



**KONYA
AGRICULTURE
FAIR 2018
RESULT REPORT**



Konya Agriculture Fair 2018



6 Halls and Open
Area



96.000 m²



The Biggest
Agricultural Fair of
Turkey

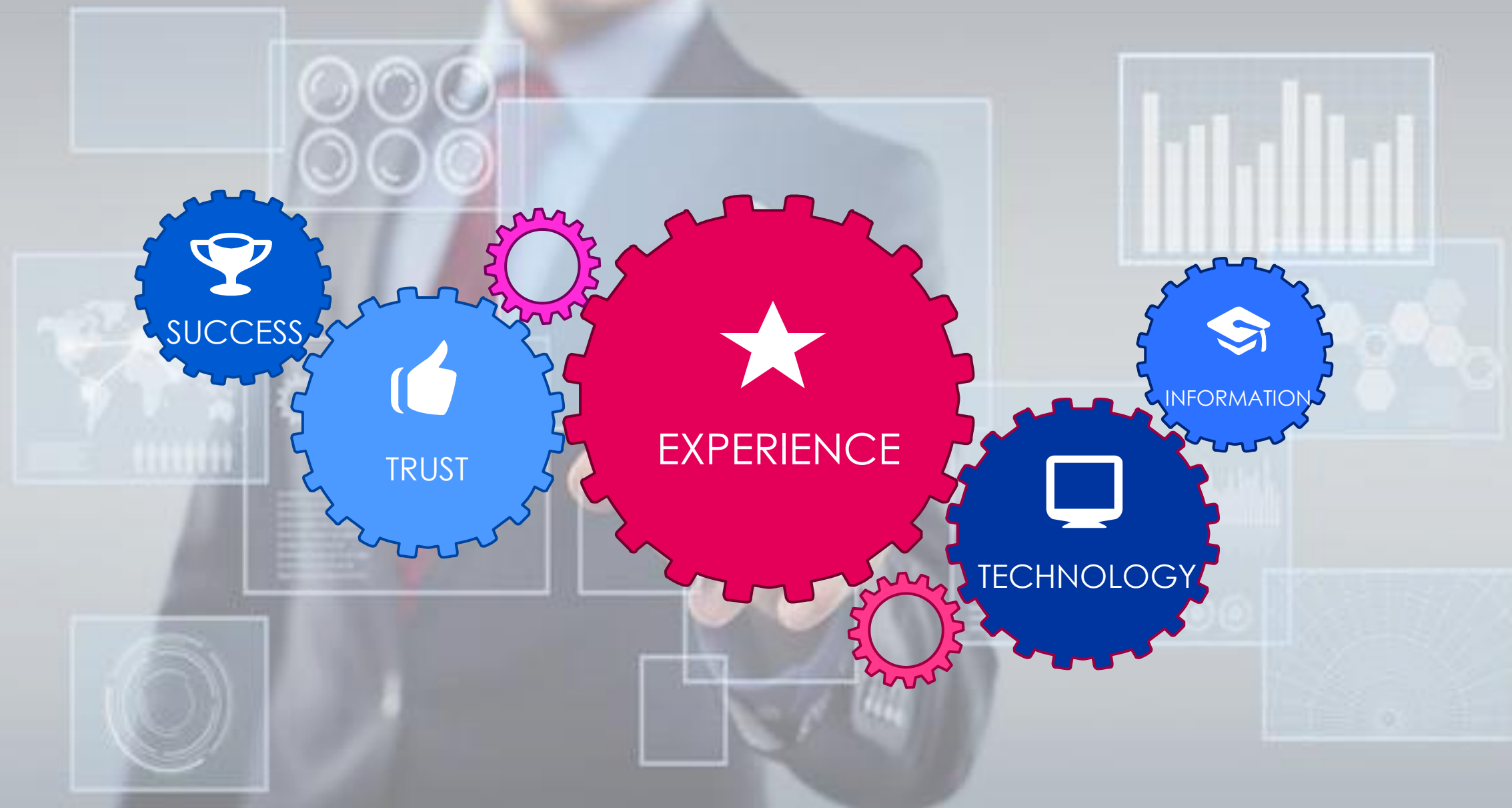
After 2018...

A network diagram with a world map background. The network consists of numerous nodes of varying sizes, colored in shades of purple, blue, and teal, connected by thin lines. Three callout boxes are positioned on the right side of the image, each containing a statistic. The top box is red, the middle one is purple, and the bottom one is dark purple. The background features a faint world map.

