



**29th International Agricultural
Technology Fair in Action**

**For
those
who
drive
agri.**



**POST SHOW
REPORT 2024**



agrishow.com.br

Realizadores / Realization

Promoção & Organização / Promotion & Organization



AGRISHOW 2024 – FOR THOSE WHO DRIVE AGRI.

The 29th edition of Agrishow saw an increase in the event visitors' qualifications compared to the previous edition and has become **THE BIGGEST AGRIBUSINESS TRADE SHOW IN BRAZIL!**

Between **April 29th and May 3rd**, Agrishow 2024 brought together more than **195,000 visitors from all regions of Brazil and from around the world**. More than **800 national and international brands** from the different segments of the sector exhibited in the **520,000 m² exhibition area**.

This edition of Agrishow attained a record BRL 13.608 billion in intended business specifically for agricultural machinery and implements, a 2.4% increase compared to the previous edition.



SPONSORS 2024



AGRISHOW 2024 NUMBERS



Over 195,000 agricultural professionals



Over BRL 13.608 billion in business initiated at the event



26% of event attendees were women



Over 12,000 articles published in Brazil and abroad



Visitors from over 70 countries and all regions of Brazil



More than 30 supporting entities, unions and cooperatives



More than 800 national and international brands on display



More than 40 media partners and digital ambassadors

VISITOR PROFILE

Demographic data

REGION

Agrishow 2024 received visitors from **all states in Brazil** and more than **70 countries**.

BUYING POWER

Approximately **64% of visitors play a decisive and influential role** in the purchase of products, equipment and services.



VISITOR PROFILE

Qualification

Activity of rural producers at the event:

