



From 17 to 19 May, the 11<sup>th</sup> Azerbaijan International Agriculture Exhibition, CaspianAgro 2017 took place in Baku. As one of the largest regional exhibitions, CaspianAgro annually hosts hundreds of producers of food and agricultural products and thousands of visitors from different countries. Over a number of years, the Ministry of Agriculture of the Republic of Azerbaijan has provided invaluable support to the CaspianAgro exhibition. For the first time this year, the CaspianAgro exhibition has received support from the Food and Agriculture Organisation of the UN (FAO). The event is also supported by the National Confederation of Entrepreneurs (Employers) Organizations of the Republic of Azerbaijan (ASK), and the Azerbaijan Export and Investments Promotion Foundation (AZPROMO). The event is organised by Caspian Event Organisers.

The exhibition was preceded by a press conference and was attended by Mr. Ilham Guliyev – Deputy Minister of Agriculture of the Republic of Azerbaijan, Mr. Edward Strachan and Ms. Zarina Mammadova – Project manager of CaspianAgro. 36 media representatives attended the press-conference from AzTv, Lider, ATV, ARB, ITV, CBC, TREND, Azertag, Report and others. During the press conference journalists were informed about the innovations, participants and statistics of the exhibitions.

On the first day, the CaspianAgro 2017 exhibition was visited by the President of the Republic of Azerbaijan Ilham Aliyev and the First Lady Mehriban Aliyeva. President Ilham Aliyev personally started the combine harvester by the Holmer Company (Germany).

CaspianAgro 2017 gathered to 167 producers and distributors of agricultural products and equipment from 19 countries on one site. Among the participating countries were Azerbaijan, Belarus, China, Italy, Russia, Sri Lanka, Turkey and others. There were national groups from Georgia, the Netherlands, and this year's debutants China (Jiangxi Province). For the first time, the Kingdom of the Netherlands was a Partner Country of the exhibition. The exhibition was sponsored by Maschio Gaspardo.

This year, the number of participants increased by 30% of companies, that had not previously participated in the exhibition. In general, the exhibition covered the most relevant fields of the agricultural sector and provided an opportunity to get acquainted with a number of innovations – equipment for poultry farms, greenhouse equipment and the turnkey construction of greenhouses, as well as kit for the livestock industry, substrates, foods for pets and fish, seeds, fertilisers, agricultural machinery, etc. The following sectors were extended to include irrigation systems and agricultural machinery for cotton which has recently enjoyed great growth in Azerbaijan. The Laboratory Equipment sector presented microscopes, apparatus, laboratory instruments and equipment required to increase productivity and regularly study the crops – from weight to determining the extent of any plant infestations by harmful substances through moisture content and more.

The exposition of agricultural machinery was located both indoors in the Baku Expo Center and outdoors. Here it was possible to see agricultural, tillage and sowing machines, combines from such manufacturers and distributors such as Ganja Automobile Plant, Azertexnika, Klever, Rostselmash, Gomselmash, Cansa, John Deer, Asena KO, Amkodor and others.

One positive feature of the exhibition was that in these sectors, along with foreign producers, the “Made in Azerbaijan” brand was also proudly displayed. Products under this brand were represented by companies from Azerbaijan, including permanent participants (Agrosell, Ganja Automobile Plant, Kaspi Yıldız and others), as well as those who are making their first steps towards developing the agricultural market of the country and are looking for foreign partners at the exhibition to export their products. Among this year’s debutants were the Azerbaijani companies Asena Ko, D. Fruits, Bine Agro, Buzovna Shitili, and Azdynamics.

Business tours from the regions of the country were organized at the exhibition CaspianAgro to Azerbaijani entrepreneurs for the purpose of acquaintance with new technologies and exchange of experience, which are indispensable conditions for the production of high-quality products. This year, with the assistance of OJSC "Agroleasing", and also at the invitation of the organizers, the exhibition was visited by entrepreneurs and farmers from 45 regions of Azerbaijan – Aghjabadi, Agdash, Agstafa, Agsu, Balakan, Barda, Beylagan, Bilasuvar, Fizuli, Gadabay, Ganja, Gobustan, Goychay, Goranboy, Hajigabul, Jalilabad, Imishli, Ismailli, Khachmaz, Khizi, Kurdamir, Lankaran, Masally, Neftchala, Oghuz, Qabala, Qakh, Qazakh, Quba, Qusar, Saatly, Sabirabad, Salyan, Samukh, Shamakhi, Shamkir, Shabran, Shaki, Siazan, Tartar, Tovuz, Ujar, Yevlakh, Zardab, Zaqatala.

An innovation of this year’s exhibitions was the business breakfast hosted by the organisers, which took place long before the actual opening of the exhibitions. The aim of this business breakfast was to help the participants to take better advantage of the opportunities which the exhibitions present. The event was attended by exhibitors of CaspianAgro and the organizer’s team. The business breakfast was led by a professional coach from the Big City Coaching Company, Ksenika Borisova, who was specially invited by the Organisers. During the breakfast, the main issues relating to stand organisation were touched upon, and a formula for successful participation at the exhibitions was presented. The coach emphasized the importance of maximizing the use of all the available resources at the exhibitions to establish contacts, and also catalogued the free resources that the organisers offer before, during and after the exhibitions. Besides having organised a business breakfast, the Organisers provided the participants with an opportunity to get acquainted, which many of them would otherwise not have had due to the fact of their working in their respective stands during the exhibition, although they are potential clients of each other’s businesses.

Within the framework of the business program of the exhibition were held seminars. So, the company Business France held a seminar on the theme: "The development of the agricultural sector in Azerbaijan. Fruit growing, horticulture and gardening" and a seminar on the theme: "Products by EuroChem – key to the growth of your crops" was organized by Eurochem Company.

The organizers awarded certificates to sponsors, partners and exhibitors who stood out with their imaginative approaches to their work.

In 2018 the exhibition will take place on 22–24 May at Baku Expo Center.

**#CaspianAgro**

## References

### **Fatih Can, General Manager of Cansa**

“Cansa (Turkey) specializes in the production of agricultural machinery, and for the second time now, is participating in the international CaspianAgro exhibition. The exhibition is well organized, and we are happy to be among its participants again”.

### **Svetlana Mikolenko, Regional sales manager at Maschio Gaspardo SpA**

“The exhibition accurately reflects the potential of the local market and we, the participants, regard Azerbaijan as a country with great opportunities”.

### **Rahman Ahmedov, Marketing Specialist, Gilan Agriculture**

“The Caspian Agro 2017 exhibition traditionally provides an opportunity for participants to present their products and services, to advertise the company and get a good commercial result. And professional visitors of the forum can get acquainted with the new products of the industry, get a qualified first-hand consultation and agree on cooperation with suppliers”.