

# AGRI TECHNICA<sup>DLG</sup> ASIA

# 2025

## 12 – 14 MARCH

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



PREMIER TRADE FAIR  
FOR CROP PRODUCTION  
AND SMART FARMING  
IN ASIA



FIRST TIME  
IN VIETNAM

[www.agritechnica-asia.com](http://www.agritechnica-asia.com)



Join AGRITECHNICA ASIA

to penetrate the rapidly growing Vietnamese market  
and enhance your business in the Southeast Asian region

Co-located with:



SYSTEMS  
COMPONENTS<sup>®</sup>  
ASIA

[www.agritechnica-asia.com/vietnam](http://www.agritechnica-asia.com/vietnam)

# The trade fair for crop production & smart farming!

**200+**  
Exhibitors

**15,000+**  
Visitors

**35+**  
Countries

**85%** of visitors use  
**AGRITECHNICA ASIA**  
for investments

## Exhibition Profile



Seed production  
and seeds



Land  
preparation



Crop  
establishment



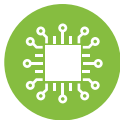
Crop care



Harvesting



Post  
harvesting



Digital and  
smart farming



Logistics and  
transportation



Systems  
& components



Renewable  
energy



Services

## Key Features



**Innovative Product  
Launches**



**Expert Conferences  
and Seminars**



**Business Matching  
and Networking**



## Your Target Buyers

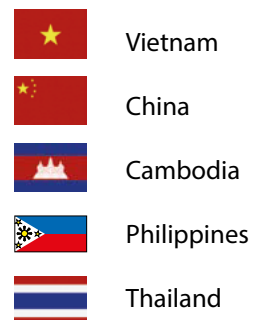
### Top 5 visitor groups



### Top 5 crops of interest

- Rice
- Corn
- Sugarcane
- Cassava
- Coffee

### Top 5 visitor countries



# Your business opportunities in the growing Vietnamese market



**>10.7 million**

Total number  
of farms

**>48,400**

Farms  
larger than 5 ha

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

**>20,000**

Cooperatives

**13.5 million**

Members

# Proven Market Entry Options



Direct Export



Joint Ventures



Local Manufacturing



Distribution Partnerships



Participation in Trade Shows and Exhibitions

## Key Trends in Agricultural Machinery and Equipment

**US \$ 1.2 billion**

Machinery market value

**10-15%**

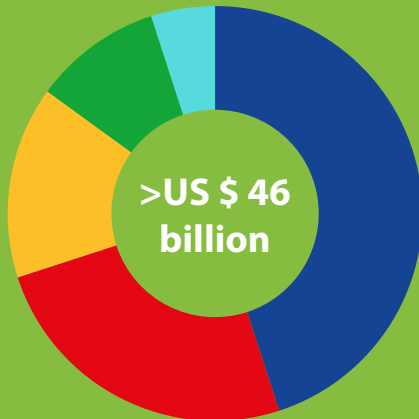
Projected annual growth rate

**>1800**

Mechanical engineering enterprises

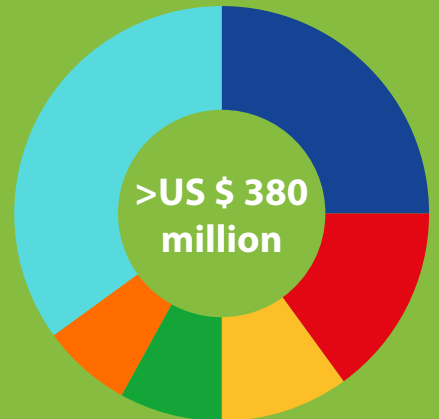
### Agricultural machinery import value

- 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 m<sup>2</sup>)  
Regular price: € 330 per m<sup>2</sup>



**Standard booth** (min 9 m<sup>2</sup>)  
Regular price: € 385 per m<sup>2</sup>



**Premium booth** (min 9 m<sup>2</sup>)  
Regular price: € 420 per m<sup>2</sup>

## Contact us:



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Organized by:



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