82%

Agriculture

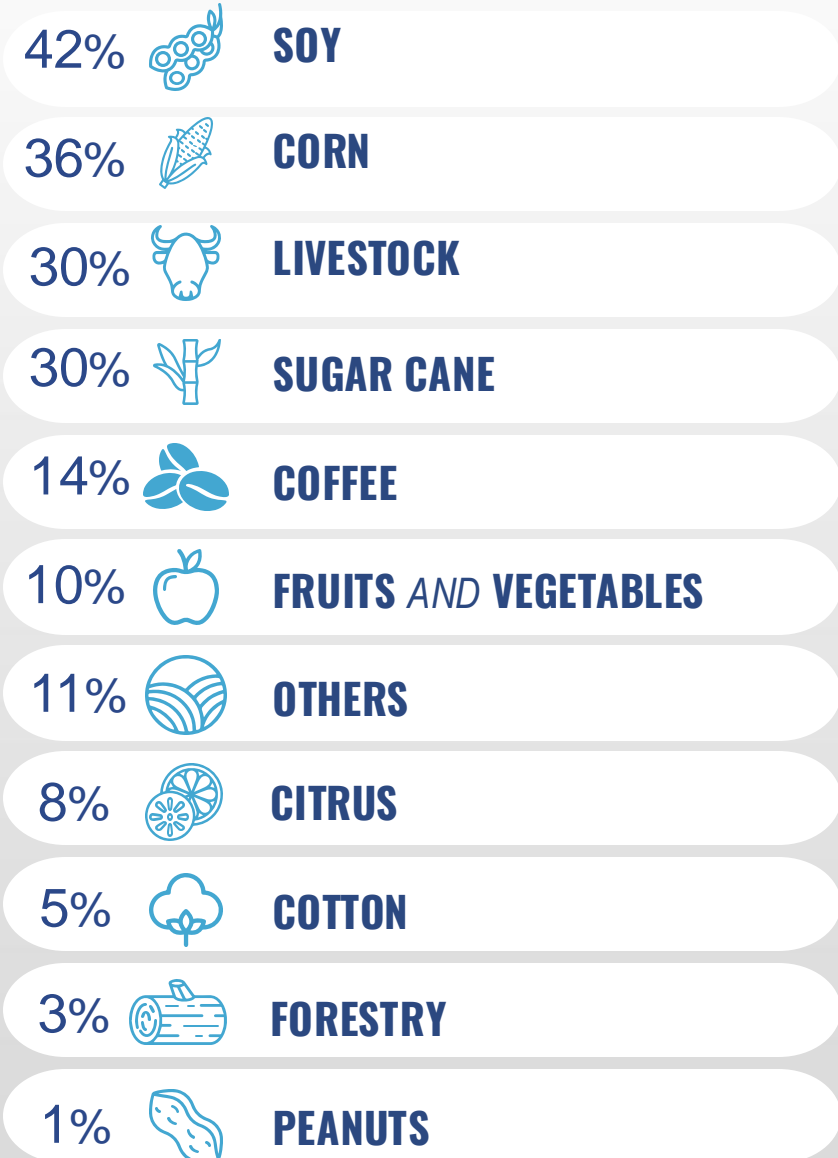


18%

Livestock

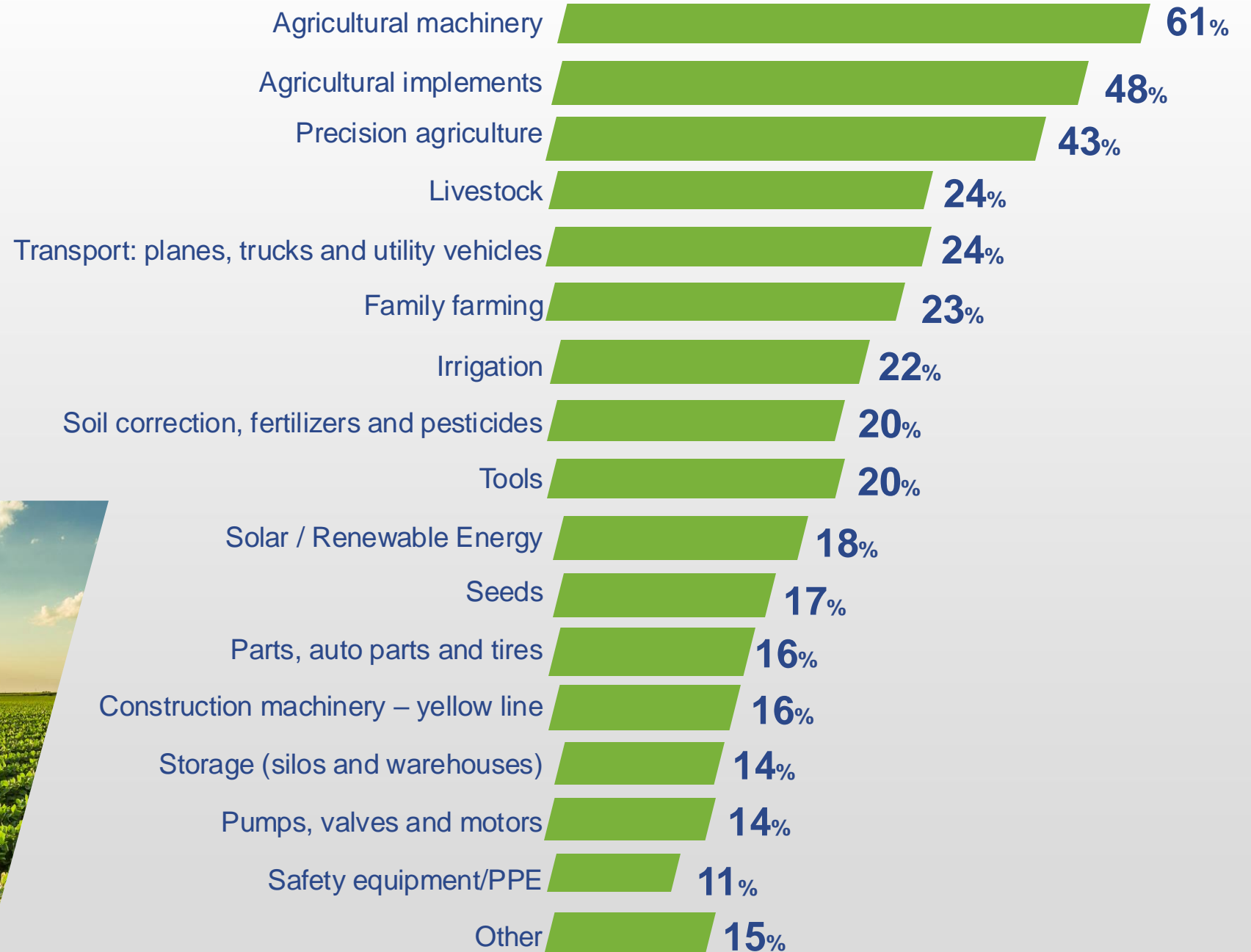


Main crops represented:



VISITOR PROFILE

Interests



FEEDBACK

Visitors

All the best for agribusiness in our country is centralized here! It's important to be here to see the grandeur of our agriculture.

