55th INTERNATIONAL FAIR OF AGRICULTURE AND FOOD

26. – 31. 8. 2017
Gornja Radgona
Slovenia
Dear Sir or Madam!

We kindly invite you to participate in the largest and most important agricultural-food fair in Central Europe, which for the 55th time will open its doors on 26th August 2017, and will run until the 31st August.

For those of you who offer traditional quality and innovative views of the future, AGRA is an indispensable business, professional and promotional exhibition event. It is unique in attaining specific target partners with whom you wish to have closer contacts. The fair has the power to attract more than 120,000 quality visitors, who from the neighbouring regions of four countries bring specific, qualified and high purchasing power supported by market demand.

Professional and business emphasis of the AGRA Fair in 2017 will be on the International Year of Sustainable Tourism for Development. In this context, it will be as a comparative market advantage of regions and countries subject to the provision of food from the closer environment. The preservation of untouched nature, natural and cultural landscape will be a magnet for the presentation of sustainable farming and forest management, exhibitions of agricultural animals and specimen crop plantations. In technological terms it will support commercial presentations of top achievements in agricultural technology for highly efficient and sustainable farming. Visitors will also be able to see, purchase and taste the best of sustainable produce, breeding, processing, gastronomy and the wine-business. Standing out among these will be the winners of international quality assessments. The assessments will be held under the auspice of Agra from springtime until August.

Also in 2017 the AGRA Fair will, while contributing to sustainable supply and self-sufficiency, be included in the international space, as presentations have been announced by a number of foreign countries and regions. These will be accompanied by a number of expert consultations, business meetings and counselling, as well as social and competitive content.

Business success at the AGRA Fair is natural; therefore you are cordially invited to a sustainable cooperation.

President of the Management Board
Janez Erjavec
PACKAGING, PACKING TECHNIQUES AND LOGISTICS

FORESTRY

AGRICULTURAL INDUSTRY

FOOD INDUSTRY

EXHIBITION PROGRAMME

meat and meat products | fish and fish products | milk and dairy products | milling and pastry products, noodles | confectioner products | bee products and products made from bee 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 | wine, beer, liqueurs and spirits | special food products and food supplements | raw materials and processing agents | machines and equipment for food and beverages industry | catering machines and equipment | ecological and bio foodstuffs and produce

machinery and equipment for: arable farming | fruit growing and viticulture | market gardening and horticulture | oil-making | processing grapes and the cellarman’s trade | stockbreeding | cattle breeding | land irrigation | sustainable - ecological production | tools and equipment for allotment gardening and planning surroundings | equipment and accessories for apiculture | seeds and plants for agriculture, viticulture and fruit growing | eco seeds and plants | resources for nutrition and plant protection | resources for nutrition and health care for animals | material and equipment for agricultural building | heating, cooling devices and systems | energy-efficient systems and appliances

all kinds of packaging | packaging materials | packaging manufacturing devices and equipment | management of packaging and waste packaging | packing technology (packing machines and other devices) | labelling systems and techniques | palleting | warehouse technology | transport technology | store equipment and systems

forestry tractors | machinery and equipment for: transportation and log harvesters | sawing logs | wood processing | protective equipment | use of wood for biomass
SPECIALISED PROGRAMME

ANIMAL EXHIBITIONS
- exhibitions of cattle, horse, pigs
- small cattle, poultry
- exhibition of indigenous breeds of farm animals
- exhibitions of fish
- small animals show

SAMPLE PLANTATIONS
- crops
- vegetables, aromatic plants, herbs
- permaculture - biodynamic garden
- Slovenian vine selection
- forest park plantation
- fair forest learning path

INSTITUTIONAL AREA
- state and other institutions
- regional presentations
- business, trade and non-governmental associations and organizations

TRANSFER OF KNOWLEDGE AND EXCHANGE OF EXPERIENCE
- technical and instructive lectures
- workshops and seminars
- forums and roundtables

