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## **Most successful to date, Agritechnica Asia 2024 is now Asia's premier agri-machinery show**

**Exhibitor up 40 percent: 353 exhibitors from 28 countries double exhibition space – 12,129 international attendees: a new record – Participants recognize strength of exhibition's offering for Asia's farming professionals - Agritechnica Asia to take place annually, alternating with Vietnam – Agritechnica Asia in Bangkok remains central hub – Agritechnica Asia Vietnam to debut in Ho Chi Minh City 12-14 March 2025**

The 4th Agritechnica Asia, the leading exhibition in Asia Pacific for crop production and smart farming held this week in Bangkok, Thailand, is celebrating record growth, making it Asia's premier exhibition and the industry's leading venue for agricultural machinery in Asia. Hailing from 28 countries, 353 international companies booked stands, an increase of 40 percent doubling the exhibition space compared with the last event. The exhibition attracted 12,129 attendees, an increase of 35 percent. 48 percent of attendees from 73 countries travelled to Thailand from abroad and included purchasing delegations from China, Philippines and Vietnam, the next venue for 2025.

The 353 international exhibitors came from countries in four continents with China, Thailand, Germany, Türkiye, Australia and India topping the list based on square-meters of floor space booked. The exhibition's conference program addressed topics like smart farming carbon credits and included 118 international speakers with more than 40 professional partnering organizations.

"This edition has been overwhelmingly successful for exhibitors and for visitors. The many records this year also prove that it is the most successful Agritechnica Asia trade fair to date. As organizer and as an agricultural society serving international farmers, we are immensely proud of this achievement. We look forward to expanding this successful concept in Asia," says Katharina Staske, Managing Director, DLG Asia Pacific. Throughout Asia Pacific, Agritechnica Asia is recognized as the leading exhibition and conference platform that not only delivers applicable technical solutions but also networking among farming professionals, an important remit of DLG (German Agricultural Society), the organizer of Agritechnica Asia.

## **DLG expands its trade fair network in the Asia Pacific region**

Demand from the agricultural industry and agricultural ministries in the region has led DLG to offer Agritechnica Asia annually, alternating between Thailand, the original venue, and Vietnam, where the event will be held every other year from 2025. Farming experts across Asia are consistently seeking information on agricultural equipment and techniques. “This is why we are expanding Agritechnica Asia into an annual event. Farming professionals throughout Asia stand to benefit further from DLG’s expertise, business connections and professional networks which enhance agricultural practices and knowledge exchange in the region,” says Jens Kremer, Managing Director, DLG International.

The Agritechnica Asia trade fair also benefits from the prestige of Agritechnica in Germany, renowned internationally among farming professionals as the world leading platform for agricultural innovation and expertise, where international trends and practical knowledge converge. Agritechnica, held biennially in Hanover, Germany, hosts some 2,800 exhibitors showcasing technical solutions for modern agricultural challenges. The next Agritechnica is scheduled for November 9-15, 2025.

## **Agritechnica Asia in Bangkok 2026: Premier business platform for agriculture in Asia**

Agritechnica Asia in Bangkok continues to solidify its position as the central hub and premier business platform for agriculture in Asia. The trade fair has developed into an indispensable gathering for industry experts, cutting-edge technologies, and market opportunities.

Thailand’s Ministry of Agriculture and Cooperatives (MOAC) has been a partner of Agritechnica Asia in Thailand since its inception seven years ago. Dr. Vanida Khumnirdpetch, Director of the Bureau of Foreign Agricultural Affairs of the Ministry of Agriculture and Cooperatives (MOAC), Thailand, said that the exhibition had not only continued to serve as a venue for industry professionals but was also aligned with the strategic objectives of the ministry. Vanida reaffirmed MOAC’s commitment to remaining a steadfast partner of the fair in Thailand in the future.

