

## Expoagro: A Showcase that Goes Beyond the Boundaries of Agriculture



*More than 250,000 people attended the anniversary edition, which once again demonstrated that the agroindustrial megashow is a leading event for the country's most dynamic sector, politics, and the business world. The figures and highlights from a week in the "National Capital of Agribusiness."*

A special edition of Expoagro has come to an end — the most important event for Argentina's agroindustry and a key economic and political barometer at the national level. From March 10 to 13, at the San Nicolás fairgrounds and racetrack, more than 250,000 visitors attended to discover the latest technological launches, learn about developments across the entire productive spectrum, close strategic deals, strengthen relationships, and once again be part of the country's leading industry event.

The "National Capital of Agribusiness" celebrated its 20th anniversary in grand style, with an exhibition that included more than 700 exhibitors, seven auditoriums operating simultaneously, more than 170,000 head of cattle auctioned by 11 livestock consignor companies, 367 meetings during the International Business Round, 12 crop plots on display, and a remarkable international presence.

The aisles of the megashow also became a hub for political dialogue and consensus-building among key sector leaders and government officials from across the country. In

an edition marked by a business-friendly environment, Expoagro consolidated its role as a leading event for the entire productive ecosystem, well beyond agriculture itself.

“The staging of this edition was truly extraordinary. What surprised me most was the massive attendance and the atmosphere throughout the exhibition: everyone was happy and highlighted the overall experience. That shows Expoagro continues to grow. It was born with a focus on agriculture, but today it has clearly transcended the sector’s boundaries and has become increasingly cosmopolitan,” said Martín Schwartzman, CEO of Exponenciar.

Meanwhile, the company’s commercial manager, Patricio Frydman, added: “Expoagro is increasingly consolidating itself as the grand opening event of the year for the sector. It is an extraordinary gathering that has become synonymous with opportunities and an unmissable appointment for agribusiness. Many even describe it as the ‘Black Friday of agriculture’ because of the volume of business and decisions generated during the exhibition. Another very encouraging sign is that the vast majority of exhibitors are already confirming their space for the 2027 edition.”

It is worth noting that, in line with Frydman’s remarks, numerous companies and organizations are already preparing their participation for next year’s Expoagro.

### **The Epicenter of Politics**

As in every edition, Expoagro 2026 – YPF Agro Edition – featured a significant presence of national political leaders. Governors, public officials, political figures, and key voices from across the political spectrum visited the megashow, engaged with companies and producers, and presented proposals for the sector.

Over the four days, the “National Capital of Agribusiness” welcomed more than 60 prominent personalities, including Vice President Victoria Villarruel; former President Mauricio Macri; Senator Patricia Bullrich; Interior Minister Diego Santilli; Secretary of Agriculture, Livestock and Fisheries Sergio Iraeta; and Santiago Passaglia, Mayor of San Nicolás.

Also joining the 20th anniversary celebrations were the governors of Buenos Aires, Axel Kicillof; Entre Ríos, Rogelio Frigerio; Santa Fe, Maximiliano Pullaro; and La Pampa, Sergio Ziliotto. They were joined by Buenos Aires City Mayor Jorge Macri; Córdoba’s Vice Governor Myrian Prunotto; and Salta’s Vice Governor Antonio Marocco. Officials from productive ministries across the country also brought their agendas to the event.



### Financing: A Key Component of the Exhibition

In its anniversary edition, Expoagro once again became a prime venue for productive investment. Driven by new financing lines announced during the exhibition and supported by financial institutions, credit requests totaling **10 billion dollars** were registered.

Banco Provincia, the exhibition's main sponsor, received credit requests exceeding **531 billion pesos and 738 million dollars**. Investment loan applications grew **26% compared to 2025**, thanks to financing proposals that included **0% interest rates**. The bank also noted that demand for dollar-denominated credit lines represented more than half of the requests.

"The reception of the interest rates was very positive. Producers showed strong interest in financing in a context where there was a clear need to renew machinery and capital," said the bank's president, Juan Cuattromo.

Meanwhile, Banco Nación, a sponsor of the exhibition, **tripled the financing allocated to the productive sector compared to the previous edition**, reaching a record volume of operations. More than **28,000 loan applications** were registered for both working capital and productive investment.

“This reflects strong growth in the channeling of credit to the productive sector,” the bank reported.

Among the main proposals were credit lines for purchasing new machinery with **0% interest in dollars and 19% nominal annual interest in pesos**, with repayment terms of up to **60 months**. The public bank also offered technical talks and personalized advisory services, strengthening its ties with the agroindustrial sector.

Banco Galicia reported that it exceeded **150 billion pesos in completed transactions and pipeline operations**, with more than **80% of the pipeline denominated in dollars**, reflecting the strength and outlook of the sector.

The most requested credit lines were primarily for the renewal of harvesters, tractors, and trucks. Meanwhile, the **NERA digital platform**, which connects suppliers with producers, highlighted the launch of **Guaranteed Livestock Credit** and the purchase of inputs through special agreements offered during the exhibition.

ICBC’s Head of Agribusiness, Agustín Ibareguren, reported inquiries during Expoagro 2026 to finance operations totaling **63.5 billion pesos**, mainly for pickups, tractors, seeders, irrigation equipment, and harvesters.

Banco Macro also reported very positive results. “The volume of visits, contacts, and deals generated during the exhibition exceeded both our objectives and expectations,” the institution stated.

Credicoop reported more than **600 visits to its stand (30% more than in 2025)**, more than **400 meetings with exhibitors**, and **650 credit inquiries**, representing potential financing commitments totaling **55 billion pesos and 31 million dollars**, mostly destined for machinery financing.

