

AGRI MACHINERY AND FARM EQUIPMENT OPPORTUNITIES IN EMERGING EUROPE: ROMANIA, POLAND, BULGARIA, CROATIA, SERBIA

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Market Entry and
M&A Advisory



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INTRODUCTION

This “example report” is produced by FRD Center – www.frdcenter.ro - one of the pioneer privately owned independent market entry consulting firms in Emerging Europe as a promotional document.

Since 2000, [FRD Center](http://www.frdcenter.ro) offers bespoke opportunity assessment, new business partners identification and selection services, market research and intelligence, new leads generation, strategic B2B matchmaking, target origination and pre-M&A consulting services to foreign companies and organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, to find new vendors or to source in CE, SE and Eastern Europe.

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As part of the CSR activity, FRD Center endorses the Sibiu International Theatre Festival FITS (SibFest) - www.sibfest.ro

The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it is recognised as one of the most important performing arts festivals in Europe, alongside Edinburgh International Festival (Great Britain) and Avignon Festival (France).

The FITS logo, consisting of a solid red square with the letters 'F', 'I', 'T', and 'S' arranged in a 2x2 grid. The letters are white, bold, and sans-serif.

ABOUT FRD CENTER

One of the pioneer privately owned independent market entry consulting firms in Emerging Europe

Covers markets such as Romania, Bulgaria, Poland, Hungary, Czechia, Serbia, Lithuania, Turkey etc.

For almost 25 years, provides bespoke assistance to:

- Foreign companies, SMEs, corporations
- Foreign export promotion agencies, international trade organisations, global consulting groups, chambers of commerce, commercial sections of embassies

FRD Center is an Enterprise Ireland trade consultant, an accredited Expert Consultant with: Switzerland Global Enterprise Expert Network, Business Finland Consultants Network, Sweden on the Go Consultants Network, Red de promocion exterior, Instituto de Fomento Region de Murcia and an EU commission approved partner of “EU GATEWAY | BUSINESS AVENUES”

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Market entry services to Romania, the CEE and SEE.
Market research, B2B matchmaking, sector studies, trade missions, investment opportunity research, M&A support, new supplier identification and selection.

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Services include

Bespoke multi-country market research, sector studies
Local business partners search and selection
Players identification and detailed profiles
Comparative analysis
Data collection, interviews with KOLs
B2B, Trade mission - physical, virtual

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The emerging markets in SE Europe are known to be major producers of agricultural products. Countries such as Romania, Poland, Bulgaria, Serbia and Croatia are on a strong path to improve their agricultural output efficiency, productivity and sustainability.

To achieve this goal, their governments as well as the farmers associations seek more advanced technologies, many of which are imported.

Modernizing small and medium size farms in SE Europe is one of the key priorities in 2025 – 2027.

In the EU-countries in Emerging Europe, farmers can utilize EU financial mechanisms in order to acquire modern agribusiness technologies, farm machinery and the latest solutions, such drones.



For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

The logo for FRD center, featuring the letters 'FRD' in a bold, black, sans-serif font above the word 'center' in a smaller, black, sans-serif font. To the right of the text is a stylized yellow and orange swoosh graphic.

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A photograph of a red tractor pulling a combine harvester through a golden wheat field. The tractor is in the foreground, and the harvester is behind it, moving away from the viewer. The field is vast and filled with ripe wheat. In the background, there is a line of trees under a clear sky. The image is overlaid with a dark blue horizontal band containing the title text, and a yellow vertical bar on the left side.

Agri machinery opportunities in Romania

Romania is one of the largest cereal producers in the EU and the largest producer of sunflower seeds, honey and plums.


The area used for agriculture in Romania represents approximately 13.5 million hectares (ha).

The strategic objectives of the Romania Plan are to develop a resilient and sustainable agricultural sector by increasing the economic viability of farms, reducing income disparities between farms and increasing the market orientation and competitiveness of the agricultural sector. At the same time, this plan will support farmers who contribute to environmental protection, increasing the welfare of farm animals and ensuring a coherent socio-economic development of rural areas.

