



Post Show REPORT 2023

01st to 05th
May
2023
9 a.m - 6 p.m
RIBEIRÃO PRETO
SP • BRAZIL

THE BIGGEST AGRISHOW OF ALL TIME!



AGRISHOW 2023 EXCEEDS EXPECTATIONS AND BREAKS RECORDS

The 28th Agrishow broke the visitor attendance record. With an increasingly qualified public, it has become **THE BIGGEST AGRIBUSINESS FAIR IN BRAZIL!**

Held from **May 1 - 5**, Agrishow 2023 brought together over **195,000 visitors from all regions of Brazil and abroad**. There were more than **800 national and international brands on display**, representing the diverse segments of the sector, in **530,000 m² of event area**. This edition registered an increase in business between exhibitors and buyers compared to the previous year, reaching a record **BRL 13.290 billion** in business generated and purchase intentions for agricultural, irrigation and storage machinery.

Sponsors



AGRISHOW 2023 NUMBERS



Over 195,000
agribusiness professionals



Over BRL 13.290 billion in
business initiated at the event



26% women
at the event



Over 13,000 publications in
Brazil and abroad



Visitors from 88 countries
and all regions of Brazil



48 supporting entities,
unions and cooperatives



582 exhibitors and more than
800 national and
international brands on display



34 media partners and digital
ambassadors

VISITOR PROFILE

Demographic data

Agrishow 2023 received visitors from **all states** in **Brazil** and from **88 countries**.

PURCHASING DECISION POWER

Approximately **72%** of visitors have a **decisive and influential** role in the purchase of products, equipment and services.



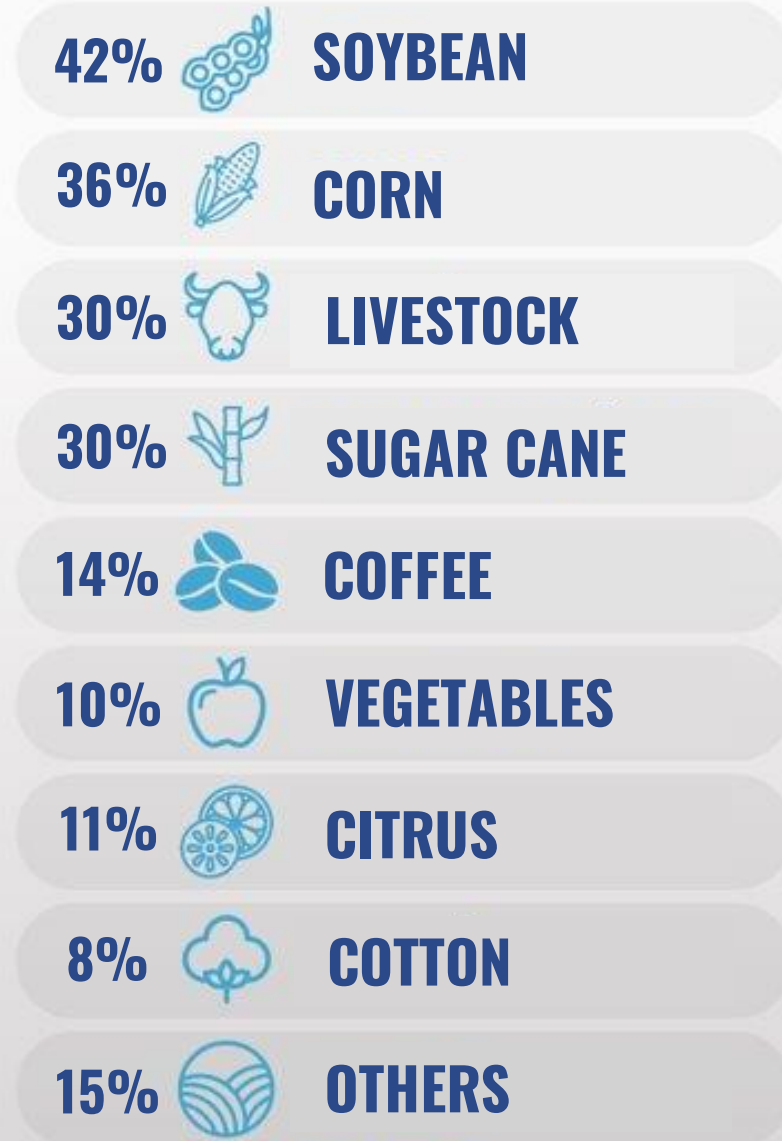
VISITOR PROFILE

Qualification

Activities of rural producers at the event:

