



FINAL REPORT

INTERNATIONAL FAIR
FOR ANIMAL PRODUCTION
NATIONAL SHOW OF LIVESTOCK
NATIONAL HUNTING SHOW

22 – 26 Apr 2023

BRNO EXHIBITION



ANIMAL TECH, NATIONAL SHOW OF LIVESTOCK AND NATIONAL HUNTING SHOW WERE RECORD-BREAKING IN 2023

The ANIMAL TECH International Fair For Animal Production, the National Show of Livestock and the National Hunting Show were held in 2023 in an extraordinary period of five days. The number of visitors exceeded 50 thousand. The breeders' programme was exceptionally rich, featuring championships and competition cattle shows, and horse breeders' shows. The programme included celebrations of the 100th anniversary of the foundation of the Czech-Moravian Hunting Union. An exhibition of unique trophies was set up at the exhibition centre, a European Championship in deer calling, and a hunting ball took place.

ANIMAL TECH, National Show of Livestock

- Fodder, animal husbandry technology, veterinary and reproduction technology
- 5 gold medals and 3 prizes awarded by the Profi Press editors
- 285 breeders, more than 1000 animals
- National Championships of Czech Spotted Cattle, Holstein Cattle, Brown Swiss, Jersey, and meat cattle breeds
- Extra programme for professionals and public
- Foreign judges

National Hunting Show

- Presentation of weapons, ammunition, hunting equipment, optics
- Celebration of the 100th anniversary of the CMMJ
- Extra programme for hunters and the public



PARTNERS

- Ministry of Agriculture of the Czech Republic • Union of Pig Breeders
- Czech-Moravian Breeders Association • Agricultural Union of the Czech Republic • Czech Association of Beef Cattle Breeders
- Czech-Moravian Hunting Union
- Mendel University in Brno • The Forest Management Institute
- Association of Czech Spotted Cattle Breeders
- SILVAJAGD Association
- Association of Holstein Cattle Breeders of the Czech Republic
- Mendel University in Brno, Faculty of Forestry and Wood Technology
- Association of Breeders of Small Breed Dairy Cattle
- Forests of the Czech Republic
- Association of Normand Cattle Breeders
- Research Institute of Forestry and Hunting
- Association of Sheep and Goat Breeders

AUSPICES

- Ministry of Agriculture of the Czech Republic
- Agrarian Chamber of the Czech Republic
- Mendel University in Brno, Faculty of Forestry and Wood Technology
- South Moravian Region
- Czech-Moravian Hunting Union

EXTRA PROGRAMME

- Meeting of the representatives of the agricultural chambers of the V4 countries
- Timbersports – Nominations for the Czech Championship
- World Charolais Congress
- Specialist lectures focusing on hunting
- Auction of breeding heifers and embryos
- Discussions with hunting personalities
- Visitor vote for Miss Sympathy
- Unique exhibition of Czech and Slovak trophies
- Parades of individual breeds of sheep, goats and pigs
- Exhibitions of breeding trophies
- Demonstrations of meat processing and cheese making
- European Championships in Deer Calling
- Sheep Shearing and Wool Fashion Show
- Day of the Czech Regional Radio Stations
- Breeding demonstrations of horse breeds
- Book signing session with the writer Tomáš Krivjanský
- Sales of regional products and farm foods
- Hunting Ball
- Veterinary Congress for Practice
- Beekeeping exhibition
- Exhibition of the First Republic