To protect farm incomes and production levels, almost 1.5 bnEUR will be used for support linked to the production of specific products, support paid per hectare or per animal (coupled support). To redistribute financial support more fairly, almost 1 bnEUR of the financial envelope for direct payments will be allocated to small and medium-sized farms of less than 50 hectares. To increase the competitiveness of the agricultural sector, the plan will allocate 1.1 bnEUR for investments in farms and processing units. These investments will primarily aim at strengthening the market orientation of farmers and increasing the added value of agricultural products by investing in new and innovative technologies and renewable energy sources.



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According to experts in the agricultural sector, the year 2025 is shaping up to be a transformative time for agriculture in Romania. It is envisaged that new technologies and innovation will play a key role. Precision farming, the use of drones, and the introduction of digital support are increasingly popular among Romanian farmers. These modern solutions not only increase productivity, but also reduce the negative impact on the environment, transforming sustainability from an option into a necessity. More and more farmers are starting to adopt these advanced technologies, driven by the need to adapt to climate change and increase their efficiency. Almost all farm equipment and agri-machinery used in Romania are imported.

Romanian agriculture is going through a period of major changes, caught between the challenges of climate change and the opportunities brought by new technologies, supported by EU funding.

In the most recent form of the National Strategic Plan, the Romanian Ministry of Agriculture introduced the PD-28 eco-scheme, with a planned amount of 58.18 euros/hectare in the period 2025-2027.

By applying the eco-scheme, farmers will contribute to:

- improving agricultural biodiversity by creating diverse and interconnected habitats
- essential ecosystem services, such as pollination, natural pest control and water management
- promoting sustainable agricultural practices and increasing the resilience of farms to climate change and other stressors

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According to the Romanian National Strategic Plan 2023-2027, version 7.1. there are 20,000,000 euros available in intervention DR -13 – “Purchase of agricultural machinery for the vegetable sector”

This complements the funding under Measure 4 "Investments in physical assets", Sub-measure 4.1 "Investments in agricultural holdings" - component P4.1.1 "Simple purchases of agricultural equipment at farm level (plants)" of the PNDR 2014-2020, with a financial allocation of 310,515,188 euros.

Although this sub-measure covers the needs of farm equipment in terms of simple purchases of agricultural machinery (if the holding includes field crops, including fodder crops intended for animal feed and technical plants, as well as horticultural crops, including fruit crops and in protected areas), it is necessary to maintain a budget for such possible investments, thus addressing the needs of farmers who did not have the opportunity to access P4.1.1 session 2024 and who wish to be equipped with agricultural machinery for the crop sector.



Part of the budget related to DR-13 - "Purchase of agricultural machinery for the vegetable sector" will be directed (allocated) to intervention DR-22 "Investments in the conditioning, storage and processing of agricultural and fruit products"

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According to the market entry consulting firm [FRD Center](#), the Romanian agriculture will continue to improve and develop in 2025. Introducing advanced agri-technologies and automated farm machinery marks a new stage in the evolution of agriculture in Romania.

The first forecast for the 2025 cereal harvest, prepared by COCERAL, estimates that Romania will obtain approximately 22.4 million tons of cereals from the 5.2 million hectares sown, which represents an increase of 7% compared to last year. After the disappointing harvest in 2024, caused by drought and heat, an increase in production is expected in 2025 for wheat and rapeseed.

The Ministry of Agriculture's budget for 2025 is 5 bnEUR in budgetary credits, plus approximately 7.5 bnEUR in commitment credits. Almost 70% of these funds come from European funding. This is a significant step towards the development of the Romanian agricultural sector, focusing on major investments in irrigation, animal husbandry, food processing and supporting farmers.

