBITION

AGROWORLD QAZAQSTAN



AgroWorld
Qazaqstan

November 1 | 2 | 3, 2023

Kazakhstan, Almaty,
Atakent IEC

ИТОГИ

POST SHOW REPORT

2023

PARTNER COUNTRY

NL Netherlands



RESULTS OF 2023



8 308*
visitors from
33 countries



184
participating
companies



3 474 sq.m.
total area
of the exhibition



21
countries

**Total number of visitors, including concurrent events ColdChain Qazaqstan, Horex Qazaqstan, QazPack, FoodExpo Qazaqstan.*

2 059 of them are managers and specialists of agrarian sector, farming and agriculture.

VISITORS

GEOGRAPHY OF VISITORS



33 countries: Australia, Austria, Bulgaria, Great Britain, Germany, Israel, India, Iran, Ireland, Spain, Italy, Kazakhstan, Canada, Cyprus, China, Latvia, Netherlands, Norway, UAE, Poland, Republic of Belarus, Republic of Korea, Russia, Saint Kitts and Nevis, USA, Turkey, Ukraine, Finland, France, Switzerland, Sweden, Estonia, South Africa.



8 308

unique visitors
from 33 countries*



2 059

heads and professionals
of the agricultural sector,
farming and agriculture

OFFICIAL STATUS

Business owners /
Holders of managerial positions

67%

Industry Specialists /
Purchasing Managers

33%

OPINIONS OF VISITORS

98%

consider attending
an exhibition important
for the effective operation
of their business

97%

personally make decisions
about cooperation and purchase
of products, give recommendations
or are a key recommending person

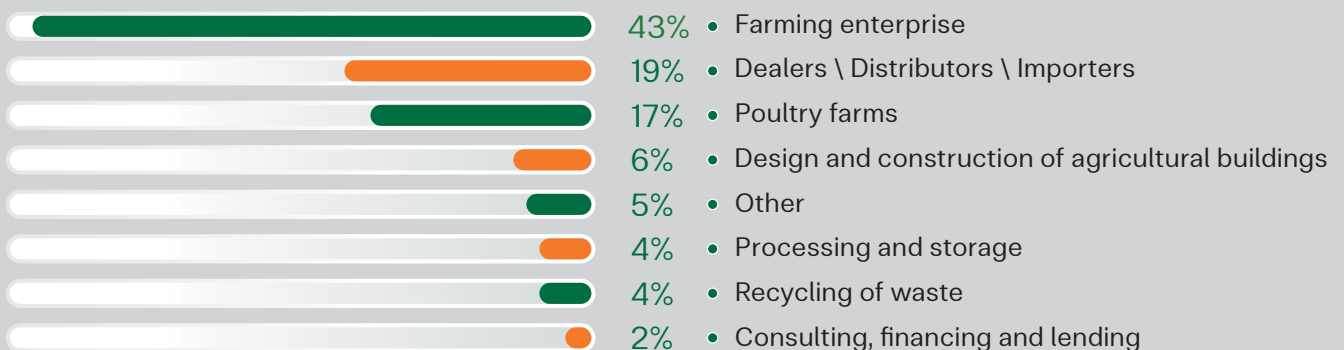
89%

planned to purchase
participants' products based
on the results

83%

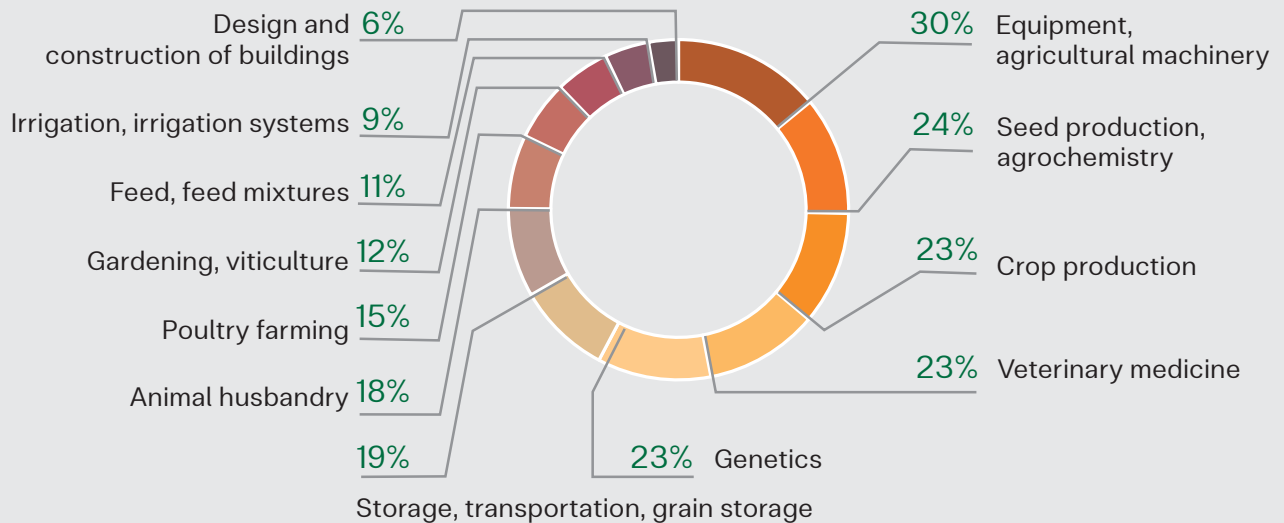
came for the purpose
of exploring, purchasing products/
getting industry information
and finding new partners

