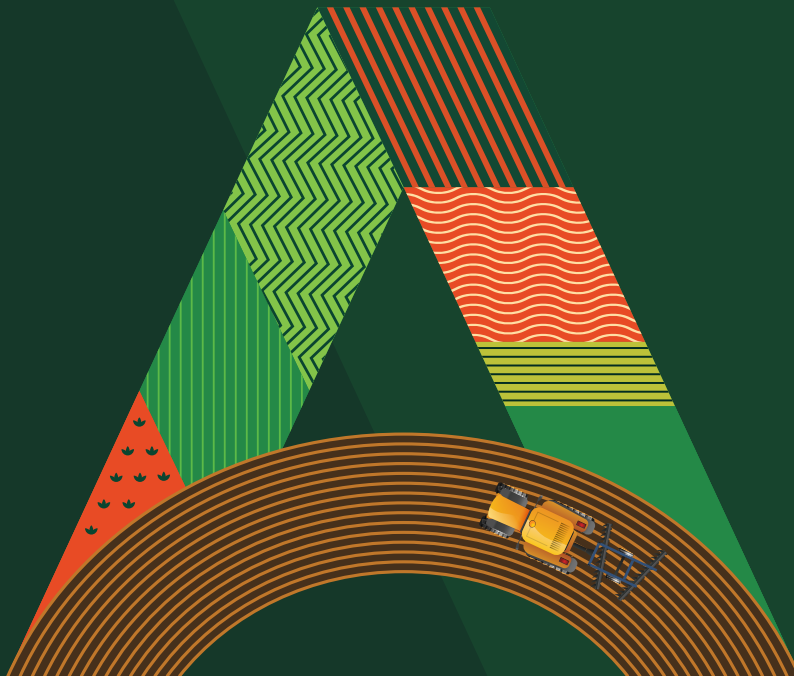




ICEBERG  
EXHIBITIONS



# Agrīculture

## **DAYS** 2024 april 24-26

Albania International Agriculture Fair **Lushnjë, Albania**

Greening | Organic Farming | Smart Farming | Innovative Technologies  
Food Security | Sustainability | Waste Reduction | Digitalising

# NEW ERA OF EXHIBITIONS

Our main objective is opening the door for strategic relationships between the Balkan region and international markets, connecting people and sharing visions. We bring the events where the sector has the biggest impact without venue and location limitations. Diverse and inclusive, these events represent outstanding platforms for businesses in the region to enjoy a successful debut for the international markets.





# A BRIEF DESCRIPTION OF THE TRADE FAIR

**“Agriculture Days”**, Albania International Agriculture Fair is the largest sectorial exhibition in agriculture sector in Albania and the most impactful event of this kind. Agriculture Days 2024 returns to the city of **Lushnje** on **24-26 APRIL 2024**. This event aims to be the main focal point of meeting and networking for the agriculture sector. The fair draws thousands of visitors from Albania and the surrounding region, bringing people together to connect and learn about the latest global trends and modern technologies.

Agriculture Days 2024 will attract more than 100 exhibitors and large numbers of visitors from across the Balkan region and neighboring countries. With the support of the Ministry of Agriculture and Rural Development and the Municipality of Lushnja our aim is to establish the foundation for an agriculturally-focused event in Albania's agricultural hub, Lushnja. This initiative creates an opportunity for a special celebration that showcases the nation's agricultural strength, right at the center of its granary.

This event will offer important opportunities for businesses and professionals in the related sectors, covering an international market. The main purpose of the exhibition is to create a communication platform for businesses to encourage new partnerships and collaborations in the agriculture sector. During the three days of the fair, numerous activities will take place, business meetings, content sessions, workshops and conferences.

# ALBANIAN AGRICULTURAL SECTOR

Albania's agricultural sector plays a crucial role in the country's economy, contributing 20% to the gross domestic product and engaging nearly one-third of its labor force, the highest ratio across the Western Balkans. In the last 15 years, the value-added output of agricultural goods has more than doubled, indicating significant growth in the sector.

