

# EVALUATION REPORT

## Netherlands Pavilion



at the agricultural exhibition AgroSpring 2021, 16-18 February 2021  
(incl. Agro Animal Show, Fruit, Vegetables, Logistics & Grain Tech Expo)



**Netherlands Pavilion supported by:**

Ministry of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands  
and Embassy of the Netherlands in Ukraine, Office of the Agricultural Counsellor

**Netherlands Pavilion was organized by:**

IFWexpo Heidelberg GmbH [www.ifw-expo.com](http://www.ifw-expo.com) and DLG Ukraine [www.dlg-ukraine.com](http://www.dlg-ukraine.com)

**Exhibitions were organized by:**

Kyiv International Contract Fair, [www.kmkya.kiev.ua](http://www.kmkya.kiev.ua)  
IFWexpo Heidelberg, [www.ifw-expo.com](http://www.ifw-expo.com)

**Venue:**

International Exhibition Center, 15 Brovarskiy avenue, Kyiv, Ukraine

## Content

<b>Content</b> .....	2
<b>1 Project description</b> .....	3
<b>2 Netherlands Pavilion 3D design and floor plan</b> .....	4
<b>3 Netherlands Pavilion location in the exhibition center</b> .....	6
<b>4 Promotion of the Netherlands Pavilion</b> .....	6
<b>4.1 Mass media</b> .....	6
<b>4.2 Photo and video</b> .....	6
<b>4.3 Outdoor advertisement</b> .....	6
<b>4.4 Social media</b> .....	7
<b>4.5 Direct mailing</b> .....	8
<b>4.6 Netherlands Pavilion guide</b> .....	10
<b>4.7 Virtual AgroSpring 2021</b> .....	10
<b>5 Netherlands Pavilion: COVID rules and hygiene measures</b> .....	11
<b>6 Netherlands Pavilion sustainability program</b> .....	11
<b>7 Netherlands Pavilion: food and special events</b> .....	12
<b>8 Conclusions</b> .....	12

# 1 Project description

To ensure the interests of Dutch business in Ukraine and the realization of business potential in a competitive environment in view of limited business activity through the implemented quarantine measures, the Netherlands Pavilion was initiated by the Office of Agricultural Counsellor, Embassy of the Kingdom of the Netherlands in Ukraine and organized by IFWexpo Heidelberg GmbH and its Ukrainian office DLG Ukraine LLC.

The collective participation of seven Dutch companies at AgroSpring 2021 (featuring three international agricultural exhibitions Agro Animal Show, Fruit, Vegetables, Logistics & Grain Tech Expo (hereinafter referred to as Netherlands Pavilion) was organized in the period of 16-18 February 2021. The event took place in Kyiv/ Ukraine at the International Exhibition Center, 15 Brovarskiy avenue.

The following Dutch companies were represented at the Netherlands Pavilion either directly or via Ukrainian partner-companies:

1. Kanters - [www.kanters.nl](http://www.kanters.nl)
2. Mooij Agro - [www.mooij-agro.com](http://www.mooij-agro.com)
3. Ottevanger Milling Engineers - [www.ottevanger.com](http://www.ottevanger.com)
4. Tolsma Technik - [www.tolsma.com.ua](http://www.tolsma.com.ua)
5. Denkavit – [www.denkavit.com](http://www.denkavit.com) (represented by UT Agro – [www.utagro.com.ua](http://www.utagro.com.ua))
6. VDK-Agri - [www.vdkproducts.com](http://www.vdkproducts.com)
7. Omnivent – [www.omnivent.pl/ua/](http://www.omnivent.pl/ua/)

The Netherlands Pavilion occupied 104 m<sup>2</sup> of exhibition space including kitchen, a meeting and a storage room. Due to COVID-19 limitation no common business lounge was organized.

In total, 266 participants exhibited their products and services at exhibition space of 15,571 sqm (brutto). Apart from the Netherlands, the AgroSpring hosted national pavilions of Germany, France, Austria and Denmark. The exhibition was visited by 11,291 visitors.

