

FIERAGRICOLA

Verona, 6-7-8-9 February 2014

111 editions: history, tradition, technology, innovation and market

**AGRICULTURE,
TOMORROW**

Verona 6-7-8-9 February 2014

fieragricola.com

FIERAGRICOLA
111th International Agricultural Technologies Show



TECHNOLOGIES
AND PRODUCTS FOR
ANIMAL FARMING



SERVICES FOR
AGRICULTURE



AGRICULTURAL
MACHINERY AND
EQUIPMENT



AGRO-SUPPLIES
AND PLANT
GENETICS



RENEWABLE
ENERGY



FIERAGRICOLA 2014

111th International Agricultural Technologies Show

Where Verona (Italy) - Veronafiere Exhibition Centre

When 6-9 February 2014

Timetable from Thursday to Sunday
9.00 am - 6.00 pm

Admission on payment - for professionals

Official website www.fieragricola.com

Organised by Verona Exhibition Authority - VERONAFIERE
Viale del Lavoro 8 - 37135 Verona (I)

VERONAFIERE

Leader in the agricultural and agro-food sectors

VERONAFIERE: VALUES THAT CREATE AND PROMOTE VALUE

Heart of the economy, business centre, capital of production innovation. Veronafiere - for more than one hundred years - has brought together ideas, values and people. Combining economy, business and international trade. Promoting meetings, awareness and growth.

For more than a century, Veronafiere has evolved, kept track of market changes and exploited the favourable geographical location of the city of Verona to become **the leading direct organizer of events in Italy and one of the main exhibition centres in Europe.**

Veronafiere, over the years, has always responded promptly to the needs and requirements of all users, not only in agricultural and agro-food sectors - core fields where it has always been a leader - but also in new areas of interest.

Today, Veronafiere is perfectly placed to support companies in their internationalization strategies on both consolidated and emerging global markets. By promoting awareness, technological research and professional updates. By taking major brands all over the world as ambassadors of quality "Made in Italy".



VERONAFIERE

Facts & Figures 2012

Veronafiere closed 2012 with turnover of €80 mln.

The leading direct show organizer in Italy, Veronafiere scheduled and managed 42 events in its Exhibition Centre and 9 events abroad.

- net sales came to more than 777,000 sq.m.
- 15,600 exhibitors (17% international)
- more than 1,300,000 visitors (14% international)

These figures confirm Veronafiere as a driving force for the entire territory on local and national scales.

FKM CERTIFICATION

Veronafiere is the first non-German Exhibition Centre that has been certified by F.K.M. since 1997, the German organization active since 1965 for voluntary auditing of statistics for exhibitions and shows in Germany.

The results of every event are assessed in accordance with the FKM System in relation to quantitative (i.e. sq.m. sold, number of visitors, dimensions of the exhibition area, allocation of such data in national and international statistics) and qualitative indicators (i.e. geographical origin of new countries attending exhibitions, the innovations presented, number and nationality of attending journalists, quality of Exhibition Centre services, waiting times, personnel courtesy, hospitality levels for hotels and Exhibition Centre catering services, overall functionality of facilities and so on...).

This information is also obtained through direct interviews with Italian and international visitors.

FKM aims to encourage maximum transparency in the sector, with special emphasis on the reliability and clarity of data for individual exhibitions that member exhibition organizers must communicate and publish on the basis of strict standard criteria only after statistics have been certified by independent auditing companies. This information is also obtained through direct interviews with Italian and international visitors.

Implementation of the FKM System involves very strict operating methods but also ensures further benefits in terms of show evaluation, especially as regards international markets and users. FKM Certification ensures the absolute transparency, clarity and precision of data detailing the reference targets of events.

FIERAGRICOLA

Exhibition Profile

Targeting operators in the world of agriculture with close attention to policies for shared growth and sustainability, Fieragricola is an important showcase for agricultural entrepreneurs, breeders, agricultural mechanization companies, veterinary surgeons, manufacturers and dealers in agricultural machinery, feed producers, industry producing goods for the primary sector, farm holiday centres and players in the short value chain - all of which are suitably covered in dedicated areas.

