



Agritechnica Asia 2025 bringing farm solutions to Vietnam's expanding market

Held in Vietnam for the first time alternating with Thailand; Official co-host is the Vietnam's Ministry of Agriculture and Rural Development

(DLG) Held in Vietnam for the first time, the fifth edition of Agritechnica Asia will take place in Ho-Chi-Minh City on 12-14 March 2025, co-located with HortEx, the region's leading horticulture trade fair. With more than 200 regional and international exhibitors signed up, Agritechnica Asia 2025 displays relevant and technical field solutions for Vietnam's key agricultural sectors, including rice, sugarcane, corn, staple crops, coffee, and fruit.

Demand from the agricultural industry and agricultural ministries in the Asian region led organizer DLG (German Agricultural Society) to offer its successful Agritechnica Asia trade fair annually, alternating between Thailand, the original venue, and Vietnam, the forthcoming event. The Agritechnica Asia edition held in Vietnam is co-hosted by the National Agricultural Extension Centre (NAEC), the agency of the Ministry of Agriculture and Rural Development (MARD), and is responsible for the implementation of agricultural extension activities in agriculture.

"With its rapidly growing economy and government plans for developing agricultural mechanization, Vietnam offers huge potential for agricultural machinery manufacturers that have solutions that are applicable locally," says Katharina Staske, managing director of DLG Asia Pacific, which organizes the event and liaises with agricultural ministries in the region.

With its guiding theme "Promoting Green Innovations in Southeast Asia", Asia's premier trade fair for crop production encapsulates the practice of sustainable farming in the face of challenges like climate change. Vietnamese farmers and cooperatives will be able to identify close-up agricultural machinery technology that not only supports the development of sustainable farming models but also boosts productivity and reduces waste, ensuring a stable and sustainable food supply.

After the success in Bangkok, Thailand in May 2024, Agritechnica Asia now also introduces practical agricultural solutions and sustainable practices to Vietnamese farmers at their doorstep. Thailand and Vietnam are considered knowledge hubs for agricultural mechanization in Asia Pacific.

Agritechnica Asia 2025 will take place at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City. More than 200 exhibitors from 25 countries as well as seven country pavilions await thousands of professional visitors across the entire agricultural value chain. Vietnam Agriculture Newspaper, the ministry's official press agency, is supporting the event.

With equipment from its brands, including Massey Ferguson, exhibitor AGCO aims to support both small and large-scale farmers in improving productivity while maintaining sustainability at Agritechnica Asia 2025.

Exhibitor CLAAS, is presenting harvesting technologies and mechanization solutions based on precision farming and automation, ideal to meet the needs of Vietnam's agricultural sector. Claas expects such innovations to contribute to enhancing efficiency and help reduce emissions and maximize profits for farmers.

Agritechnica Asia Vietnam will be held in parallel with HortEx, the leading exhibition in Southeast Asia for professional horticulture and floriculture. The two exhibitions together thus cover machinery and techniques for crop and horticulture, offering visitors an efficient overview of available technologies. HortEx is organized by Minh Vi Exhibition and Advertisement Services Co., Ltd. (VEAS) and Nova Exhibitions BV. HortEx Vietnam, recognized as Southeast Asia's premier exhibition for horticulture and professional floriculture

A spin-off of Germany-based Agritechnica, the largest agricultural machinery trade fair in the world, the Agritechnica Asia trade fair benefits from the high quality of the international event, renowned internationally among farming professionals around the world as the venue for future trends. Agritechnica is held biennially in Hanover, Germany, and hosted some 2,800 exhibitors and 472,000 visitors at the last edition. The next Agritechnica is scheduled for November 9-15, 2025.

Media Contact

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

About DLG

With more than 31,000 members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 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. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

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