

AGRI TECHNICA[®] ASIA



POST SHOW REPORT AGRITECHNICA ASIA 2018 22-24 AUGUST 2018, BITEC, BANGKOK

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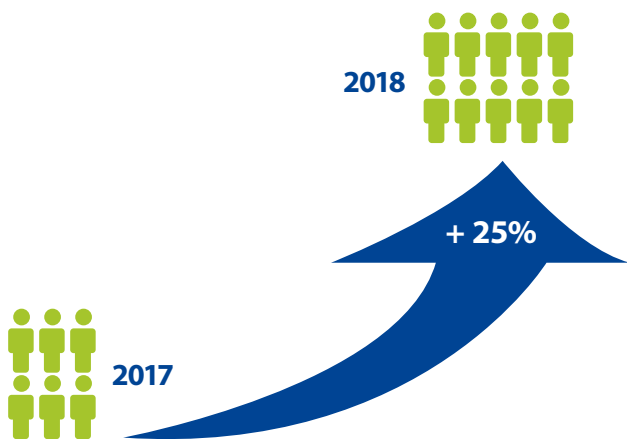


International

EXHIBITORS

Nearly **300 exhibitors** from **29 countries** presented their machinery and technology at AGRITECHNICA ASIA and Horti ASIA 2018.

DEVELOPMENT OF EXHIBITOR NUMBER



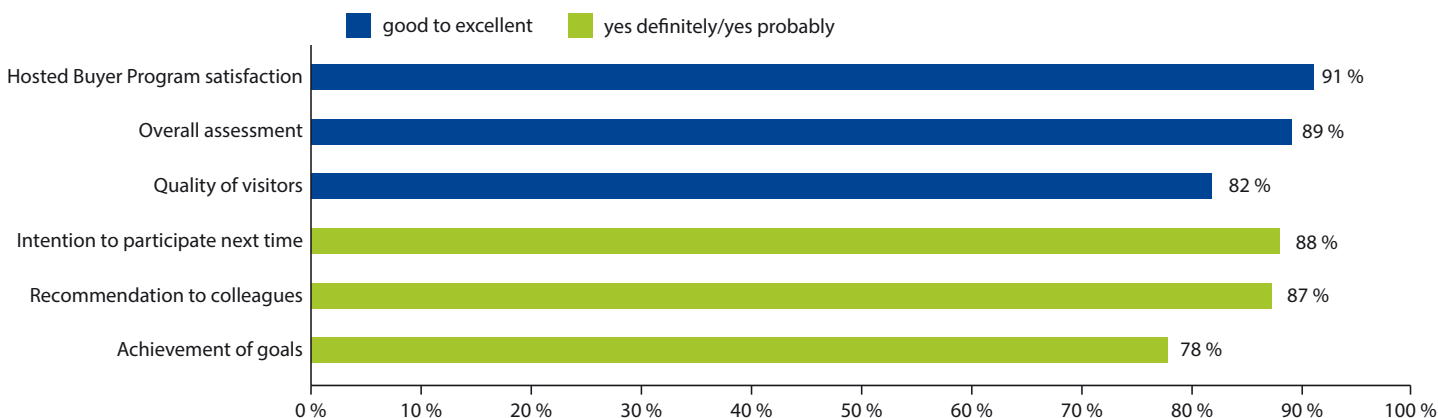
TOP 10 EXHIBITOR COUNTRIES



COMPREHENSIVE CONFERENCE PROGRAM

with 138 speakers from 52 organizations and 20 countries

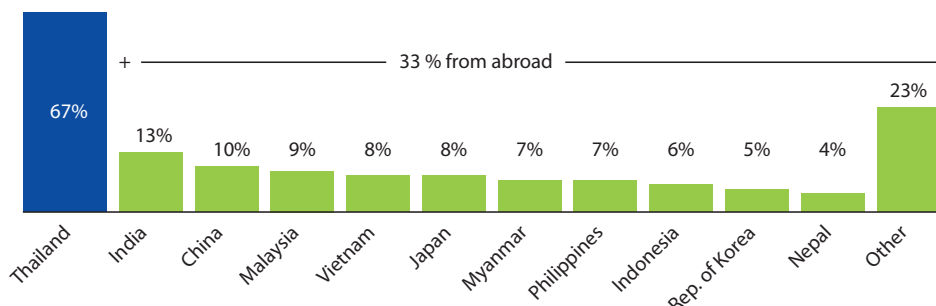
HOW EXHIBITORS ASSESSED AGRITECHNICA ASIA