However, there are ongoing challenges. Adhering to EU standards requires innovations in agriculture and rural tourism, adopting digital advancements, ensuring product diversity, enhancing food safety, and raising the value of raw materials. Additionally, both internal and external migration present significant issues affecting agriculture. This is crucial for efficiency and meeting consumers' needs for safe, healthy, and sustainable food, in line with EU safety standards. There's significant potential within the value chain that hasn't been fully explored. It's important to make the gathering, processing, and distribution of products more competitive, innovative, and eco-friendly. Albania aims to move towards eco-friendly economies, tackle climate change, and invest fairly in its people through agriculture.



# AN INTERNATIONAL TRADE FAIR IN THE SMALL CITY OF LUSHNJE. WHY?

Lushnje is part of Myzeqe area known as the Albanian granary, prominent for its agricultural potential. 65% of the Albanian granary is used for agricultural purpose. Lushnja is part of the Fier County with the largest land area and the highest volume of production in many agricultural crops and 77,373 farmers.

During the last two editions of the "Agriculture Days" fair, there has been a growing presence of foreign companies showcasing their products and services in Albania for the first time. These companies came from various places including Kosovo, Montenegro, Macedonia, Serbia, Italy, Greece, Austria, Israel, and more.

**"Agriculture Days"** aims to achieve several objectives, including:

EDUCATION & AWARENESS

NETWORKING

INFORMATION

MARKETING OPPORTUNITIES

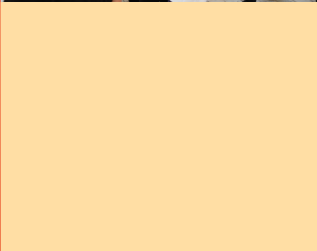
# PROFILE OF EXHIBITORS:

## **Agricultural**

Agriculture and Horticulture Machinery, Distributors, Dealers, Nursery and Floriculture, Greenhouse and Polyhouse Technology, Pipes and Pumps, Tractors and Equipment, Irrigation and Water Harvesting, Agricultural Logistics, Tyres Manufacturers, Agricultural Inputs, Organic Products, Fertilizers and Chemicals, Seeds, Plasticulture and Tissue Culture, Pre to Post Harvest Treatments, Gardening and Landscaping, Agricultural Spare Parts, Sprayer Pumps, Food & Food Processing Machineries, Mushroom Farming

Government Departments and Bodies Consultancy Firms, Certification bodies, and Organizations, Banks and Financial Institutions, IT & Software Solution Provider, Packaging Technology, Solar Products& Solutions





### **Livestock and poultry**

Goat, Piggery, and Sheep farming, Chicken, Ducks, and other poultry, Honey Bee Farming Technologies, Feed and Feed Additives, Veterinary Products & Surgical TDairy, Poultry and Livestock Farming Turn Key Projects, Dairy, Poultry and Livestock Farming Technologies and Equipment, Waste management

### **Fishery**

Equipment and tools used in fishing, fishing boats and modern techniques for sea fishing, techniques for the protection and control of fisheries and fish farms, Aquaculture Farming Technologies, Feed and Feed additives.

# Book your booth now!

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**ICEBERG**  
EXHIBITIONS

ICEBERG EXHIBITIONS is a Trade Fair and Exhibition Organizer part of ICEBERG COMMUNICATION that is one of the first innovative and integrated advertising and communication agencies founded in Tirana, 1999. For more than two decades, it has been a determinant actor of enormous changes in the event management industry. Iceberg Exhibitions is committed to invest energy and passion toward helping businesses and people grow continuously welcoming a NEW ERA OF EXHIBITIONS.

Iceberg Exhibitions is incentivized by a pool of experts in the B2B event management sector with a distinctive service-based background. The valuable expertise in strategic marketing consulting, public relations, advertising (both traditional and digital) will be a strong asset on moving toward organizing trade fairs and exhibitions based on a business-to-business approach.