427 Exhibitor Companies

Visitors From 97 Countries

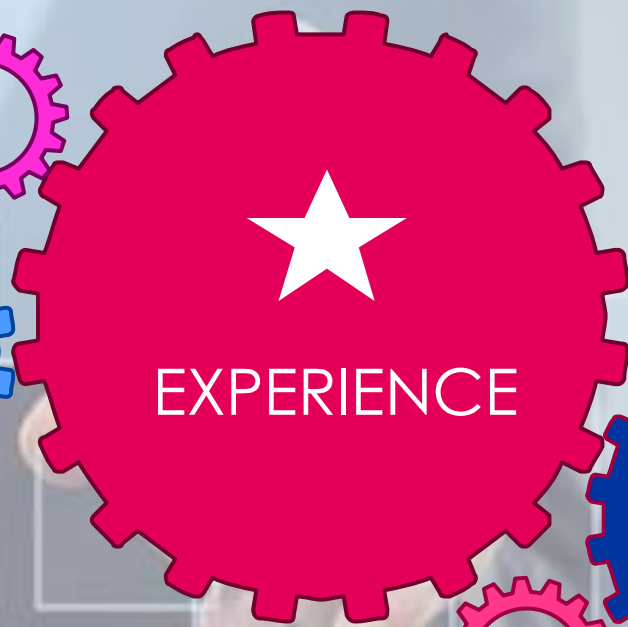
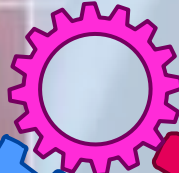
307.919 Professional Visitors



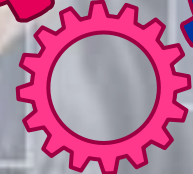
SUCCESS



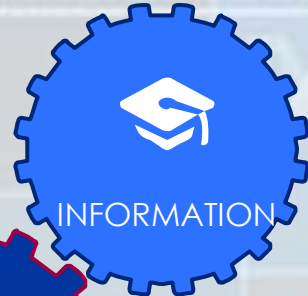
TRUST



EXPERIENCE



TECHNOLOGY



INFORMATION

A world map in shades of blue and green, serving as a background for the text.

Exhibitor Countries

USA, Germany, Austria, Australia,
Azerbaijan, Belgium, China, Finland,
France, South Korea, India, The
Netherlands, Italy, Iran, Spain, Japan,
Poland, Slovenia, Taiwan, New Zealand

