



33RD AGRORUS INTERNATIONAL
AGROINDUSTRIAL EXHIBITION



AGRORUS
AUGUST 28–30,
2024

**CONVENTION PROGRAM
REGIONS' EXPOSITIONS**

**BUSINESS MATCHMAKING CENTRE
GOLD MEDAL INDUSTRY COMPETITION**



AGRORUS.EXPOFORUM.RU

ABOUT AGRORUS EXHIBITION:

AGRORUS INTERNATIONAL AGROINDUSTRIAL EXHIBITION IS ONE OF THE BIGGEST TRADE EVENTS IN THE AGROINDUSTRIAL COMPLEX (AIC) OF THE NORTH-WESTERN FEDERAL DISTRICT. THE EXHIBITION IS ONE OF THE PRIORITY PROJECTS OF THE MINISTRY OF AGRICULTURE OF THE RUSSIAN FEDERATION AND IS HELD TRADITIONALLY IN THE EXPOFORUM CONVENTION AND EXHIBITION CENTRE IN ST. PETERSBURG.

THEMATIC SECTIONS OF THE EXHIBITION:

- EQUIPMENT AND MACHINERY FOR FOOD PROCESSING INDUSTRY (INCLUDING FOR SMALL BUSINESSES IN THE AIC);
- ANIMAL HUSBANDRY: FEEDING (COMPOUND ANIMAL FEEDS, SUPPLEMENT FEEDS), BREEDING, ANIMAL HOUSING (VETERINARY MEDICINE, CARE PRODUCTS);
- PLANT GROWING: SELECTION, FERTILIZERS, PLANT PROTECTION MEANS;
- IT SOLUTIONS IN AIC;
- PACKAGING, STORING, TRANSPORTATION, DISPOSAL SERVICES.



AGRORUS IN NUMBERS:



6,500 VISITORS



OVER 300 PARTICIPANTS FROM RUSSIA, CHINA AND CIS STATES



125 AWARDS FOR THE WINNERS OF THE GOLD MEDAL COMPETITION



OVER 40 EVENTS IN THE BUSINESS PROGRAM



OVER 4,000 TALKS IN THE BUSINESS MATCHMAKING CENTRE

EXHIBITION ARCHITECTURE:

- THEMATIC EXPOSITIONS BY ENTERPRISES;
- INTERNATIONAL EXPOSITIONS;
- REGIONAL EXPOSITIONS;
- LARGE AGROINDUSTRIAL COMPANIES, AGRICULTURAL HOLDINGS.

CONVENTION AND BUSINESS PROGRAM:

- PLENARY SESSION WITH EXPERTS FROM THE AGROINDUSTRIAL SECTOR AND REPRESENTATIVES OF SECTORAL DEPARTMENTS;
- HIGHLY SPECIALIZED CONFERENCES, WORKSHOPS, ROUND-TABLE DISCUSSIONS ON THE AIC ISSUES OF PRESSING CONCERN WITH PROFESSIONAL SPEAKERS, EXPERTS AND MODERATORS OF THE INDUSTRY;
- BUSINESS MATCHMAKING CENTRE: DIRECT MEETINGS OF SUPPLIERS AND BUYERS.

OFFICIAL EVENTS:

- GALA OPENING CEREMONY OF THE AGRORUS 2024 INTERNATIONAL AGROINDUSTRIAL EXHIBITION AND FAIR;
- VIP TOUR OF THE EXHIBITION;
- OFFICIAL AGREEMENTS SIGNING CEREMONY;
- BUSINESS BREAKFASTS FROM PARTNERS AND SPONSORS;
- AWARD CEREMONY FOR THE WINNERS OF THE GOLD MEDAL COMPETITION.



CONVENTION PROGRAM FOCAL AREAS:

- DIGITALIZATION IN AGRICULTURE;
- SOLUTION OF PERSONNEL ISSUES IN THE AGROINDUSTRIAL COMPLEX (AIC);
- IMPORT SUBSTITUTION IN AGRICULTURE;
- AIC PRESSING PROBLEMS;
- TODAY'S TRENDS OF DEVELOPMENT OF THE PROFESSIONAL AGRICULTURAL EDUCATION;
- EXPORT OF PRODUCTS OF THE RUSSIAN AGROINDUSTRIAL COMPLEX;
- RURAL TOURISM;
- AGROBUSINESS TRENDS OF DEVELOPMENT: NEW APPROACHES.

NEW CONTACTS, BIG CONTRACTS

BUSINESS MATCHMAKING CENTRE WILL OPERATE AS A PART OF THE EXHIBITION

THE BUSINESS MATCHMAKING CENTRE OF THE AGRORUS EXHIBITION IS ONE OF THE MOST IMPORTANT PROFESSIONAL EVENTS FOR THE FOOD MARKET OF ST. PETERSBURG. THIS IS THE VENUE WHERE ALL ENTERPRISING AND SUCCESSFUL REPRESENTATIVES OF BUSINESS MEET. THE PARTICIPANTS WILL GET AN OPPORTUNITY TO FIND NEW PARTNERS AND SHARE THEIR EXPERIENCE WITH COLLEAGUES. THERE WILL BE DIRECT TALKS OF MANUFACTURERS WITH OVER 45 BUYERS FROM HYPERMARKETS, RESTAURANTS, ONLINE SHOPS AND MARKETPLACES. THE BUSINESS MATCHMAKING CENTRE WILL HELP SUPPLIERS TO ENTER BIG AND MIDDLE-SIZED SALES MARKETS AS WELL AS PROVIDE A UNIQUE OPPORTUNITY TO REACH AGREEMENTS WITH NEW EFFICIENT MANUFACTURERS WITHOUT ANY INTERMEDIARIES.



