

YOUR SUCCESS DEPENDS ON MACHINERY!



Ufi  
Approved  
Event

# InterAGRO 2020

**InterAGRO 2020**, the key autumn event for agrarians, took place in the International Exhibition Centre in Kyiv from the 28<sup>th</sup> till the 30<sup>th</sup> of October.

**InterAGRO 2020** is held once in two years and demonstrates innovative solutions in agriculture: the latest models of tractors, harvesters, sprayers, fertilizer spreaders, tillage and sowing machinery, machinery and equipment for grain transportation and storage, grain elevator equipment, precision

agriculture technologies, spare parts, agricultural chemicals, seeds etc.

Though the coronavirus pandemic made both the exhibiting companies and **InterAGRO 2020** adjust to it, it is worth mentioning that the event went successfully following all safety requirements of the Ministry of Health of Ukraine and recommendations of the Global Association of the Exhibition Industry - UFI.



OVER  
**100 EXHIBITORS**  
FROM 6 COUNTRIES



NATIONAL  
PAVILION  
OF GERMANY



**11,786**  
BUSINESS  
VISITORS



**9**  
BUSINESS EVENTS



**87**  
SPEAKERS



**IT-Corner 2020** is the specialized exposition of digital technologies and smart solutions in agribusiness. The business forum **“IT-Corner 2020: trends, technologies, IT solutions for agribusiness”** was held at the exposition.

1. On October 28 the discussion panel **“Transformation of the model of doing agribusiness in Ukraine”** took place at IT-Corner 2020. *Moderator: Valerii Yakovenko, founder of DroneUA.*

### QUESTIONS THAT WERE DISCUSSED:

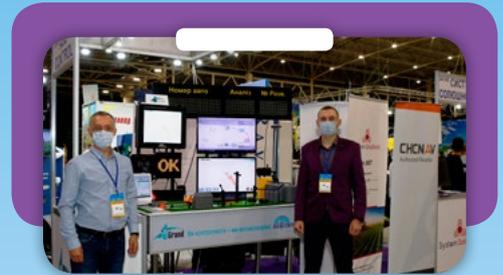
- ✓ How will the model of doing agribusiness in Ukraine change in new climate realities?
- ✓ How do comprehensive farm management systems help to manage agribusiness effectively?

Experts that participated in discussion: *Yurii Petruk (AgTech Ukraine), Maksym Prokhorov (PM Partners), Volodymyr Kozerivskyi (Smartep.pro), Ihor Chaikivskyi (AeroFarming).*

2. On October 29 the second panel discussion was held at IT-Corner 2020 that covered the following topics:

- ✓ **“Digital Farming, advanced digital tools for a modern agrarian”;**
- ✓ **“Innovative sprint”.**

The second day of the event was memorable for such interesting reports as **“A guide in farm management systems”** and **“A guide in land bank management”** by Aggeek and AgroHUB companies. Besides, the reports **“Spraying with drones as a new prospective type of business. Theory and practice”** by Anton Hereles (BetterFly) and **“Experience of implementing EDMS in Ukrainian agricultural companies”** by Kostiantyn Yurchenko (Vchasno) were useful for the listeners.



**AgroEnergyDAY 2020** is the international interactive platform of energy efficiency, bioenergy technologies and alternative energy in agribusiness.

On October 29 the Third international conference of bioenergy technologies and alternative energy in agribusiness **“Bioenergy: from idea to realization of a bioenergy project in Ukrainian realities, modern technologies, practical cases”** was held as a part of **AgroEnergyDAY 2020**.

### QUESTIONS THAT WERE DISCUSSED:

- ✓ Bioenergy projects in agricultural sector;
- ✓ State and prospects of bioenergy development in Ukraine;
- ✓ Peculiarities of realization of bioenergy projects in conditions of changes in legislation;
- ✓ Peculiarities of production of heat and electricity from biomass at small agricultural enterprises;
- ✓ Bioenergy resources, technology of growing bioenergy crops as raw material for production of solid and gas fuel;
- ✓ Biogas energy: Ukrainian opportunities, practical cases, modern technologies.



### Conference “Innovative irrigation. Will the era of revival come?”

On October 29 the conference “Innovative irrigation. Will the era of revival come?” supported by the All-Ukrainian Public Organization “Ukrainian Agrarian Confederation” was held at **InterAGRO 2020**.

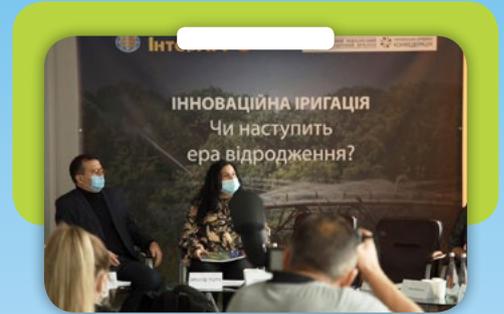
The conference consisted of 2 panel discussions dedicated to the topics:

- ✓ Irrigation in Ukraine and the world: what to rely on?
- ✓ Economics of water resources use. Implementation of innovative irrigation systems, new tillage technologies and plant nutrition.