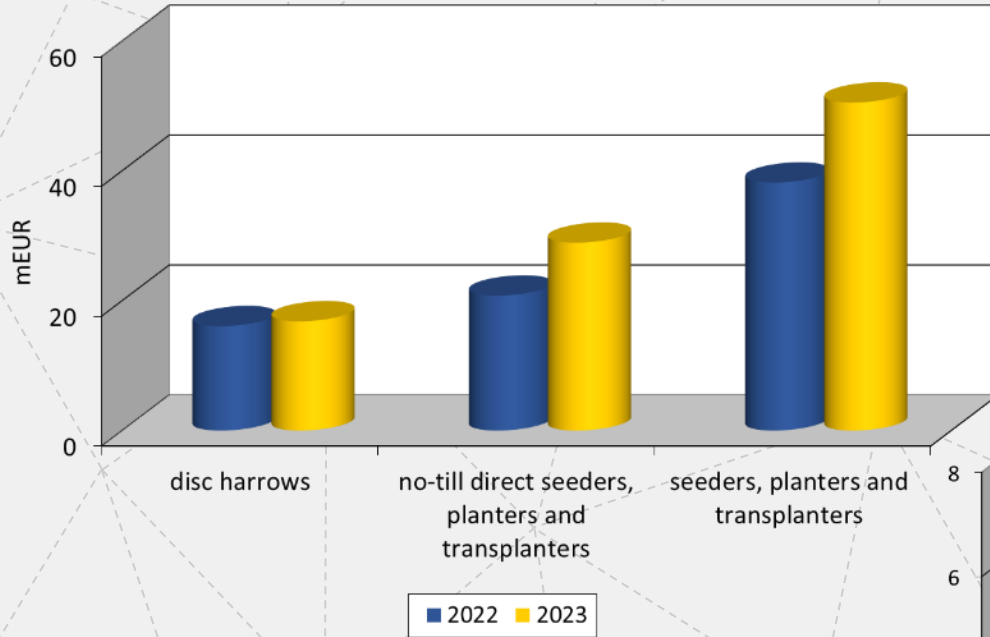
Romania has increased its cereal productivity per hectare by 2.5 times since joining the EU. Romania's potential is huge from an agricultural point of view, with extremely fertile lands, farmers very well prepared for intensive and sustainable agriculture, access to the best technologies and the capacity to apply them.

Access to new technologies and European funds has helped Romanian farmers improve their productivity and will continue to. Increasing productivity is one of the country's major objectives in the coming years.



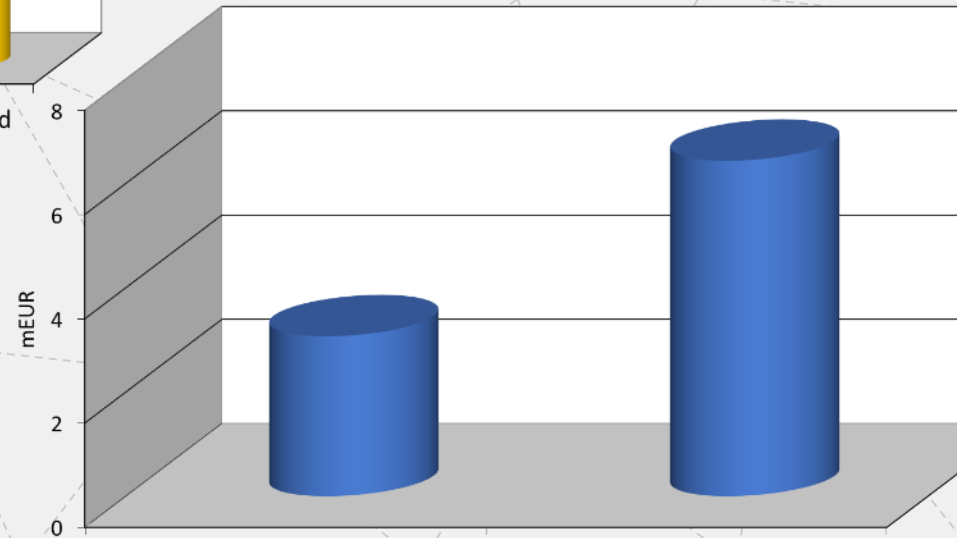
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Imports of agricultural machinery in Romania



According to the [FRD Center](#) analysis based on Eurostat data, the Romanian imports of manure spreaders went up by almost 110% in 2023 vs 2022.

Imports of manure spreaders in Romania



Sources:
FRD Center, Eurostat



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Are you interested to [learn more about the opportunities](#) in the Agri-Machinery and Farm Equipment Market in Romania, Poland, Bulgaria, Serbia, Czechia or other emerging economies in Europe?

What are the latest developments in the Agricultural Sector in Emerging Europe?

Who are the main players and decision makers?

How to reach the relevant local partners and how to present your products / services to them?

[FRD Center](#) is monitoring the activities in Romania. Upon demand can generate information and introductions based on the Client's requirements.

