

AGRI TECHNICA[®] ASIA

2027

17 - 19 MARCH

Saigon Exhibition and Convention
Center (SECC), Ho Chi Minh City, Vietnam



**PREMIER TRADE FAIR
FOR CROP PRODUCTION
AND SMART FARMING
IN ASIA**

agritechnica-asia.com



**AGRITECHNICA ASIA is your gateway
to Vietnam's rapidly modernizing agricultural market
and a strategic launchpad for your business
in the Southeast Asian region**

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agritechnica-asia.com/vietnam

The trade fair for crop production & smart farming

300+
Exhibitors

12,000+
Visitors

35+
Countries

85% of visitors go to
AGRITECHNICA ASIA
for investments

Exhibition Profile



Seed production
and seeds



Land
preparation



Crop
establishment



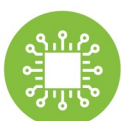
Crop care



Harvesting



Post
harvest



Digital and
smart farming



Logistics and
transportation



Systems
& components



Renewable
energy



Services

Key Features



**Agri Leader
Night**



**Agri Future
Conference**



**Business
Matching**



**Innovative
Product Launch**

Testimonials



“ AGRITECHNICA ASIA showcases the global agricultural sector's vision for a sustainable future, right in the heart of Asia. Participating in this major summit is an investment in Çelikel's global leadership

Ersin Türkmen
CEO of Çelikel



“ AGRITECHNICA ASIA is a truly international platform where agricultural professionals and enthusiasts come together to share forward-looking ideas and explore new business opportunities. XAG is proud to be part of this community and has received strong interest in our autonomous technologies. We look forward to participating in future editions of this event.

Justin Gong
Senior Vice President of XAG



“ This event met our expectations for business opportunities. Vietnam's demand for mechanization and sustainable practices aligns well with our offerings.

Chuck Shi
General Manager Assistant Director of Southeast Asia Region II of LOVOL



“ AGRITECHNICA ASIA is where the future of livestock farming takes shape. As Fimaks, we're proud to bring our innovative feeding solutions to one of the world's most influential agricultural platforms and strengthen partnerships that drive global growth.

Güven ÇETİN
CEO of Fimaks

Your business opportunities in the growing Vietnamese market

>8.02 million

Number of rural households
actively engaged on agriculture,
forestry, and fisheries

>30,000

Officially certified
large commercial farms

**Leveraging Cooperatives and Strong Government
Initiatives for your market entry**

>20,000

Cooperatives

13.5 million

Members

Area (million ha)

Rice - 7.30

Fruit Crops - 1.30

Maize - 0.90

Rubber - 0.90

Cassava - 0.50

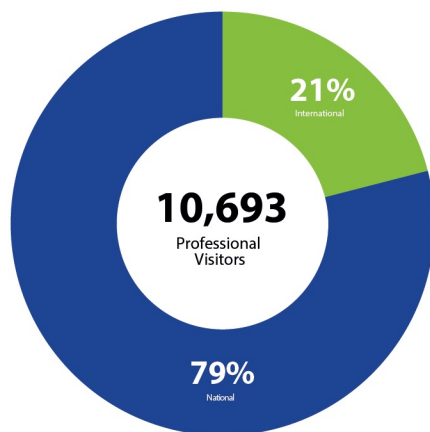
Sugarcane - 0.17

Coffee - 0.73

Tea - 0.12



Visitor numbers and figures



Top visitors' countries

Vietnam
India
Thailand

South Korea
China
Japan

Malaysia
Philippines
Indonesia

Cambodia

Visitor's profile



Farming - Crop
production



Farming - Field
vegetables/
Special crops



Farming - Animal
Production



Exporter/
Manufacturer/
Supplier



Agricultural
Cooperative



Importer/Trader



Farmer
Organization



Dealer/
Distributor



University



Agricultural
Government
Agency



Renewable
resources



Feed production



Contractor



Forestry



Miller/
Processor



Landscaping/
Municipality



Other

Your Target Buyers

Top 5 visitor groups



Top 5 crops of interest

- Rice
- Corn
- Sugarcane
- Cassava
- Coffee

Top 5 visitor countries



Vietnam



China



Cambodia



Philippines



Thailand

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Launch and premium partner



Key Trends in Agricultural Machinery and Equipment

US \$ 1.2 billion

Machinery market
value

10-15%

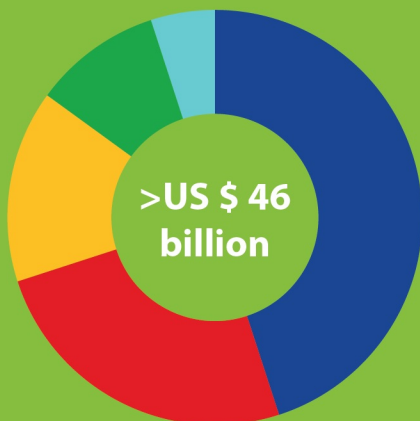
Projected annual
growth rate

>1800

Mechanical engineering
enterprises

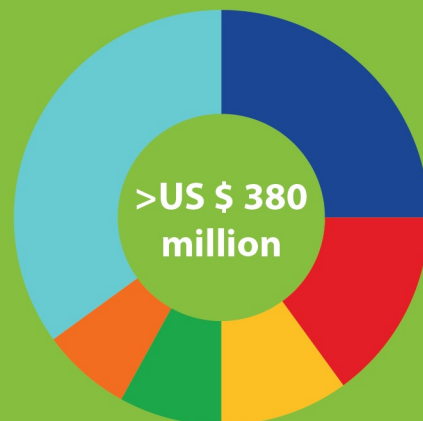
Agricultural machinery import value

- China - 45%
- Japan - 25%
- South Korea - 15%
- United States - 10%
- Other - 5%



Agricultural machinery export value

- Cambodia - 25%
- Laos - 15%
- Myanmar - 10%
- Thailand - 8%
- Philippines - 7%
- Other - 35%



Exhibitor Prices and Packages



Raw space (min 18 m²)
Regular price: € 345 per m²



Standard booth (min 9 m²)
Regular price: € 395 per m²



Premium booth (min 9 m²)
Regular price: € 435 per m²

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