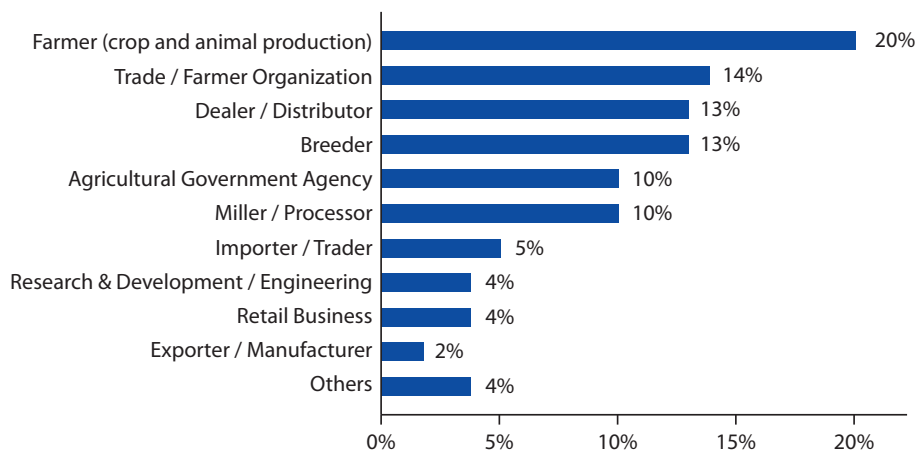
VISITORS

10,677 trade professionals from 69 countries attended the show during three days, **33% of these were international visitors.**