Email: europa@frdcenter.ro

with your specific request for local support

According to the FRD Center calculation using TradeMap data, the Romanian imports of agricultural, horticultural or forestry machinery for soil preparation or cultivation, lawn or sports-ground rollers exceeded 267 mEUR in 2023, up 6.4% compared to 2022.

The imports of disc harrows in Romania registered 16.8 mEUR in 2023, 4.6% higher than in 2022, based on official Eurostat data analysed by FRD Center.

As it results from the FRD Center analysis based on TradeMap data, in 2023 compared to 2022, the imports of tractors recorded y-o-y growths of 19.8% in Romania.



AgroWest BMB SRL was established in 2007 and it is specialized in the import and B2B trade of agricultural machinery and equipment. They are direct dealers of the GRIMME and ASA LIFT brands in Romania, as well as other renowned brands, such as Lemken, Krone, Amazone, Valtra, Fendt, Maschio Gaspardo, Pronar, Güttler, Zetor, Fliegl, Ekko, Caffini. According to the FRD Center analysis based on official data, their sales increased y-t-y more than 12.5% in 2023.

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According to the [FRD Center](#) analysis based on official data, the sales of MECOMAG HV increased y-t-y more than 103% in 2023. The company was founded in 2009 and it specializes in the B2B sale of a wide range of high-quality imported equipment for cleaning pastures / stubble / ditches, for maintaining communal roads, winter equipment, for livestock, front-end loaders, agricultural and forestry trailers, firewood splitters, agricultural equipment etc. Some examples are:


- Tractors, auxiliary equipment and accessories;
- Front loaders / articulated front loaders;
- Equipment for cleaning and maintaining pastures;
- Branch and wood waste shredders;
- Agricultural and forestry trailers / MIGs;
- Agricultural equipment: plows, harrows, seed drills, scarifiers, fertilizers, etc.;
- Livestock equipment: mowers, rakes, balers, corn harvesters, etc.;



For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

As it results from the [FRD Center](#) calculations based on Eurostat data, in 2023 compared to 2022, the Romanian imports of no-till direct seeders, planters and transplanters increased by 39.2%, while the imports of seeders, planters and transplanters were 32.3% higher. The Romanian imports of agri-machinery and farm equipment is expected to continue to grow in 2025 – 2027.

| Imports in Romania | 2022 mEUR | 2023 mEUR | Dynamics % |
|--|--------------|--------------|---------------|
| disc harrows | 16.1 | 16.8 | 4.6 |
| no-till direct seeders, planters and transplanters | 20.8 | 28.9 | 39.2 |
| seeders, planters and transplanters | 38.2 | 50.5 | 32.3 |
| manure spreaders | 3.1 | 6.4 | 109.8 |



For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

Source: FRD Center, Eurostat

The logo for the FRD center, featuring the letters 'FRD' in a bold, black, sans-serif font above the word 'center' in a smaller, black, sans-serif font. The text is positioned to the left of a stylized yellow swoosh that curves upwards and to the right.

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A large yellow combine harvester is shown in a field of golden-brown grain. The harvester is viewed from a low angle, emphasizing its size. The background shows a blue sky with light clouds. The image is overlaid with a dark blue semi-transparent rectangle containing the title text. There are also yellow and blue geometric shapes on the left side of the image.

Agri machinery opportunities in Emerging Europe

The Polish agricultural machinery sector is quite dynamic.

