



expodireto
COTRIJAL





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**A EXPODIRETO
CRESCER COM O
AGRO E O AGRO
CRESCER COM A
EXPODIRETO**



A COMPLETE EXPERIENCE THAT
INSPIRES AND TRANSFORMS
THE AGRIBUSINESS

March 4 – 8, 2024
Não-Me-Toque/RS – Brazil

Address:
RS 142 – Km 24
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Held since 2000 by Cotrijal Cooperativa Agropecuária e Industrial, Expodireto Cotrijal become one of the largest agribusiness fairs in the world. With over 130 hectares of area, the event features exhibitors from various sectors such as machinery and equipment, financial institutions, agricultural supplies industries, technology companies, research institutions, universities, and family farming.

Expodireto Cotrijal in 2023

- + More than 70 countries
- + More than 590 exhibitors
- + More than 320 thousand visitors
- + More than 130 hectares of area
- + More than R\$ 7 billion in business



ALL SECTORS OF
AGRIBUSINESS
IN ONE PLACE



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Crop production

The fair area that promotes the exchange of experiences and the dissemination of new technologies for agriculture.

- Seeds – Fertilizers – Correctives – Agrochemicals
- Rural management – Biotechnology – Soil management
- Cultivation systems – Precision agriculture
- Application technologies



Animal production

A space with the best in genetics and the most modern solutions for animal husbandry.

- Products and equipment*
- Cattle exhibition*
- Sheep exhibition*
- Precision livestock farming*
- Genetic improvement*



Family farming

An area that highlights family farming and the commercialization of its products.

- Flowers
- Jams
- Beverages
- Dairy products
- Pickled products
- Cured meats
- Handcrafts
- Bakery products



Machinery and equipment

An exclusive sector with the latest technologies in machinery and equipment for agribusiness.

- Tractors
- Seeders
- Harvesters
- Sprayers
- Grain carriers
- Aviation
- Irrigation
- Grain storage



Environment

An 11 hectare area with various native fruit trees from the southern region of Brazil. The location has ecological structures where debates, workshops, artistic presentations, and exhibitions on environmental preservation are held.

The fair also distributes tree seedlings produced in the "Viveiro da Cidadania," a social project by Cotrijal that creates jobs for people with intellectual disabilities.



International Area

People from different countries come together in the International Area of Expodireto Cotrijal. It is a welcoming environment specially designed for business rounds and exchange of experiences. The space also features an auditorium where lectures on global perspectives of agriculture are held.



Agrodigital Arena

A place full of connections that transform agribusiness, with a high-tech atmosphere that brings together farmers, innovation hubs, startups, national and international companies. The arena has a 360 degree stage where panels and discussions about the future of agribusiness take place, highlighting innovative market solutions.

arena 
agrodigital

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Troféu Brasil

An important award that recognizes leaders, companies, institutions, and producers who contribute to the strengthening of brazilian agribusiness. Held since 2010, the event has already honored over 150 individuals.



Forums and debates

Significant debates on Brazilian agribusiness are held on the stages of Expodireto Cotrijal. Taking place daily during the fair, the forums and debates address topics of interest to rural producers and feature renowned Brazilian and foreign speakers.





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