



POST SHOW REPORT

From Tuesday 20th to Monday 26th of May 2014 was held the 81st International Agricultural Fair at the Novi Sad Fair

AGRICULTURAL FAIR-BRAND OF THE REGION

Although the Agricultural Fair was held in conditions of emergency in Serbia, the International Agricultural Fair confirmed the reputation of being one of the most important business events in the field of agriculture of the Western Balkans. Number of exhibitors and visitors, promotion of products and services from 60 countries, as well as the results of business operations, contributed the fact that the International Agricultural Fair in Novi Sad is one of the ten most important agricultural fairs in Europe.

The Kingdom of the Netherlands- Partner Country of the 81st International Agricultural Fair has been presented through the exhibition and convention segments. Besides representing of 25 companies that have been presented their products and services in various fields of agricultural production, at the Fair was organized a panel discussion on “Trends in European agriculture“. One of the most famous chefs worldwide, Rudolf van Veen was been the guest of the Fair and he demonstrated his culinary artistry in front of the visitors.

INTERNATIONAL AGRICULTURAL FAIR IN FIGURES IN 2014

- Outdoor exhibition area: 40000 m²
- Indoor exhibition area: 9.000 m²
- Area of the Livestock Exhibition: 5.000 m²
- Number of exhibitors: 1.500
- Direct participation of companies from 24 countries: Albania, Austria, Belgium, Belarus, Bosnia and Herzegovina, Bulgaria, Greece, India, Italy, Hungary, Macedonia, Germany, Poland, Republic of Srpska, Romania, Slovenia, Turkey, Ukraine, France, Holland, Croatia, Montenegro, Czech Republic and Spain.
- Indirect exhibitors from 35 countries
- Eight collective exhibitions of: Holland, Hungary, Italy, Belarus, Croatia, Republic of Srpska, Austria and France
- About 1.300 live exhibits at the National Livestock Exhibition
- Product quality appraisal in 30 commodity groups
- Number of sold tickets: 73.000



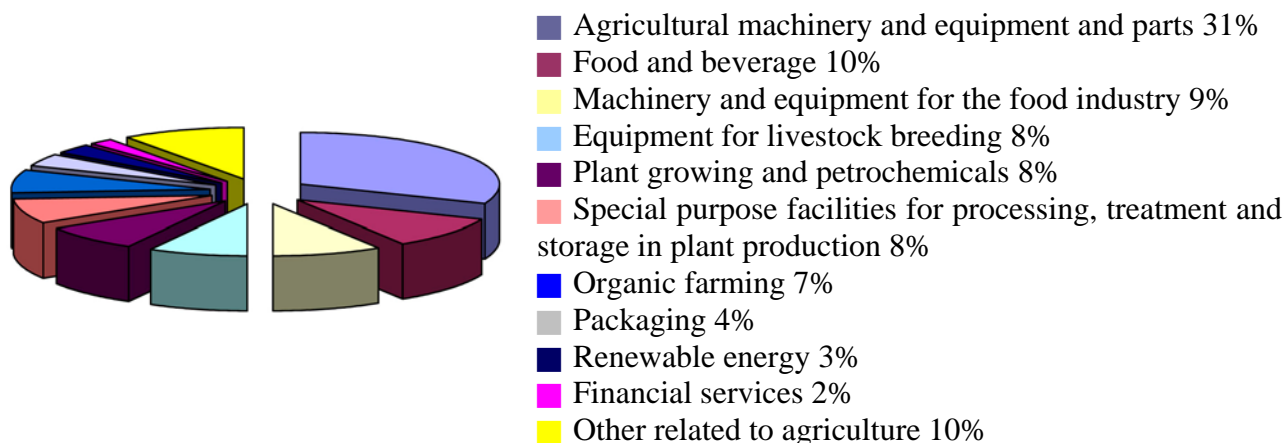
BASIC CHARACTERISTICS:

- **Exhibition of agricultural mechanization** was marked by the participation of the most famous brands in the world. Agricultural machinery, tractors, combines, connecting machines and equipment were exposed on the open area of the Novi Sad Fair
- **National Livestock Exhibition**, under the auspices of the Ministry of Agriculture and Environment presented about 1.300 live exhibits from the local gene pool. **Day of Livestock Breeders** was celebrated on Thursday, 22nd of May at the Manege of the Novi Sad Fair, marked by the traditional award ceremony for the most successful exhibits.
- **Exhibition of organic products**, with the support of Ministry of Agriculture and Environment, in cooperation with the National Association “Serbia organica“ promoted 35 producers from all over Serbia, among which were the farms, processors and producers, local and regional associations, educational institutions. The City of Novi Sad has presented 15 farmers in the field of organic farming from the suburban area.
- **International business meetings “Agro B2B@NSFair“** was marked by the participation of more than 160 companies from 19 countries
- **Congress segment of the Agricultural Fair** included more than 50 professional activities at the “Master“ Congress Centre of the Novi Sad Fair
- **Product Quality Appraisal** have been organized before and during the Agricultural Fair in 30 commodity groups and expert committees formed by the university professors and scientists that have been assessed food, live exhibits and agricultural machinery.

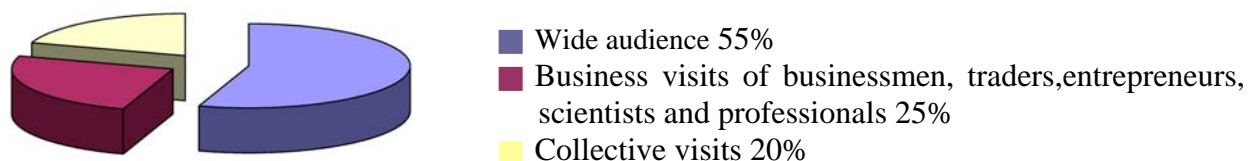
SUPPORTING EVENTS

- Competition in show jumping
- Competition in carriage driving
- Exhibition of small animals
- Day of Livestock Breeders with a defile of the awarded heads

Overview of exhibitors



Overview of visitors



According to the records of the Novi Sad Fair, in organized visits the Fair has been visited by members of cooperatives-farmers, livestock breeders, manufacturers, members of associations of farmers, schoolchildren, students, employees of the companies in the field of agriculture and related activities in Serbia and the region and from the European Union.

Registered visits from:

Austria, Albania, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Montenegro, France, Greece, Croatia, India, Indonesia, Italy, China, Hungary, Macedonia, Germany, Nigeria, Norway, Poland, Republic of Srpska, Romania, Slovakia, Slovenia, Turkey, United Kingdom, Ukraine, United Arab Emirates

PARTNERS

- Ministry of Agriculture and Environment of the Republic of Serbia
- General sponsor – Company „Delta Generali Osiguranje“, Beograd
- Partner bank – „Credit Agricole Banka Srbija“, Novi Sad
- „Agropanonka MTZ Finke“ – gift-giver in the raffle for visitors
- National Association for Organic Production “Serbia organica“

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