#### QUESTIONS THAT WERE DISCUSSED:

- ✓ Should water resources be only state-owned;
- ✓ Attractiveness of irrigation systems in terms of investments in conditions of climate changes;
- ✓ Legislative initiatives regarding irrigation;
- ✓ Effective organization of irrigation;
- ✓ The main ways of saving water;
- ✓ Comprehensive solutions in irrigation management;
- ✓ Modern irrigation technologies;
- ✓ Practical use of farm irrigation systems in conditions of Ukrainian South.

Participants could also join the conference via Zoom.



### Conference “Agriculture – the key player in rural development of Ukraine”

On October 29 the conference “Agriculture – the key player in rural development of Ukraine” took place at **InterAGRO 2020**.

*Organizer of the conference: Bilateral Cooperation Programme of the Federal Ministry of Food and Agriculture.*

The participants of the conference had a chance to communicate with experts from Germany via Zoom and learn about German experience of creating amalgamated territorial communities. Besides, during the event the questions of transfer of state responsibilities, including management of tax revenue and state agricultural lands were discussed.

Besides, the **National Pavilion of Germany** supported by Federal Ministry of Food and Agriculture (BMEL), DLG Ukraine and IFWexpo Heidelberg was presented at **InterAGRO 2020**.



### International seminar “Niches. Technologies. Investments”.

One of the most interesting events at **InterAGRO 2020** was the international seminar “**Niches. Technologies. Investments**” by Sapienza media-agency.

At the event the questions related to perspective niche directions for agribusiness development in the upcoming 5-10 years were discussed. Besides, the visitors found out what craft production is worth investing in now and what technologies will help to get maximum yield. Craft manufacturers presented their products at the seminar and those who wanted had a chance to taste it.

Speakers of the seminar included analysts of the agricultural market, experts in agricultural investments, professional producers and farmers, manufacturers and marketers of niche products and agricultural machinery, exporters, representatives of the relevant Ministry, developers of financial tools and services for agribusiness.



### Seminar “My dairy farm. Step forward for dairy business”.

On October 29 Agroexpert magazine organized the seminar “My dairy farm. Step forward for dairy business”.

#### THE TOPICS DISCUSSED DURING THE SEMINAR:

- ✓ Feeding, genetics, hygiene of keeping;
- ✓ Prevention and treatment of diseases of dairy herd;
- ✓ Farm’s own processing – production of craft dairy products etc.

The awards ceremony of the contest “**The best young agronomist 2020**”, which has been held for 8 years in a row by Agroexpert magazine, was held on October 28. The aim of the contest is to define and encourage talented youth in the sphere of plant growing.



**Innovation Techno Hub** is the platform where innovative trailer and self-propelled machinery was presented. This year **NEW HOLLAND** and **PÖTTINGER** demonstrated their novelties.

Traditionally the international contest for the best innovative solutions in agricultural machinery and equipment InterAGRO Innovation Award took place at **InterAGRO 2020:**

### InterAGRO Innovation Award:

1. **Raven Industries** got the golden award for visual guidance system VSN in the category **“Equipment and software for precision agriculture”**.
2. **Väderstad** got the golden award in the category **“Tillage and sowing machinery”** for the sowing machine Tempo L 24.



# GREENHOUSE BUSINESS 2020

Along with **InterAGRO 2020** another important event **Greenhouse Business 2020**, exhibition of effective technologies and equipment for greenhouse business, took place from the 28<sup>th</sup> till the 30<sup>th</sup> of October.

As a part of the event the international conference **“Marketing in Greenhouse Business”**, supported by **Infoindustry** information agency, was held.

## THE MAIN ISSUES DISCUSSED AT THE CONFERENCE:

1. Implementation of the leading technologies into greenhouse business;
2. Funding of the industry;
3. Promotion of greenhouse products;
4. Exchange of ideas and expansion of business network in the industry;
5. Addressing the question of contribution margin and energy efficiency of greenhouse business.



## SUMMARY

We would like to point out that **InterAGRO 2020** was visited by over **11,000 attendees**. For many market participants personal communication is what they value most in business events. And **InterAGRO 2020** became that interactive platform where personal communication and presentations of the companies' products and novelties lay the foundation for new cooperation.

Holding of **InterAGRO 2020** has demonstrated how important offline events are. According to the exhibitors and visitors, the exhibition is the platform granting opportunities for professional communication, discussion of problems and prospects of the industry with experts, as well as successful networking during business events at the exhibition. Therefore let us trust in bright future and work together to contribute in Ukrainian agriculture!

