

Report on the 22nd annual international exhibition of agriculture and food industry.



FOODWEEK 2017
Food products equipment & Processing Technology

AGRITEK 2017
Agriculture

Date: November 29- December 1, 2017

Venue: Tashkent, NEC Uzexpocentre, Pavilion 2

Official support:

- *Ministry of agriculture and water resources of the Republic of Uzbekistan*
- *Chairman of Council of Farmers of the Republic of Uzbekistan*

Mass Media support:

- *Golden Pages-Uzbekistan*
- *YELLOW PAGES*
- *GENERALEXPO.RU*
- *AGRO BIZNES INFORM*
- *EXPOMAP.RU*
- *EXPOHOLDING.RU*
- *ИРЕСС-Биржа (magazine)*

About the Exhibition:

The main purpose of the exhibition was presentation of food industry and agriculture of the Republic of Uzbekistan, as well as achievements of leading world companies in the food and agriculture industries.

*The purpose of **FoodWeek/AgriTek Uzbekistan'2017**, was the saturation of the local market with modern equipment and technologies, attraction of new investments and implementation of mutually beneficial cooperation.*

This exhibition is aimed at further development of infrastructure and food industry, introduction of new technologies into the industry, and improvement of the food market.

This exhibition presented products and services of about 60 companies from 13 countries:

Belarus, India, Italy, Kazakhstan, China, Korea, Kyrgyzstan, UAE, Russia, Turkey, Ukraine, Uzbekistan, Czech.

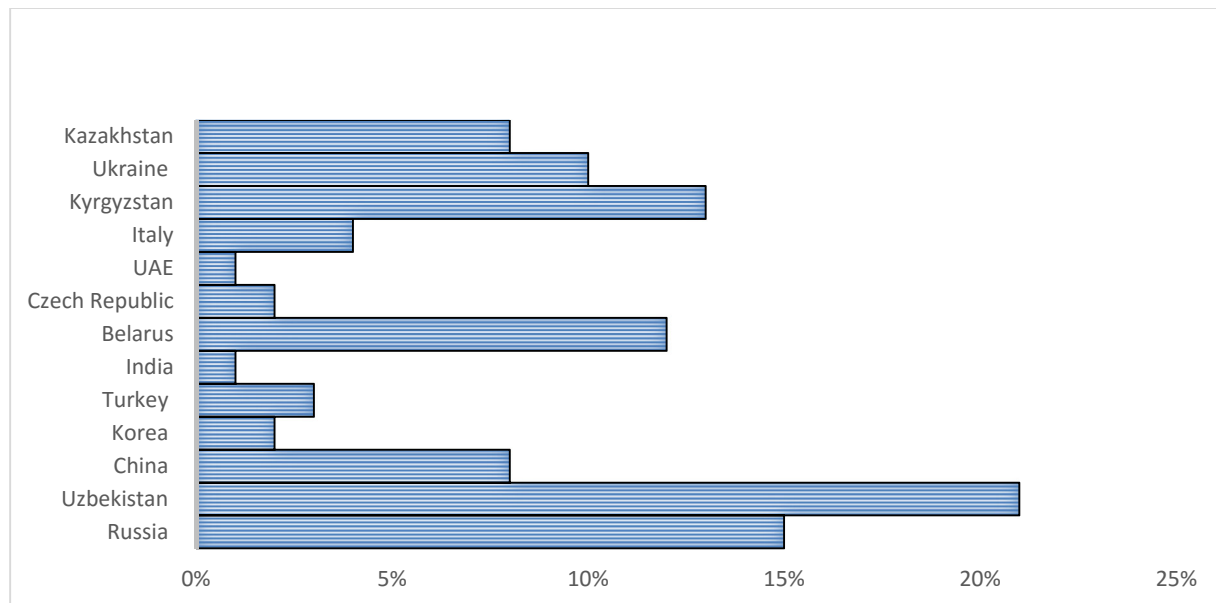


A list of products/services exhibited:

