

KONYA AGRICULTURE 2017

**Konya 15th International Agriculture, Agricultural
Mechanization and Field Technologies Fair**

March 21 - 25, 2017

RESEARCH RESULTS

1. INTRODUCTION

This report is prepared for the participants of Konya 15th International Agriculture, Agricultural Mechanization and Field Technologies Fair to present the summary results of the visitor research carried out under control of Turkish Union of Chambers and Commodity Exchanges during March 21 - 25, 2017 at Konya Chamber Of Commerce - Tüyap Konya International Fair Center.

1.1. THE PURPOSE OF THE RESEARCH

The purpose of the research is to determine the demographic characteristics of the visitors along with their general evaluation of the fair.

1.2. THE METHODOLOGY

The results of the research are based on the survey carried out face to face by randomly selected visitors distributed equally between the dates and the visiting hours of the fair and the records gathered from the fair entrance forms.

This survey represents the visitors aspects with +2,5% error.

2. GENERAL INFORMATION ABOUT THE FAIR

2.1. INFORMATION ON EXHIBITORS AND COMPANY REPRESENTATIVES

A total of 402 company and company representatives have participated in the 15th International Agriculture, Agricultural Mechanization and Field Technologies Fair from 17 countries. These countries were;

Turkey	India
Germany	Netherlands
Austria	Italy
Belgium	Japan
China	USA
Sweden	Greece
France	England
Denmark	Czechia
Spain	

2.2. VISITORS FINDINGS

2.2.1 GENERAL DISTRIBUTION OF VISITORS

Total number of visitors of Konya 15th International Agriculture, Agricultural Mechanization and Field Technologies Fair is **304.527**.

2.2.2 INTERNATIONAL VISITORS FINDINGS

Konya 15th International Agriculture, Agricultural Mechanization and Field Technologies Fair visited by the professionals from 57 countries:

USA	Iran	Slovenia
South Africa	Pakistan	Dagestan
Macedonia	Belgium	Qatar
India	Spain	Tajikistan
Korea	Romania	Denmark
Egypt	Bosnia and Herzegovina	Kazakhstan
Afghanistan	Israel	Tunisia
Georgia	Russia	Armenia
Moldova	Bulgaria	Kyrgyzstan
Germany	Italy	Turkmenistan
Netherlands	Saudi Arabia	Ethiopia
Nigeria	Algeria	Kosovo
Albania	KKTC	Ukraine
Iraq	Serbia	Morocco
Uzbekistan	China	Colombia
Australia	Montenegro	Jordan
Finland	Kuwait	Yemen
France	Libya	Greece
Ghana	Lebanon	

2.2.3 DOMESTIC VISITORS FINDINGS

Konya 15th International Agriculture, Agricultural Mechanization and Field Technologies Fair visited by the professionals from 76 cities *These cities were;*

Adana	Ordu	Çankırı	Kahramanmaraş
Adıyaman	Osmaniye	Çorum	Karaman
Afyon	Rize	Denizli	Kars
Ağrı	Sakarya	Diyarbakır	Kastamonu
Aksaray	Samsun	Düzce	Kayseri

Amasya	Siirt	Edirne	Kırıkkale
Ankara	Sinop	Elazığ	Kırklareli
Antalya	Sivas	Erzincan	Kırşehir
Artvin	Şanlıurfa	Erzurum	Kocaeli
Aydın	Tekirdağ	Eskişehir	Konya
Balıkesir	Tokat	Gaziantep	Kütahya
Batman	Trabzon	Giresun	Malatya
Bayburt	Tunceli	Gümüşhane	Manisa
Bilecik	Uşak	Hatay	Mardin
Bingöl	Van	Iğdır	Muğla
Bitlis	Yalova	Isparta	Muş
Bolu	Yozgat	İçel	Nevşehir
Burdur	Zonguldak	İstanbul	Niğde
Bursa	Çanakkale	İzmir	

GENERAL VISITORS FINDINGS

1. Distribution of the professional visitors as the consumers of the exhibited products/services according to their fields of activity,

ACTIVITY FIELDS	%
Farmer	47,2
Agricultural Machines	16,0
Seed and Sapling	9,2
Stock Breeding	11,0
Watering Systems	2,5
Agriculture Cooperatives	4,3
Agricultural Medicines	4,0
Animal Health and Vet Services	2,2
Education	1,8
Others	1,0

2. 92 % of visitors declared that planning to visit KONYA AGRICULTURE FAIR 2018.