AgroSpring is the key event for the Dutch agro companies to present their products and services in Ukraine. The main thematic sections of the exhibition are:

Technologies of livestock and poultry farming:

- . Housing for livestock and poultry keeping;
- . Equipment for livestock housing;
- . Equipment for poultry;
- . Equipment for pig breeders;
- . Equipment for feeding and watering;
- . Equipment for milking and milk cooling;
- . Techniques and equipment for microclimate creation

Veterinary:

- . Veterinary medicaments;
- . Biological preparations and instruments;
- . Biological security of livestock farms.

Forage production and storage:

- . Forage harvesting machinery and equipment;
- . Equipment for forage production and storage;
- . Forage and feed additives.

Genetics:

- . Instruments and materials for artificial fertilization;
- . Genetic material;
- . Embryo transplantation;
- . Equipment for pregnancy diagnostics

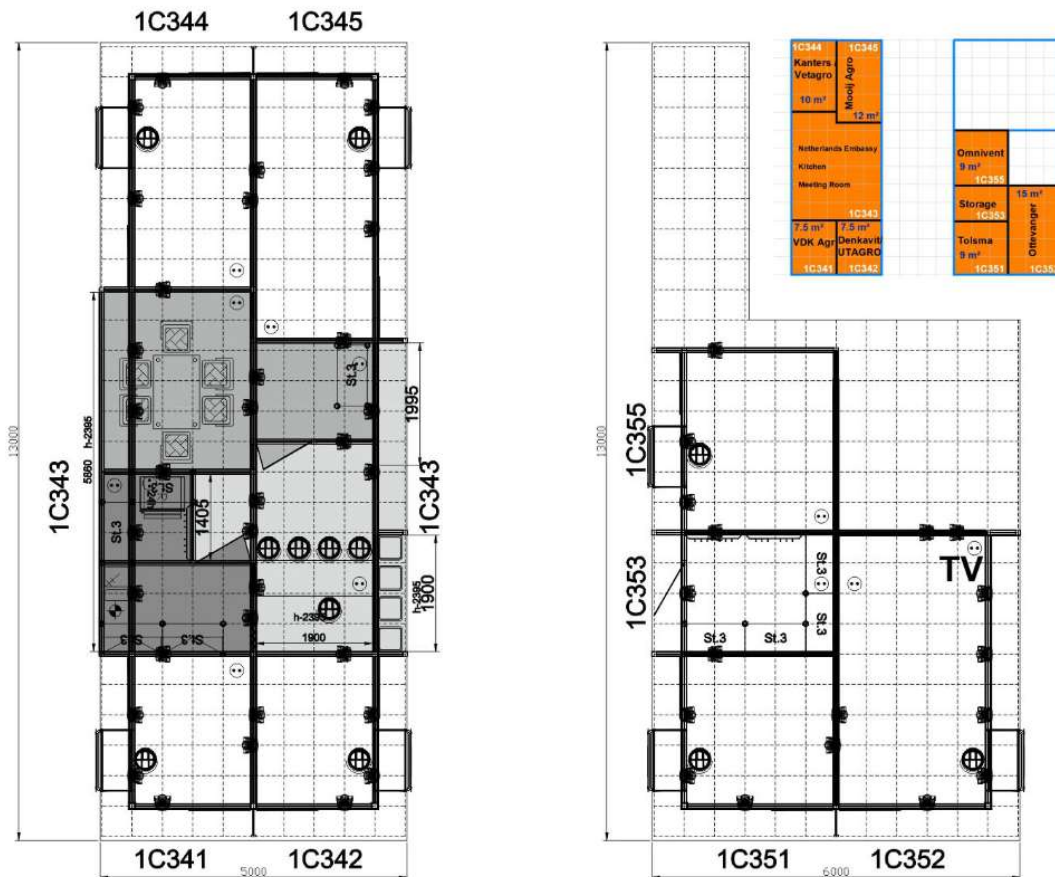
Equipment for products processing and storage.

