

# 2012 opolagra

Agricultural Exhibition

The Meeting Point for  
Poland's Agri-Experts



Kamień Śląski near Opole (airport)  
15 – 17 June 2012

# 2012 opolagra



## MEET POLAND'S FARMING EXPERTS!

Are you aiming to position your company on the Polish market and improve your profile in Poland's agricultural sector? Take part in Opolagra!

Opolagra is a rapidly developing professional outdoor exhibition, which shows its leading role in the southern Poland.

Located in an agriculturally interesting area with a strong investment power, Opolagra offers optimal infrastructure and transport connections. Due to the ground conditions (airport), even poor weather causes no logistic problems.

**Seize your chance!  
Meet expert visitors who  
are ready to invest!  
Join us at Opolagra!**

You can make use of the following options to stage your presentation for visitors at the show:

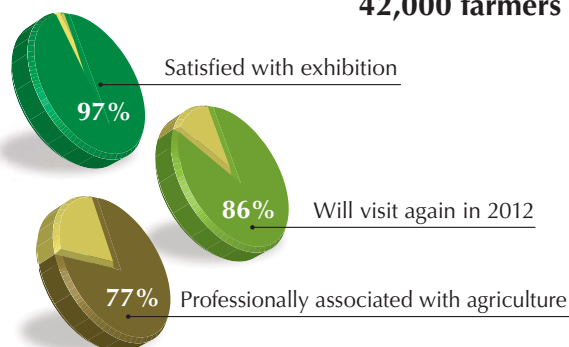
- Campus
  - Open-air stands on grass terrain
  - Stands in the exhibition hall
- Machine demonstrations
  - Tractors, tillage, machinery and equipment for drilling and sowing, plant protection, etc.
  - Obstacle course for plant protection sprayers
- Specially designated courses for testing loaders and front loaders
- Livestock show ring 
- Forum
- Open-air broadcast advertising
- Sponsorship for prizes in competitions



### Opolagra 2011 in figures

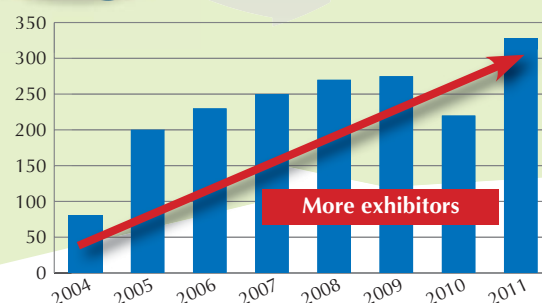
#### Visitors

**42,000 farmers**



#### Exhibitors

**328 companies**





## TRANSPARENT, COMPREHENSIVE, CLEARLY STRUCTURED – THE OPOLAGRA PROGRAMME SPECTRUM

### Crop production

- Tractors
- Transport machinery and equipment
- Tillage, cultivation, plant care
- Fertilising, crop protection, overhead and ground irrigation
- Grain, root crop and forage harvesting
- Harvest conditioning and storage
- Landscape care, municipal applications, field vegetable cropping
- Machinery and equipment for forestry
- Bioenergy Centre
- Renewable raw materials, renewable energies, machinery and equipment for environmental applications
- Farm inputs (seed and plants, fertilizers and crop protection agents, spare parts)

### Livestock production

- Breeding stock, breeding programmes, systems and equipment for reproduction
- Buildings (housing, halls)
- Loaders for farmyard and indoor work
- Animal housing facilities for cattle, pigs, poultry
- Machinery and equipment for milking
- Machinery and equipment for dung and liquid manure in animal housing
- Feedstuffs, veterinary medicine, additives

### Miscellaneous

- Publishers, trade associations, organizations, banks, insurance companies, marketing, service providers
- House and garden, leisure, hobbies



Zbigniew Pustuła,  
Blattin Polska

“Opolagra, with the professional animal show, attracts stock farmers and customers from the region of Opole, Silesia, and lately also more remote regions.”

### Dates and Deadlines

	Date	Times
Deadline for stand bookings	15 May 2012	
Deadline for catalogue entries	4 May 2012	
Stand construction	12–14 June 2012	07:00–22:00
Exhibition days	15–17 June 2012	09:00–18:00
Start of stand dismantling (vehicles up to 3,5 tons)	17 June 2012	18:01
Stand dismantling (vehicles more than 3,5 tons)	18–19 June 2012	09:00–22:00



## YOUR SUCCESS IS OUR SUCCESS!

### Our services for you

Our extensive marketing activities ensure that Opolagra is well known in the agricultural sector:

- National and international press service
- Comprehensive communications services (advertisements, radio and television spots, Internet)
- Cooperation with leading agricultural enterprises, the Ministry of Agriculture and Rural Development, associations and organizations

Do you want to attract top decision-makers to your stand at Opolagra? We can support you with:

- Posters (in Polish)
- Brochures for visitors (in Polish)
- Invitation cards for customers (in Polish)
- Online banner for your website (in Polish and English)



Krzysztof Zdziarski,  
G.U. G. Świerkot

“Opolagra is a professional exhibition and for us, the best place to present the company and our products.”

