


**AGRA**

**25<sup>th</sup> - 30<sup>th</sup> August, 2012**  
**Gornja Radgona, Slovenia**



**Traditionally fresh!**



## THE JUBILEE 50<sup>th</sup> INTERNATIONAL FAIR OF AGRICULTURE AND FOOD

25<sup>th</sup> - 30<sup>th</sup> August, 2012  
From Saturday to Thursday from 9 a.m. to 7 p.m.  
Gornja Radgona, Slovenia

Dear Sir or Madam,

I invite you to join us in the celebration of the 50th anniversary of the International Fair of Agriculture and Food AGRA.

The trade fair AGRA represents half a century of efforts, visions and success by our estimated exhibitors, external experts, by the agricultural policy and by many generations of friends of agriculture and countryside.

Within this time span, it has become a business and professional event with a special mission. The mission is to spread optimism and self-confidence among exhibitors and visitors of the trade fair and to open new ideas and plans for the future.

The jubilee fair will be an excellent opportunity to present the best trademarks in agricultural machinery, equipment, food products, awarded livestock, the most important food plants as well as new knowledge and achievements. In short, to show all that is important for the development of agriculture and for a sustainable rural development.

You are cordially invited to join us in the jubilee trade fair AGRA 2012!

Yours faithfully,

Janez Erjavec, Director

### The trade fair AGRA 2012 will convey a multitude of current contents

- \* International year of cooperatives and 140 years of cooperative system in Slovenia
- \* 50 years of agricultural trade fairs in Gornja Radgona

- \* 50 years of common European agricultural policy
- \* Products which are protected in the EU and Slovenia according to their geographical denomination and their traditional reputation
- \* Slovenian food trademarks
- \* Organic farming and organic food
- \* The food chain
- \* Protection of agricultural surfaces with the objective of more self-sufficiency for Slovenia
- \* Agricultural machines and equipment for safe and environment-friendly farming
- \* The Russian federation to be partner country of agra 2012

## There will be attractive specialised exhibitions

- \* Regional agricultural crops and products
- \* Rural tourism
- \* Exhibition and tasting of wines from the Open National Wine Assessment "Vino Slovenija Gornja Radgona"
- \* International livestock exhibition of the "Fleckvieh" breed
- \* International exhibition of Lippizan horses
- \* Exhibition of autochthonous Slovenian cattle breeds
- \* Presentation of Slovenian agricultural schools
- \* Sample plantations of food plants, vegetables, herbs and aromatic plants
- \* Wood and park area with an emphasis on wood as renewable building material and source of energy

## Business events and professional days connect.

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## The lively accompanying programme will delight

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## The trade fair AGRA awards prizes at the international quality contests

### **Open competition Slovenian Packaging Oscar**

8/5/2012

### **International quality assessment of meat and meat products**

24 – 25/5/2012 (fresh meat)

20 – 22/6/2012 (meat products)

### **International quality assessment of milk and milk products**

5 – 8/6/2012

### **International quality assessment of fruit juices, non-alcoholic drinks and bottled waters**

13/6/2012

### **Open National Wine Assessment "Vino Slovenija Gornja Radgona"**

23 -27/7/2012

### **Quality assessment for Honey with international participation**

7 – 9/8/2012

**International assessment for agricultural machines and equipment**  
23 – 24/8/2012

## The trade fair AGRA 2011 announced a successful 50th anniversary

- Total exhibition surface	67.200 m2
- Indoor exhibition space	22.700 m2
- Outdoor exhibition space	26.500 m2
- Cattle exhibitions	3.000 m2
- Sample gardens, demonstration space	15.000 m2
Number of exhibitors	1.710
- Exhibitors from Slovenia	1.070
- Exhibitors from abroad	640
Number of participating countries	27
Number of visitors	117.000

390 companies from 11 countries participated with 1317 products in the different quality assessments which were held within the framework of the trade fair.

The trade fair was rated as an excellent combination of professional and business events by more than 80% of the exhibitors.

More than 25% of the visitors to the fair came from neighbouring or other European countries.

382 media publications were tracked by analysts of the company Press Clipping in the period from 10th August to the 1st September 2011. In the period from 5th May to the 26th September 2011 729 mentions of the trade fair AGRA were made in Slovenia alone. It may be said that the general rating of the trade fair's presence in the media was very positive (93, 2% positive and 6, 5% neutral publications). We have obtained additional information on positive media publications in Austria, Croatia, Italy, Hungary, Poland, Serbia and other European countries.

The jubilee trade fair gives an overview of all that is needed for producing, processing and serving healthy and tasty food  
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The trade fair AGRA 2012 will be held simultaneously with the International Fair of Packaging, Packaging techniques and Logistics INPAK

The trade fair AGRA draws its freshness and its future from its rich tradition

MILESTONES...  
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More information:

**Pomurski sejem, d.d.**

Cesta na stadion 2  
9250 Gornja Radgona, Slovenia  
Phone.: +386 2/ 5642 116  
Fax: +386 2/ 5642 160  
E-mail: info@pomurski-sejem.si

Mateja Jaklič  
Exhibition manager  
[mateja.jaklic@pomurski-sejem.si](mailto:mateja.jaklic@pomurski-sejem.si)

Jana Dimec, project manager  
[jana.dimec@pomurski-sejem.si](mailto:jana.dimec@pomurski-sejem.si)

Vesna Komperšak, project manager  
[vesna@pomurski-sejem.si](mailto:vesna@pomurski-sejem.si)

Andrej Slogovič, project manager  
[andrej.slogovic@pomurski-sejem.si](mailto:andrej.slogovic@pomurski-sejem.si)

Robi Fišer, technical director  
[robi.fiser@pomurski-sejem.si](mailto:robi.fiser@pomurski-sejem.si)

Boris Nicolas Erjavec, project manager  
[boris.erjavec@pomurski-sejem.si](mailto:boris.erjavec@pomurski-sejem.si)

Miran Mate, project manager  
[miran.mate@pomurski-sejem.si](mailto:miran.mate@pomurski-sejem.si)

**[www.pomurski-sejem.si](http://www.pomurski-sejem.si)**

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