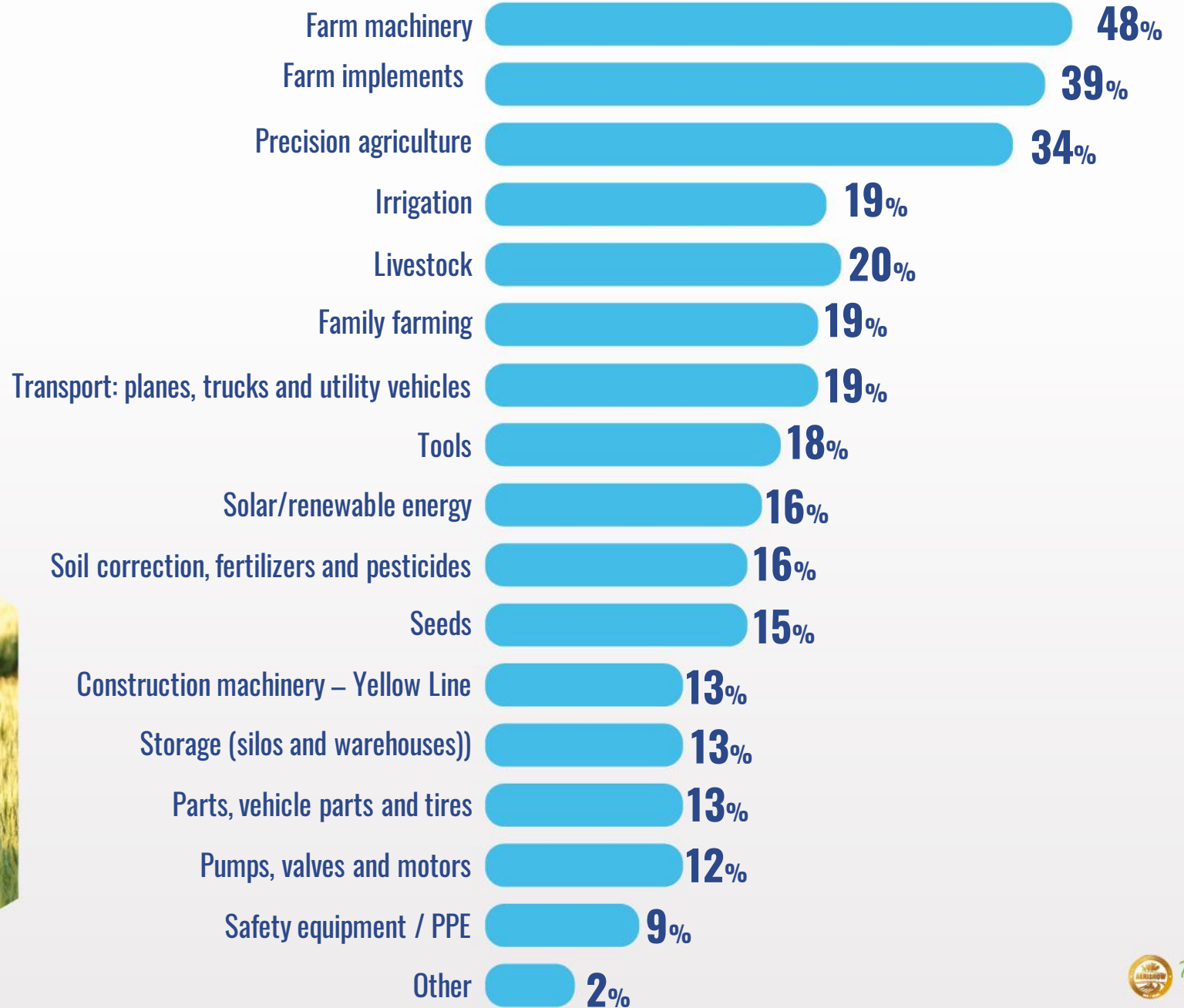


Main crops:



VISITOR PROFILE

Interests



Visitor

TESTIMONIALS

"There are a lot of opportunities to do business at the fair. We come with a plan and create even more expectations with the opportunities that we find here, of financing and technology."

Júnior Souza Miranda – Conselheiro Lafayete/MG

"The professional who works in agribusiness, who wants to be well informed, understand the next steps and the challenges that are being overcome, needs to come to Agrishow to see the innovative trends that the fair offers every year."

Diego Fraga – Uberaba/MG

"It's a great opportunity. After all, everyone knows that Agrishow is the biggest agribusiness event here in Latin America."