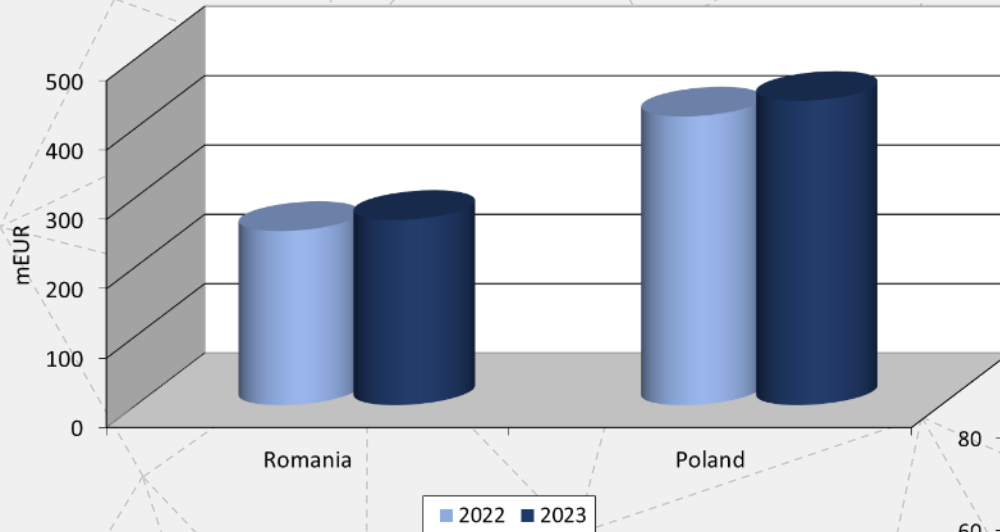
According to the FRD Center analysis using Eurostat data, the imports of disc harrows in Poland recorded an increase of 27% in 2023 compared to 2022, while the imports of seeders, planters and transplanters were 14.3% higher.

In 2023, Poland imported from Germany agricultural machinery (incl. tractors) with a value of €744M.

According to IBISWorld, the market size of the Agricultural Machinery & Equipment Wholesaling industry in Poland is €4.6bn in 2025 and it has been growing at a CAGR of 0.2 % between 2019 and 2024. There are 3,195 businesses in the Agricultural Machinery & Equipment Wholesaling industry in Poland, which has grown at a CAGR of 3.8 % between 2019 and 2024.

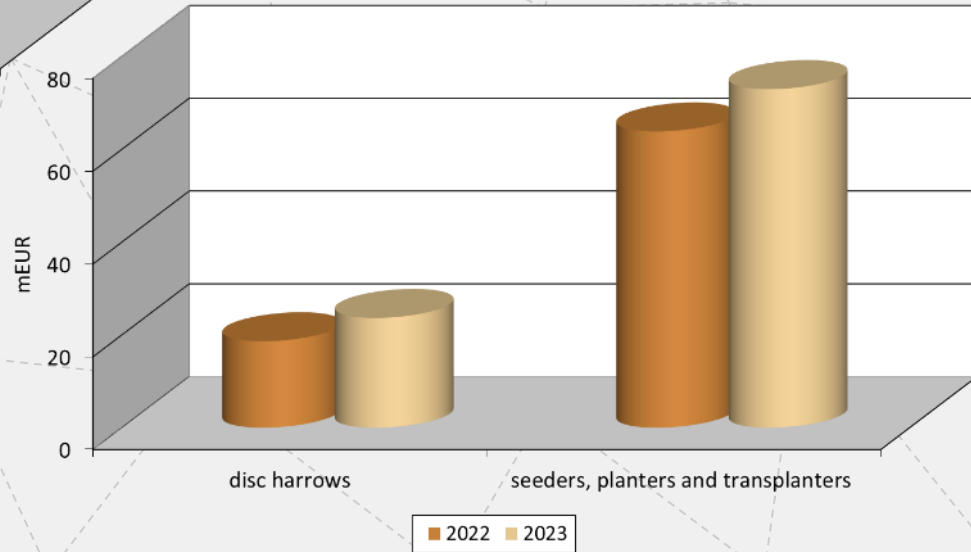
For more details contact the [FRD Center team](mailto:europa@frdcenter.ro) at email: europa@frdcenter.ro

Imports of agricultural, horticultural or forestry machinery for soil preparation or cultivation, lawn or sports-ground rollers



According to the [FRD Center](#) analysis using Eurostat data, the imports of disc harrows in Poland recorded an increase of 27% in 2023 compared to 2022, while the imports of seeders, planters and transplanters were **14.3% higher.**

Imports of agricultural machinery in Poland




Sources:
FRD Center, TradeMap, Eurostat

The SE European agricultural machinery sector is quite dynamic, with markets such as Bulgaria, Romania, Croatia, Serbia and other markets in The Balkan region.

According to [IBISWorld](#), the market size of the Agricultural Machinery & Equipment Wholesaling industry in Croatia is €154.8m in 2025. There are 171 businesses in the Agricultural Machinery & Equipment Wholesaling industry in Croatia, which has grown at a CAGR of 6.0 % between 2019 and 2024.

