

AGRI TECHNICA^{DLG} ASIA

20 - 22
MAY
HALL 98-99
BITEC
BANGKOK
THAILAND

20
26

POST SHOW REPORT 2026

Farm.
Farmer.
Future.

agritechnica-asia.com

AGRITECHNICA ASIA & HortEx
Organized by



Official Co-hosted



Partner Country



Supported by



EXHIBITORS

14000 sqm

Exhibition Area

367

Exhibitors

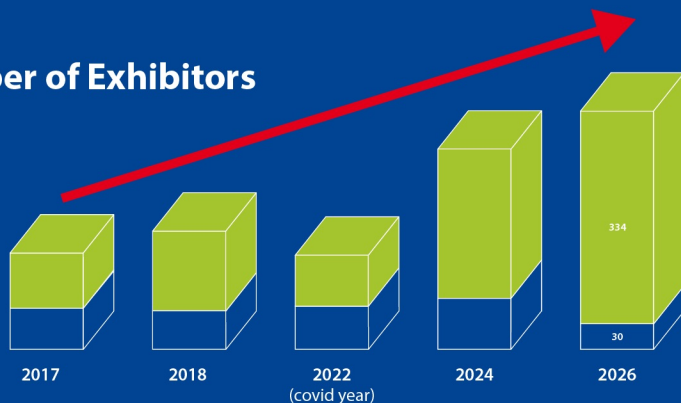
400+

Brands

30

Countries

Number of Exhibitors



International

National



88%

Exhibitors are satisfied or very satisfied with the quality of visitors

Top exhibitor countries



China



Thailand



Turkey



Taiwan



India



Germany



South Korea



Vietnam



Netherlands



Japan

Voice from the industry



AGRITECHNICA ASIA 2026 was a valuable and exceptionally well-organized event. Engaging directly with farmers, distributors, and dealers gave us practical insights into their evolving needs and challenges. Seeing the industry's collective commitment to supporting farmers reinforces our own mission to innovate alongside them. Thank you to the organizing team for creating such an impactful platform for collaboration and long-term industry growth.

Alex Baker

Manager of Far East AGCO Holdings (Singapore) Pte Ltd



While CLAAS is a regular, proud participant at the flagship AGRITECHNICA in Hannover, the AGRITECHNICA ASIA in Bangkok provides a compact, accessible venue for our regional sales partners and customers to travel to. This year's event was a major success for us, packed with great energy and inspiring conversations at our booth.

Anil Menon

Vice President of CLAAS Africa South Asia | Region EAST



The highlight of the event for us was once again its strong international presence. We met with professionals from across Asia and had highly valuable discussions about their operations and how our machinery can support their needs

Sebastian Smija

Sales Manager of Fliegl Agrartechnik GmbH | Asia/ Pacific, France, Spain



We have created opportunities and built a bridge to connect with customers, helping them understand our innovations and recognize Zoomlion's true potential. We received excellent care and support from the AGRITECHNICA ASIA team, which made our operations smooth and seamless.

Tony Kuok

Country Manager of Thailand & Laos

Zoomlion Agricultural Machinery Overseas Marketing Company (A Zoomlion Group Company)



VISITORS

Number of Visitors



Top visitor countries



Visitor Profile

- Farmers (crop and animal production)
- Traders, Dealers, Distributors, Importers
- Breeders
- Agricultural Government Agencies
- Millers, Processors
- Research & Development
- Manufacturers
- Retail Business

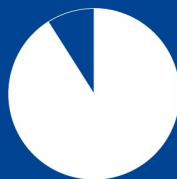
2:3

crop-related responses come from four core crop markets

Rice, maize/corn, fruits & vegetables, and sugarcane represent the strongest crop segments among visitors.

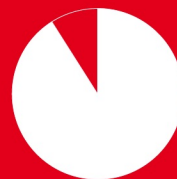
91%

are satisfied or very satisfied with the quality of the show



93%

of visitors influence purchasing decisions



Voice from the industry

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It's been an inspiring and insightful experience. [AGRITECHNICA ASIA 2026](#) brings together innovation, technology, and great opportunities for the future of agriculture.

Nguyen Trung Anh
Sales Director of GOLD MAX CO. LTD., Vietnam

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What struck me most about [AGRITECHNICA ASIA 2026](#) was the remarkable pace of change across the region. Engaging with large-scale growers in Bangkok made it clear that Asian agriculture has moved well beyond the pilot stage. The event delivered valuable new partnerships, strong business leads, and valuable insights into where the market is heading.

Vorachai Manomount
Managing Director of Thaus Co.,Ltd. (Crop Tech Asia), Thailand

CONFERENCE & ACTIVITY

AGRITECHNICA ASIA 2026 delivered a dynamic professional programme that served as a platform for knowledge exchange, innovation, and regional collaboration in agricultural mechanization. Held alongside the international exhibition, the programme featured 54 conference sessions with 108 speakers and moderators from government agencies, international organizations, research institutions, academia, development partners, and the private sector.

Voice from the industry



We are encouraged by platforms such as [AGRITECHNICA ASIA](#) and [HortEx 2026](#) that create opportunities for dialogue, innovation, and cooperation among governments, industry leaders, technology providers, researchers, and farmers themselves. Initiatives like this open valuable discussions on digital innovation, agritech entrepreneurship, and the development of future-ready or “smart” farmers — aspirations that strongly resonate with the Philippines and many developing agricultural economies.

Usec. Mr. Arrey A. Perez

Undersecretary, Department of Agriculture, Philippines



The event was very well organised and truly reflects the tremendous effort and coordination that went into making it happen. We are truly grateful for the opportunity to be part of AGRITECHNICA Asia and to engage alongside such a strong group of partners. It was an excellent platform, very much aligned with the region's growing focus on innovation, mechanisation, and sustainable agriculture.

Manisha Majumdar

Bonsucro, Head of Asia Pacific

3 DAYS

International conference
programme

54

conference sessions and
technical workshops

108

International speakers and moderators

30

Guided tours for farmer groups

**Participants
from across
Asia-Pacific
and beyond**



AGRITECHNICA ASIA & HortEx
ORGANIZED BY



HortEx
ORGANIZED BY



OFFICIAL CO-HOSTED



PARTNER COUNTRY



SUPPORTED BY



LAUNCH PARTNERS



PREMIUM PARTNERS

KNOWLEDGE PARTNERS



MEDIA PARTNERS



TOGETHER WE GROW
THANKS FOR A FANTASTIC SHOW
SEE YOU AGAIN IN

17-19 MARCH 2027 • 17-19 MAY 2028
SECC | HO CHI MINH CITY | VIETNAM BITEC | BANGKOK | THAILAND



AGRITECHNICA ASIA CO-LOCATED WITH HORTEX

Since 2025, AGRITECHNICA ASIA—organized by DLG (German Agricultural Society), the host of the world's leading agricultural machinery exhibition in Hanover—has partnered with the organizers of HortEx to establish a co-located event. This collaboration brings together cutting-edge crop production and smart farming solutions with innovations in horticulture and floriculture.