

AGRA

INTERNATIONAL

**20. – 25. 8.
2011**
Gornja Radgona
Slovenien

49th International Agricultural - Food Fair



Straight onto the table!

Dear Sir/Madam,

The International Agricultural - Food Fair, AGRA, invites you to Gornja Radgona, the crossing of four countries, to confirm your quality and present your innovative creativity!

Being the 49th in a row, this fair personifies its traditional interwovenness in the European agricultural and food industry business partnerships. With the tradition, it features the freshness of new ideas and technical novelties with business and professional links.

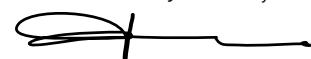
As the biggest fair of agriculture and food industry in this part of Europe, AGRA offers the best opportunities for a successful international business, commercial and promotional presentation. Active marketing concept, connecting economy with industries, emphasis on present trends and future challenges – these are the fair's specialties and strengths. Connecting demand with supply, AGRA offers diverse possibilities to exhibitors to target presentations, and visitors for well thought-out purchase.

AGRA offers more! Confirm the quality you offer can at international evaluation of food articles, wines and agricultural machinery, taking place before the fair exhibition. Independent evaluations by professional committees and awards for quality are an additional argument to convince your business partners and the end users about the quality of your products.

Choose the opportunities offered by AGRA 2011 to present your business and make your deals.

Cordially invited.

Director of Pomurski sejem
Janez Erjavec



**INTERNATIONAL YEAR
OF FORESTS • 2011**

From field to table.

Exhibition programme

FOOD INDUSTRY

- Meat and meat products
- Fish and fish products
- Milk and dairy products
- Milling and pastry products, noodles
- Confectioner products
- Fresh and processed fruits and vegetables
- Oils and fats
- Coffee and teas
- Spices and aromatic plants
- Fruit and vegetable juices, mineral water and bottled water
- Liquors and spirits
- Wine, beer
- Special food products and food supplements
- Raw materials and processing agents
- Machines and equipment for food and beverages industry
- Catering machines and equipment

AGRICULTURAL INDUSTRY

- Seeds and seedlings for agriculture, wine and fruit growing
- Plant food and protective agents
- Drive engines and accessories for land cultivation and harvesting of agricultural products
- Tools and accessories for gardening and landscaping
- Irrigation machines and equipment for soil
- Agricultural building materials and accessories
- Cattle breeding accessories
- Cattle food and health protection means
- Forestry drives and attachment accessories and tools
- Hunting and fishing equipment
- Apiculture equipment and accessories

INSTITUTIONAL AREA

- State and other institutions
- Business, trade and non-governmental associations and organizations
- Regional presentations

EDUCATION

- Agricultural and food-industry education
- Technical and educative literature

ACCOMPANYING PROGRAMME

- Crafts and artisan products
- Consumables



ANIMAL EXHIBITIONS

- Exhibitions of cattle, horses, pigs, small cattle, poultry
- Exhibitions of fish and reptiles

SAMPLE PLANTATIONS

- Crops
- Vegetables, aromatic plants, herbs
- Slovenian vine selection
- Varieties of marketable apples

TRANSFER OF KNOWLEDGE AND EXCHANGE OF EXPERIENCE

- Technical lectures
- Instructive lectures
- Forums and roundtables

From planning to implementation.

Best effects are achieved with continuous participation in the fair! It brings you a maximum of qualified contacts with business partners in a minimum of time.

Good and timely planning of your trade fair presentation will result in an economy of business and promotional activities.

The experienced team of Pomurski sejem will gladly help you with any activities leading to your successful presentation at the fair!

Promotional activities to support your Presentation at the fair!

Make use of our special demonstration space for the presentation of land machines under real working conditions, and request help with other activities, contributing to the success of your participation in the trade fair, such as sending invitations to your business partners, preparing business meetings and press conferences during the trade fair.

Exhibition space equipment

In cooperation with established firms we offer best quality in the setting-up of your exhibition stand and provide all necessary technical equipment.

Press centre

The exhibited novelties, forum presentation and other activities of exhibitors are brought to the attention of the widest public through our press centre. Use the press centre to provide complete information about your activities.

Accommodations

Our partner agency can make arrangements for your accommodation.



Registration deadline: April 15, 2011

THE TRADE FAIR AGRA OF 2010

Total exhibition surface	66.500 m ²
- Indoor exhibition surface	22.700 m ²
- Outdoor exhibition surface	25.800 m ²
- Specialised cattle exhibitions	3.000 m ²
- Sample plantations and presentation space	15.000 m ²
Number of exhibitors	1.690
- Exhibitors from Slovenia	1.060
- Exhibitors from abroad	630
Number of countries participating	25
Number of visitors	120.000

More than **80%** of the exhibitors believe the trade fair to be an excellent combination of business and professional opportunities. The visitors come from all over Slovenia, and over **25%** are from the neighbouring and other European countries.

The fair was excellently covered by media inland and in the neighbouring countries.



www.pomurski-sejem.si



The Focuses of the AGRA Fair 2011.

