

Final report

# 2025 AGRA

## XXXIII INTERNATIONAL AGRICULTURAL EXHIBITION

**AGRA** was held together with International exhibition for viticulture and winemaking **VINARIA** and International exhibition for food and beverages, packaging, machines and technologies **FOODTECH**

**The 33rd edition of the International Agricultural Exhibition AGRA 2025** was held with great success, reaffirming the exhibition's position as the largest economic event for agribusiness in Southeast Europe. **Organised by International Fair Plovdiv under the auspices of the Ministry of Agriculture and Food,** and in partnership with **AGROTECH and the Agricultural Academy,** the event brought together science, field work, and technology.

**AGRA 2025 was again organized by International Fair Plovdiv under the auspices of the Ministry of Agriculture and Food.**




## Co-organizers

**AGROTECH** - Association of Manufacturers and Importers of Agricultural Machinery and Technologies in Bulgaria and **the Agricultural Academy.**

## Partner

**AGRA's partner** was **SPP EXPO,** a specialized exhibition of technologies for grain storage and processing, and energy production from RES in agricultural holdings.

**AGRA 2025** attracted leading manufacturers and traders who presented their products and services to **nearly 53 000 visitors.**






Scienc

Practice

Technology

Technique

Products

Services




| | | |
|---|---|---|
| **596 EXHIBITORS** | **40 700 square meters of exhibition space** | **180 accredited media** |
| **17 COUNTRIES** Bulgaria, Austria, Great Britain, Germany, Greece, Spain, Italy, France, Czech Republic, Hungary, China, Poland, Romania, Serbia, Turkey, Denmark. | **7 pavilions and open areas** | **780 publications in specialized media** |

# Major Categories

- Agricultural machinery, equipment and spare parts;
- Digitized, precision agriculture; carbon farming;
- Autopilots, navigation, drones, field weather stations;
- Machinery, plant and equipment for livestock-breeding;
- Plant-growing, machinery and equipment;
- Seeds, seedlings, plant protection chemicals;
- Irrigation systems;
- Organic farming, research institutes










# AGRA 2025

Portal of cutting-edge developments for the industry



## Exhibitors

The goal of the **AGRA 2025** exhibition was to showcase innovations, machinery, technologies, and solutions for sustainable and modern agriculture. The event served as a platform for the exchange of experience, contacts, and know-how among professionals, producers, research institutes, and government bodies.



## What's new at AGRA 2025?

**AGRA 2025** spanned five pavilions and all outdoor areas, with a 10% increase in exhibition space compared to 2024.

# AGRA 2025

News



## Premieres

The exhibition featured **over 600 participants from 17 countries, showcasing dozens of premieres in machinery, digitised systems, solutions for regenerative agriculture, and new products for plant protection and nutrition.** Technologies were presented for small, medium, and large farms, as well as for greenhouse production and livestock farming.




## Exhibition highlights

- Precision and regenerative agriculture
- Digitalisation and automation in the agricultural sector
- Latest generation agricultural machinery
- Irrigation systems, seeds, seedlings, fertilizers, and plant protection products
- Automated systems for greenhouses and field production
- Demonstrations, premieres and hands-on presentations

# COMPETITION FOR INNOVATION

38 companies and 12 research institutes presented more than 50 innovative developments at the Innovation Competition.

The Innovation Contest organised by International Fair Plovdiv honoured the leading advancements in agriculture, the food and beverage industry, and winemaking. Deputy Minister Yanislav Yanchev emphasised the importance of innovation in enhancing the sector's competitiveness.











# EVENTS ON THE AGRA 2025 SUPPORTING PROGRAM

**AGRA 2025 brought together the professional community for a series of seminars, conferences and round tables.** Topics included climate challenges, smart and organic farming, agricultural innovations, livestock trends and agrarian risk management. The business programme included participants from the Ministry of Agriculture, European experts, agencies and academics.








# Visitors
# AGRA 2025

**Over 53 000 visitors from 12 countries**
in Europe and Asia.

**72%**

Professionally related to agriculture and agribusiness

**84%**

Business owners and representatives of senior and middle management

The 33rd edition of **AGRA** has proved its worth as strategic platform for the future of agriculture in Bulgaria and the whole region. The event brought together science, technology and business, demonstrated the competitiveness of the sector and set the course toward sustainable development. **AGRA 2025** exceeded all expectations and gave a new outlook on innovation and growth in agribusiness.











XXXIV INTERNATIONAL AGRICULTURAL EXHIBITION

# AGRA 2026

## 17 - 21 FEBRUATY

Together with VINARIA and FOODTECH

## WE ARE EXPECTING YOU!

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