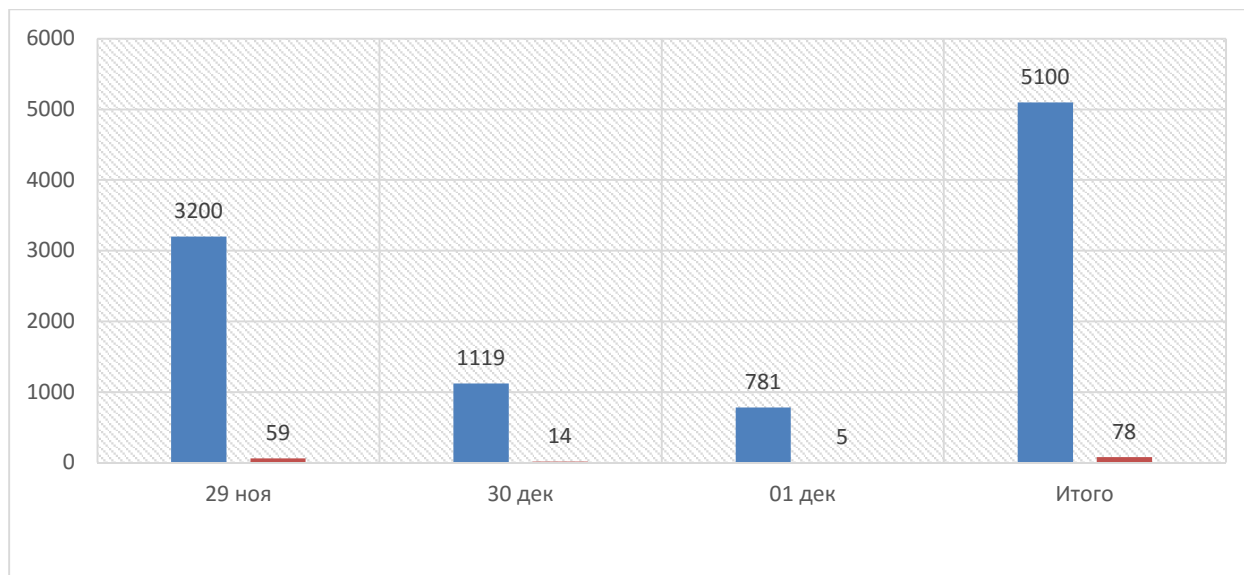
- *Food (fat-and-oil products, tea and coffee, dairy products, pasta, confectionery products, candy)*
- *Biologically active food supplements*
- *Plant protection products and fertilizers*
- *Vaccines, mineral supplements and feed for livestock and poultry*
- *Soft drinks and alcoholic beverages*
- *Seasonings and spices*
- *Flowers, plants and seeds*
- *Equipment for food industry*
- *Technologies and equipment for packaging industry*
- *Commercial and refrigeration equipment*
- *Equipment for bars, cafes and restaurants*
- *Tractors, harvesters and other agricultural machinery and spare parts*
- *Equipment for dairy and Breweries*
- *Dairy products, as well as obtaining and processing of milk*
- *Equipment for poultry farming*
- *Grain - dryers*
- *Greenhouses*
- *Factories and production under the "key"*

Visitors:

FoodWeek & AgriTek Uzbekistan was attended by about 5,100 visitors, 4,800 people of which were target auditory from various countries.



Statistics of visits to specialists and media representatives.



Accompanying events:

*Contest «The best product of the year in Uzbekistan» became a long standing tradition during the **FoodWeek & AgriTek exhibition**. The winners were awarded with “gold” medals and certificates.*



Contestants:

*Companies of any form of ownership, engaged in the production of consumer goods and food products in the CIS countries and taking part in the **FoodWeek/AgriTekUzbekistan’2017 Exhibition** were allowed to participate in the contest.*

On November 30,2017 at the official opening ceremony of the Exhibition the following companies were awarded with "gold" medals.



UMAROV- The best product"



HTI GROUP-The best packaging



*«QOVUN DARAXTI»
The recognition of the product.*



Advertising Campaign:

To ensure a high level of attendance, the company «EXPO POSITION» LLP held national and regional advertising campaigns, including:

- *Mailing of 10,000 complimentary tickets*
- *Print advertisement in the national press and advertisement in the Central Asian professional journals, on websites*
- *Print advertisement in newspapers and magazines in Central Asia*
- *Radio advertisement*
- *Television advertisement*
- *Banners on the main streets of Tashkent*
- *Telephone marketing to attract VIP guests from Central Asia*

