



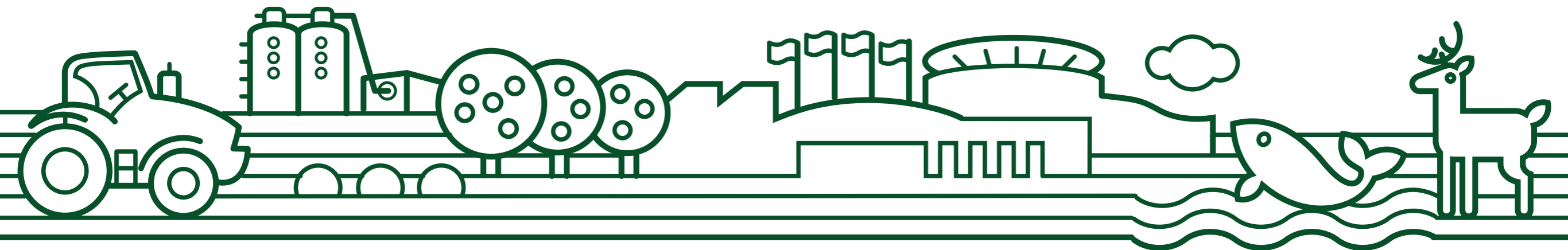
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88<sup>th</sup> INTERNATIONAL **18-24|9|2021**



**AGRICULTURAL FAIR**

**POST SHOW REPORT**



GENERAL SPONSOR



CZECH  
REPUBLIC

PARTNER COUNTRY



GOLDEN SPONSOR

The Novi Sad Fair has found the way to organise a big event in unfavourable epidemiological circumstances and to provide safe environment not only for exhibitors but also for visitors, participants in events and employees.



At the Novi Sad Fair, the 88<sup>th</sup> International Agricultural Fair was held from Saturday 18<sup>th</sup> September to Friday 24<sup>th</sup> September 2021. At the same time, the 53<sup>rd</sup> International Fair of Hunting and Fishing and the Fair of Ecology were also held. The long-awaited events organised in the traditional way with all known segments have got together small manufacturers and large companies.

# 2021 INTERNATIONAL AGRICULTURAL FAIR IN NUMBERS



Open exhibition space

**64%**

compared to 2019



Closed exhibition space

**64%**

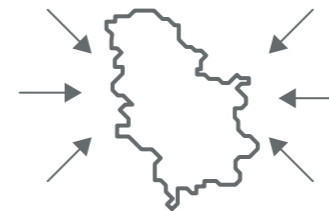
compared to 2019



Number of exhibitors

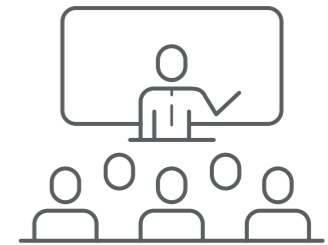
**60%**

compared to 2019



Direct exhibitors from Serbia and **17** countries

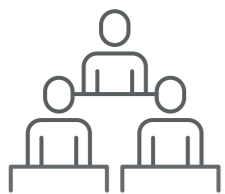
Czech Republic, Austria, Belarus, Bulgaria, France, Netherlands, Croatia, Italy, China, Hungary, Poland, Bosnia and Herzegovina, Romania, Russia, Slovenia, Spain and Turkey



About **30**

events of professional and business gatherings

have been held in the Congress Centre "Master" of the Novi Sad Fair



**9**

collective exhibitions

Czech Republic, Italy, Netherlands, Spain, Hungary, Bosnia and Herzegovina, Belarus, Poland and Russia



Livestock exhibition

**100%**

the same as in 2019



Assessment of the quality of products and services

**30**

commodity groups

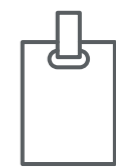
it started in May and it was completed during the Agricultural Fair



Number of registered visitors at the entrances has been about

**40%**

compared to 2019



**548** accredited journalists

from Serbia and Slovenia, Turkey, North Macedonia, Republic of Srpska, Bosnia and Herzegovina and Croatia

# IMPORTANT COMPONENTS OF THE FAIR



## THE EXHIBITION OF AGRICULTURAL MACHINERY

Agricultural machinery and equipment have been exhibited by companies from Serbia, Bulgaria, Italy, Slovenia, Turkey, Poland, China and Russia.

