TECHagro

INTERNATIONAL FAIR OF AGRICULTURAL TECHNOLOGY

31.3. – 4.4.2020
BRNO EXHIBITION CENTRE
CZECH REPUBLIC

www.techagro.cz
Tradition and prestige

More than twenty years of tradition, one of the three largest trade fairs of its kind in Europe, exhibition areas are always sold out.

Focus on crop production

From 2020 on, TECHAGRO will focus exclusively on crop production, while animal breeding technology will be presented at the ANIMAL TECH fair in odd years.

An important marketing tool

Presentation of leading world and domestic brands; most exhibitors consider their participation in TECHAGRO to be one of the most important marketing tools.
Visitor numbers are over 110,000 people; most of them work in agriculture – in crop production.

**Visitors from 39 countries**

TECHAGRO 2018 – 112,646 visitors from 39 countries; most foreign visitors come from Slovakia, Austria, Hungary, Poland, Slovenia and Germany.

**Agriculture in the Czech Republic**

- Number of agricultural enterprises: 47.4 thousand
- Arable land: 2.49 million ha
- Harvest area of grain crops: 1.39 million ha
- The largest share: wheat 59.7%, barley 26.3%, maize 5.8%

**What were the visitors mostly interested in:**

- Small agricultural machines: 34.17%
- Spare parts, groups of agricultural machines: 10.18%
- Post-harvest technology: 6.71%
- Agricultural equipment: 26.33%
- Seed, planting, chemical treatments: 6.40%
- Agricultural buildings: 6.26%
- Machinery, equipment and tools in forestry: 9.21%
- Seed, planting and forestry chemicals: 3.25%
- Biomass: 4.89%
- Gamekeeping and hunting: 7.77%
- Guns and ammunition: 4.10%

In 2020, TECHAGRO will run from Tuesday to Saturday.
Business opportunities

750 exhibitors from 37 countries, share of foreign exhibitors 23%, exhibition area 88 thousand sq m; Extremely high demand for exhibition space during Techagro.

<table>
<thead>
<tr>
<th>Event</th>
<th>Exhibitors</th>
<th>Exhibition area (sq m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECHAGRO</td>
<td>545</td>
<td>73,293</td>
</tr>
<tr>
<td>SILVA REGINA</td>
<td>179</td>
<td>13,581</td>
</tr>
<tr>
<td>BIOMASA</td>
<td>26</td>
<td>1,315</td>
</tr>
<tr>
<td>Total</td>
<td>750</td>
<td>88,189</td>
</tr>
</tbody>
</table>

Satisfied exhibitors

91% of exhibitors were satisfied with the trade fair, 84% will probably attend the next season

Customers and contacts

73% of exhibitors were visited by the right customers, 54% of exhibitors were satisfied with the contacts they established

Satisfied visitors

97% of visitors left the fair satisfied, 92% of them are planning to visit the next season

Qualified visitors

51% of visitors are business owners, executives, purchase agents; 38% of them came to purchase or order a product or establish business relationships
Supporting professional program

- Assembly of the Agrarian Chamber of the Czech Republic, specialized conferences
- National conference – The Future of Czech Agriculture
- Czech Export Bank seminar
- Business delegations from abroad

Co-organizers

- Agrarian Chamber of the Czech Republic
- A.ZeT Association of Agricultural and Forestry Machinery
- Czech University of Life Sciences in Prague
- Mendel University in Brno
- Ministry of Agriculture of the Czech Republic
- Profi Press s.r.o.
- Association of Importers of Agricultural Machinery
- Agricultural Union of the Czech Republic

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Price terms

<table>
<thead>
<tr>
<th>Area size</th>
<th>Indoor area (CZK/sq m)</th>
<th>Outdoor area (CZK/sq m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–50 sqm</td>
<td>2,400</td>
<td>1,500</td>
</tr>
<tr>
<td>51–500 sqm</td>
<td>2,300</td>
<td>1,400</td>
</tr>
<tr>
<td>501–1,000 sqm</td>
<td>2,200</td>
<td>1,300</td>
</tr>
<tr>
<td>over 1,000 sqm</td>
<td>2,000</td>
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</table>

All prices without VAT

Early registration deal (-10%) applies until September 30, 2019

Registration fee

- Exhibitor: CZK 5,500
- Co-exhibitor: CZK 3,000

Contact us for further info:
Veletrhy Brno, a.s. | Výstaviště 405/1 | CZ - 603 00 Brno
Phone: +420 541 152 529 | E-mail: techagro@bvv.cz

www.techagro.cz