According to Statista, the value of the Bulgarian wholesale of agricultural machinery, equipment and supplies is expected to increase to USD 676.83 million by 2025.

A combine harvester is shown in a field of golden wheat. The harvester is primarily green and red, with the number '28017' visible on its side. It is positioned in the lower right quadrant of the image, partially obscured by a large, semi-transparent geometric pattern of dashed lines that covers the left and top portions of the page.

For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

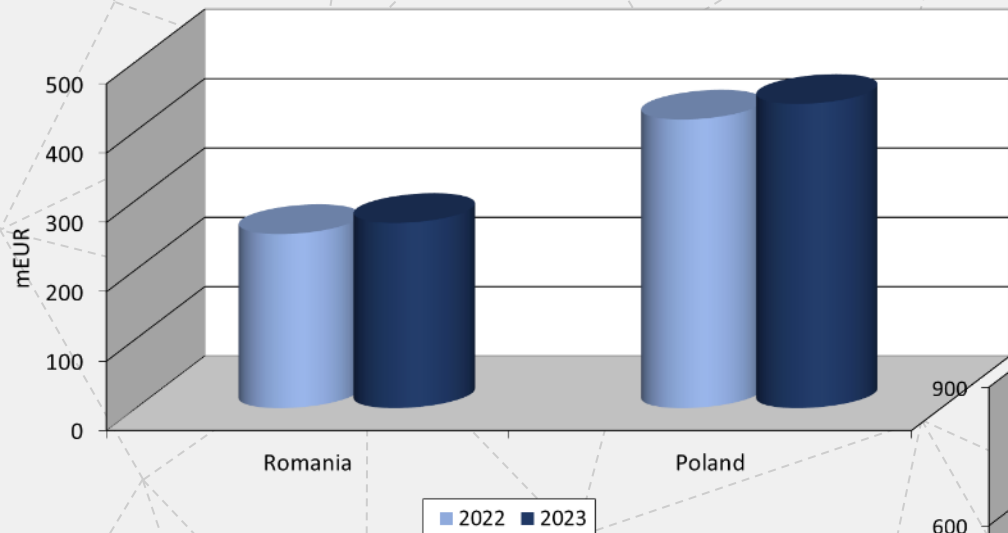
Serbia has allocated a record RSD 150 billion (1.27 bnEUR) for agriculture in 2025, amounting to 7.5% of the overall state budget. The Serbian Government has recognised agriculture as one of the strategic sectors of its economy and is firmly committed to ensuring food sovereignty for its citizens, minimising food imports and increasing the availability of high-quality food it can export to the Western Balkans, Europe and the global market.

According to [IBISWorld](#), the Agricultural Machinery & Equipment Wholesaling in Serbia registered in 2024 a revenue 126.5mEUR. The level of competition is high and steady in the Agricultural Machinery & Equipment Wholesaling industry in Serbia.



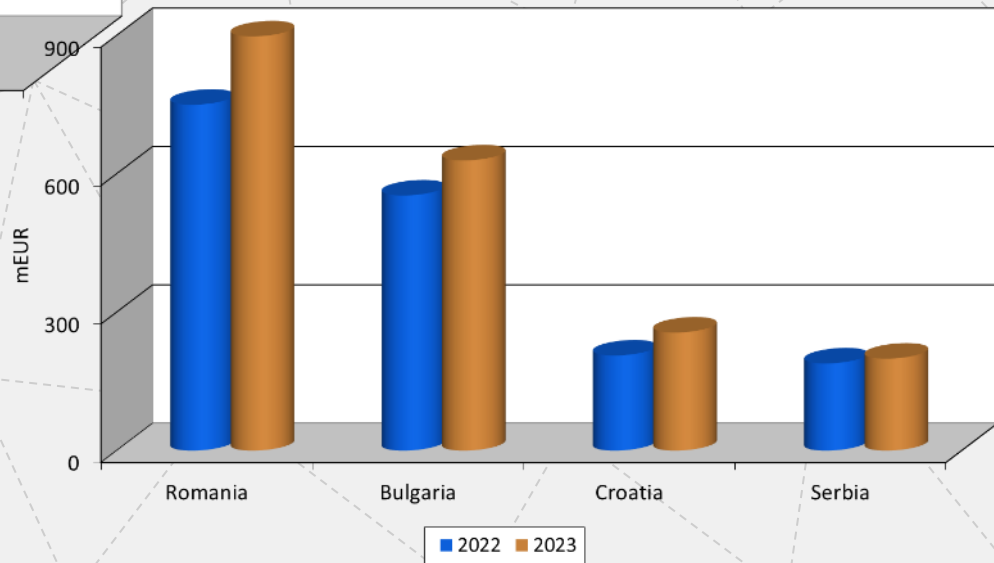
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Imports of agricultural, horticultural or forestry machinery for soil preparation or cultivation, lawn or sports-ground rollers