Exhibition program featured:

- . Conferences, seminars, round tables;
- . Press conferences, business meetings;
- . Presentations of national and foreign companies

## 2 Netherlands Pavilion 3D design and floor plan

The Netherlands Pavilion's total area including kitchen, a meeting room and a storage room: 104 m<sup>2</sup>.





The elements of the new visual identity of the Netherlands in combination with the “Farming the Future” and “Solving Global Challenges Together campaigns” were used in the stand design.

NL branded giveaways (calendars, paper bags, textile bags, face masks) were provided.



### 3 Netherlands Pavilion location in the exhibition center

The Netherlands Pavilion was centrally located in Hall 1 (marked in orange).



### 4 Promotion of the Netherlands Pavilion

#### 4.1 Mass media

The Netherlands Pavilion was featured in the special cover at one of the largest agribusiness web-portals AgroPortal.ua:

<http://agroportal.ua/ua/special-projects/niderlandski-agrarni-rishennya-dlya-tikh-khto-vmiye-rakhuvati-groshi/>

#### 4.2 Photo and video

Photo and videos –

[https://www.youtube.com/watch?v=MAvK67TNU\\_A](https://www.youtube.com/watch?v=MAvK67TNU_A)

<https://www.facebook.com/DLGUkraine/posts/788663228402185>

<https://www.facebook.com/AgriKyiv/videos/470414847409229>

#### 4.3 Outdoor advertisement

Two 1.5 x 3 m promotion banners on the boards located at both entrances to the Hall 1 were displayed for the period of 3 days: from 16 till 18 February 2021.



#### 4.4 Social media

The Netherlands Pavilion was promoted on the Facebook event page: <https://www.facebook.com/events/3401184889978310>

Around 20 posts on the Netherlands Pavilion event page since November 2020 reached in total more than 24 thousand people. The post's content included company information, photo and video shots of exhibitor stands as well as official welcome video addresses of the Netherlands Embassy to Ukraine.

**Павільйон Нідерландів на АгроВесні 2021**

16 лют. о 09:00 – 18 лют. о 16:00

International Exhibition Centre, Kyiv, Ukraine

Price: Free · Duration: 2 дні

Публічна · Будь-хто у Facebook чи поза ним

Запрошуємо відвідати павільйон Нідерландів на виставці Агро Весна 2021. 7 Нідерландських компаній та їх українські представники презентують свої технології та рішення для сільськогосподарського сектору. Показати більше...