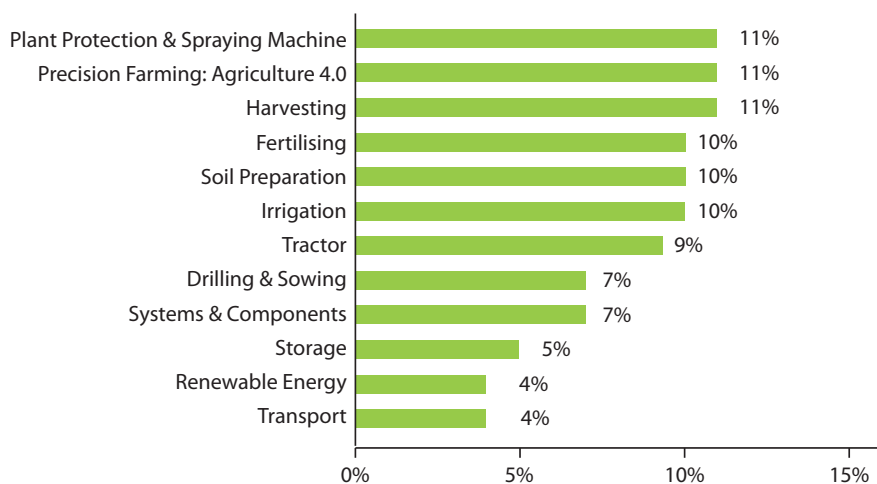
TOP 10 VISITOR COUNTRIES



VISITORS' MAIN BUSINESS



PRODUCTS / SERVICES VISITORS ARE INTERESTED IN



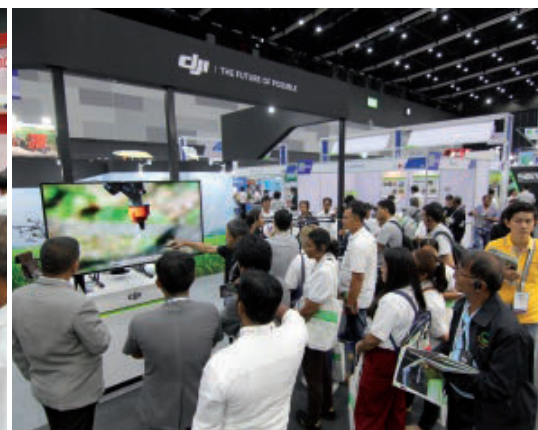
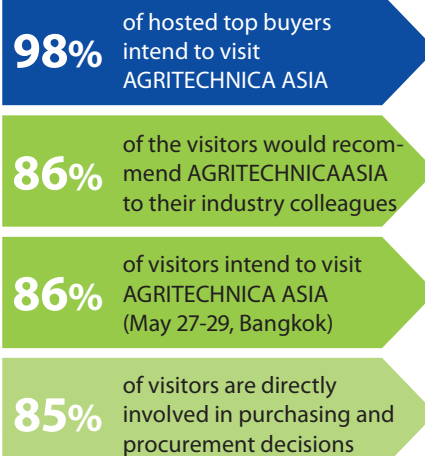
TOP 10 CROPS OF INTEREST

1. Rice
2. Fruits / Vegetables
3. Sugarcane
4. Maize / Corn
5. Cassava
6. Napier Grass / Forage
7. Wheat
8. Potato
9. Oil Palm
10. Rubber

JOB FUNCTION

Senior Management	41%
Sales & Marketing	21%
Farm, Mill, Plant, Project Manager	11%
Research & Development / Engineering	11%
Purchasing Department	5%
Others	11%

AGRITECHNICA ASIA FACTS



STATEMENTS OF HOSTED BUYERS AND EXHIBITORS



"AGRITECHNICA ASIA is a really great exhibition for people's business and for what people are doing related to agriculture. It is a very good opportunity for us to extend our knowledge about the most recent agricultural technology and facilities, such as precision agriculture and digital technology. It is a very good networking place for us to

see the latest agricultural technology from the top companies that exhibit here. This is the best exhibition where people from many countries come and meet."

**Dr. Myo Aung Kyaw, Vice President,
Myanmar Rice Federation**



"We are looking for the new technology from worldwide countries. After attending this exhibition, I felt impressed because we met many leading exhibitors which bring the latest technology to showcase here. Now, Mitr Phol Sugar has a new project named 'Mitr Phol Modern Farm' and we are looking for the proper

agricultural machinery, tractors and implements to buy and use at our farm."

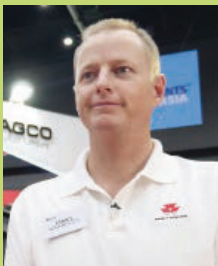
**Mr. Krit Sanpa-Asa, Manager –
Sugarcane Technology and Management
Department, Mitr Phol Sugar Corp.**



"I come to this exhibition because Bangkok is an important hub for the whole ASEAN market. Not only to meet partners from Thailand, but also

customers from Vietnam, Cambodia, the Philippines, Indonesia, and Malaysia. That is why AGRITECHNICA ASIA is the international exhibition that is important for us."

**Sebastian Smija, Sales Manager Asia
Pacific, Fliegl Agrartechnik GmbH**



"This is the second time we've attended AGRITECHNICA ASIA. The event provides us with a unique opportunity to bring our distributors and

partners together here in Thailand where we take the opportunity to run a series of meetings and conferences. We see this event as a growing opportunity for us."

**James Haarhof, Director of Parts in
the Asia Pacific & African Region,
AGCO Corporation**



"The Asian market has great potential. We are having great results and we are here

to grow. AGRITECHNICA ASIA gives us a big opportunity to meet new customers."

**Alessio Riulini, Director,
Maschio Gaspardo**



**WE THANK ALL EXHIBITORS
AND VISITORS AND LOOK
FORWARD TO WELCOMING
YOU IN BANGKOK IN 2021
FROM THE 27TH TO 29TH OF MAY**



International

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