EDUCATION
- agricultural and food-industry education
- technical and educative literature

ACCOMPANYING PROGRAMME
- crafts and artisan products
- consumables

PROFESSIONAL DAYS
SATURDAY, 26th AUGUST
Pomurje day | ploughmen’s day
SUNDAY, 27th AUGUST
beekeepers’ day | day of foresters and forest rural youth day | agricultural technology day
MONDAY, 28th AUGUST
food scientists’ day | cattle breeders’ day | vets’ day
Porabje day | seed cultivator’s day | Vojvodina day
TUESDAY, 29th AUGUST
winegrowers and wine merchants day | fruit growers’ day
agriculture and forestry chamber of Slovenia day
horse breeders’ day | tourist farms day
WEDNESDAY, 30th AUGUST
Slovenian cooperatives’ day | pig breeders’ day
farm food education day | sheep and goat breeders’ day
Austrian Styria day
THURSDAY, 31st AUGUST
day of natural parks | day of organic farming
vegetable producers’ day | exhibition gardens day

SOCIAL EVENTS
- 19. State forest owners wood chopping contest
- meeting on Austrian Styria Day
- meeting of rural youth
- selection of the heaviest pumpkin, pumpkin carving
- tug-of-war contest
- polka dancing contest
- Slovene wine team football match
- meeting of sommeliers and wine knights
- 8. Meeting of vintage Steyr tractors

QUALITY ASSESSMENTS
38th International quality assessment of meat and meat products
17th May 2017 (fresh meat)
14th June 2017 (meat products)
31st International quality assessment of milk and milk products
30th May - 2nd June 2017
21st International quality assessment of fruit juices, non-alcoholic drinks and bottled waters
20th June 2017
43rd Open National Wine Assessment “Vino Slovenija Gornja Radgona” and 6th Open National BIO Wine Assessment 17th - 21st July 2017
15. Quality assessment for Honey with international participation
8th August 2017
36. International assessment for agricultural machines and equipment
24th - 25th August 2017
TIME AND PLACE:
OPENING HOURS OF THE FAIR:
from 9.00 a.m. to 6.00 p.m.
THE REGISTRATION DEADLINE:
14. 4. 2017

Pomurski sejem, d.d.
Cesta na stadion 2
9250 Gornja Radgona, Slovenia
T: +386 (0)2/ 5642 116
F: +386 (0)2/ 5642 160
E: info@pomurski-sejem.si

Information:
Matjaž Jaklič
Executive Director
E: matej.jaklic@pomurski-sejem.si
Jana Dimenc
Project Manager
T: +386 (0)2 5642 108
E: jana.dimenc@pomurski-sejem.si
Andrej Slogovič
Project Manager
T: +386 (0)2 5642 112
E: andrij.slogovic@pomurski-sejem.si
Robi Fišer
Project Manager
T: +386 (0)2 5642 113
E: robi.fiser@pomurski-sejem.si
Boris Nicolas Erjavec
Project Manager
T: +386 (0)2 5642 115
E: boris.erbajavic@pomurski-sejem.si
mag. Vesna Dajčman
Project Manager
T: +386 (0)2 5642 118
E: vesna@pomurski-sejem.si
Miran Mate
Project Manager
M: +386 (0)1/ 263 107
E: miran.mate@pomurski-sejem.si

Representations:
Croatia
Manox d.o.o.
Marjan Novak
Pušćine, Čakovečka 79
40305 Nedeljci
T: +385 0 98 241 952
T/F: +385 0 40 895 196
E: manox@manox.hr

Slovakia
Štefan Kuncáč
Plzenska 4, 83103 Bratislava 3
T: +421 907 729 407
E: kuncak@gmail.com

Hungary
Mac-Line Hungary Ltd.
1 93 Felszabadulás Str., Rózsadomb H-6758
T/F: +36 62 430 861
E: office@macline.hu
Web: www.macline.hu