Fabiana Conrado - Guanhães/MG

Anyone who wants to know about the innovations in agriculture has to come to Agrishow. This fair opens our minds, when you get here, you discover that there is a lot more to agriculture!

Samuel Lima - Araxá/MG

The fair is fantastic, it's the best! It has all the technological innovations, not only in the agricultural area, but also favorable conditions with the cooperatives and banks that are only here!

Onofre de Souza - São Paulo/SP

Anyone looking for business and opportunities, this is the place. You have to have a more open view and time to see everything because there are fantastic solutions here, it's really worth being here!

Fabio Marques - Campinas/SP

I've been attending it for more than ten years, it's a fair that adds and offers me the latest products, as a livestock farmer, as well as for agricultural producers. Agrishow is important for the people who make a living from agriculture!

Disnei Gonçalves - Sorocaba/SP

Exhibitors

"Agrishow 2024 was spectacular, we received visitors from all over Brazil and the world. This Agrishow was the best of all the ones we have participated in!"

Rogério Matioli - Commercial Manager | FBB Agro de Qualidade

"It was a spectacular fair, we exceeded our target beyond our expectations."

Abner Santos - Commercial Manager | MP Agro and Amazone do Brasil

This year it was much easier to organize the Agrishow, not only because of the organization of the event, but mainly because of the results. We know that we will reap results in the future with the enthusiasm we feel from the producer and the relationship with customers. The public was extremely qualified and interested in doing business, we were very happy to participate in this edition!"

Daniel Ribeiro – Marketing Manager | São José Industrial

ATTRACTIONS 2024



AGRISHOW PRA ELAS (AGRISHOW FOR WOMEN)

Women play an increasingly greater role in the different professional activities in agriculture: whether it's farm management, day-to-day farm operations or as leaders promoting important transformations. That's why we created *Agrishow Pra Elas* (Agrishow for Women): a space at the trade show for pleasant chats among the incredible women who work in agriculture, aimed at valuing and encouraging women in the sector. We also have an area for presentations and interviews with the great women in national agribusiness.

MASTER SPONSOR:



SUPPORT:



PROMOTION & ORGANIZATION:



ATTRACTIONS 2024



AGRISHOW LABS

Agrishow Labs connects different agribusiness startups and their solutions directly with the visiting public, in a perfect space for doing business and networking. In this edition, we welcomed around 40 startups in the space, double the number of the 2023 edition.

GOLD SPONSOR



SILVER SPONSOR



INNOVATION HUB PARTNER



CONTENT CURATION



PROMOTION & ORGANIZATION



ATTRACTIONS 2024



ARTISAN PRODUCERS PAVILION

The pavilion brought together approximately 80 exhibitors of artisanal products such as cheeses, charcuterie, honey, olive oils, wines, beers and coffees.



AGRO SOLUTIONS ARENA

New products and technologies for rural producers, such as drones, production management and monitoring software, PH meters and many other solutions for rural professionals.

ATTRACTIONS 2024



Tractor Museum - RURAL MEMORIES

At the “Tractor Museum - Rural Memories” visitors can see the evolution of the methods used in agriculture, comparing old and historic tractors with the most modern in the world of agricultural mechanization.

The tractors on exhibit were restored by the "João Tratores" workshop in São Carlos, where the CPT – Clube Paulista de Tratores has its operations and headquarters. It is worth noting that the tractors on display are in working order.



AMBASSADORS' LOUNGE

At the Ambassadors' Lounge, our team of ambassadors received our event visitors in an exclusive space for networking and sharing experiences.