“Agritechnica Asia is an ideal hub for doing business with partners from across Asia Pacific. The exhibition has solidified its position as the premier event in Asia, and we eagerly anticipate reuniting with the community at the next Agritechnica Asia,” AGCO Corporation, Peter Salmon, Business Manager Sales ESEA – Indonesia, Taiwan, Thailand & Vietnam.

“During Agritechnica Asia, we held an exciting session on carbon market development for the agriculture sector in Southeast Asian countries. The discussion will help carbon payments become an instrument that benefits farmers and the planet. Agritechnica Asia attracts experts from all corners of Asia,” said Bjoern Ole Sander, Country Representative to Thailand, International Rice Research Institute (IRRI).

## **New concept for Agritechnica Asia to be launched in Vietnam 2025**

Agritechnica Asia will premiere in Vietnam and will be held in Ho Chi Minh City, 12-15 March 2025. As part of the new annual schedule, Agritechnica Asia Vietnam will be held for the time in parallel with HortEx, the leading exhibition in South East Asia for professional horticulture and floriculture. The two exhibitions cover machinery and techniques for crop and horticulture, offering visitors an efficient overview of available technologies. HortEx, which will also be held alongside Agritechnica Asia in Bangkok in 2026, is organized by Minh Vi Exhibition and Advertisement Services Co., Ltd. (VEAS) and Nova Exhibitions BV, an exhibition specialist from the Netherlands, a country home to the industry's know-how. IPM Essen, the world's leading horticultural exhibition held in Essen, Germany, is supporting HortEx with its extensive network.

With its rapidly growing economy and government plans for developing agricultural mechanization, Vietnam offers significant potential for agricultural machinery manufacturers, including rice equipment. Some six months ago, Vietnam's MARD together with IRRI launched the new program "Sustainable Development of One Million Hectares of High Quality and Low-Emission Rice Associated with Green Growth in the Mekong River Delta By 2030".

"For the launch of the Agritechnica Asia exhibition in Vietnam, one of the world's most important rice producing countries, rice equipment, novel techniques and international projects will be presented," Ratti Veerawong, Project Manager Agritechnica Asia, sees great opportunities for the new trade fair.

"Agritechnica Asia is a great opportunity to network with colleagues in our industry and explore new innovations. As Vice President of AMMDA and an importer, I'm actively seeking technologies suitable for the Philippine market. Our discussions have been fruitful. Looking forward, we're planning to attend Agritechnica Asia in Vietnam next year," said Nerio Antonio M. Sibulo, Vice President of AMMDA, the Philippine Agricultural Machinery Manufacturer and Dealer Association.

### **About DLG Asia Pacific**

Headquartered in Bangkok and operating in Thailand and neighboring countries, DLG's subsidiary was set up in 2020 in response to local demand, notably from agricultural ministries for DLG's core competencies in professional agricultural knowledge platforms. Applying DLG's professional agricultural experience, DLG Asia Pacific organizes agricultural conferences and exhibitions in the region such as the Agrifuture Conference, an event that rotates between countries and explores trends in farming, and the International Rice Congress Trade Fair held in the Philippines in 2023. DLG Asia Pacific also partnered the "FutureAg Expo - Powered by Agritechnica" exhibition, launched in Melbourne, Australia, 17-19 April 2024. Upcoming events include Agri-Food Tech Expo Asia, a trade show presenting the entire offer within the framework of the so-called Controlled Environment Agriculture (CEA) together with

'New Food Production'- solutions like invitro food and generating of alternative proteins, to be held in Singapore, November 2024.

#### DLG Asia Pacific exhibitions at a glance

- AFTEA, Singapore: 19-21 November 2024
- Agritechnica Asia Vietnam, Ho Chi Minh City: 12-14 March 2025
- FutureAg, Melbourne: 28-30 May 2025, May 2026
- Agritechnica Asia, Bangkok: 20-22 May 2026

#### **Media contact:**

Malene Conlong  
+49 69 24788-213  
m.conlong@dlg.org

#### **About DLG:**

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 31,000 members worldwide. As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry. Through its subsidiary, DLG International, DLG operates has subsidiaries in nine countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs.