

## POST-RELEASE

### 5-th International Specialized Exhibition

## AGROSALON 2014

**October 7-10, 2014**

The leading agricultural event of the year - International Specialized Exhibition of Agricultural Machinery - **AGROSALON 2014** - took place at the Crocus Expo IEC in Moscow on October 7 – 10!

The fifth exhibition surprised by its scale. This year, the total exhibition area exceeded **70 000 square meters**, and the **number of participants grew up to 558!** The four exhibition halls accommodated **714 samples of the newest agricultural machinery and equipment** from the leading Russian and foreign manufacturers. The event brought together the **companies from 29 countries**. Apart from stands, within the framework of the exhibition, the national pavilions from Germany, Italy, Canada, China, Pakistan, Slovenia and the Czech Republic were arranged.

**30,545 experts and managers** from all over Russia came to **AGROSALON** to witness the long-awaited developments.

During all these four days, activities were in full swing at 70 000 m<sup>2</sup> of the area. Specialists had an excellent opportunity to become aware of the new possibilities proposed by the up-to-date machinery, to meet with innovative technologies and the first demonstrations of the agricultural engineering novelties.

According to the organizers and visitors, the anniversary exhibition was different from the previous exhibitions not only by the record exhibition area, number of exhibitors, but also by the number of new products demonstrated at the stands. This year, **AGROSALON's** novelties were profusive.

Bright, modern and long-awaited machines were like magnates attracting the visitors' attention.

The world first demonstration of the new RSM 161 combine harvester manufactured by KZ "Rostselmash" has become a remarkable event of the first day. The harvester has incorporated the latest developments, the score of which has received patent protection and the remaining score is patent pending.

The Norwegian concern, Kverneland Group, stood out among the leaders. The company decided to time its participation in the exhibition to celebrate its 135-th anniversary and

produced a few surprises. The Kverneland Group has demonstrated 14 pieces of equipment and machinery, 3 of which represented an absolute novelty that will be on sale next year.

AGCO has once again surprised the visitors by its 9 novelties demonstrated under the trademark of Massey Ferguson, Challenger, Fendt, and Valtra.

Huge interest was attracted by CLAAS that exhibited the new range of its products prepared for the next season. For the first time, models of TUCANO 580/450 harvesters, the popular JAGUAR 860 forage harvester and other equipment were demonstrated. The highlight of their stand was the new Scorpion 7044 telescopic loader.

This year, "Voronezhselmash" has demonstrated its new development –CB-1 fiber optic grain and seed separator – a unique device for sorting bulk products by color, shape and even size.

And, these were just some of the innovations that the visitors of the **AGROSALON** exhibition were able to enjoy seeing!

Exhibits demonstrated by the Almaz Association were among the most effective and advanced models. *"For the first time, we were able to present such a large-scale exposition of machines at an international exhibition, emphasized the General Director of CJSC RZZ, Stanislav Kedik. – In addition to the successful introduction of the Almaz Trade Mark at the Russian and international level, the exhibition has allowed to solve many practical problems and to meet with our dealers, many of whom were also here, to make new contacts, to receive "first-hand" feedbacks from the agricultural producers, and to discuss current topical field problems with the colleagues from other companies".*

Purchasing and selling contracts, business proposals and multimillion-dollar contracts have become an important component of **AGROSALON 2014**. So, according to Peter Pugachev, Farmet's representative in Russia, all the equipment and machinery demonstrated on the Company's stand was sold.

In addition to business meetings at the stands, visitors were able to visit the comprehensive business and educational program, in which leading domestic and foreign experts took part. The liveliest discussions were devoted to a company development issues, new technologies, ways of improving profitability and the company's survival in the competitive environment aggravated by sanctions imposed by some Western countries.

The Official Opening of **AGROSALON** was held on October 7, and it was marked by the press conference, which was attended by members of the Exhibition Committee.