GUESTS

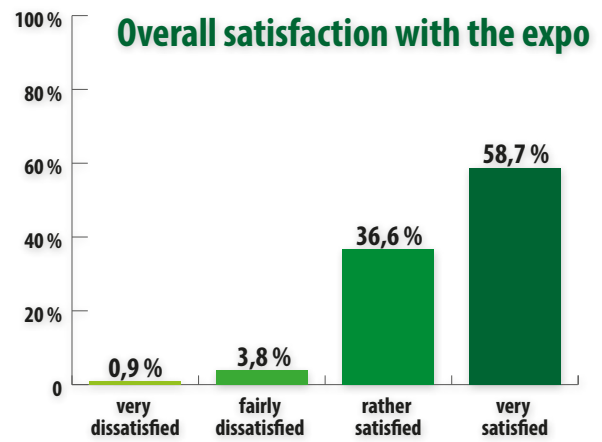
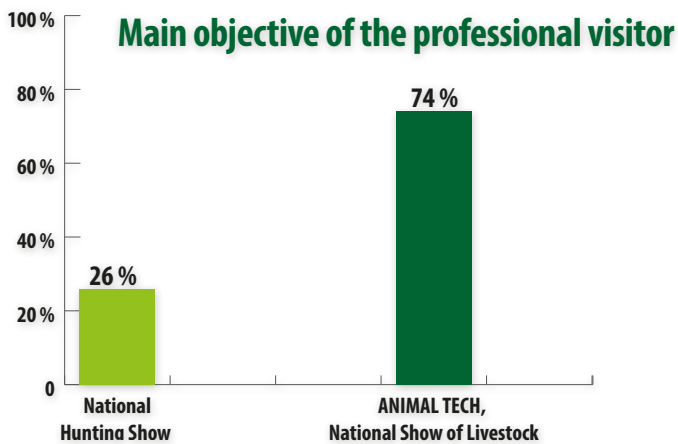
- Zdeněk Nekula, Minister of Agriculture of the Czech Republic
- Radek Lanč, Deputy Minister of Agriculture of the Czech Republic
- Jan Grolich, Governor of the South Moravian Region
- Petr Jílek, Chief Director of the Department of Organic Farming, Raw Materials, Research and Education
- Martin Pýcha, Chairman of the Agricultural Association of the Czech Republic
- Josef Kučera, Vice-Chairman of the Board of CMSCH
- Martin Žižka, Director of the State Hunting and Fisheries Administration Department of the Ministry of Agriculture
- Miroslav Skřivánek, Deputy Minister of Agriculture of the Czech Republic
- Jiří Janota, Chairman of the CMMJ

VISITORS

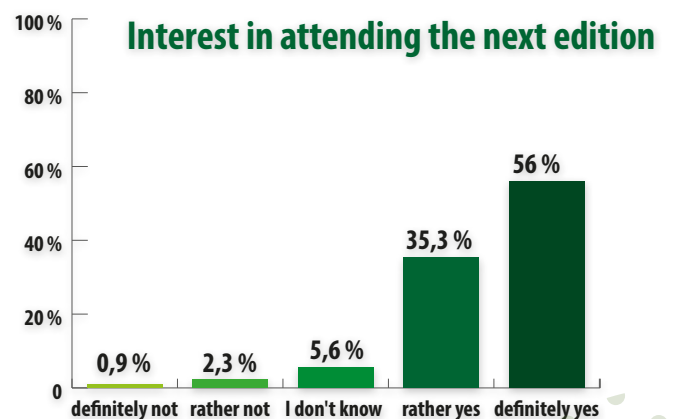
50,125 visitors from 24 countries

- Czech Republic
- Slovakia
- Austria
- France
- Turkey
- Slovenia
- Germany
- Poland
- Hungary
- Greece
- Netherlands
- Switzerland
- UK
- Ukraine
- USA
- Egypt
- Finland
- Lithuania
- Swaziland
- Serbia
- Spain
- Bulgaria
- Portugal
- Romania

TRADE VISITORS' REASONS FOR VISITING



- To get a general overview of the industry **33.89%**
- To find out about a specific product **9.06%**
- To hold business meetings **6.23%**
- To meet with partners socially **12.31%**
- To order, buy **6.22%**
- To take part in the extra programme **7.23%**
- To attend animal shows and competitions **15.26%**
- Celebration of the 100th anniversary of the CMMJ **9.79%**



