

# Agromalim.ro

International Fair for Agriculture, Food Industry and Packaging

Animal Exhibition  
Traditional Products Salon

8 to 11 September 2016 • Expo Arad  
27th Edition

# Agromalim

**the largest exhibition of its kind in western Romania  
and one of the most important at national level**

There will be exhibited technologies, agricultural machineries and equipments, inputs for plant culture farms, husbandry systems and animal feed, veterinary medicines and instruments, food industry equipment, agrifood products, packaging techniques, consultancy services, magazines, books and specialty catalogs.

## **Animal Exhibition • Traditional Products Salon**

### **2015 Edition**

245 exhibitors from Romania, Hungary, Germany, Austria, France, Italy, Greece, Poland and Slovenia; 3,500 sqm indoors and 30,000 sqm outdoors.



## **Conferences on specialized topics • Business Meetings**

Related events: business meetings, company presentations, meetings of professional associations members, cultural and artistic programs, competitions for visitors, raffles.

### **Why should you participate in AGROMALIM 2016?**

- Only here you have the chance to be visited by over 15.000 potential customers in just 4 days.

- The largest manufacturers and importers of agricultural machineries are present every year, AGROMALIM having from this point of view, one of the richest offers in Romania.
- Breeders associations meet every year in Arad and with their support, the traditional animal exhibition will be organized being exposed cattle, sheep - dairy, mixed and meat breeds, equine, pets.
- The Western Romania is an agricultural area with a great potential and the tradition of the XXVI editions, attracts each year in Arad, farmers from all over Romania, who come to take the pulse of agriculture in early autumn.

### What we will do as organizers?

- We will organize an event within which you can present yourself to the specialized visitors and to the general public.
- We will promote the event in order to attract visitors interested in your products and services.
- We will provide you our services in order to create the most appropriate framework for presenting your offer.

### What you have to do?

- To book early a stand at the fair.
- To prepare an attractive offer for the visitors in order to lead them to choose you for closing a deal.

### Goals of the fair

- Organisation of a quality event for the agriculture in Romania, which should meet all requirements and expectations of exhibitors and visitors.
- Creation of a reference event for the agricultural sector and for the food industry.
- Increasing the number of exhibitors and visitors from the food industry and packaging.
- Increase by at least 10% of the number of the fair visitors.
- Strengthening the partnership with professional associations in the sector of plants culture and animal breeding.
- Developing new partnerships and collaborations with professional associations in the food industry.



### Promotion

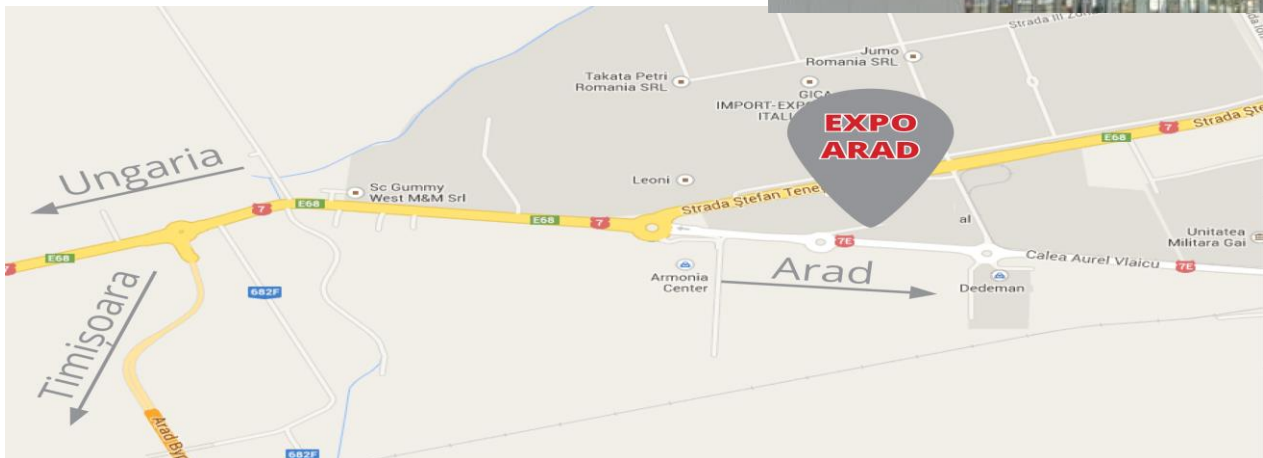
The success of a specialized fair is mostly due to a well targeted promotional campaign.

- Local and regional media: newspapers, online websites, TV, radio.
- Specialized magazines and catalogs in the agriculture and food industry - media partnerships.
- Online publications in the sphere of agriculture and food industry - media partnerships with all important online publications.
- Social media.

- Banners, flyers, posters.
- Professional associations – collaboration with professional associations in the agricultural sector and food industry.
- Deconcentrated institutions - participation in information actions for farmers of various institutions which are deconcentrated at county level.
- Newsletter.

## About EXPO Arad

- The second largest exhibition center in Romania.
- 1,5 km from the A1 highway.
- 4,000 sqm indoor space.
- 20,000 sqm outdoor space.
- Amphitheater 650 seats.
- Modular conference room 300 seats.
- Two conference rooms each 160 seats.
- Conference room 60 seats.
- Complete Multimedia facilities.
- Simultaneous translation system.
- Restaurant 80 seats, bar.
- Free parking.



# Become an exhibitor at

# Agromalim®

Contact  
Cimi Enache

Phone: +40.730.188 291  
Email: [cimi.enache@ccia-arad.ro](mailto:cimi.enache@ccia-arad.ro)

Doina Vasilescu

Phone: +40.730.188 292  
Email: [doina.vasilescu@ccia-arad.ro](mailto:doina.vasilescu@ccia-arad.ro)