Навагодження за кошти

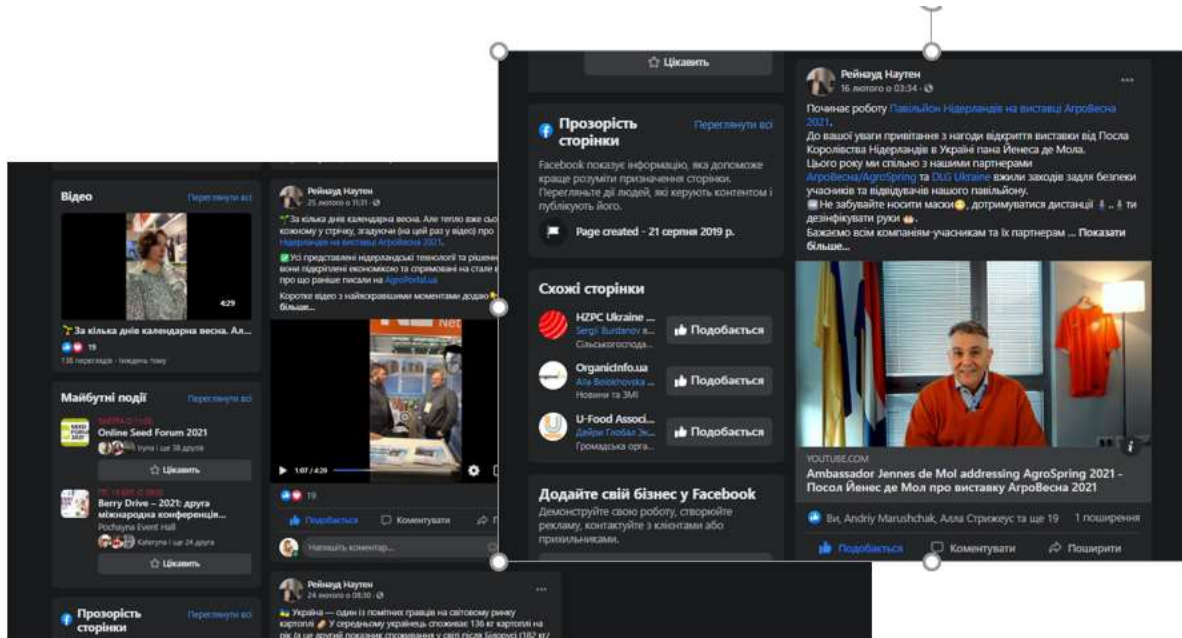
**Статистика**

Останні 7 днів 3 бер – 10 бер

People Reached	Відповіді
24 198	248
+21 last 7 days	+0 last 7 days
Audience	Ticket Clicks
Чоловіки 35-44	3
21% of total responses	+0 last 7 days

Більше

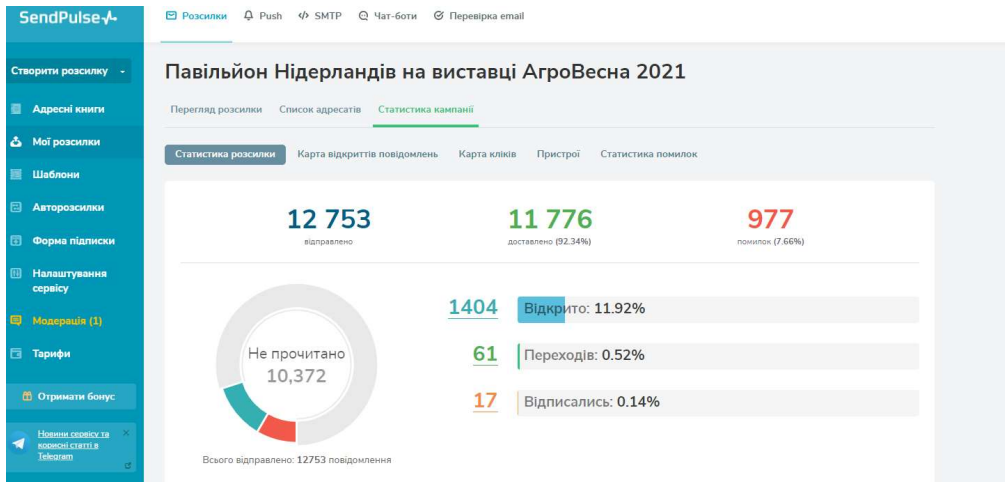
In addition, the Netherlands Pavilion was promoted at the official Facebook page of the Agricultural Counsellor of the Netherlands Embassy to Ukraine <https://www.facebook.com/AgriKyiv>. The Ambassador de Mol and Agricultural Counsellor Nuijten welcomed the Pavilion participants online ([\(1141\) Reinoud Nuijten welcome speech to participants of NL Pavilion at AgroSpring 2021 - YouTube](#)).



#### 4.5 Direct mailing

DLG Ukraine made a direct mailing to Ukrainian companies in the agrifood sector with over 12,000 recipients. The email included profiles of seven participants in the Netherlands Pavilion as well as an invitation to visit them at AgroSpring 2021.