## THE NATIONAL LIVESTOCK EXHIBITION

Under the patronage of the Ministry of Agriculture, Forestry and Water Management has presented "live exhibits" from the domestic gene pool. In addition to the Livestock Exhibition, the Ministry of Agriculture, Forestry and Water Management has also supported the Exhibition of Genetic Potentials.

## THE EXHIBITION "SERBIAN QUALITY"

Has also been organised with the support of the Ministry of Agriculture, Forestry and Water Management. It has brought products with the national label of high quality, which is used to designate products made of raw materials that originate exclusively from the territory of the Republic of Serbia. Along with that, exhibitions of organic products and products with geographical indication, as well as craft beers, have traditionally been held.

# ACCOMPANYING PROGRAMMES

- **Public Assessment of Horses together with Public Assessment of Licensed Horses - Organised for the FIRST TIME at the Agricultural Fair**
- **Finals of the Hurdle Camp – Organised for the FIRST TIME at the Agricultural Fair**
- Hurdle Horse Race “Novi Sad Fair Cup”
- Public Assessment of Cattle
- Cattle Breeders’ Day with a ceremonial parade of awarded cattle
- Fruit Growers’ Day
- Champions’ Night
- **Prize Game for Visitors** for which donors have provided the tractor “Belarus 82.1”, pneumatic seed drill “SAKALAK D”, trailer “PALAZOGLU” and tractor mower “John Deere x350R”
- **Danube Business Forum**
- **JAROSLAV PAP Memorial Exhibition of Photographs – THE EYE FOR ALL OF US**



# BOTH VACCINATED AND UNVACCINATED AT THE FAIR

The Agricultural Fair, the Hunting and Fishing Fair and the Fair of Ecology have accepted visitors with the digital green certificate, negative PCR test or negative rapid antigen test.

**Some 40 percent of visitors compared to 2019 have been registered.**

- Out of that number, 72 percent of visitors have passed through the gates with already prepared documents - digital green certificate (vaccination certificate or that you have recovered from COVID 19), negative PCR test or negative rapid antigen test.
- For those without necessary documents, in cooperation with the City of Novi Sad, the Novi Sad Fair has provided rapid antigen tests already included in the price of the ticket (and not additionally charged). Testing has been carried out when entering the premises of the Novi Sad Fair and there have been 28% of visitors tested in this way.
- It is determined that 1.87 percent of those who wanted to enter the Fair have not been allowed to do so because of the positive test result.
- The majority of visitors have been from agricultural branches (farming, animal husbandry, fruit growing and viticulture), as well as from education.
- The most common reasons for coming are information about novelties, purchase, education, networking and contracting of business deals.
- The majority of interests have been related to agricultural mechanisation, information, novelties, food products and technologies

During seven days, the fair was visited not only by farmers, cattle breeders, producers, members of association of agricultural producers, secondary school and university students, but also by numerous delegations, business and diplomatic - city, provincial, national and international delegations from Czech Republic, Belarus, Italy, Republic of Srpska, Slovakia, Egypt, United Arab Emirates, Poland and Palestine.

**After visiting stands and professional and business gatherings, about 92 percent of visitors have said that they will attend the 89th International Agricultural Fair that will be held in 2022.**

**The sale, concluded and contracted deals are measured in millions of euros and the Novi Sad Fair has once again been confirmed as the most important place for business, educational and bilateral meetings in the field of agribusiness.**



# PARTNERS



- Partner Country – Czech Republic



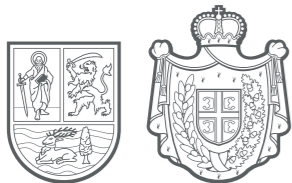
- General Sponsor – Company Generali Osiguranje Srbija, Beograd



- Golden Sponsor – Al Dahra



- Patron – Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia



- Provincial Government with its Secretariats



- City of Novi Sad



- Donors for the prize game for visitors – Companies “Agropanonka”, “MBV” and “KITE DOO”

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