

19th Konya Agricultural Fair Opens Tomorrow

The Konya Agricultural Fair, which is the largest agricultural fair held every year in Europe, will meet its visitors for the 19th time at the Tüyap Konya International Fair Center on March 14-18, 2023.

The Konya Agricultural Fair, which is considered the largest in Türkiye and one of the few fairs in the world, is preparing to bring the agricultural sector together on March 14-18, 2023. Holding the title of being the largest agricultural fair in Türkiye with its participants, professional visitors and the width of its exhibition areas, the Konya Agricultural Fair hosted 461 companies from 20 countries and 207,133 visitors from 101 countries for 5 days last year, and also hosted visitors from 81 provinces in Türkiye.

92% of visitors recommend the fair to business circles

This year, 474 participating companies and company representatives from 20 countries are expected to attend the fair, where the newest products in the sector will be exhibited on an area of 96,000 square meters. It is estimated that a total of 5,000 foreign visitors will be hosted from all of the Balkan countries, Georgia, Azerbaijan and Central Asian Countries, Gulf Countries, North African Countries such as Morocco, Tunisia and Algeria, as well as Central African countries such as Kenya, Uganda, Senegal, Ethiopia and Iran. In addition, 200,000 local visitors are targeted from over 70 provinces and districts. While 92% of those who visited the fair last year recommended the fair to business circles, 96% of the visitors are attending the fair again this year. The fair, where bilateral business meetings will also be held, will also contribute greatly to the establishment of new export connections.

Konya ranks second in agricultural machinery exports with 158.8 million dollars

Konya, the 'Agricultural Capital' of our country, is at the forefront in agricultural industry as well as agriculture. Konya, where many companies produce trailers, plows, grain planting and beet harvesting machines, is second in Türkiye in the agricultural machinery sector. The share of agricultural machinery exports in the city's general machinery exports is approximately 60%. Konya realizes approximately 13% of Türkiye's agricultural machinery and equipment exports. In this context, Konya Agricultural Fair, which is among the world's leading fairs in the concept of agricultural mechanization and equipment, contributes approximately 20% to the sector's export targets on average every year. Another important feature of Konya Agricultural Fair is that Konya attracts the most investors in the agricultural sector.

Nearly 5000 foreign business people will come

Stating that the fair makes undeniable contributions to the national and regional economy every year it is organized, Tüyap Fuarlar Yapım A.Ş. General Manager İlhan Ersözlü said, "Konya Agricultural Fair is the largest agricultural fair organized every year in Europe. In 2022, 461 companies and company representatives from 20 countries participated in the fair and the fair hosted 233,133 visitors from 101 countries, while also hosting visitors from 81 provinces in Türkiye. This year, the fair will be organized for the 19th time and will again host nearly 500 companies and company representatives from over 20 countries. From all Balkan countries, Georgia, Azerbaijan and Central Asian countries,

Gulf countries, North African countries such as Morocco, Tunisia and Algeria; "We estimate that we will host nearly 300 thousand visitors in total, including nearly 5 thousand business people from Central African countries such as Kenya, Uganda, Senegal, Ethiopia and over 100 countries such as Iran. Konya Agricultural Fair, which has become a global brand, will once again leave its mark on the export targets of the agricultural sector," he said.

The fair contributes to the city

Selçuk Öztürk, Chairman of the Board of Konya Chamber of Commerce (KTO), one of the supporters of the fair, drew attention to Konya's power in the sector and said, "Our agricultural and agricultural machinery sectors, which are the leading sectors of the city, have a great contribution to Konya's rapidly increasing export performance. Our fairs, which provide input to our city's economy and contribute to the increase in the business volume and added value of many of our sectors, are also our greatest supporters in achieving the export targets we have set for our city. We believe that our 19th Konya Agricultural Fair will contribute to our city's and our country's 2023 export figures. Our Konya Agricultural Fair, which brought together a total of 207,133 visitors from our country and 101 different countries in Konya in 2022, will increase the earnings of everyone who prefers our fair for business and trade this year. "I hope that our fair will bring goodness to our sector, our city and our country, and I invite everyone from our city and country who is interested in the sector to visit our agricultural fair."

The agricultural sector is running towards its goals

Speaking about the importance of the agricultural machinery sector for our country, Şenol Önal, Chairman of the Board of Turkish Agricultural Machinery and Equipment Manufacturers Association (TARMAKBİR), said, "Our industry ranks first among the 22 sub-sectors in the machinery manufacturing industry, from total production value to exports, from the added value it creates to the number of employees. Our sector, which continues its development without interruption, provides direct employment to 43 thousand people and ranks fourth in Europe in terms of production value. Turkish Agricultural Machinery has achieved an export approaching 1.6 billion dollars in 2022. Fairs, Our short-term goal is to exceed the 2 billion dollar threshold and enter the top 10 in the world. Qualified agricultural technologies specialized fairs make significant contributions to our industry. Konya Agricultural Fair is also important for us. We aim to introduce our innovative products to sector professionals from home and abroad at the fair."

The fair will be open to visitors for 5 days

The fair, which will last for 5 days, can be visited between 9:30 and 18:00 except for the last day, and until 17:00 on the last day. Visitors will have the opportunity to see and observe all developments in the agricultural sector more closely, and will be able to learn about new technologies and the latest trends by participating in the organized events.

Free invitations and detailed information can be accessed from the www.konyatarimfuari.com website.

About TÜYAP: Tüyap was founded in 1979 by Bülent Ünal as the first fair organization company in Türkiye. The Tüyap Fair Organization Group, which is the pioneer of the development of fair organization in Türkiye, has organized 1,881 fairs in Türkiye and 207 fairs in 40 countries abroad since its establishment. In the past 43 years, Tüyap has served 350,158 companies from 128 countries and hosted 69 million 878 thousand 472 visitors from 219 countries in the fairs it organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, currently organizes Turkish national participation in an average of 10 international fairs per year. As the only private sector fair organization with its own fair center in Türkiye, Tüyap organizes regular specialized fairs with its professional staff and long-term collaborations with over 100 professional organizations, 6 fair centers it owns and operates in Türkiye and its international offices in 4 countries. Tüyap Fair Organization Group continues to organize hybrid fairs by mobilizing its digital resources.