

MEMORANDUM OF UNDERSTANDING

OF AGRICULTURAL MACHINERY AND EQUIPMENT MANUFACTURERS ON PARTICIPATION IN AGRICULTURAL MACHINERY EXHIBITIONS IN MOSCOW

The international specialized exhibition of agricultural machinery AGROSALON which was held in the International Exhibition Centre "Crocus Expo" in October, 2010 was a great success and showed a high organizational level as compared with the preceding agricultural machinery exhibitions in Moscow. The main difference of AGROSALON is a coordinated concept of the exhibition which includes the following principles:

- specialized exhibition of agricultural machinery
- the only Russia-based exhibition of agricultural machinery which is held biennially
- it is supported by leading Russian and foreign manufacturers of machinery and equipment for agro-industrial complex and industry associations: Association Rosagromash, Russia and VDMA Agricultural Machinery, Germany
- it is held on the best exhibition area in Russia in the optimal timeframe
- solid target audience (heads of agricultural holdings, agricultural enterprises, peasant holdings and farms).

The long-term experience of peer international exhibitions (Agritechnica, Germany, SIMA, France, EIMA, Italy) shows that it is reasonable to hold the specialized exhibitions biennially rather than annually. Such a time schedule enabled the companies to use their advertising budget efficiently, attract greater amount of visitors, prepare for the exhibiting more thoroughly and only expose the new developments in the exhibition.

That is why the companies which signed this MEMORANDUM OF UNDERSTANDING support holding of the next exhibition AGROSALON in 2012 and confirm their participation in it.

Companies which signed MEMORANDUM OF UNDERSTANDING made a decision to exhibit their agricultural machinery and equipment once in two years. The next AGROSALON will take place in October, 2012. For 2011 agricultural machinery manufacturers intend to focus on conducting of marketing events in constituent entities of the Russian Federation. This position is a subject to be recommended within the company's dealer networks

We are sure that our joint efforts in the development of the exhibition activity in Russia will allow all agricultural machinery producers to compete with each other efficiently, and it will enable agrarians to make an objective choice in the prospective market of agricultural machinery in Russian Federation.

Name _____

COMPANY _____

POSITION _____

SIGNATURE _____ DATE _____

You are kindly requested to send the filled-in Memorandum to the organizing committee of AGROSALON exhibition by fax +7 (495) 781-37-08 or E-mail: agrosalon@agrosalon.ru