TYPES OF VISITOR ACTIVITIES



VISITORS

EXHIBITION SECTIONS OF INTEREST



«I visit the exhibition several times. The impressions were great, everything is organized at the highest level this year. There are many interesting stands, and I really liked it. We are interested in feed production equipment, and we have already found a lot of interesting things. There are negotiations going on at this stage, we want to conclude partnership deals.»

ISKAKOV YESBOL,
Chief engineer of AGRO FIT KAPSHAGAI ,



VISITORS
FEEDBACK



EXHIBITORS

GEOGRAPHY OF THE EXHIBITORS



3 474 sq.m.
total area
of the exhibition



184
participating
companies



21
countrie*

33 countries: Austria, Belgium, Great Britain, Germany, Denmark, Spain, Italy, Kazakhstan, China, Kyrgyzstan, Netherlands, Poland, Republic of Belarus, Republic of Korea, Russia, Serbia, USA, Thailand, Turkey, Finland, France



COLLECTIVE AND NATIONAL STANDS:

PARTNER COUNTRY



Netherlands

Kingdom of NETHERLANDS - in the status of PARTNER COUNTRY was represented by the national exposition of more than 25 manufacturing companies.



TOP 5 MAIN GOALS OF PARTICIPATION IN THE EXHIBITION

Search for new clients /partners

Increase brand awareness
of the company /
products / services

Meeting with existing clients/partners



Entering a new market

Maintaining the company's image

«We have been participating in the AgroWorld Qazaqstan exhibition for quite a long time. This year everything is going very well, we had many interesting meetings with new and existing clients. We were satisfied! We are currently in the process of negotiating several contracts. The qualitative composition of visitors is also pleasing, our stand is visited exclusively by professional audience with real projects under their belt. I think that next year we will definitely take part too».

PREARO MICHELE,
Prearo Michele, Area Sales Manager Officine Facco (Italy)

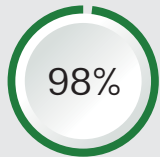


FEEDBACK FROM
PARTICIPANTS



EXHIBITORS

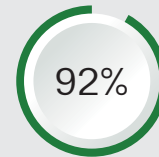
OPINIONS OF THE PARTICIPANTS:



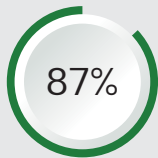
consider participation in the exhibition important for business



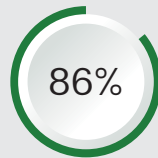
of the participants are satisfied with their participation in the exhibition



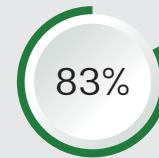
of the participants are satisfied with the return on investment as a result of the exhibition



are satisfied with the number of visitors at the stand



of the participants achieved their goals



have confirmed and plan to participate in 2024

BUSINESS PROGRAM

KEY EVENTS



NEW!

KAZAKHSTAN-NETHERLANDS – AGRICULTURAL COMMITTEE

An important international event took place within the framework of the exhibition - Kazakhstan and the Netherlands, represented by the Vice-Ministers of Agriculture, signed a Memorandum of Understanding and the establishment of a joint Agricultural Committee.



Agro-industrial
AGRI FOOD FORUM

18

hours
of industry sessions



4

large-scale
events



35

speakers



Topics of business sessions and seminars:

«Effective solutions for the poultry industry" Union of Poultry Farmers of Kazakhstan, development of the poultry industry.

International Panel discussion of the Fruit Business of the Kazakh-European organization Dutch Fruit Solutions Kazakhstan and the Association of Gardeners of the Almaty region – from growing planting material to sorting and packaging of finished fruits.

Business session "Solutions combining nature and technology" from the Embassy of the Kingdom of the Netherlands and the Union of Greenhouses of Kazakhstan, the latest technologies in the greenhouse business.

Master class "Needs and priorities of the agro-industrial complex of Kazakhstan" with the support of the Union of Potato and Vegetable Growers of Kazakhstan.