ANIMAL TECH: 145 EXHIBITORS FROM 8 COUNTRIES

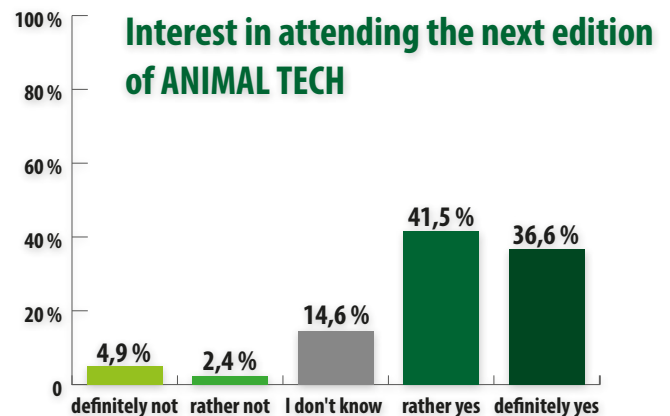
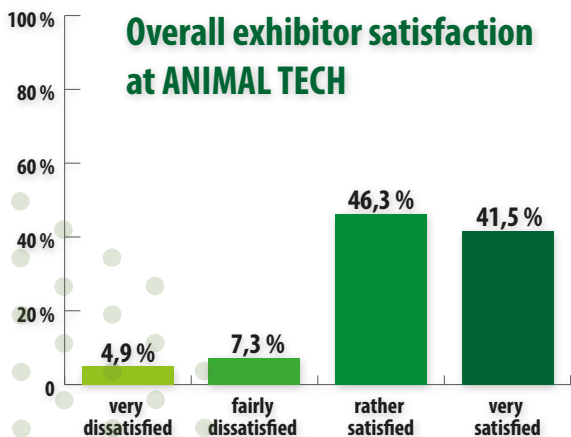
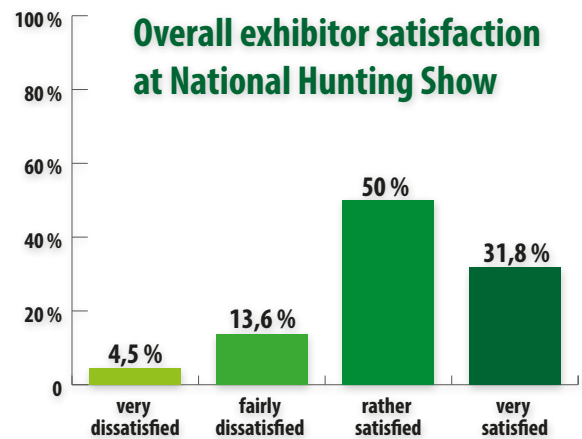
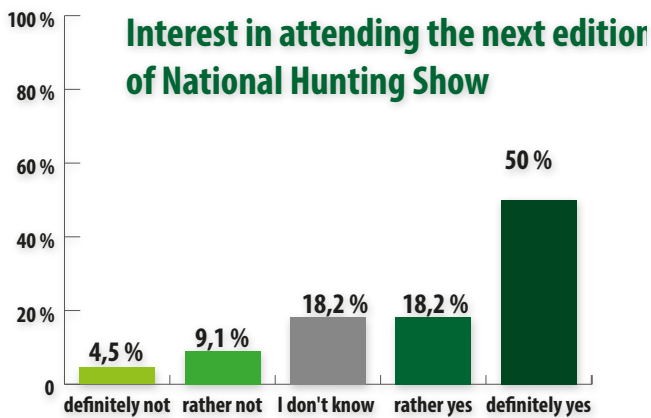
- Czech Republic
- Poland
- Italy • Austria
- Germany
- Slovakia
- Netherlands
- Turkey

NATIONAL HUNTING SHOW: 82 EXHIBITORS FROM 6 COUNTRIES

- Czech Republic
- Poland
- Hungary
- Austria
- Netherlands
- Slovakia

TOTAL EXHIBITION AREA

- ANIMAL TECH: **20 232 m²**
- Národní výstava myslivosti: **5 608 m²**
- ANIMAL TECH: **20,232 sqm**
- National Gamekeeping Exhibition: **5 608 sqm**



WINNING EXHIBITS

GOLD MEDALS

- **AGE-VENT PIGS**

Producer: AGE s.r.o.
Exhibitor: AGE s.r.o.

