



TARMAKBİR

Türk Tarım Alet ve Makineleri
İmalatçıları Birliği

Meşrutiyet Cad. No: 31/6 06420 Kızılay ANKARA
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PRESS RELEASE

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Turkey's First B2B Fair on Agricultural Machinery and Technologies Industry Will Be Held Between 07-10 December 2022 in Istanbul with the Collaboration of TARMAKBİR and TÜYAP!

Agro Show Eurasia Agriculture, Agricultural Machinery, Technologies and Subindustry Fair will be held between 07-10 December 2022 in TÜYAP Istanbul with the collaboration of TARMAKBİR and TÜYAP.

As the first B2B fair that completely focuses on foreign customers from agricultural technology field worldwide, Agro Show Eurasia is an export-oriented fair, and is organized with the aim of creating a brand fair consisting of all the global brands from the industry for all the countries around the world, not just for Turkey. Therefore, no promotional activities will be conducted for domestic visitors, except for some special dealer invitations, and promotional activities will be only for foreign visitors. Accordingly, potential distributor candidates to be determined, professional visitors who plan to make an investment in the near future (farmers with big farms, building contractors, cooperatives with shared machine park), governmental authorities which buy agricultural machinery, farmers organizations, leading farmers, agricultural machinery businessmen and professional managers, foreign trade companies from agricultural machinery field, researchers and academicians will be the visitors of the fair. In this context, supports such as accommodation and flight ticket will be provided for the people to be determined, and promotional and marketing activities of the fair for foreign visitors have already been initiated.

The promotion of the fair will be carried out through digital and conventional methods internationally. The difference of this fair from other fairs organized in the country is that it aims international professional visitors rather than domestic retail buyer visitors. Therefore, the fair will be held for only 4 days, and the exhibitions, promotional and marketing activities will be conducted in a quiet environment away from the intense crowd.

The marketing focus of the fair will be the countries which import agricultural machinery intensely but for which our industry does not have sufficient market share, our conventional markets, neighboring countries and close geography especially the Balkans, Africa where agriculture gains more importance day by day, Turkic republics, the EU countries which included Turkey in their supplier lists instead of the far east countries due to recent circumstances in terms of end products, parts and accessories. Within this framework, efficient promotional activities will be carried out with the support from the Republic of Turkey Ministry of Trade and Turkish Cooperation and Coordination Agency (TİKA) promotion and procurement committee as well as several institutions such as Foreign Economic Relations Board of Turkey (DEİK).

Fair Scope:

1. Agricultural machinery and technologies: Tractor for agriculture, Soil Cultivation Equipment (plows, disc harrows, etc.), **Sowing and Planting Equipment** (planters, transplanter, etc.), **Fertilizer Application Equipment** (solid fertilizer distribution machines, etc.), **Plant Protection Equipment** (field crop sprayer, etc.), **Irrigation and Drainage Equipment** (irrigation pumps, underground irrigation system), **Horticultural Crops Care Equipment** (motor scythe, pruning shears, etc.), **Harvest and Threshing Equipment** (harvesters, reapers, etc.), **Post-harvest Process Equipment** (selector machines, walnut peeling machines, etc.), **Animal Husbandry Mechanization Equipment** (feed mix and distribution machines, barn equipment, milking machines, etc.), **Transport, Transfer and Loading Equipment** (agricultural trailers, backhoe loaders, etc.),



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Land Improvement and Ancillary Equipment (stone pickers, land leveling blades, etc.), **Early Warning and Prevention Systems** (early warning system for frost, wind machines etc.), **Post-harvest Stubble Cleaning Equipment** (stalk cutters, shredders, etc.), **Precision Agriculture Technologies** (auto steering systems, agricultural sensor stations, etc.), **Power Units** (generators, solar collectors, etc.), **Other Equipment** (cold storage rooms, agricultural air-conditioning units, etc.).

2. Greenhouse technologies (greenhouse construction, installations and equipment)

3. Industrial start-up companies

4. Parts and accessories for agricultural machinery (tractors cabins; cultivation parts for soil cultivation machines such as disc, base, plowshare; axles, leaf springs, brake equipment for agricultural trailers; rim and wheels for agricultural machines; lamps and reflectors; hydraulic systems; electric engines; internal combustion engines; air-conditioning - cooling systems; valves, fans; depots, etc.)

5. Consumables for agricultural machinery (dye, hydraulic oil, engine oil, grease, battery, lamp, antifreeze, air filter, agriculture spraying nozzles, etc.)

6. Consumables for agricultural production (bale rope, mulch nylon, etc.)

7. General spare parts (bolt, chain, belt and pulley, bearing, felt, hose, filter, etc.)

8. Associated industries (second hand sales, testing and certification services, innovation and R&D institutions, service equipment, automation systems, software, leasing, consulting services, logistics, industrial media, etc.)

For more information:

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About TARMAKBİR:

Founded in 1978, TARMAKBİR, Turkish Association of Agricultural Machinery & Equipment Manufacturers, is an association for importers and exporters whose main field of interest is tractors and other agricultural machinery in our country. The association has 190 members. The members include from SMEs to big sized leading companies in the sector and global companies also operating in Turkey. The association earned the word "Turkish" before its main name according to the Cabinet decision. As the founder member of the board of directors of Turkish Machinery Federation (MAKFED) and New Global Alliance for Agriculture Equipment Manufacturing Associations (AGRIEVOLUTION), TARMAKBİR is also a member of European Agricultural Machinery Association (CEMA) and Regional Council of Agricultural Machinery Associations in Asia and The Pacific (ReCAMA) and the term vice president of the council.

About TÜYAP:

The first fair organization company in Turkey, TÜYAP Fair Organization Group has organized 1801 domestic fairs and 197 foreign fairs in 39 countries since the day it was founded. During the past 42 years, Tüyap served 331,643 firms from 127 countries and hosted 66,255,558 visitors from 213 countries at the fairs it organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes Turkish participation to an average of 10 foreign fairs every year. TÜYAP is the only private sector fair organization company which has its own fair center in Turkey. With its professional staff and the long-term collaborations with more than 100 trade bodies, TÜYAP organizes specialty fairs thanks to the 7 fair centers owned and operated in Turkey and the international offices owned in 4 countries. Tüyap Fair Center in Büyükçekmece, Istanbul hosts the world's big meetings on a total of 145,000 square meter fair grounds consisting of 120,000 square meters of indoor and 25,000 square meters of outdoor space.