SPENCER®

Visitor Information

304.279

Local
Visitors

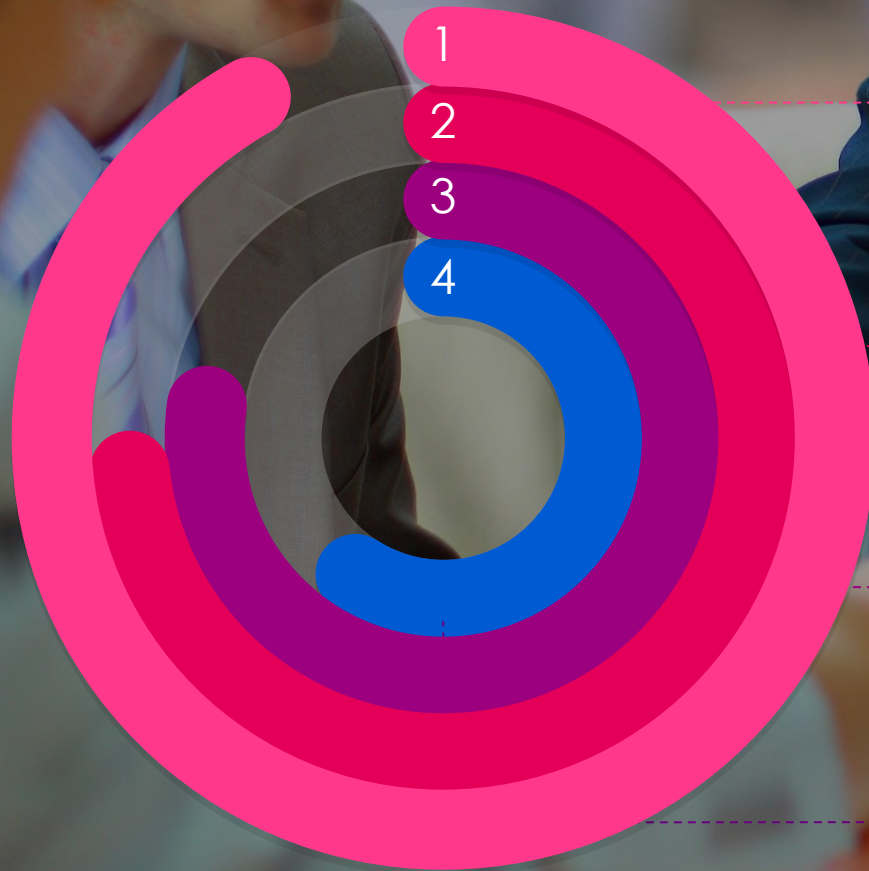
307.919

Total Visitors

3640

Foreign
Visitors

Visitor Opinions



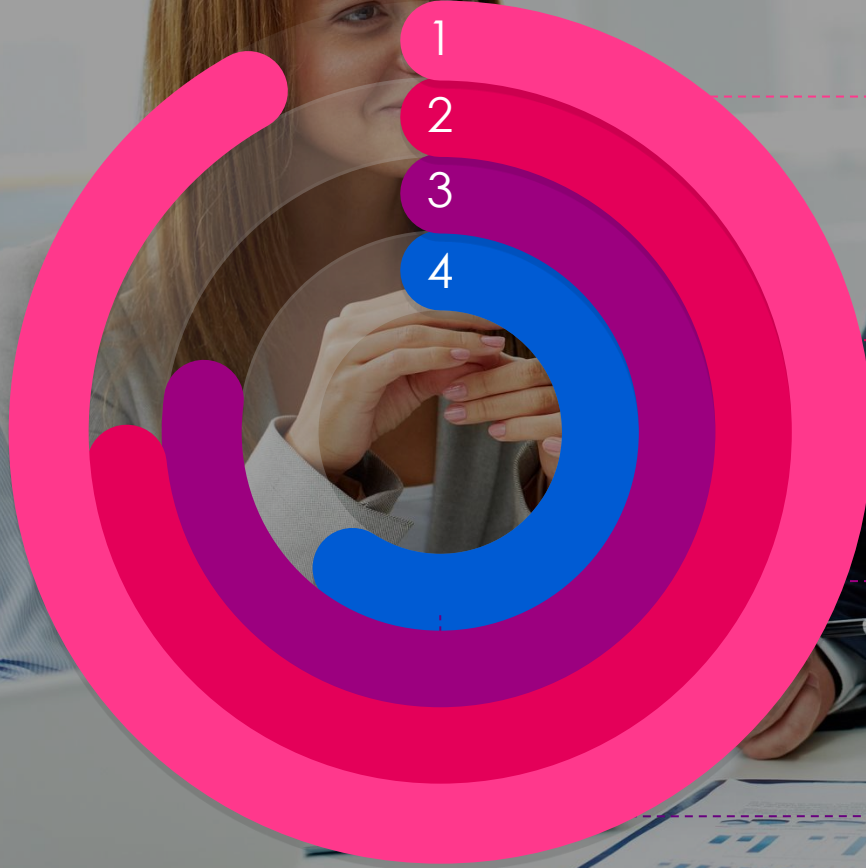
★★★★ 89%
Liked the fair.

★★★★ 86%
Will visit next year.

★★★★ 88%
Will recommend the fair to their network

★★★★ 27%
Visited the fair for the first time

Exhibitor Opinions



★★★★ 82%
Liked the fair.

★★★★ 95%
Will exhibit next year.

★★★★ 80%
Will recommend the fair to their network.

★★★★ 12%
Exhibited for the first time.

Sectoral Information of Visitors

Tractors
%32

Tractors and
agricultural
machinery spare
parts
%31

Fertilization
and seeding
machinery
%19

Marketing, export,
consulting, insurance
and project
institutions
%13

Multi-purpose
construction
machinery
%13

Planting machinery
%13

Harvest machinery
%13

Trailers
%12

Harvesters
%12

Drills
%11

Plows
%10

Hoe Machinery
%9

Activity Type of Visitors

Raw Material Supplier
%51

Importer
%16

Manufacturer
%16

Service Provider
%15

Distributor
%15

Exporter
%14

Consulting and
Education
%14

Wholesaler
%12

Departments & Positions of Visitors



Purpose of Visit

Socializing with business network

%87 of our visitors visit the fair to socialize with their business network.



Meeting with actual business partners

%89 of our visitors visit the fair to meet with their actual business partners.



Events and seminars in fair

%90 of our visitors visit the fair to join the events and seminars for improving their sectoral knowledge.



News and improvements of sector

%91 of our visitors visit the fair to follow the news and improvements of sector.

Purpose of Visit

Meeting with different companies

%91 of our visitors visit the fair to meet with different companies for any business opportunity for future.



Expand business network

%92 of our visitors visit the fair to expand their business network and meet new business people.