- **UniBox - foldable box for calves**

Producer: FARMTEC a.s.
Exhibitor: FARMTEC a.s.

- **NESENKA NZ 7**

Producer: Cernin s.r.o.
Exhibitor: Cernin s.r.o.

- **Laying hen feed mix containing hemp and linseed**

Producer: Hansa C.B. spol. s. r. o.
Exhibitor: Research Institute for Animal Production

- **Kubota combined press with variable chamber**

BV5160SC25N FW PLUS
Producer: Kubota Corporation
Exhibitor: K.B.T. PROFTECH s.r.o.

PRIZE OF THE ZEMĚDĚLEC (FARMER) WEEKLY

- **Stable animal locator**

Producer: JoTio Tech s.r.o.
Exhibitor: Research Institute for Animal Production

PRIZE OF THE MAGAZINE NÁŠ CHOV (OUR BREEDING)

- **Fencee energy Smart DUO EDW generator**

Producer: VNT electronics s.r.o.
Exhibitor: VNT electronics s.r.o.

PRIZE OF ZEMĚDĚLSKÝ TÝDENÍK (AGRICULTURAL WEEKLY)

- **ActiWel birthing pen**

Producer: Big Dutchman International GmbH
Exhibitor: BD Tech a.s.





WHAT PEOPLE SAID ABOUT THE EXPO

Zdeněk Nekula, Minister of Agriculture of the Czech Republic

Although the ANIMAL TECH fair is primarily intended for professionals, I think that the general public will also find something of interest here. There are a lot of interesting innovations that they can get to know. Precision farming is very much on the agenda at the moment, very much associated with crop production in the media. On the other hand, I think a lot has been done around animal husbandry and livestock production, and there is a lot of potential for further development, whether it is in the area of animal chips, sensors or diagnostics. This is what this year's expo is all about.

Josefa Kučera, Vice-President of the Board of the Czech-Moravian Breeders' Association

It may look like just another animal show, but there is a lot of money behind the animals. The Czech Republic is really top in what it produces, and this is reflected in the volume of exports. In the last two years we have exported animals and genetic material worth more than for more than 2 billion crowns.

Michal Pejčoch, organiser of the horse exhibition at the National Livestock Show

I am very satisfied with the show, we were surprised by the number of visitors, especially on the weekend. For the riders, I must appreciate the start of the show on Saturday already. There were around 140 horses in the show and a new feature this year was the inclusion of a stunt show from the Trojan stable. The expo administration was very forthcoming, I was a little worried about their new team, but those worries were completely unnecessary. The new team is great, and everything is working the way it should.

Věra Filipová, judge and secretary of the Czech Mountain Trail

I'm very surprised and excited, it's my first time in this role as an organiser and besides the fact that it's very demanding, it's great. The expo administration is absolutely flawless, I am thrilled by the positive atmosphere and friendly attitude; they try their best to help us in everything and come forward.

Michaela Zachová, organiser of the Western Horses and Mountain Trail programme

We have a high number of visitors even in the late afternoon. Visitors were very active even in the FB competitions, which were new this year. I really liked the networking with well-known personalities and good projects, as it also raised the profile of the whole expo. Another novelty was the competition with dogs, the dog trail, and we also lent the public a horse on a leash so they could compete as well.



