



FINAL REPORT

**INTERNATIONAL FAIR FOR ANIMAL PRODUCTION
NATIONAL SHOW OF LIVESTOCK**

12.-15.5.2019

BRNO EXHIBITION CENTRE

Concurrently with:



THE ONLY CENTRAL EUROPEAN FAIR FOCUSED ON LIVESTOCK PRODUCTION ASSOCIATED WITH ANIMAL PRESENTATION

The ANIMAL TECH fair with The National Show of Livestock is a unique set of exhibitions in Central Europe, where producers and suppliers of feed, genetics and technology for breeders present themselves together with the best livestock breeds in the Czech Republic. The exhibitions take place indoors, in covered halls of the Brno Exhibition Centre. At the same time, the National Gamekeeping Show is also taking place. The 2019 edition was held from Sunday to Wednesday, which once again raised the interest of the professional public. ANIMAL TECH is nowadays the only fair at the Brno Exhibition Centre, where technologies for livestock production can be presented; since 2020, the TECHAGRO fair has been fully focused on crop production.



THE MOST IMPORTANT EVENTS FOR CZECH BREEDERS

- The exhibition was opened by the Prime Minister of the Czech Republic Andrej Babiš, Minister of Agriculture Miroslav Toman and Minister of Finance Alena Schillerová
- 300 breeders and 900 animals
- National Championships of Holstein Cattle, Brown Swiss, Jersey and twelve more beef cattle breeds
- Competition show of Czech Red Pied Cattle
- Shows of sheep, goats, pigs, horses, a beekeeping exhibition
- Supporting programme for professionals and broad public
- Foreign judges

Presentation of technologies for livestock production

- Czech and foreign companies
- Hall P and surrounding areas
- Feed, technology for breeding, veterinary and animal husbandry technology
- 9th Central European Veterinary Congress – on the topic of „Quo vadis veterinary medicine and veterinary profession?“ attended by 150 veterinarians, foreign speakers and participants

International level

- Foreign exhibitors and visitors to ANIMAL TECH fair
- Judges at championships and competition shows came from Belgium, France, Canada, the Netherlands and the USA
- Incoming missions from Armenia, Belarus, Lebanon, Russia, Senegal, Northern Macedonia and Ukraine
- Delegation of the Ministry of Agriculture, Forestry and Water Management of the Republic of Northern Macedonia, Delegation of the Ministry of Agriculture and Food of the Republic of Belarus, delegation of Georgia

PROFESSIONAL GUARANTEES

- Ministry of Agriculture of the Czech Republic
- Czech-Moravian Society of Breeders
- Agrarian Chamber of the Czech Republic
- Czech Union of Beef Cattle Breeders
- Czech University of Life Sciences Prague
- Chamber of Veterinary Surgeons of the Czech Republic
- Mendel University in Brno
- State Veterinary Administration
- Association of Czech Red Pied Cattle Breeders
- Association of Holstein Cattle Breeders of the Czech Republic
- Bohemia Brown Swiss Union of Breeders
- Union of Sheep and Goat Breeders
- Union of Pig Breeders
- Agricultural Union of the Czech Republic



Guests

- Andrej Babiš, Prime Minister of the Czech Republic
- Miroslav Toman, Minister of Agriculture of the Czech Republic
- Alena Schillerová, Minister of Finance of the Czech Republic
- Jaroslav Faltýnek, Chairman of the Agricultural Committee of the Parliament of the Czech Republic
- Zdeněk Jandejsek, President of the Agrarian Chamber of the Czech Republic
- Martin Pýcha, Chairman of the Agricultural Union
- Josef Kučera, Executive Vice Chairman of the Board of Directors of the Czech-Moravian Society of Breeders
- Emil Macho, Chairman of the Slovak Food and Agriculture Chamber
- Martin Šebestýán, Director of SZIF (State Agricultural Intervention Fund)
- Zbyněk Semerád, Central Director of the State Veterinary Administration
- Jiří Šír, Deputy Minister for the EU and Foreign Relations
- Jiří Machek, Managing Director, National Stud at Kladruby nad Labem



Survey of visitors:

88 % of visitors were satisfied with their visit to the fair

74 % of visitors rated the attractiveness of the displayed exhibits very positively

88 % of visitors will participate in the year 2021

39 % of visitors from livestock breeding and animal husbandry firms, while **17 %** were from plant production firms