Розсилки Push SMTP Чат-боти Перевірка email

## Павільйон Нідерландів на виставці АгроВесна 2021

Перегляд розсилки Список адресатів Статистика кампанії

Статус розсилки:	Відправлено
По адресній книзі:	Agrotechnica, NP-UA, FF, база ообщая EuroTier, виробники, виставдувачі AGRITECHNICA 2019, Виставдувачі Всеукраїнський день картоплі, Вся база
Email адреса відправника:	a.lvashchuk@dlg.org
Ім'я відправника:	DLG Ukraine
Дата відправки:	12 лютого 2021 р. 10:48 Europe/Kiev
Збір статистики:	Перехід за посиланням Прочитання повідомлення
Постійне посилання на повідомлення:	<a href="https://archive.sendpulse.com/U/Njg00DA00A==/84617/">https://archive.sendpulse.com/U/Njg00DA00A==/84617/</a>
Поділіться у соц. мережах для більшого охоплення аудиторії:	
Тема повідомлення:	Павільйон Нідерландів на виставці АгроВесна 2021

Тип повідомлення

**Павільйон Нідерландів на АгроВесні 2021**

Запрошуємо вас відвідати офіційний павільйон Нідерландів на виставці АгроВесна: Agro Animal Show, Фрукти, Овочі, Логістика, Зернові технології

м. Київ, МВЦ, Павільйон 1

16 - 18 лютого 2021

Компанія "Кантерс" в основному зосереджується на гігєні питної води та рідких харчових продуктах, які можна вводити через питну воду.

Kanters Special Products BV спеціалізується на харчових добавках для підтримки здоров'я тварин та запобігання вживання антибіотиків.

Стенд 1C344

Mooij Agro - голландська компанія, яка створює та вдосконалює інноваційні рішення в галузі зберігання для виробників різноманітних культур. Фреш Інжиніринг Груп - дилер в Україні.

## 4.6 Netherlands Pavilion guide

A Netherlands Pavilion guide with a short description of all participating companies was published:

- print run 100 leaflets
- DIN Long (9.8 x 21 cm)
- 4/4 Full Color (double-sided print)
- 12 pages
- folded and stapled.

Preview of the Netherlands Pavilion guide:



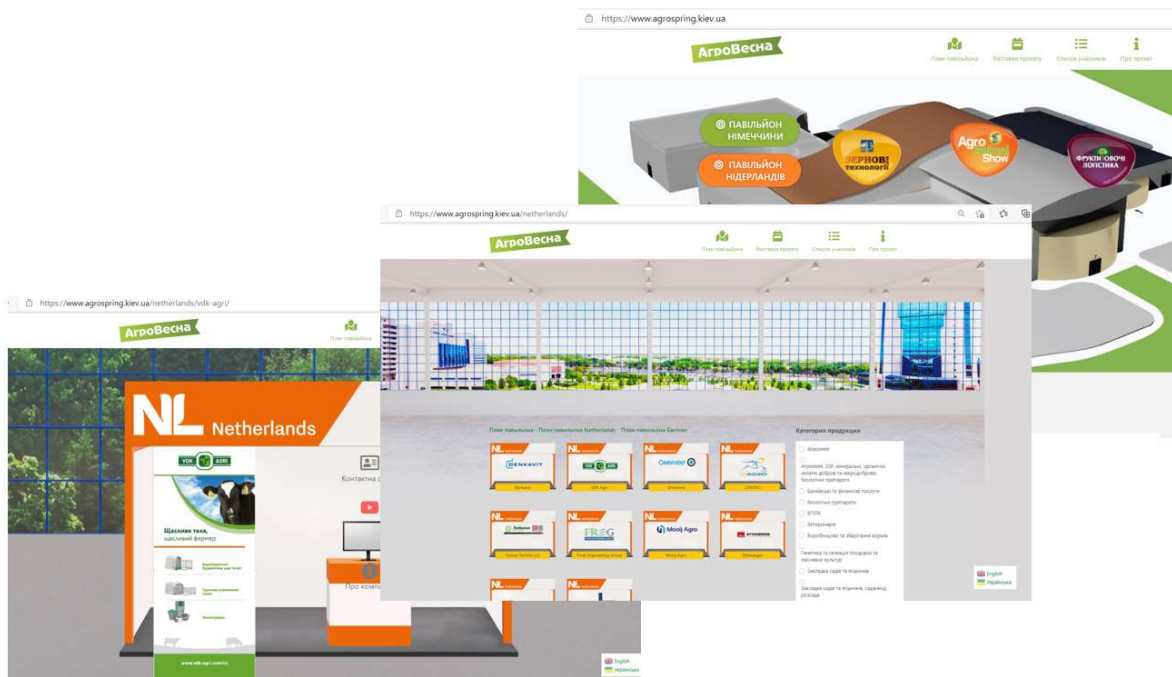
Link to download:

