

AGRI TECHNICA[®] ASIA

Post Show Report
2024

The leading trade fair for
crop production & smart
farming in Asia



www.agritechnica-asia.com

22 - 24 MAY 2024
BANGKOK | THAILAND

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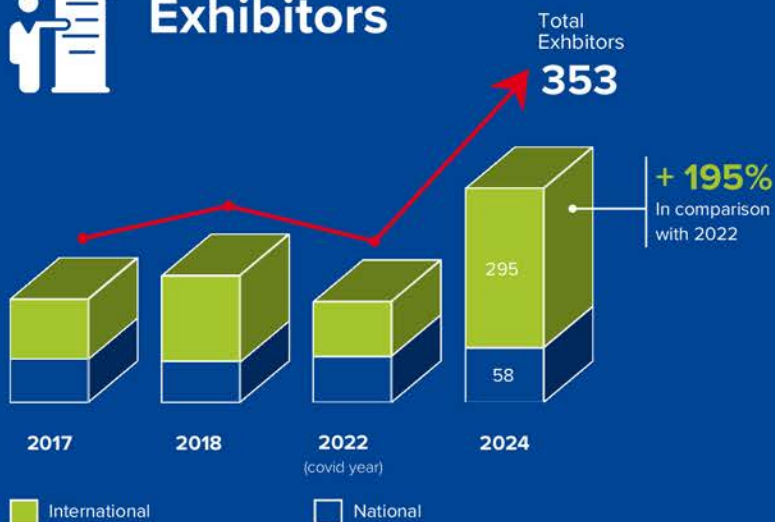


MADE BY





Exhibitors



Top exhibitor countries

	China		Turkey
	Thailand		Netherlands
	Taiwan		Japan
	India		Australia
	Germany		France
	South Korea		Israel
	Italy		Austria
	Spain		Indonesia



86%

Exhibitors have positive feedback



91%

Exhibitors are satisfied or very satisfied with the quality of visitors



88%

Exhibitors would recommend AGRITECHNICA ASIA to their industry colleagues



Testimonials

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AGRITECHNICA ASIA 2024 unites a global audience, fostering connections across a variety of sectors and countries in the region. Over the past few days, we've enjoyed numerous networking opportunities with international visitors and experts showing significant interest in farm mechanization solutions from CLAAS. **Being the foremost event in Asia** with a specific emphasis on technological advancements for sustainable crop production, **we are committed to participating in AGRITECHNICA ASIA in the future.**

Anil Menon
Managing Director, CLAAS Regional Centre Southeast Asia

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AGRITECHNICA ASIA is an ideal hub for doing business with partners from across Asia-Pacific. During the event, we forged numerous new connections. There was considerable interest in our Massey Ferguson, Fendt, & Valtra tractors. **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.**

Alex Baker
Manager Far East, AGCO Holdings Singapore

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CNH has been very positive about this year's AGRITECHNICA ASIA. We have experienced much more foot traffic and have been a lot busier than at previous shows. **We are more than likely to join the show again in 2025.**

Mark Brinn
Managing Director – SE Asia and Japan, CNH Industrial



Visitors



International
48%



98%

Visitors have positive feedback



97%

Visitor would recommend AGRITECHNICA ASIA to their industry colleagues



98%

Will visit the next AGRITECHNICA ASIA



87%

Visitors are decision maker or advisor



Top visitors' countries

	Thailand		Indonesia
	India		China
	Malaysia		Japan
	Philippines		South Korea
	Vietnam		Taiwan



Visitors' profile



Sectors visitors are interested in

Tractor	Drilling & Sowing
Precision Farming; Agriculture 4.0	Fertilizing
Soil Preparation	Transport
Plant Protection & Spraying Machine	Renewable Energy
Systems & Components	Irrigation
Harvesting	Storage





Highlighted Conferences

AGRITECHINCA ASIA 2024 featured **45 seminars and presentations with 118 expert speakers** offering diverse insights and knowledge.

International Conferences

Smart Agricultural Engineering for Resilient and Sustainable World

- The Thai Society of Agricultural Engineering (TSAE), in collaboration with the Asian Association of Agricultural Engineering (AAAAE)

Strategic Dialogue: Advancing Agri-tech and Localization Prospects in Philippine Agriculture

- Department of Agriculture's Philippine Center on Postharvest Development and Mechanization, supported by Germany's Federal Ministry of Food and Agriculture.

Drones Application in Agriculture and Precision Rice Farming in Southeast Asia

- Department of Agriculture's Philippine Center on Postharvest Development and Mechanization, supported by Germany's Federal Ministry of Food and Agriculture.

National Conferences

Harvesting Success: Crafting Clear Business Models for AgTech Innovations

- Thailand Regional Agriculture Innovation Network (#thaiRAIN)

Strengthening the Sustainability of Agricultural Systems through Innovation Networks

- GERMAN - THAI AGRICULTURAL COOPERATION PROJECT (GETHAC)



Testimonials



AGRITECHINCA ASIA this year reached a significantly higher level, attracting numerous participants, both exhibitors and visitors. This demonstrates a strong interest in new technologies for agriculture and horticulture that enhance sustainable practices. **The event has become a truly international platform, showcasing professionalism and success.**

Dr. Dares Kittiyopas
President, Thai Society of Agricultural Engineering (TSAE)



During this year's AGRITECHINCA ASIA, we held an exciting session on carbon market development for the agriculture sector in Southeast Asian countries. The exchange of perspectives was fantastic and will help carbon payments become an instrument that benefits farmers and the planet. **AGRITECHINCA ASIA serves as a great platform since it attracts experts from all corners of Asia.**

Bjoern Ole Sander
Country Representative to Thailand, International Rice Research Institute (IRRI)



- The showcase for the global agricultural engineering industry
- The forum to shape the future of agriculture



**AGRI
TECHNICA[®]
ASIA**

**TOGETHER WE GROW
THANKS FOR A FANTASTIC SHOW!**

**Your agricultural network for trade fairs and events –
powered by AGRITECHNICA**



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