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Agra 2022

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The development of „AGRA“ as an exhibition for innovations in the field of agriculture determines the upward trend of the fair, which expands its scale every year.

After a one-year pause, the International Agricultural Exhibition AGRA returns with its long-awaited 30th edition. The most innovative event in the sector will be held from 09 - 13 March at the International Fair Plovdiv. Once again it is held under the auspices of the Ministry of Agriculture.

The series of successful editions of the International Agricultural Exhibition AGRA has turned it into the largest economic event in the field of agribusiness in the Balkans. In 2020, the event attracted over 41,000 visitors who

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came to learn more about innovations and best practices in agriculture. More than 380 leading companies from the agricultural sector took part in the exhibition and presented their products and services to the attendees.

AGRA 2022 raises the bar even higher, as the event will be the largest ever organized. This year, in addition to the traditional participation in open areas, for the first time large agricultural machinery and technologies will be presented indoors. This is done according to international standards, and the machines will be exhibited in three separate pavilions. Thus AGRA 2022 will exceed 35,000 m2 of total exhibition area.

One of the main highlights of AGRA 2022 will be precision agriculture, with a focus on modern technologies in agriculture and their advantages for producers. Visitors to the exhibition will also have the opportunity to learn about current trends in the sector, such as automation and digitalization.

Another new feature is the participation of AGROTECH - the Association of Manufacturers and Importers of Agricultural Machinery and Technologies in Bulgaria. The newest branch association is a co-organizer of AGRA 2022.

AGROTECH was established by 36 Bulgarian companies and its objectives are related to creating modern conditions and development for the production and sale of agricultural machinery and technologies in Bulgaria.

Among the highlights of the business programme of this year’s edition of the forum are organic farming, the „Farm to Fork“ strategy, current issues of the food industry, the bioeconomy and its implementation, the development of real and successful wine tourism, as well as farm and artisan production. The Bulgarian Development Bank will present new opportunities for financing in the hotel and restaurant sector. Various presentations are planned, dedicated to opportunities for business development with foreign companies. A healthy lifestyle and dietary habits will be discussed in specialized lectures and seminars.

The Innovation Competition is an integral part of the programme of the agricultural exhibition and attracts the interest of the media and attendees.

On Thursday, 10 March, at 16:30 the official award ceremony of the Innovation Competition will take place. The competition provides an opportunity for presentation and promotion of new technologies and products and distinguishes the most avant-garde developments in the field of agriculture, which are presented for the first time at AGRA.

The “Consumer’s Choice“ competition will also be held again, which set a record in 2020 with 119 exhibits. On Saturday, 12 March, at 16:00 the award ceremony for the winners in this competition will begin.

Programme of the business events of AGRA, VINARIA and FOODTECH 2022

Seminar of the Agricultural Academy and the Ministry of Agriculture in the business programme of AGRA 2022: **"New agri-environmental measures in the Strategic Plan for the Development of Agriculture and Rural Areas 2023-2027 and innovative solutions for their implementation".**

The seminar is organized by the Agricultural Academy and the Ministry of Agriculture within the framework of the business programme of the International Agricultural Exhibition AGRA 2022 on 10.03.2022 in Hall 2 of Pavilion 6, starting at 13:00. The moderator will be the President of the Agricultural Academy, Prof. Dr. Sc. Martin Banov.

Programme

13:00 – 13:10 hrs

Opening of the seminar – Deputy Minister of Agriculture

13:10 – 13:30 hrs

Presentation of the measures related to environmental and climate obligations: Measure for the use of sustainable practices and varieties grown under specific conditions, and Measure to promote the use of crops and varieties resistant to climate conditions - Ministry of Agriculture

13:30 – 13:50 hrs

Forecast assessments of the consequences of the reduction of fertilizers and pesticides by 2030 – Assoc. Prof. Bozhidar Ivanov, PhD

13:50 – 14:10 hrs

Use of well-adapted varieties – economic, environmental and social benefits – Prof. Violeta Bozhanova, PhD

14:10 – 14:30 hrs

Beyond pesticides: solutions for integrated pest management in arable crops – Prof. Olya Karadjova, PhD

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14:30 – 14:50 hrs

Bulgarian varieties of vegetable crops – a guarantee of safety and quality – Prof. Daniela Ganeva, PhD

14:50 – 15:10 hrs

Fruit varieties suitable for cultivation under the conditions in Bulgaria, offered by the Fruit Growing Institute – Plovdiv – Prof. Stefan Gandev, PhD, Chief Assistant Prof. Marieta Nesheva, PhD, Chief Assistant Prof. Svetoslav Malchev, PhD

15:10 – 15:40 hrs

Discussion