



## AGRA 2013

**22<sup>nd</sup> International Agricultural Exhibition**  
*under the auspices of the Ministry of Agriculture and Food*



## BioAGRA

Trade Exhibition of Organic Farming  
**5 - 9 March, Plovdiv, Bulgaria**



**International Fair Plovdiv, Bulgaria**

## POST SHOW REPORT

Exhibitors at AGRA 2013 were **385 companies from 17 countries** presenting their products at the most prestigious agricultural forum in Southeast Europe. The exhibition was visited by **26,995 visitors from 17 countries**. Argentina, Greece and Turkey registered official participation.

The livestock sector was in the highlights of AGRA 2013. The best breeds in Bulgaria were demonstrated in a specially designated pavilion along with a large number of innovations and livestock farming equipment.

The exhibition BioAgra promoted the active development of the modern agriculture, i.e. organic farming, which brought together producers, research institutes and non-governmental organizations at International Fair Plovdiv for the second year in a row.

### Co-organizers:

- Agricultural Academy  
at the Ministry of Agriculture and Food
- Avalon Foundation, the Netherlands
- Agroecological Centre at the Agricultural University, Plovdiv.

## THEY SAID ABOUT US

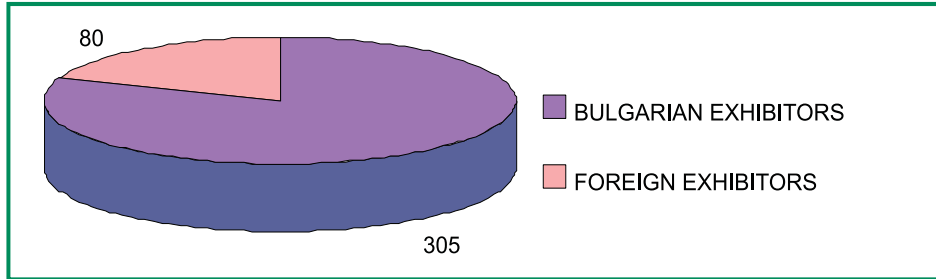
*"What I see at the exhibition is a greater number of machinery on display and an increasing number of exhibitors. I hope that next year they will be even more, because next year is the first year of the new EU programming period. Bulgarian farmers will receive further 2.4 billion of EU funds. Our ambitions for the Bulgarian agriculture are to regain those markets, where we have already been and where we will be again. Many resources have been invested in the sector and it's quite natural when such capital is involved the agriculture to develop and agricultural exhibitions to show a growth as well. The cooperation between the Ministry of Agriculture and International Fair Plovdiv is very good and the result of that collaboration is another successful exhibition."*

*Miroslav Naydenov*  
Minister of Agriculture and Food.

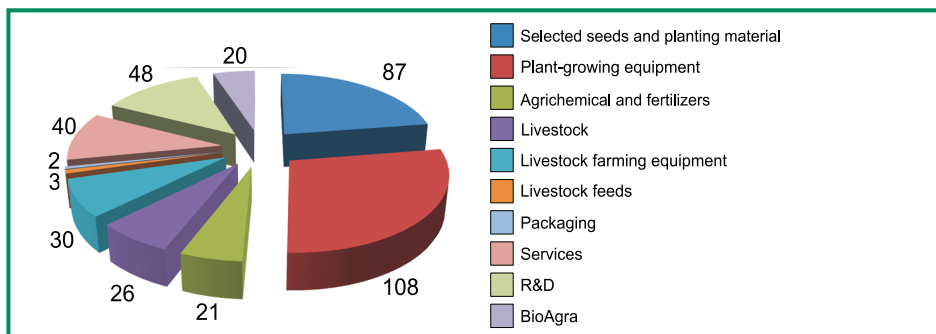
# EXHIBITORS AT AGRA 2013

**385 exhibitors from 17 countries** such as Argentina, Austria, Belarus, Bulgaria, China, Czech Republic, France, Germany, Greece, Italy, Netherlands, Poland, Romania, Russian Federation, Serbia, Spain, Turkey.

## ALLOCATION OF EXHIBITORS



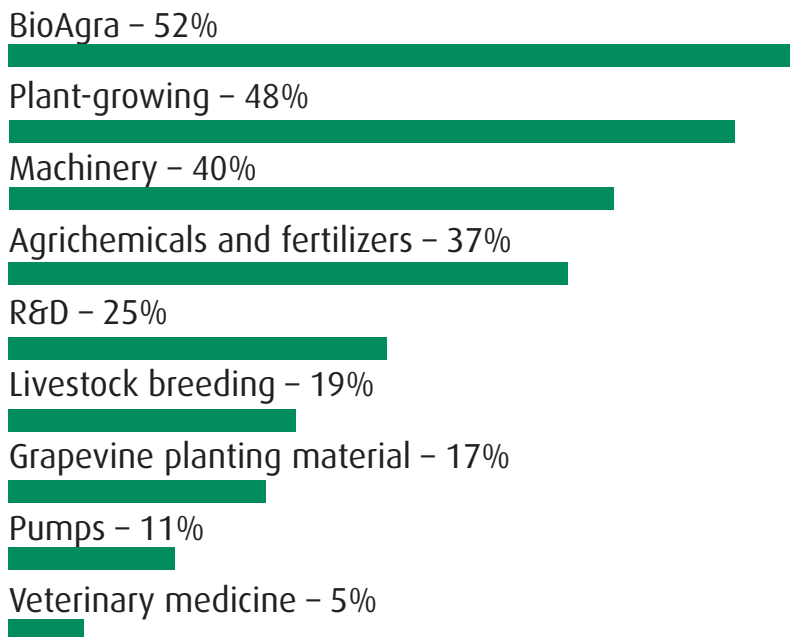
## ALLOCATION OF EXHIBITORS BY EXHIBITION CATEGORIES



# VISITORS

AGRA 2013 was attended by **26,995 visitors from 17 countries:** Belgium, Croatia, France, Germany, Greece, Hungary, India, Italy, Macedonia, Netherlands, Poland, Romania, Russia, Serbia, Spain, Turkey, UK.