<https://www.agroberichtenbuitenland.nl/binaries/agroberichtenbuitenland/documenten/publicaties/2021/02/16/agrospring-2021-ukraine/NL+Pavilion+Brochure.pdf>

## 4.7 Virtual AgroSpring 2021

The profiles of the Netherlands Pavilion exhibitors were published at the Virtual AgroSpring platform at [www.agrospring.kiev.ua](http://www.agrospring.kiev.ua).

For the first time a virtual platform Virtual AgroSpring 2021 was offered as a supplement to the physical exhibition that will continue working after the exhibition. Online visitors have the opportunity to evaluate the presented goods and services of the participating companies, watch photo and video materials, download information and send inquiries directly to exhibitors.



## 5 Netherlands Pavilion: COVID rules and hygiene measures

The organization of NL Pavilion at the exhibition AgroSpring 2021 fell under Ukrainian legislation and provisions of the Cabinet of Ministers of Ukraine regarding COVID-19 pandemic and quarantine measures. The following guideline was implemented:

<https://www.agroberichtenbuitenland.nl/binaries/agroberichtenbuitenland/documenten/publicaties/2021/02/16/agrospring-2021-ukraine/Rules+for+attending+the+exhibition.pdf>

Additionally, the following disinfection and protection measures were provided for the exhibitors of the Netherlands Pavilion:

- protection screens above counters;
- extra decorative protection screens on the open sides of the stands;
- disposable nose and mouth masks for exhibitor staff and, if needed, their visitors;
- reusable nose and mouth masks with NL design;
- 1 bottle of hand disinfectant per each stand, kitchen and meeting room;
- regular cleaning and disinfection of the surfaces on the stand, kitchen and meeting room;
- quarantine supervision and guideline.

## 6 Netherlands Pavilion sustainability program

The separate waste collection project (started at the Netherlands Pavilion at AgroSpring 2020) was implemented again. To manage the waste a system of four containers for separate collection of paper, plastic, glass and other recyclable materials was installed. In view of COVID-19 hygiene rules single use tableware have been used. However, in order to minimise the plastic waste registered exhibitor staff were provided with individual refillable bottles for drinking water.



## 7 Netherlands Pavilion: food and special events

Full catering service was provided to the exhibitors of the Netherlands Pavilion in accordance with the COVID-19 hygiene rules. The menu included hot and soft drinks as well as pre-packed snacks. Meat and vegetarian burgers along with vegetable salad were served for lunch (all pre-packed in individual packages). For safety reasons single way tableware was used.

No special events were organised due to COVID-19 restrictions.

## 8 Conclusions

- The organization and visitor attendance of AgroSpring Exhibition 2021 was very good given the circumstances. Exhibitors say it has succeeded beyond their expectations despite the strict hygiene measures and showed interest in participation next year. AgroSpring again proved to be the most important trade fair in Ukraine and undoubtedly the largest for animal husbandry and grain technology in Ukraine. All this makes Agro Spring the best choice for the Netherlands Pavilion.
- The look and feel of the Netherlands Branding as well as the active support of the Netherlands Embassy provided excellent visibility and extra promotion for companies. The Netherlands Pavilion was very well attended. Collective promotion in online media provided valuable additional benefits.
- The location of the Netherlands Pavilion in the exhibition hall was good and easy to find for visitors. The new stand design of the Netherlands Pavilion served better to communicate the NL brand.

- Due to strict implementation of COVID-19 hygiene measures the Netherlands Pavilion provided a safe platform for realization of business interests of the Dutch companies.
- The waste management project was successfully continued. It was supported by the exhibitors and served as a tool to draw attention of visitors to the principles of the circular economy.