SPECIALIZED EXHIBITIONS

- REGIONAL AGRICULTURAL PRODUCTS AND ALIMENTS
- VINO SLOVENIJA GORNJA RADGONA
Presentation and tasting of wines from Slovenian and foreign winegrowers as well as from organized winegrowing associations
- POLAND – GUEST COUNTRY OF THE 2011 AGRA FAIR

EXPOSED CONTENTS

- INTERNATIONAL YEAR OF FORESTS
- TOURISTS FARMS SERVING LOCAL FOOD
- FUNCTIONAL FOOD
- ADAPTATION OF AGRICULTURE TO CLIMATE CHANGES

BUSINESS AND PROFESSIONAL DAYS

Saturday, August 20, 2011

Horse Breeders' Day,
Agricultural Machines Day,
Ploughmen's Day

Sunday, August 21, 2011

Forests' and Foresters' Day,
Day of Rural Youth,
Beekeepers Day

Monday, August 22, 2011

Cattle Breeders' Day,
Veterinarians Day,
Food Industry Workers Day,
Gastronomy Day

Tuesday, August 23, 2011

Day of Wine Growers and
Wine Producers,
Day of Fruit Growers

Wednesday, August 24, 2011

Day of the Slovenian Chamber
of Agriculture and Forestry,
Cooperative Members' Day,
Pig Farmers' Day,
Small Cattle Farmers' Day,
Day of Ecological Agriculture,
Austrian Styria Day

Thursday, August 25, 2011

Schools for Agriculture and Food Day

Dedicated to quality!

PRODUCT ASSESSMENTS

International assessment of meat
and meat products

May 19 - 20, 2011
June 15 - 17, 2011

International assessment of milk
and dairy products

May 30 – June 3, 2011

International assessment of juices,
non-alcoholic beverages and
bottled waters

June 8, 2011

»Vino Slovenija Gornja Radgona«
Open national wine assessment

July 18 - 22, 2011

Honey assesment with
international participation

August 8 - 10, 2011

International assessment of
agricultural mechanisation
and equipment

August 18 - 19, 2011





fair management
press centre
fair reception

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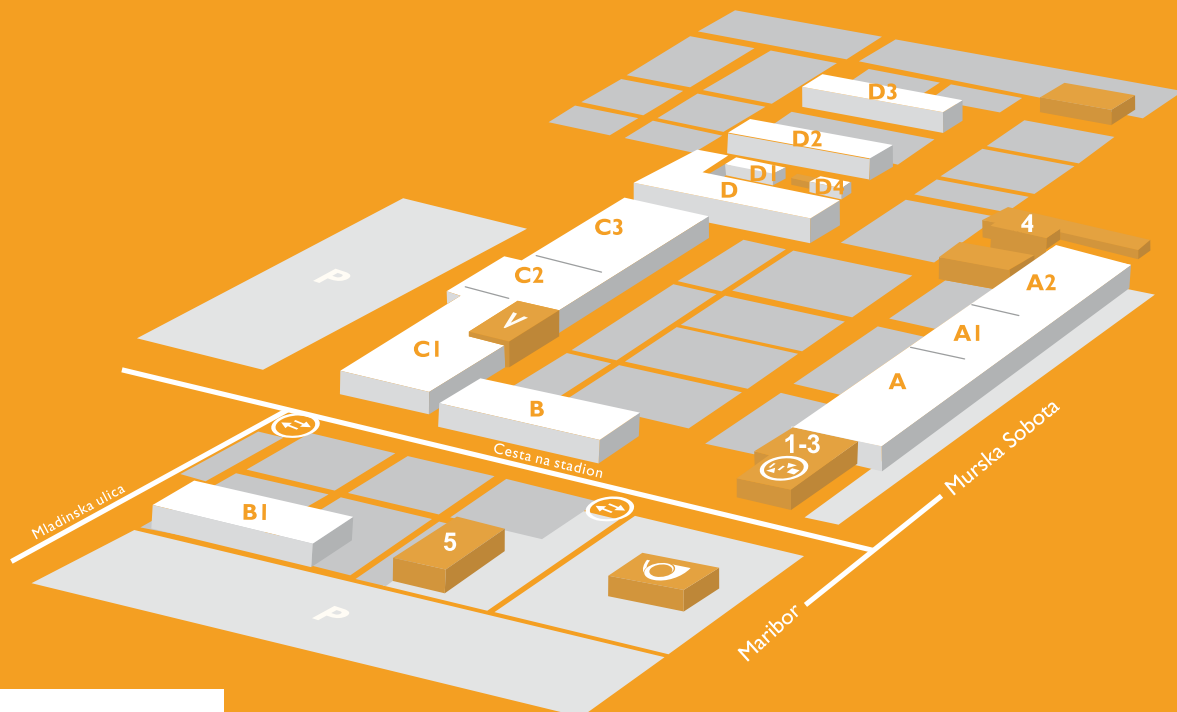
conference hall

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parking place



entry - exit



49th International Agricultural – Food Fair

Time and place

August 20 - 25, 2011
Gornja Radgona, Slovenia

Opening hours of the fair

from 9 a.m. to 7 p.m.

Organizer

Pomurski sejem, d.d.

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www.pomurski-sejem.si



Distances from Gornja Radgona:

Koper	270 km
Ljubljana	166 km
Maribor	40 km
Budapest	300 km
Vienna	260 km
Graz	80 km
Munich	500 km
Triest	270 km
Zagreb	140 km



Representations

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