**Visitors:
38 514 from
28 countries**

ARMENIA, AUSTRIA, BELARUS, BELGIUM, BOSNIA AND HERZEGOVINA, BULGARIA, CANADA, CYPRUS, **CZECH REPUBLIC**, DENMARK, FRANCE, **GERMANY**, HUNGARY
IRAN, LEBANON, **LITHUANIA**, NETHERLANDS, NORTH MACEDONIA, **POLAND**, ROMANIA, RUSSIAN FEDERATION
SENEGAL, **SLOVAKIA**, **SLOVENIA**, SPAIN, SYRIA, UKRAINE, USA

REASONS FOR THE VISIT OF PROFESSIONALS:

	ANSWER	SHARE [%]
1	Getting a general overview of the sector	35 %
2	Getting product-specific information	11 %
3	Conducting business talks	7 %
4	Social gatherings with partners	12 %
5	Ordering, shopping	7 %
6	Participation in the supporting programme	8 %
7	Animal shows and competitions	20 %



Survey of exhibitors:

42 % of exhibitors were satisfied with the number of contacts established

58 % of exhibitors surveyed positively appreciated the change in the arrangement of days

55 % of exhibitors were satisfied with the number of exhibited products and brands

69 % of exhibitors were satisfied with the structure and number of Czech visitors

82 % of exhibitors plan to participate in the upcoming fairs of 2021

**Exhibitors:
215 from
10 countries**

CHINA, CZECH REPUBLIC, ITALY, HUNGARY, GERMANY,
NETHERLANDS, POLAND, AUSTRIA, GREECE, SLOVAKIA

**Area occupied
with exhibitors:
9,958 sqm**



**Area occupied
with livestock:
18,124 sqm**

2019 STATISTICS

	Exhibitors	Occupied commercial area (m ²)	Visitors
ANIMAL VETEX 2012	85	4 330	13 771*
ANIMAL VETEX 2014	85	4 414	13 417*
ANIMAL VETEX 2016	101	4 696	11 434*
Technology for animal husbandry - TECHAGRO 2018	53	3 287	9 350**
ANIMAL TECH 2019	116	4 619	39 249

* interested in ANIMAL TECH

** interest in livestock production at TECHAGRO





GOLD MEDALS

HerdOptimizer

Manufacturer: CRV Czech Republic

Exhibitor: CRV Czech Republic



Allflex Young Cattle with eSense™ Flex Sensor

Manufacturer: SCR Engineers Ltd., Israel

Exhibitor: Eurofarm systems s.r.o.



AGE – VENT 300

Manufacturer: AGE s.r.o.

Exhibitor: AGE s.r.o.



MooCall Heat

– Detection of heat by means of a bull

Manufacturer: MooCall, Ireland

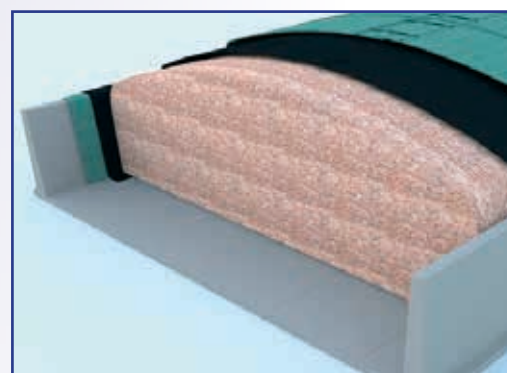
Exhibitor: MERKANTA INTERNATIONAL spol. s r.o.



AGRITEC Silage Safe

Manufacturer: HUESKER Synthetic GmbH, Germany

Exhibitor: NutriVet, s.r.o.



SiloSolve® FC

Manufacturer: Chr. Hansen Czech Republic, s.r.o.

Exhibitor: Chr. Hansen Czech Republic, s.r.o.



SMART FARMING 2019

All the awarded exhibits in the Smart Farming category meet the following criteria:

- High degree of automation or robotisation of work processes
- High share of autonomous control
- Use of independent information and communication technologies
- Create elements of collaborating systems in the spirit of Agriculture 4.0

Lely Astronaut A5 automatic milking system

Manufacturer: Lely S.à.r.l., the Netherlands

Exhibitor: AGRO-partner s.r.o.

Cow Manager

Manufacturer: Cow Manager B.V., the Netherlands

Exhibitor: ISB Genetic s.r.o.

TriSortpro

Manufacturer: Big Dutchman International GmbH

Exhibitor: BD Tech s.r.o.

John Deere HarvestLab 3000

Manufacturer: John Deere Werke Zweibruecken

Exhibitor: STROM Praha, a.s.

Fence power DUO RF PDX50

Manufacturer: VNT electronics, s.r.o.

Exhibitor: VNT electronics, s.r.o.

Shuttle Eco – autonomously powered feed robot

Manufacturer: WASSERBAUER GmbH

Fütterungssysteme

Exhibitor: V. Racek - zemědělské technologie s.r.o.

