



Dear Madam/Sir,

It is our pleasure to inform you that the 83<sup>rd</sup> International Agricultural Fair will be held from 14<sup>th</sup> to 20<sup>th</sup> of May 2016 at Novi Sad Fair. Preparations are underway and we would like to take this opportunity and invite you to take part at this biggest agri-business event in this part of Europe and thus give your contribution to the promotion of agriculture as one of currently the most important issues.

The International Agricultural Fair is by all parameters a prestigious business event at which products and services are promoted by approx. 1,500 exhibitors from more than 60 countries worldwide. It is among five most important agricultural fairs in Europe, visited by a great number of experts and general audience. An additional motive for participation is the fact that during the Fair numerous new contacts, deals and agreements are made.

In terms of the 2016 International Agricultural Fair concept, the following has been determined:

- Presence of Italy – the partner country of the 83rd International Agricultural Fair,
- Collective shows of exhibitors from Austria, Croatia, the Netherlands, China, Hungary, Republika Srpska (one of two entities within Bosnia and Herzegovina), Turkey, etc.
- Agricultural machinery show,
- B2B business meetings,
- Presentation of organically grown products and products with protected geographical indication,
- The biggest National Cattle Show,
- Presence of representatives of state bodies in charge of agriculture, chambers of commerce and association,
- Accompanying entertainment intended for general audience.

For the first time, we have prepared exhibition AGRO BIT as an opportunity for affirmation of IT in agriculture. We think you will be interested in the new segment of the biggest agri-business event in South-East Europe. In addition, we send you offer for exhibiting at AGRO BIT hoping that this will be a successful cooperation and that the event will yield benefits to you, strengthen your market position and bring expected business results.

Sincerely,

**NOVI SAD FAIR in cooperation with FRACTALS Consortium**