### Stand prices\*

	Row stand 1 side open	Corner stand 2 sides open	Peninsula stand 3 sides open	Island stand 4 sides open
Open-air stand area	30	34	37	41
Stand area in tent	60	69	76	85
Stand construction per m <sup>2</sup>	60			

Fee for co-exhibitor(s): 100

Registration fee for exhibitors in the tent: 500

\* all prices net in Polish zloty (PLN)



## SPECIAL EXHIBITION PROGRAMME – ATTRACTIONS AND HIGHLIGHTS FOR VISITORS

### Livestock show with auction

The successful livestock show with auction will be held for the fifth time in 2012. It attracts expert visitors who are interested in animal husbandry and breeding.

Cooperation with the Opole and Katowice Cattle Associations – members of the umbrella organization of the Polish Cattle Breeding Federation – ensures professional project management. The best cows selected in the various group competitions return to the show ring again for the grand Super Champion competition. Livestock farmers can buy the best animals at the subsequent auction.

### Experience agricultural machinery live!

Opolagra boasts one of the most spectacular and professional machinery demonstrations in Poland. Sprayers are tested on a special, DLG-certified obstacle course. In addition to the traditional presentation of telescopic front loaders and telehandlers on stands, there is an opportunity for visitors to test different brands of loaders on specially designated tracks. Opolagra 2012 will be focused on hi-tech topics: precision farming and energy-efficient technologies. Energy saving and cost-reducing solutions are increasingly important subjects.



Jan Hájka, Agrio

“Opolagra is the most significant occasion for me to meet potential customers in the south of Poland.”

### Ideas and solutions take the spotlight – the Opolagra technical programme

The Opolagra forum events highlight and discuss trends and burning issues in agriculture. As an exhibitor, you can play an active part in it. Present your ideas and potential solutions to visitors, and make full use of the opportunity to make your products and expertise areas known to the broad expert public.

Take part in the Opolagra technical programme. Grasp the chance to present yourself effectively to the broad audience.

### Friday is Expert Day

In order to ensure excellent conditions for improving business relationships, we created the Expert Day. On that day, exhibitors, their key customers, as well as specialists from the industry, can meet together in an atmosphere conducive to hold expert talks. The idea of the “Expert Friday” is also to enable students of agricultural schools to learn about your products. This is a great opportunity for positioning your brands in the young generation of modern farmers and to acquire future customers.

Would you like to conduct discussions and negotiations with your customers in an atmosphere of peace and calm? “Experts’ Friday” offers you a chance to do so. Business visitors who come to Opolagra on this day use it specifically to meet with exhibitors.



## BE PART OF THE OPOLAGRA SUCCESS STORY!

### Benefits for you at a glance:

- Seize the chance to position yourself on the Polish market!
- Use the opportunity to establish contacts.
- Meet farming experts from Poland who are ready to invest.
- Present yourself and your products to a broad expert public!

### Book before March 31!

Booking before 31 March 2012 has several benefits:

- A stand position that closely matches your needs
- Target customers can be contacted early and our free promotional tools can help improve your chances of a strong stand attendance

**If you have any questions or need further information, please do not hesitate to contact us – we will be glad to assist you.**

We speak your language:

German/Polish/English:  
Ludwik ApolinarSKI, Managing Director,  
E-mail: L.ApolinarSKI@DLG-pl.pl

German/Polish:  
Arleta Bartkowiak, Exhibitor and Visitor Marketing,  
E-mail: A.Bartkowiak@DLG-pl.pl

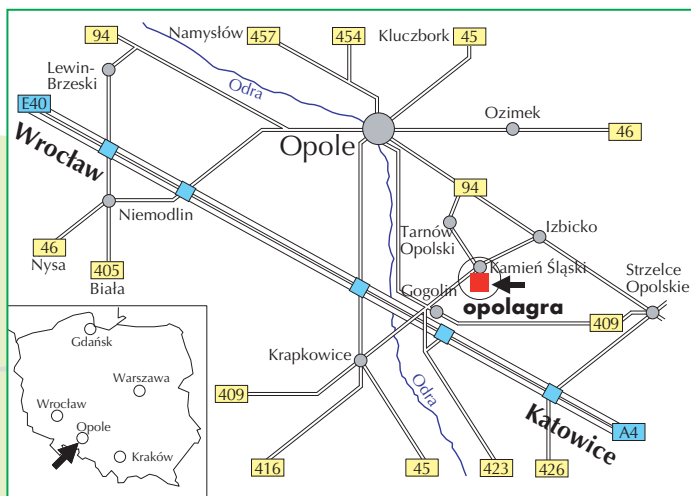
German/Polish/English:  
Michalina Sowul, Project Manager,  
E-mail: M.Sowul@DLG-pl.pl

Tel.: +48 61 639-01-17/-18  
Fax: +48 61 858-48-48

We should also be happy to support you in planning your stand. We will provide you with technical support on site for the duration of the exhibition.

[www.opolagra.pl](http://www.opolagra.pl)

### How to get to Opolagra



DLG AgroFood Sp. z o.o.  
ul. Obornicka 229  
60-650 Poznań  
tel.: +48 61 639-01-17/-18  
+48 61 639-09-25  
fax: +48 61 858-48-48  
E-mail: AgroFood@DLG-pl.pl  
[www.DLG.org.pl](http://www.DLG.org.pl)

Patronage:



Co-organizer:

