

A short overview of Debrecen



Since Debrecen has been existing (it was first mentioned in a written document in the 11th century) it has always been the market-town and the major settlement of the area. It is also called a “Calvinist Rome” because of the central role it played in the Hungarian Reformation in the 16th century. Debrecen has been a town of students since the Middle Ages. Debrecen’s different colleges and universities have over 20 thousand students and many of them are from abroad. Due to its historical importance those who visit our city can easily find places worth visiting. Cultural life is also vivid, one can choose from a great number of programs during the whole year. The thermal water of the Nagyerdő Medicinal Bath offers treatment for many visitors every year.

Debrecen is the **second largest city** in Hungary, a scientific and cultural centre of the Eastern regions. Most of the fruit and vegetable growers of Hungary (80%) have plantations within its 150 km circle. The greatest melon and apple gardens are in Debrecen’s vicinity. **Hungarian fruits and vegetables are really tasty and high quality goods**-mainly we can thank it to the high number of sunny hours and superb soil



The main square of Debrecen, with its symbol: the Great Calvinist Church

conditions. A Dutch traveller described Debrecen as “a town wrapped in sunshine” in the 18th century.

Our company, V-Trade Exhibitions Ltd. Has been organizing different trade **exhibitions** in Debrecen **for 15 years**. At **the most Eastern point of the EU**, you can meet professionals from East and West.

This summer we organize **Hungary’s market-leader trade-show**, Farmer-Expo again we connect a **Fruit and Vegetable Horticultural Exhibition** for the first time. The exhibitions offer very **colourful programs**, with **professional conferences, scientific and business forums** between **30th August – 2nd September**.

With the experience of 15 years we dare say it is a great facility for companies and individuals both **from Hungary and abroad** to introduce themselves and establish new relations or cultivate the already-existing ones.

Besides the domestic relations we consider the foreign ones extraordinary important, since we can not neglect the fact, that the agriculture in Hungary is in a great need of development.



Facts and Numbers about Hungarian Agriculture



In Hungary:

- **5.8 million hectare** of the lands are under cultivation, while the equipments used for cultivating are outmoded, so the need of changing them is essential.

- Only **30-35 % of irrigable areas is irrigated**, so it is expected that irrigation systems will be fixed on remaining areas.

- Although there are great amounts of lands where fruit and vegetable is grown, the **choice in species and breeds** is not wide, it should be **guided by the needs of EU**.

- Consumers claim to eat fresh fruits and vegetables throughout the year, so a **large quantity** of exotic fruits and other **fruits and vegetables is imported**.

- In Hungary the **equipments and machines** used in **cultivation, food processing** and **logistic management** sectors are still waiting for developing solutions e.g.: packaging, sorting and grading machineries; labelling systems, barcoding; packaging materials, containers etc.



A basic interest and aim of professionals working in agriculture is to make Hungarian agriculture, which has a long traditional history and a huge export capacity competitive on world-market.

Our company's target is to give place for professionals arriving from several countries to exchange experience and technologies, and with this to ensure the forum, where claims meet solutions.



V-TRADE Exhibitions Ltd.

www.farmerexpo.hu