



October 29 – November 2

INDAGRA

Innovation and tradition, cultivated
with passion for the future



www.indagra.ro





#INDAGRA2025

A new concept

INDAGRA 2025 redefines itself as an integrated hub for cross-sector dialogue, knowledge transfer, and the acceleration of progress in the agri-food sector. The event brings together farmers, entrepreneurs, researchers, and decision-makers in a dynamic ecosystem dedicated to exploring technological and sustainable solutions shaping the future of agriculture.



Target Audience

IINDAGRA 2025 integrates a strong B2B component, dedicated to agricultural producers, input and technology suppliers, agri-tech start-ups, investors, and consultants, facilitating strategic connections and knowledge exchange. It also includes a B2G component focused on institutional dialogue, agricultural policy, and public-private partnerships.

In parallel, the B2C dimension offers an interactive experience for the general public – from gardening enthusiasts and advocates of sustainable agriculture to families, young audiences, and consumers drawn to natural products and agricultural education.

B2B Component

60% among the visitors

B2G Component

20% institutional representatives

B2C Component

20% enthusiasts of agriculture and gardening technologies



Under the concept “**Innovation and tradition, cultivated with passion for the future,**” INDAGRA 2025 offers:

INDAGRA 2025 proposes a multisensory and interactive experience, featuring live demonstration areas focused on agricultural technology, alongside the Networking Hub – a stage for conferences with national and international experts, thematic sessions, and panel discussions on current agri-business topics.

Participants will benefit from the **ROMEXPO SmartApp**, an interactive digital guide providing real-time updates on the event agenda, B2B networking tools, and exclusive activations for both exhibitors and visitors. For the general public, educational trails, testing areas, and hands-on experiences are prepared, while the entire event will also include product launches, business meetings, and professional matchmaking sessions between key players of the agri-food ecosystem.



Perfect symbiosis Tradition and innovation

This edition brings to the forefront the deep connection between authentic values and technological evolution. We invite you to discover how tradition and innovation can coexist in harmony through a series of live demonstrations, workshops, and curated exhibition concepts that reflect the transformation of Romanian agriculture. From traditional craftsmanship to autonomous innovations, visitors will have the opportunity to explore two complementary worlds united by a shared purpose: sustainability, efficiency, and respect for nature.



Comparative demonstrations

Traditional methods vs. modern technologies



Workshops

Exhibitors combining heritage with progress – from hand tools to autonomous machinery



Evolution

Agricultural crafts, grafting, natural gardening



Tradition

Traditional cuisine in dedicated gastronomic areas



Thematic structure



Agritech Equipment & Tools

Intelligent Irrigation Solutions

Controlled Environment Growing

Premium Horticultural Seeds

Agro Transport & Mobility

Innovative Vineyard Solutions

Precision Agro Weighing

Sustainable Fertilizer Solutions

Advanced Livestock Systems

Solar Power for Agriculture

Professional Farmwear & Safety Gear

Fruit & Ornamental Planting

Key Highlights of the 2025 Edition



2 Live
Demonstration
Zones

- Tech Field: Autonomous machinery, drones, smart irrigation systems
- Livestock Demo: Technologies for animal nutrition and digital monitoring



AgriTech Forum
– Conference
Stage

- Featuring presentations by international experts
- Topics include: sustainability, digitalization, precision farming, and green energy



INDAGRA
SmartApp

- Interactive map, live notifications, booth scanning, and personalized agenda
- Quick access to offers, samples, and business matchmaking sessions



Educational Farm
& Thematic Trails

- Specially designed for families, schools, and agricultural education institutions
- Hands-on activities and learning through play

Exhibit at INDAGRA 2025!

Be part of the future of agriculture!

Join the most innovative players in the industry and seize the opportunity to showcase your solutions in a professional setting with both national and international visibility.

**Specialized
audience + access
to the wider
consumer market**

**Opportunity for
live
demonstrations
and product
launches**

**Extensive B2B
network + media
exposure +
INDAGRA
SmartApp
integration**

**Association with
Romania's
leading
agricultural
trade fair**





ROMEXPO

Statistical dates of 2024 edition

- **25 countries represented:** Austria, Belgium, Bulgaria, Canada, China, Denmark, France, Germany, Greece, Indonesia, Italy, Lithuania, Netherlands, Moldova, Poland, Portugal, Czech Republic, Romania, San Marino, Serbia, Slovakia, Spain, Turkey, Ukraine, Hungary
- **20+ conferences & workshops**
- **150+ innovations and new product launches**

**500
exhibiting
companies**

**27.000+ m²
exhibition
space**

**42.000+
visitors**



Innovation Meets Tradition. **Cultivated with passion for the future.**

Roxana JUGĂNARU

Project Manager

+4 0758 837 732

roxana.juganaru@romexpo.ro



Irina TOPCIU

Project Manager

+4 0744 333 556

irina.topciu@romexpo.ro



Iuliana TUDOR

Project Manager

+40744 680 021

iuliana.tudor@romexpo.ro



 We look forward to seeing you at INDAGRA 2025!

 Contact the organizing team to register:

www.romexpo.ro



Let's create
a **successful**
edition
together



Phone number
+40 212 077 000



Our site
www.romexpo.ro

Three green leaves are floating in the air. One is in the upper left, one is in the upper right, and one is in the lower center. They are all slightly tilted and have a soft shadow beneath them.

THANK YOU!