TRADE SECTORS

- **Agricultural machinery and equipment:** an area entirely dedicated to technological and process innovation in the engineering field (tractors, machinery and equipment for working the land, sowing, irrigation, fertilization, treatments, harvesting, storage and transport, components, engines and plant, forestry and green area management equipment).
- **Agro-supplies** (agro-pharmaceuticals, fertilizers, seeds, plant and tree growing) **and plant genetics**
- **Services for agriculture:** an exhibition and demonstration area dedicated to innovative services for the development of agriculture, banks and insurance companies, sector research companies and institutions, as well as everything else the market has to offer for multi-functional companies - an ideal opportunity for diversifying operations and sources of income.
- **Technologies and products for animal farming,** with a complete range of technologies and equipment for livestock breeding, animal nutrition and health products, IVF centres and companies marketing seeds, veterinary instruments and apparatus and specialist and analytical areas for milk and meat sectors.
- **Renewable energy from bio-gas and vegetal crops:** the area dedicated to renewable energy in agriculture designed to offer new income and cost saving opportunities for agricultural entrepreneurs and to present information and opportunities to energy sector operators concerning the generation of energy from agricultural sources. A place for sales and information between construction companies and agricultural entrepreneurs, engineers, designers, installation technicians, specialist consultants and energy managers, energy supply utilities, banks, insurance companies, services and research institutes.



FIERAGRICOLA



Facts&Figures - 2012 Edition



1.179

exhibitors, 85 international
(from 22 countries)



320

international buyers
(from 46 countries world-wide)



62.236

sq.m. of net area,
10.037 dedicated to special shows



22

breeding associations



10

halls



more than 750

head of livestock



5

demo areas
(4 dedicated to engineering and
1 to energy from renewable sources)



287

journalists, 24 international



100.625

visitors, 12.960 international
(from 82 countries)



115

conventions, debates, technical
and scientific meetings in 4 days

TRADE SECTORS

Agricultural Machinery and Equipment



The whole overview of technologies adopted in the agricultural engineering field.

- Engines, tyres and lubricants
- Components
- Tractors and motor-cultivators
- Land processing machinery, seeding, fertilizing
- Machinery and equipment for irrigation
- Machines for crop protection, treatments and pruning
- Harvesters
- Machines for transport, initial processing, storage and conservation of agricultural products
- Structures, nurseries and systems
- Gardening, forestry equipment and land reclamation machinery

TRADE SECTORS

Technologies and products for animal farming



Animal farming is first of all passion but also income, genetic research, veterinary science, animal welfare, the sustainable environment, product traceability and food safety.

- Animal nutrition and health
- Genetics and livestock
- Cleaning and hygiene of breeding centres
- Technologies and buildings for cattle and buffalo breeding
- Technologies and buildings for pig breeding
- Technologies and buildings for poultry and rabbit breeding
- Technologies and buildings for sheep and goat breeding
- Technologies, structures and products for bee-keeping and other minor breeding
- Veterinary instruments and equipment

TRADE SECTORS

Renewable energy from bio-gas and vegetal crops



New forms of energy as a source of income and the key for strategic and effective interpretation of a new awareness combining environment, business and development.

- Solid bio-energy (wood and plant remains)
- Gas bio-energy (bio-gas)
- Liquid bio-fuels
- Co-generation and tri-generation
- Thermal and photovoltaic solar energy
- Wind power
- Waste to energy and recycling

TRADE SECTORS

Agro-supplies and plant genetics



An interactive and multimedia show area for agro-supplies in agriculture.

- Agro-pharmaceuticals or phyto-pharmaceuticals (including PPO and other products for gardens and defence)
- Fertilizers and fertilization-irrigation (including products for gardens)
- Pheromones (traps/propagators)
- Auxiliaries
- Agro-bio-pharmaceuticals (phyto-pharmaceuticals allowed in organic agriculture)
- Substrata
- Seeds
- Innovative systems for the implementation of sustainable agriculture
- Nurseries
- Plant genetics

TRADE SECTORS

Service for agriculture



The agricultural service sector.

- Chemical analysis
- Authorities, organizations and trade associations
- IT and software for agriculture
- Agronomist research
- Insurance services
- Banking services
- Telecommunication services
- Technical press