Ketris, Energys, Equicov, Kateřina Obluková, Ketris representative

I was surprised by the number of visitors, even on weekdays. I am very satisfied and if possible, I will come again next time. We have a great location right next to the arena, so I appreciate the fact that everything is on the programme. Whenever I needed to do something, the administration and Misha Zachova did their best to help me out.

David Lipovsky, ČMSCH, Head of Laboratories and Breeding Work Department

I would like to thank the expo administration for providing us with such beautiful premises for our animals, which I think we can't find anywhere else in the Czech Republic. At the same time, I would like to thank the whole BVV team for the great organisation work, everything works perfectly. I'm sure that the breeders can be satisfied, and I assume that they are satisfied with our show and the exhibition centre, because from my point of view the attendance was excellent. So, on behalf of myself, on behalf of the ČMSF and on behalf of the breeders who have been given space, thank you very much.

Jiří Brádka, owner of Wagyu family farm from Hrušov

The expo is perfect, we are here for the first time for the Wagyu breed, as we are only in our third year of breeding. And that's why for us it is important for us to participate in this show, just to inform. There was an unexpected number of visitors for us, and everything was well organised.

Michaela Pilná, Ch. Hansen, Senior Business Manager for Central Europe, the Balkans, and the Baltic States

The weekdays were important for us, the attendance of our customers was great, although mainly from the zootechnical segment, because machinery and equipment are represented here to a lesser extent. But we are satisfied. The weekend was more demanding, but it is positive that there were a lot of families with children, and we are glad that at least in this way children can get closer to animals and agriculture.

Ľuboš Galbavý, Agrotec Product Manager

This is our first time at Animal Tech, and we are very satisfied. There are a lot of people greatly interested in our equipment, and we are not bored for a tiny moment.

Mojmír Vacek, Farmtec, product manager for livestock technology

We are always at the Brno fairs, as we attend all major expos in Europe. I like the Brno fair very much, there are many interesting exhibits, many categories of livestock, including horses, and breeders can show the results of their work. We are really happy here and appreciate the fact that we can be here.

Ing. Ladislav Škařupa, CBS Genetics s.r.o., Director of CBS Genetics

I think the participation of breeders and the trade visitors was very good and I was pleased that there was a greater participation of the general public. I think the exhibitors are also satisfied. We do it for others, historically we have been involved for many years in building a facility that is there for the animals. Cooperation with the Brno fairs has been running for long years and I hope it will continue.



Ing. Jiří Kostkan, MIKROP ČEBÍN, guarantor for cattle nutrition

We are regular visitors to this type of exhibition. We are very pleased that our customers are very positive about us. I think it is wonderful that the expo is meant not only for only trade visitors - I think the children's area on Saturday and Sunday has attracted a lot of attention. The agricultural awareness raising that goes on here is simply great, I think it's a good event. We're hoping for the same great turnout next year.

Ing. Miloš Jirovský, SZIF – State Agricultural Intervention Fund, Director of the Regional Departments Management Section
From our point of view, the agricultural expos in Brno are of a high standard. They are very beneficial. We think that participation is much better than anyone would expect. There are good contacts made here for the future. We have the opportunity to meet colleagues in one place who are dealing with similar cases and problems.

Jiří Stolín, VNT electronics, s.r.o., Product Manager

We regularly come to ANIMAL TECH to present new products. We are really satisfied with the number of visitors, those who knew we were here came in, but also a number of new people to whom we presented our range and new products.

Milan Gálik, MERKANTA INTERNATIONAL spol. s r.o., Managing Director

The exhibition in Brno is very important for us. We have nothing comparable in Slovakia, so we come to Brno. We have important customers in the Czech Republic, it is an interesting market for us, which is three times bigger than the Slovak market. We don't consider the Czech Republic to be a foreign land. We love to come back here.

Roman Hýna, Sellior&Belot, domestic ammunition sales manager

We like many things about the expo. The conditions that the Exhibition Centre has prepared for us here are excellent. We are very satisfied. We will definitely come back next time.