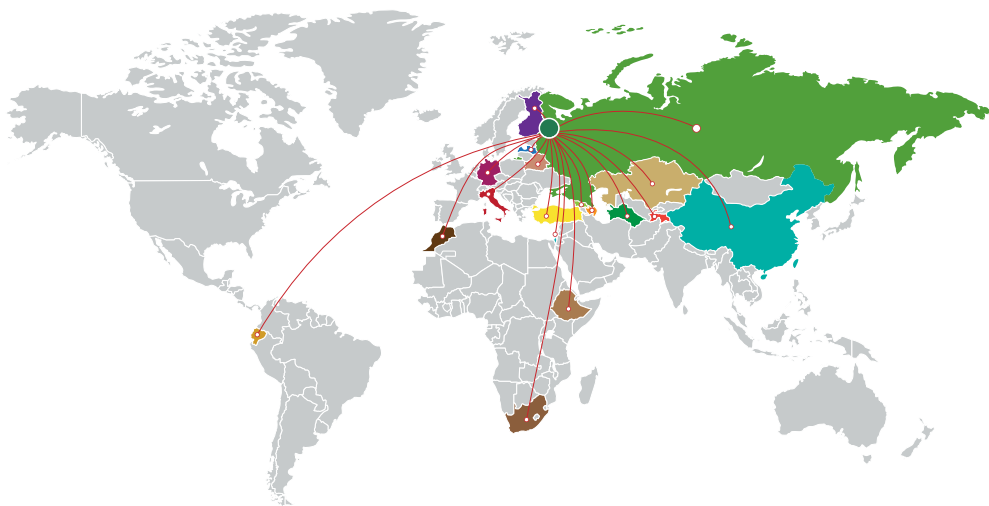
PRODUCT QUALITY MARK FROM THE MINISTRY OF AGRICULTURE OF RUSSIA

GOLD MEDAL COMPETITION

THE GOLD MEDAL INDUSTRY COMPETITION IS HELD UNDER THE AUSPICES OF THE MINISTRY OF AGRICULTURE OF THE RUSSIAN FEDERATION.

- 1. PARTICIPATION IN THE GOLD MEDAL COMPETITION ALLOWS TO PICK OUT THE GOODS AND SERVICES WITH THE BEST CONSUMER QUALITIES IN THEIR SEGMENT ON THE RUSSIAN MARKET.**
- 2. THE CONTEST WINNER WILL GET THE RIGHT TO USE THE MEDAL LOGO WHEN LABELLING THE PRODUCTS THAT GOT THE AWARD, AND THAT INCREASES CONSUMER INTEREST IN THE PRODUCT AND THE MANUFACTURER ON THE WHOLE.**
- 3. EVALUATION AND NOMINATION ARE CARRIED OUT BY AN INDEPENDENT EXPERT COMMISSION.**
- 4. BOTH EXHIBITORS AND COMPANIES WISHING TO TAKE PART IN THE COMPETITION ONLY ARE INVITED!**

GEOGRAPHY OF PARTICIPANTS AND VISITORS



ST. PETERSBURG WAS HISTORICALLY INTENDED TO BE THE CENTRE FOR THE DEVELOPMENT OF TRADE AND ECONOMIC RELATIONS. TODAY, THE NORTHERN CAPITAL OF RUSSIA IS NOT ONLY THE TREASURE HOUSE OF GLOBAL CULTURE BUT ALSO THE EPICENTRE OF MICE TOURISM DEVELOPMENT ATTRACTING SUCCESSFUL ENTREPRENEURS AND BUSINESSMEN FROM THE AGROINDUSTRIAL COMPLEX.

THE PROXIMITY OF SUBJECTS AND PROVIDING FOOD SECURITY HELP TO DEVELOP THE SUPPLIES MARKET, RAW AND PRODUCT SALES MARKET OF THE NORTH-WESTERN FEDERAL DISTRICT AND RUSSIAN REGIONS.

IT IS EXACTLY THE REASON FOR THE AGRORUS EXHIBITION TO BE HELD HERE ANNUALLY. IT IS ONE OF THE MOST IMPORTANT CONVENTION AND EXHIBITION PROJECTS DIRECTED TO THE DEVELOPMENT OF THE AGROINDUSTRIAL INFRASTRUCTURE, PROVIDING THE NORTH-WESTERN FEDERAL DISTRICT'S FOOD SECURITY AND EXPANDING INTER-REGIONAL AND INTERNATIONAL COOPERATION OF THE RUSSIAN FEDERATION SUBJECTS.

HOW TO GET TO THE EXPOFORUM CONVENTION AND EXHIBITION CENTRE

**64/1
PETERBURGSKOYE
HIGHWAY**

ST. PETERSBURG

**EXPOFORUM
CONVENTION
AND EXHIBITION
CENTRE**

**Public transport from
Moskovskaya metro
station:**

Buses No. 187A (on the event days), 187, 299,
fixed-route taxi No. K-545

**From Zvezdnaya metro
station:** bus No. 232

**A complimentary
shuttle bus** will be waiting
for the visitors at 197
Moskovsky Avenue, next
to the Subway fast food outlet

Free access to parking
for private vehicles



[VK.COM/AGRORSPB](https://vk.com/agrorspb)



[T.ME/AGRORUS1](https://t.me/agrorus1)

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QUESTIONS ABOUT PARTICIPATION:

+7 (812) 240 40 40, EXT. 2980, 2427, 2401

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