MEDIA AND DISSEMINATION



Retargeting and media



Over 15 million impressions



Over 215,000 followers



Messages via Whatsapp



Over 40 marketing mass emails



Over 300 TV insertions



Over 600 radio insertions in cities considered agricultural hubs



Online banners on various sector portals



Advertisements in magazines and portals



Press office
1,896 journalists present
Over 12,000 articles published



Digital influencers



Partnerships with important agricultural associations





AGRISHOW DIGITAL

THE AGRISHOW CONTENT CHANNEL

A channel with exclusive new content focused on agribusiness. Here you can see trends and new technologies for professionals in the sector throughout the year.

Access it now:
digital.agrishow.com.br

OUR SOCIAL MEDIA

 Official Agrishow Facebook - 162,897

 Instagram – 215,148

 LinkedIn - 21,096

 Twitter – 7,177

 YouTube – 8,157

 Tiktok - 3,308

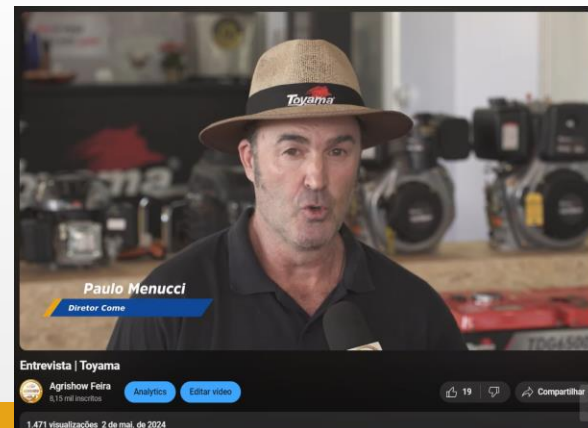
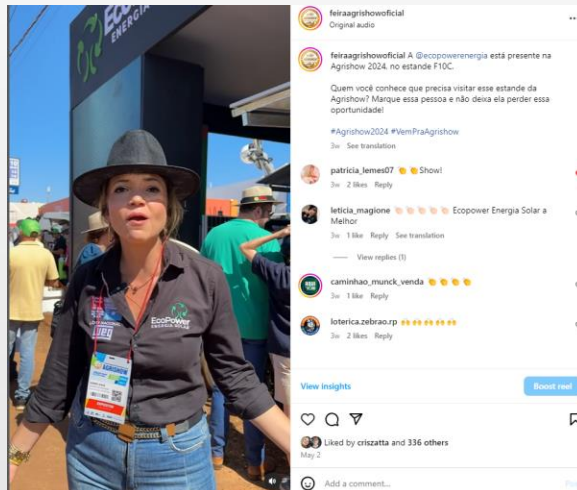


BRANDS HIGHLIGHTED DURING THE FAIR!

More than

1,315,034

views on all Agrishow social media.



VISITOR SURVEY

83%

of visitors intend on returning in 2025

87%

claim that **Agrishow** is the **best event** in the sector.

Visitor perception of exhibitors:

Quantity **73%**

Quality **72%**

Variety **72%**

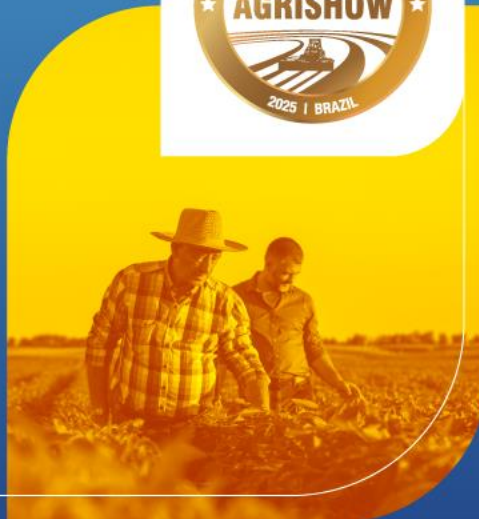
The numbers confirm that AGRISHOW IS THE BIGGEST TRADE SHOW IN LATIN AMERICA!

See you in 2025!



30TH INTERNATIONAL AGRICULTURAL
TECHNOLOGY FAIR IN ACTION

The future of
agro
from **a** to **z**



2025
APRIL 28
TO MAY 2
8 A.M - 6 P.M

RIBEIRÃO PRETO • SP • BRAZIL

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