Roman Konstanz, Thermofox, sales representative and technical consultant

Considering that this is our first time at the Brno Exhibition Centre, I would rate this year's exhibition as one of the best ever, Huge number of visitors, great interest in our products, excellent supporting programme and overall BVV support is great, including the location of the stand.

Tomáš Vingrálek, LifeStyle Camper, Managing Director

We are very satisfied with the exhibition, there is an unexpectedly high number of visitors. It is important for us to be here to raise awareness, and hunters are one of our customers. We will definitely come again next year.

Ota Frič, Lovecký svět, owner of the company Lovecký svět

This event is very good, there is a lot of interest. The weekend was very hectic, it was impossible to move around here. The atmosphere here is friendly, we like it here very much.



Andrea Güttlerová, ČMMJ, PR, Marketing, Events

We are pleased with the good turnout. We had a great response. We have set a high bar for the European championship in luring, thanks to the access to the exhibition centre and the beautiful premises. In general, the size of the exhibition centre is such that there is nothing like it anywhere else. We were also satisfied with the catering available at the exhibition centre. And, of course, we appreciate that BVV took the kind step of opening the exhibition a day earlier for our centenary.

Alexandr Pospíšil, Silvajagd, co-owner

We have been preparing for the event for more than half a year, the approach of the exhibition centre was excellent, we have good relations here. We are quite satisfied for our company, There were a lot of visitors, interesting customers came. We will definitely participate again next time.

Jan Škopík, Expal, owner

The long-prepared event of the ČMMJ celebration was a success in all respects, the main programme of the celebration took place right here at the exhibition centre and was really fabulous. Whether it was the European championship in deer calling, which was prepared on a really high level by the exhibition centre and the organisers, or the gala evening with tributes to those who have passed away, the professionally organised Hunting Ball and the all-day programme. I would also like to point out that the premises of the Brno Exhibition Centre add a certain refinement to the exhibitions. I hope that our beautiful Czech-Moravian Hunting Association will continue to flourish.

Jana Kuncová, Mendel University – Faculty of Forestry and Wood Technology, Promotion of the Faculty of Forestry and Wood Technology at Mendel University

At this expo, we mainly present the courses we offer to prospective students from secondary schools, and we also present our trumpeters who accompany the entire programme in Hall G. The expo was certainly a success, with many visitors and prospective students. It brought us what we expected from the expo.

Lesy České republiky (Forests of the Czech Republic)

Here we presented the activities of our company to the public and offered paid hunting in our game reserves. We were very satisfied with the number of visitors, and not just on the weekend. We are very satisfied with the approach of the exhibition centre, with the location of our stand and with the fact that the show was open all weekend.

Daniel Hoffmann, Foxy-Foxy, co-founder and co-owner of the brand

We are a relatively young company, and this is our first trade show. We are happy with the turnout. We had great feedback, so we're and are considering another opportunity at the Brno Exhibition Centre, but we definitely still have to evaluate all the circumstances, but we think that we will probably do it.

Daniel Vyoral, Meopta - optika, s.r.o., Area Sales Manager

We are regular visitors, and we can say that we have someone on the stand almost all the time during the show. The visitors are interested in our products, and they are quite satisfied, so we are satisfied too.

Společnost bratrů Patrika a Filipa Loebeových, Loebe-uniformy (The company of brothers Patrik and Filip Loebe,

Loebe-uniforms), spoken by Patrik Loebe

We are happy with the attendance; we are mainly here to present ourselves. It wasn't our primary goal to sell here, but rather to become known. We are trying to establish ourselves this way. We want to be seen; we want to enter the public consciousness. As for participating in the next edition, we're definitely thinking about it.





**Next year
the ANIMAL TECH fair, the National Livestock Exhibition and
the National Hunting Exhibition will take place in 2025**