Amath Toure – Mali

"It's the biggest fair in Latin America and I found very interesting and diverse things! It's amazing and it's really worth being here. I'm looking forward to the next edition. There are a lot of women, including the special part that is Agrishow Pra Elas. It's essential! I believe that women make a difference in many areas, including agriculture!"

Graziela Ariosti - São José do Rio Pardo/SP

Exhibitor

TESTIMONIALS

"Agrishow is a showcase of the most advanced trends and innovations for agribusiness."

Carlos França, leader at CASE Construction Equipment

"Being here is always a good initiative that makes us proud."

Igor Leão, national sales manager at LiuGong Latin America

"Agrishow is a differentiated space, especially created for this. Here, we can present our product portfolio, but also get to know and better understand the needs and wants of our customers."

Everton Carlos de Souza, responsible for sales at Maggion

"The fair is good and we are reaching our sales projections."

José de Paula Neto, corporate business manager at Coplacana

"The week is very busy with high quality customers with the potential to close good deals."

Ledson Tales, sales manager at Currais Itabira



ATTRACTIONS 2023



AGRISHOW Labs

Agrishow Labs is an Agrishow initiative that began in 2021 and, this year, offered a fully dedicated area in the Technology and Innovation Arena, with 20 agribusiness startups presenting their solutions directly to the visiting public in a perfect space for business and networking. Here, the second edition of the Agrishow Startups Award was also held, which recognizes and highlights the most innovative startups in Brazilian agribusiness.



AGRISHOW *pra elas*

Women have been playing a growing role in the areas of agribusiness: whether managing properties, in day-to-day farm activities or as leaders promoting important transformations. That's why we created the *Agrishow Pra Elás*: a space at the fair for pleasant chats among incredible women who work in agribusiness, aimed at valuing and fostering women's participation in the sector. There is also an area for presentations and interviews with leading women in Brazilian agribusiness.



ATTRACTIONS 2023



DRONE ARENA

Area with drone flight demos to show how these advanced tools can be used in agriculture.



PAVILION FOR ARTISANAL PRODUCERS

The pavilion brought together some 80 exhibitors of artisanal products such as cheese, charcuterie, honey, olive oil, wine, beer and coffee.



AGRIBUSINESS SOLUTIONS ARENA

The latest trends and technology for rural producers, such as drones, production management and monitoring software, PH meters and many other solutions for agriculture professionals (including parts, components etc.).



ATTRACTIONS 2023



Tractor Museum - MEMORIES FROM THE FIELD

In the "Tractor Museum - Memories from the field" visitors can see the evolution of agricultural methods, comparing old and historic tractors with the very latest in the world of agricultural mechanization.

The tractors on display were restored by the "João Tratores" shop in São Carlos, where the operations and organization of the CPT - *Clube Paulista de Tratores* is headquartered. It is worth noting that the tractors on display are fully operational.



AMBASSADORS' LOUNGE

At the Ambassadors Lounge attraction, our team of ambassadors welcomed event visitors in an exclusive space for networking and sharing experiences.



OUR SOCIAL MEDIA



Facebook Agrishow Oficial – 158,628



Instagram – 165,308



Linkedin - 16,379



Twitter – 7,222



Youtube – 6,633



Tiktok - 617



Data updated May/2023.

AGRISHOW DIGITAL

O CANAL DE CONTEÚDO DA AGRISHOW



Channel with exclusive original content focused on agribusiness. Here, sector professionals can keep up with the latest trends and technologies throughout the year.

Visit us at:
digital.agrishow.com.br

MEDIA AND PUBLICITY



Retargeting and media



Over 40 marketing emails



Magazine and website ads



Over 158,000 followers



Over 200 spots on TV



Press office
1,697 journalists and
over 13,000 publications



Over 165,000 followers



Over 220 radio spots in
cities considered
agricultural hubs



Digital influencers



Messaging visitors and
prospects.



Online banners on
different sector websites



Partnerships with
important agricultural
associations



HIGHLIGHTED BRANDS AT THE FAIR!



Over 1,152,000 views on all Agrishow social media!

Highlighted products:

- Videos at the booth (Instagram)
- Interview with an executive at the booth (YouTube)
- Highlighted exhibitors (Instagram and Facebook)

VISITOR SURVEY

89%

believe that Agrishow is the best event for the sector.

Visitor perception of exhibitors:

Quantity 9.14

Quality 9.15

Variety 9.16

The data confirms that AGRISHOW IS THE BIGGEST FAIR IN BRAZIL!





**For
those
who
drive
agri.**

**April, 29th
to May, 3rd**

2024
9am to 6pm
RIBEIRÃO PRETO
SP • BRAZIL

**We are counting on your
participation!**

comercial.agrishow@informa.com