According to the [FRD Center](#) analysis based on TradeMap data, in 2023 compared to 2022, the imports of tractors recorded y-o-y growths of 19.8% in Romania, 13.8% in Bulgaria, 24.1% in Croatia and 5.5% in Serbia.

Imports of tractors



Sources:
FRD Center, TradeMap, Eurostat



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Market entry services to Romania, the CEE and SEE.
Market research, B2B matchmaking, sector studies, trade missions,
investment opportunity research, M&A support,
new supplier identification and selection.

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FRD Center has been monitoring the [market opportunities](#) in Romania and other markets in CE Europe, Eastern Europe and SE Europe.

Upon demand, [FRD Center](#) identifies and selects the local players according to the Client's criteria, provides In-Depth Analysis and Target Origination services.

For over 20 years, FRD Center facilitates commercial relations between foreign producers, investors, exporters with local key decision makers and provides B2B matchmaking at Decision Maker level, Market Research etc.

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with your specific demand for local support

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How can you meet the local importer-distributors in Emerging Europe?



For 25 years, FRD Center has been assisting foreign companies and international export promotion organisations with bespoke facilitation of strategic business relations and introductions to the local Decision Makers in Emerging European countries such as Romania, Poland, Bulgaria, Hungary, Serbia etc.

Are you looking to identify and approach the most relevant local players in the agricultural machinery and technology sector in Emerging Europe?

In the agri-business sector, FRD Center has extensive expertise in strategic B2B facilitation between the foreign Clients and the local relevant players, at decision maker level.

For more details contact the [FRD Center team](mailto:europa@frdcenter.ro) at email: europa@frdcenter.ro

Some of the main agricultural machinery trade fairs in Emerging Europe in 2025 are:

In Poland: [Zielone AGRO SHOW](#), which will take place in Ułęż on May 24-25, and AGRO SHOW in Bednary, on September 19-21. [AGRO SHOW](#) - the largest agricultural fair in Poland.

In Romania: [INDAGRA](#) is the the most important international agricultural event in Romania, will take place between October 29 and November 2, 2025 , within the Romexpo exhibition center in Bucharest.

In Serbia: [Agro Belgrade 2025](#)

Agro Belgrade is the premier platform for accessing Serbia and Southeast Europe's top fruit, vegetable, and food producers, offering an ideal opportunity to connect with industry-leading professionals.

[The Agricultural Fair in Novi Sad](#) (17th - 22nd May 2025)

In Bulgaria: the International Agricultural Exhibition [AGRA](#): international trade arena for agribusiness in Southeastern Europe

For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

How can the FRD Center be of assistance to you in Romania and Emerging Europe?

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FRD Center Clients include foreign private companies and corporations, Governmental Agencies, International Trade Development organisations, Consulting Firms, Private Investment Funds, manufacturing companies, SMEs, Chambers of Commerce, Commercial Sections of Foreign Embassies.



Upon specific request from the Foreign Clients, the FRD Center team identifies relevant opportunities in the Emerging European markets (Romania, Poland, Czechia, Bulgaria etc.), generates sector studies and organises live presentation webinars to present the respective studies and reports.



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Are you interested to [take advantage of the up-coming opportunities](#) in the Agribusiness Sector in Romania and other markets in Emerging Europe?

Are you trying to get in contact with the relevant Decision Makers?

To analyse the local players and initiate strategic connections?

For bespoke Market Research, New leads generation, strategic B2B Matchmaking with local players in the sector, Off-Market Target Origination and M&A assistance in Romania and other markets in Emerging Europe contact

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