DeLaval VMS V300 automatic milking system

Manufacturer: DeLaval International AB, Sweden

Exhibitor: DeLaval, s.r.o.

Winners Miss Sympathy:

Milked cattle

Atchafalaya from the Production Trade Cooperative
based in Kamen, Czech Red Pied Cattle

Beef Cattle

Bledulka from Meziboří, Charolais

WHAT WAS SAID ABOUT THESE TRADE FAIRS:

ANDREJ BABIŠ, **Prime Minister of the Czech Republic:**

I am glad to be able to be here. It is necessary to show that agriculture is important for us and the main goal of farmers is to feed our population. We are not self-sufficient and we should think more of future generations, sufficiency of water and other issues. I keep my fingers crossed for all the farmers to do well, because only then all of us will thrive.

MIROSLAV TOMAN, **Minister of Agriculture of the Czech Republic:**

This show confirms the high level of Czech agriculture and breeding. My thanks go to all breeders, exhibitors and the Czech-Moravian Society of Breeders. The Ministry of Agriculture supports livestock production and for animal welfare alone we expect to spend this year twice as much money as last year.

JIŘÍ KULIŠ, **CEO, Trade Fairs Brno**

This year confirmed that the decision to profile this set of trade fairs as a professional event was right. Animal husbandry and breeding technologies are important sectors of the Czech economy, having at the same time a strong impact on the landscape and its sustainability. It is these issues in particular that resonated throughout this year's season very significantly and I am convinced that both exhibitors and visitors not only bring home valuable contacts and business opportunities, but also inspiration for the care of the Czech landscape.

MARTIN PÝCHA, **Chairman of the Agricultural Union of the Czech Republic:**

The Czech Republic ranks among the five best countries in the world in terms of the performance of milking cows, and we are among the top in terms of performance of cattle. Czech breeders can proudly compare with the best of the world and we see the results of their work right here at this show. Championships of the best animals are taking place here. I think our farmers deserve appreciation and thanks.

JOSEF KUČERA, **Executive Vice-Chairman of the Board of Directors of the Czech-Moravian Society of Breeders:**

I thank the breeders for having prepared their animals and came here to present them. This beautiful hall can be compared to the ambiance of world-wide exhibition. If we went to Hanover or to Paris, we might not even find such conditions as the Brno Exhibition Centre offers for animals. This also shows that the Czech Republic ranks among the top in animal husbandry and breeding. This is best proven by

hard figures – in fact, Czech farmers have been exporting breeding material worth an average of CZK 800 million a year over the past three years.

DAVID LIPOVSKÝ, **head of the breeding section of the Czech- Moravian Association of Breeders:**

We would like to thank the company Trade Fairs Brno for changing its strategy, because the separate presentation of technology for crop and livestock production created a space for exhibiting big farm animals. There are suitable conditions here in any weather and a special non-slippery surface, because we pay much attention to the safety of animals. We occupy the two largest exhibition halls and in spite of that we are almost running out of space.

CTIBOR ZOUREK, **Sales Manager, MIKROP ČEBÍN a.s.:**

We appreciate the combination of the ANIMAL TECH fair with the National Show of Livestock and we expect that this event, specialising in livestock production, will continue to expand. We perceive the fair mainly as a social event and an opportunity to meet up with our customers. Already on the first day we were pleased to see how much people came to see the animals. The interest in our presentation is traditionally high and on Sunday we were visited by the Prime Minister and other important guests, which we saw as a prestigious event and an expression of support for agriculture.

JOSEF NAUŠ, **Sales Director, SMS CZ, s.r.o.:**

In Brno, we exhibit at every TECHAGRO fair and this year for the first time also at ANIMAL TECH because we also offer special machines for cattle breeders. This exhibition, focusing on livestock production certainly has a potential, a lot of people come here and they are seriously interested, so from this point of view we are satisfied.

FRANTIŠEK KOLÁŘ, **Sales Representative, ALEX INDUSTRIES, spol. s r.o.:**

We exhibited at the National Show of Livestock earlier and now we have come back to the ANIMAL TECH fair. We focus on stable technologies, so it is great to exhibit in one hall with animals, and my hat is off to see what cattle collections the organisers managed to bring in.

VOJTĚCH ZINK, **Managing Director of FARMCZSYSTEM, s.r.o.:**

We have been on the market only for five years, but we have exhibited every year in Brno. We always have a lot of interesting things to do here and a lot of people come to our stand, which we of course are glad about. This year we are satisfied, we had a lot of customers here, our partners came in too. And there are breeders here, which is the most important thing to us.

