



Final report



2024

AGRA



XXXII INTERNATIONAL AGRICULTURAL EXHIBITION



AGRA was held together with

International exhibition for viticulture and winemaking **VINARIA** and

International exhibition for food and beverages, packaging, machines and technologies **FOODTECH**

The 32nd edition of AGRA took place from February 20 to 24, 2024. It was the strongest for the last 15 years. The International Agricultural Exhibition has established itself as the largest economic event for agribusiness in Southeast Europe.

AGRA 2024 was again organized by International Fair Plovdiv under the auspices of the Ministry of Agriculture and Food.

Co-organizers

AGROTECH - Association of Manufacturers and Importers of Agricultural Machinery and Technologies in Bulgaria and **the Agricultural Academy**.

Partner

For the first time, **AGRA's partner was SPP EXPO**, a specialized exhibition of technologies for grain storage and processing, and energy production from RES in agricultural holdings.



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AGRA 2024 attracted leading manufacturers and traders who presented their products and services to nearly 53,000 visitors.



Science



Technology



Products



Practice



Technique



Services



580
EXHIBITORS

40 700 square
meters of exhibition
space

150
accredited media

15 COUNTRIES
Bulgaria, Belgium, Great Britain, Germany, Greece,
Spain, Italy, China, Moldova, Pakistan, Poland,
Romania, Serbia, Turkey, Hungary.

5
pavilions and open
areas

730
publications in
specialized media

MAJOR CATEGORIES:

Agricultural machinery, equipment and spare parts;

Digitized, precision agriculture; carbon farming;

Autopilots, navigation, drones, field weather stations;

Machinery, plant and equipment for livestock-breeding;

Plant-growing, machinery and equipment;

Seeds, seedlings, plant protection chemicals;

Irrigation systems;

Organic farming, research institutes .



AGRA 2024

Portal of cutting-edge developments for the industry

Exhibitors

Participants displayed technologies and techniques for different types of farms, inventory, improved varieties and products. The scientific institutes of the Agricultural Academy presented their latest developments.



What's new at AGRA 2024?

Modern models of grain ventilation and cooling systems, temperature and humidity monitoring systems, grain cleaning and calibration machines, as well as rice and sunflower husking and peeling machines. Hydrogen farming, drones for agricultural purposes, digital process management.



AGRA 2024



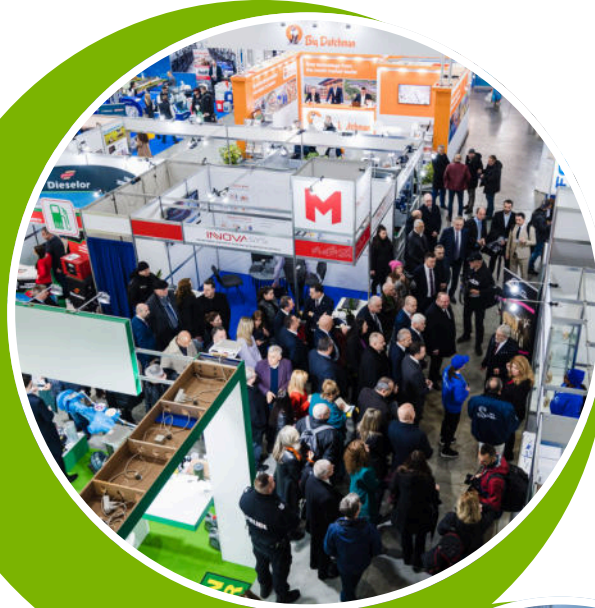
News

Premieres

More than 30 technology and equipment premieres, dozens of demonstrations of the latest machines and the latest achievements in precision agriculture, presentations of useful solutions for economy through robotization, automation and digitization in the management of all agricultural processes.

Specialized Exhibition SPP EXPO

For the first time within the framework of AGRA, the Specialized Exhibition SPP EXPO was held, which showed **the most modern technologies and means of storage, processing and treatment of grain, as well as the latest generation of monitoring and management systems for RES plants and energy storage facilities focused mostly on solar assets.**



COMPETITION FOR INNOVATION

 **35 companies and 15 scientific institutes** with innovative products, developments and technologies participated in the Innovation Competition.

An autonomous robot and the world's first AI-based digital advisor have scooped the top honors.

Among those honored in the Innovation Competition 2024 by the specialized jury were:

- New varieties of tomatoes;
- Winter varieties of barley and wheat, sunflower, cotton, tobacco, alfalfa and hybrid fodder corn;
- Innovative technologies for seed production;
- Production and cultivation of annual and perennial crops;
- Fertilizers and preparations for plant protection - organic products to deal with pests, to strengthen the soil and increase yield;
- Technologies based on certain enzymes and trace elements such as copper, zinc and others;
- Inter-row shredder;
- GPS and laser leveling scraper;
- Self-propelled crop protection sprayer;
- Hay picker;
- Robotic lawnmower with wireless installation, digital assistant in agriculture and more.





EVENTS ON THE AGRA 2024 SUPPORTING PROGRAM

The supporting program of the exhibition offered events with a wide thematic scope and a practical focus on agribusiness models, financing, prospective trends, innovative solutions for precision agriculture through robotization, automation and digitization of activities.

- Conference on Agricultural Science in Agricultural Practices
- Competition for innovations in agriculture
- Agriculture forum on the Farm: Innovations and trends in agriculture
- Workshop on Field Experience: the agronomists speak up
- Organic Farming Day conference
- Conference: Challenges and opportunities for Bulgarian agriculture related to climate change
- Plovdiv Fair Street Food Fest

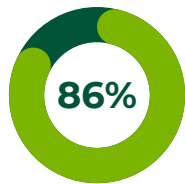


Visitors **AGRA 2024**

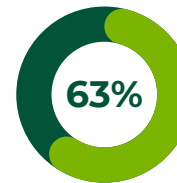
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**Over 53,000 visitors from
12 countries** in Europe
and Asia.



Professionally related to
agriculture and
agribusiness



Business owners and
representatives
of senior and middle management

For specialists from the sector, the exhibition was interesting with world-class innovations. The representatives of the branch had the opportunity to keep up with the innovations in agriculture, to purchase equipment and accessories, to exchange ideas and experience.





XXXIII INTERNATIONAL AGRICULTURAL EXHIBITION

AGRA 2025

18 - 22 FEBRUARY



Together with VINARIA and FOODTECH

WE ARE EXPECTING YOU!



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