AGRAGEX calls for greater commitment of the Administration with the internationalization of DEMOAGRO

The Spanish Association of Manufacturers Exporters of Agricultural Equipment (AGRAGEX)**, took advantage of its participation in the fair of demonstrations of machinery and agricultural equipment,** DEMOAGRO 2017 **to value the export figures of the sector, during a meeting with the specialized press. The statistics report produced annually by this organization shows a growth of around 3% during the past year, reaching a total of € 2,101,665,042.68. These results, according to Jaime Hernani, president of AGRAGEX, "have been obtained with hardly any public support, since during the crisis the budgets for international promotion have been reduced by 80% and have not recovered". In that sense, Hernani urges the Administration to give greater support to the internationalization of events representative of the sector, as is the case of DEMOAGRO.**

By subsectors, the exports of Health and Animal Nutrition stand out first. After him, the second in

importance is the Greenhouses and protection of crops. They are followed, in this order, post-harvesting and storage, irrigation, livestock and milking equipment, components and machinery. Hernani noted how these sectors have grown in importance when, paradoxically, AGRAGEX was born almost 40 years ago, precisely, machinery.

> Hernani referred to the stability of Asia as a market for Spanish exports and the difficulties in Europe, as well as the consolidation of Latin America and North Africa

"Diversification is the key to stability and Spain sells its agricultural equipment in more than 100 countries," said the president of AGRAGEX. The last edition of DEMOAGRO was attended by some AGRAGEX partners, such as Ovlac, Aguirre, Solano-Horizonte, Jympa, Solá, Gil and Arcusin , *which demonstrated in the Fair, among others, the most appreciated capacities of Spanish agricultural machinery throughout the world: robust and reliable equipment, adapted to any type of agriculture and with European technology and excellent value for money.*

Participation in international fairs

AGRAGEX also invited to this meeting a representation of the European fair AGRITECHNICA, with which it collaborates to facilitate the Spanish participation in the which is considered the most important agricultural machinery fair in Europe and the largest, in pavilions, around the world. Malene Conlong, directive of DLG, the organizer of AGRITECHNICA, *commented on the significant increase in the Spanish presence at this fair, which this year has grown 15% over last year and has multiplied compared to the initial participation. "If in 2005 only 10 Spanish exhibitors attended, this year they surpass 50, of which almost 35 go under the umbrella of AGRAGEX." "The challenge, she added, is to also increase the number of visitors, which did not exceed 1,000 with origin in the Iberian Peninsula during AGRITECHNICA 2015".*

This year, for the first time, AGRITECHNICA is presented under a central theme, "Green Future. Smart technology "to promote smart agriculture". From the organization of AGRITECHNICA, they pointed out that *"this intelligent agriculture is not always synonymous with leading technology, but can simply mean a better organization of specific tasks, such as less energy consumption, contribute to soil protection, optimize nutrient use and of water or help identify pests and weeds to treat them in a specific way".*

Source: AGRAGEX

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