## ALLOCATION OF VISITORS BY INTERESTS



# THEY SAID ABOUT US

*“Organic food should become a trademark for Bulgaria. That’s our niche in the world market, because mankind could not survive without it. We need to support all those, who work to produce organic products, because this sector will be an increasingly powerful and important factor in the economic development of the country”, Prof. Dr. Eng. Dimitar Dimitrov, Rector of the University of Agribusiness*

\* \* \*

*“The number of organic operators has been growing by 30% a year. The new trend in the sector is the establishment of regional cooperatives helping producers to be more competitive on the market”.*

*Assoc. Prof. Dr. Vladislav Popov  
Head of the Agroecological Centre at the Agricultural University in Plovdiv, co-organizer of BioAgra Trade Exhibition of Organic Farming*

\* \* \*

*“The exhibition area occupied by our company is larger this year. The number of visitors is increasing. The organization is perfect. We plan to participate with even more innovations next year.”*

*Dilyana Ivanova  
CEO of TITAN Machinery*

\* The opinions about the exhibition are coverage of “Fair Kaleidoscope” show on New Bulgarian TV.

# INNOVATIONS COMPETITION

The Innovations Competition was held for the fifth year in succession within the framework of the International Agricultural Exhibition AGRA 2013. Sixty-two products competed in six categories. A committee headed by Professor Dr. Petar Slaveykov, Chairman of the Agricultural Academy, determined the award-winners. They received their awards at the special Exhibitor's Evening held at the restaurant of Sankt Peterburg Park Hotel. Awarded products by categories are as follows:

## I. Plant-Growing Machinery, Implements and Technologies

Exhibit: **Technology for growing cherry trees**

Producer & Exhibitor: Institute of Agriculture – Kyustendil

## II. Livestock Farming Machinery, Equipment and Technologies

Exhibit: **Modular small-sized milk processing plant**

Producer & Exhibitor: BLITZ EOOD

## III. Selected Seeds and Planting Material

Exhibit: Hybrid tomato variety Kopnezh F1

Producer & Exhibitor: MARITSA Institute of Vegetable Crops

## IV. Fertilizers and Agrichemicals

Exhibit: Bioinsecticide NIKOTAB

Producer & Exhibitor: Tobacco and Tobacco Products Institute

## V. Research & Development

Exhibit: Winter wheat variety Bozhana

Producer & Exhibitor: Dobrudzha Agricultural Institute, General Toshevo

## VI. Livestock Breeding

Exhibit: CowScout S system for heat detection via wireless signals

Producer: GEA Farm Technologies GmbH, Germany

Exhibitor: GEA Farm Technologies Bulgaria EOOD

The **Bulgarian Innovative Product** prize for was awarded to:

Exhibit: BIOMIX bread

Producer & Exhibitor: Institute of Cryobiology and Food Technology

# BUSINESS EVENTS PROGRAMME

AGRA 2013 was accompanied by a comprehensive Business Events Programme comprising conferences, seminars, roundtables, discussions and presentations on current issues in the agricultural sector.

## Main Topics and Highlights:

### 1. EU Integration

❖ **International conference** on the topic: "Common Agricultural Policy (CAP) Reform – Challenges to the Competitiveness of the Bulgarian Agriculture"

❖ **Presentation** on the topic: "Changes in the EU Agricultural Policy for the New Programming Period 2014-2020"

❖ **Roundtable** on the topic: "Direct Income Support for Farmers and Its Effect"

❖ **Roundtable** on the topic: "State Aid for the Period 2009-2013"

### 2. Science and Agribusiness

❖ **Roundtable:** "Preservation of Land and Soil – the Basis for Sustainable Agricultural Management"

❖ **Seminar:** "Prospects for the Fruit Growing Sector in Bulgaria"

❖ **Business meetings** of Dutch companies with potential partners

### 3. Organic Production

❖ **International conference** on the topic: "Organic production – Entrepreneurship and Management"

❖ **General Assembly** of the Bulgarian Organic Products Association

### 4. Situation and Prospects of Agricultural Sectors

❖ **Seminar:** "Sorghum Cultivation Technologies and Development Perspectives"

❖ **Roundtable:** "Alternative Cereal Crops Suitable for Conventional and Organic Farming"

❖ **Roundtable:** "Agricultural Science Supporting Livestock Farming in Bulgaria"

❖ **Seminar:** "Development of Small Farms – Problems and Prospects"

❖ **Presentation:** "Plant Protection Products – Safe Use"

❖ **Conference – Presentation** of the French beef breeds of cattle Limousin, Salers, Aubrac and Charolais

***We look forward to welcoming you at AGRA 2014  
to be held from 4 – 8 March 2014.***