MAREK FIKEJS,
Product Manager – forage harvesters and
sprayers, STROM PRAHA a.s.:

We have an extensive portfolio and for this year's fair we chose such products that might reach our customers dealing in livestock production, especially breeders of beef or dairy cattle, sheep and goats. I can say that this objective was met. There are a lot of people coming to us, who didn't even expect to come across equipment, at a breeders' exhibition, that could help them in their everyday work. It has been confirmed that it is essential for us to attend the ANIMAL TECH fair, and I think we will be back here again in two years.

JAN NOVÁK,
Sales Manager for the Czech Republic, GEA
Westfalia Separator CZ s.r.o.:

I consider correct the two-year cycle as was introduced by the company BVV Trade Fairs Brno. Focusing on crop and livestock production makes sense to me. I see the fair more as a social issue, although I have to say that every day we deal with a lot of business opportunities. Our customers came here, hence the purpose was fulfilled and I am satisfied.

JIŘÍ DOHNAL,
Product Manager, AFEED, a.s.:

I like the fact that the new concept of agricultural fairs in Brno has strengthened the position of livestock production, because we are directly tied to it. On the other hand, I think we have a place at the TECHAGRO fair as well because we work with technology suppliers and other organizations. Presentation at the trade fair is for us, above all, an expression of thanks to our customers, which we meet here, but of course we sometimes also have business meetings with supplier companies and sometimes we will even conclude a new contract.

MICHAL VIAZANIČKA,
AGRO A.R.W. Business Manager:

We exhibit in Brno every year, because we believe that we will thus showcase ourselves with both the general public and trade visitors. This year we must commend the fairs for the extraordinary approach, which is constantly improving every year. The unloading of machinery and equipment and the overall arrangement of the exhibition ran absolutely without any problem. We were pleased to present our new products to new and existing clients. Our stand was also successful with families with children who left us with a lot of smiling photos.

Jiří Burdych,
Sales and Marketing Director at VVS Verměřovice
s.r.o.:

We are really satisfied with the ANIMAL TECH fair this year. Our participation in these fairs has been permanent, which is reflected in the awareness of our customers. We also talked to our partners here, hence the exhibition was beneficial and positive for us. The attendance of trade visitors exceeded our expectations. I also have to appreciate the high level of the fair and the great premises of the Brno Exhibition Centre.

RADEK HOLETA,
Project Manager at AGE s.r.o.:

We were positively surprised by the visitor numbers, which did not drop even after the busy weekend was over. My colleagues at our stand have not had a second of break since the morning opening because visitors are interested in our products. Of course, we were most pleased that our nominated product AGE VENT – 300 received a Gold Medal award. It is our leading product that really deserved it. We consider the overall level of the fair very high and we will definitely be back for the next season.

IVANA PRŮCHOVÁ,
Marketing Manager at AGRO-partner s.r.o.:

The level and professionalism of the Exhibition Centre has certainly got higher since the last season. The biggest success with visitors and experts was our featured new product – the Lely Astronaut A5 milking robot. Most of all, however, hesitating clients came to us who wanted to look at the machine pretty close. We then had a unique opportunity to assure them that our products are the best. ANIMAL TECH was especially beneficial for us concerning the number of new clients who regularly attended throughout the fair. However, Sunday and Monday were busy days at our stand as regards the number of visitors.

IRENA ROKOSOVÁ,
Head of Communication Department, State
Agricultural Intervention Fund:

We have always been among permanent exhibitors at this fair. New and existing clients who are interested in European funds come to us every year, and this year, too, people have found us here. The public then mostly appreciated the fact that they met up with our regional advisors and were not afraid to take advantage of this opportunity. It was great that we were in the centre of the action and got a place in the main exhibition hall. The purpose with which we went to the exhibition, was certainly fulfilled.

MICHAL HOLÍK,
Commercial Director, Bodit Tachov s.r.o.:

We are at ANIMAL TECH for the first time this year, but we appreciate this fair in Brno very highly. We are satisfied with both the display fitting and the overall organization. We were surprised that this trade fair really focused on trade visitors, but it can also satisfy the general public. However, we still have to wait to see how our participation is reflected from the business point of view.

MARTIN KŘIVKA,
Head of Promotion at Farmtec a.s.:

We have come to Brno for a long time, because for us it is a matter of the heart. We have come to ANIMAL TECH this year to introduce a leading new Czech product, which eventually won a Gold Medal. Our heated trough, which received this award, is praised especially by experts. The biggest plus is the exhibition space, which we are really satisfied with.



The next fairs focused on livestock breeding and gamekeeping
will take place from **25 to 28 April 2021**

www.animaltech.cz