The President of Rosagromash Association, Konstantin Babkin, has pointed to the special relevancy of such events in the context of the growing demand. *"The world population is growing, thus, it demands more food products. And the manufacturers of agricultural machinery should make use of this tendency. The main objective is to make the agricultural sector progress non-stop. Russia has a huge potential, which must be made use of. An adequate economic policy aimed at rendering support to domestic producers should be developed."*

The legendary mechanical engineer, the Hero of Socialist Labor, Alexander Ezhevskiy, did not hide his optimism: *"Anyone can wear one suit for a long time, but we take meals three times a day. All those working in agriculture are laboring for the benefit of the entire planet. Exactly such exhibitions are the impetus for the development of the industry. The situation in the world makes us think about what should be done to improve the quality of our life and to promote the technological progress. Our common goal is to develop agricultural machinery in the world."*

Among other spokesmen, there were the Managing Director of the German company "Amazonen-Werke", Christian Dreyer, the CEO of the CJSC "PTZ", Sergey Serebryakov, the CEO of John Deere in Russia, Derek Boudreau, Director General of "Eurotechnica", Vadim Smirnov, and the Deputy Director General of "Klaas East", Dirk Seelig. All spokesmen shared the joy of being present at such a large project and, at the end of the press conference, went to see the exposition.

The first day business events was noted by the ACCOR Counsel's meeting that considered urgent topical issues in the farming sector and discussed steps to be taken to improve the state support under the food embargo conditions.

Workshop "Results of 2014 and Russian agricultural machinery leasing plans for 2015" took place practically at the same time. Among the spokesmen were that President of the Rosagromash Association, Konstantin Babkin, and the Deputy General Director of the OJSC "Rosagroleasing", Natalia Zudina.

The second day of the exhibition was opened by the presentation made by the Italian National Federation of Agricultural Machinery Manufacturers, FederUnacoma, together with the Department for the development of trade exchange of the Italian Embassy (ICE). During this presentation, leading Italian manufacturers who were widely represented at the national stand and separate expositions were introduced to journalists and guests.

The gala evening has become the decoration of the business program, during which members of the Exhibition Committee presented awards to the winners of the "**AGROSALON Innovation Competition**" - an independent professional competition of the latest models of agricultural machinery and equipment. 61 developments in the field of agricultural engineering were presented for the nomination, but only 19 of them won awards. The authoritative international jury awarded 4 gold and 15 silver medals to the most efficient and advanced models of agricultural machinery.

Traditionally, within the framework of **AGROSALON**, awards were distributed among the students of agricultural universities from Russia participating in the "Contest of innovative student works "AGROGENERATION". On October 10, based on the Competition results, three winners of the Competition were awarded with valuable prizes.

The final day of the exhibition was marked by the visit of certain dignitaries. The Minister of Industry and Trade of the Russian Federation, Denis Valentinovich Manturov, came to see the AGROSALON 2014 exhibition. During his visit, the head of the Ministry of Industry announced the Ministry's plans to extend the program of subsidies for the manufacturers of agricultural

machinery in the Russian Federation. *"We hope that the Ministry of Agriculture will receive the same subsidies and will have support that helped it to successfully operate for the last 18 months."* According to him, all manufacturers of agricultural machinery with whom he spoke at the exhibition would like the program to be extended. *"We will try to negotiate with the Ministry of Agriculture to maintain the tendency for the coming years"* he said.

In addition, the event was attended by members of the Communist Party faction and the "United Russia", including the leader of the Communist Party, Gennady Zyuganov, the Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on economic policy, innovation and entrepreneurial development, Igor Rudensky, the Chairman of the Committee for Industry of the State Duma of the previous convocation, Sergey Sobko, and many others.

At the end of **AGROSALON**, experts underlined special contribution of the project in the development of the agricultural industry in Russia, and also appreciated the opportunity to discuss current issues and learn about the latest novelties from around the world.

As one of the most noted international exhibitions of agricultural machinery **AGROSALON** has become the event that is widely discussed in media. **More than 150** leading industry periodicals and web portals of the country have become the information partners of the exhibition, including the "Country Life" newspaper, "Agroinvestor", "Agricultural machinery and technologies", "Agribusiness Expert" magazines, and AGRO XXI Internet portal. The exhibition's General Internet partner was "Fermer.ru." The team of professional journalists were not only working on the stands, but also provided detailed and operational coverage of all of the most significant events.

Results of the **AGROSALON's** Jubilee Exhibition have vividly demonstrated the growing visitors and participants' interest in the project that is gaining more and more followers. Already during the first day, many companies have expressed their desire to participate in the next **AGROSALON 2016**, by entering the exhibition into their calendar of "must-participate" events.

**AGROSALON passes into the European format - once in two years.**

**The next event will be held on October 4 - 7, 2016!**

**Good-bye for the moment!**

