

KONYA AGRICULTURE 2016

**Konya 14th International Agriculture, Agricultural
Mechanization and Field Technologies Fair**

March 23 -27, 2016

RESEARCH RESULTS

1. INTRODUCTION

This report is prepared for the participants of Konya 14th 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 23 -27 ,2016 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 14th International Agriculture, Agricultural Mechanization and Field Technologies Fair from 16 countries. These Countries were;

Turkey	India
Germany	Netherlands
Austria	Italy
Australia	Spain
Belgium	Japan
China	US
Finland	Taiwan
France	Slovenia
South Korea	

2.2. VISITORS FINDINGS

2.2.1 GENERAL DISTRIBUTION OF VISITORS

Total number of visitors of Konya 14th International Agriculture, Agricultural Mechanization and Field Technologies Fair is 288,763.

2.2.2 INTERNATIONAL VISITORS FINDINGS

Konya 14th International Agriculture, Agricultural Mechanization and Field Technologies Fair visited by the professionals from 48 countries:

Afghanistan	Greece	Poland
Albania	Guinea	Qatar
Algeria	Iran	Saudi Arabia
Australia	Iraq	Serbia
Bhutan	Israel	Somali
Bosnia and Herzegovina	Italy	South Africa
Chile	Kazakhstan	Spain
China	Kenya	Sudan
Colombia	Kosovo	Switzerland
Croatia	Kyrgyzstan	Tajikistan
Cyprus	Mauretania	Tunisia
Denmark	Moldova	Turkmenistan
Egypt	Montenegro	UK
France	Morocco	Ukraina
Georgia	Nigeria	USA
Germany	Pakistan	Uzbekistan

2.2.3 DOMESTIC VISITORS FINDINGS

*Konya 14th International Agriculture, Agricultural Mechanization and Field Technologies Fair visited by the professionals from 74 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	59,2
Food Industry	15,0
Stock Breeding	10,2
Agricultural Machines and Sub-industry	6,0
Agriculture Cooperatives	3,7
Agricultural Medicines	3,4
Seed and Sapling	1,2
Others	1,2

2. 92 % of visitors declared that planning to visit KONYA AGRICULTURE FAIR 2017.