Banco Patagonia recorded credit applications exceeding **12 million dollars**, along with more than **100 agreements for the purchase of machinery, trucks, and agricultural inputs** in both pesos and dollars.

Comafi also reported strong results. “Our balance is very positive: there was a significant increase in credit applications, mainly in dollars, and our clients made the most of our financial solutions for purchasing machinery, inputs, livestock, and financing working capital,” said Ricardo Gerk, Head of Commercial Banking.

In total, **12 financial institutions** participated in the “National Capital of Agribusiness,” supporting the sector’s growth: Banco Provincia (main sponsor), Banco Nación

(sponsor), ICBC (international sponsor), Galicia (supporter), BBVA, Comafi, Credicoop, Banco de La Pampa, Macro, NERA, Banco Patagonia, and Santander.



### A Great Edition for Companies

The figures from this new gathering for agroindustry and the business world are reflected in the optimism expressed by participating companies.

“The truth is that things went very well for us. It was the best Expoagro we have ever experienced. We closed the sale of eight machines and we are returning with more than 280 quotations and around 140 proforma invoices, which shows the level of interest throughout the entire exhibition,” said Gastón Ricardo, owner, president, and founder of **Indecar**, the agricultural machinery manufacturing company.

Carlos Castellani, president of **Apache**, the official seeder of the exhibition, shared a similar view. In a context of favorable agricultural prices, increasing financing options, and a positive environment for agribusiness, he offered a strong assessment of the megashow and highlighted significant growth compared to 2025.

“We prepared around 100 quotations, closed more sales, and handled more inquiries than last year,” Castellani noted. He also emphasized the importance of the annual

event for the company: “We have been part of Expoagro for 20 years and have served as the official seeder for two decades. That gives us prestige and reinforces the reputation of our machinery as strong and reliable.”

Hugo Franco, Marketing Manager at **AKRON**, one of the exhibition’s sponsors, also shared his assessment: “It was a very good show. We are not only focusing on the deals we closed during the week; we believe many more will materialize in the coming days. We are very happy and achieved excellent results with all our products.”

Expoagro 2026 was also a major success for the automotive sector, not only for companies linked to agricultural machinery. During the four days of the exhibition, **Scania** sold 222 units, of which 170 (77% of operations) were financed through Scania Credit Argentina. In addition, 51 service operations were completed, including repair packages and maintenance agreements, as well as the sale of eight industrial engines aimed at boosting agricultural machinery and energy generation solutions.

“Expoagro represents the ideal environment to engage with agribusiness clients and support their evolution with technologies that enhance productivity and operational availability. Hundreds of clients visited the stand and many deals were closed,” said Sebastián Figueroa, CEO and President of the company.

A similar impression was shared by companies focused on cutting-edge technology. **TEKRON**, a company specializing in agricultural drones, described the exhibition as a turning point for its business. Guillermo Schuhmacher, the company’s general manager, noted that this year’s edition “marked a before and after” for the firm. It is worth noting that the company participated for the first time last year and renewed its commitment this year as sponsor and official drone provider of Expoagro 2026.

“We carried out a large number of quotations and closed many deals, which gives us continuity and makes us very happy,” said Schuhmacher at the close of the megashow.

The megashow also hosted the cooperative ecosystem, once again demonstrating the sector’s collective strength during four highly productive days.

“For ACA and our cooperatives, Expoagro 2026 was a great opportunity to showcase the strength of the cooperative movement in Argentina’s agricultural sector. During the exhibition, our stand became a true meeting point with producers, cooperatives, and strategic partners, where we were able to share knowledge, generate new opportunities, and reaffirm the value of collaborative work,” said Francisco Farrás, president of the **Argentine Association of Cooperatives (ACA)**.

## International Business

During the traditional **International Business Rounds**, held over the first three days of the megashow, local entrepreneurs established strategic connections with global investors.

A total of **367 meetings** were held — **40% more than in the previous edition** — once again demonstrating the confidence of both international and domestic companies in Expoagro as a key platform for commercial transactions.



Fifteen buyers from seven countries participated in the rounds: **Australia, Chile, Colombia, Kazakhstan, Mexico, Serbia, and South Africa**. Meanwhile, **100 Argentine companies** from the provinces of Santa Fe, Buenos Aires, Córdoba, and Entre Ríos presented more than **45 national products**.

Throughout the exhibition, delegations from **24 countries** and representatives from major international associations and organizations were also present, reinforcing Expoagro's role as Argentina's productive showcase to the world. Companies, institutions, and producers exchanged knowledge, built bridges, and established key relationships with international representatives during each day of the exhibition.

## Livestock: A Driving Force

Once again, in a pivotal year for Argentina's livestock sector, cattle auctions reached record levels. Over the four days of the exhibition, more than **170,000 head of cattle** were auctioned.

Beginning on Monday, the country's leading livestock consignor companies took the auctioneer's hammer, including **Colombo y Magliano, Pedro Noel Irej, UMC – Haciendas Villaguay, Negocios de Hacienda, Campos y Ganados, Reggi y Cía, AFA, Rosgan, Jáuregui Lorda, Alianza Ganadera, A. Sáenz, FCO Agroganadera, and Vicar Ganadera.**

The auctions were held at the **IPCVA Auction Tent and the Carne Argentina Auditorium**, which became the center of intense economic activity. Record-breaking figures were achieved even for the consignor companies themselves, such as the **38,200 head auctioned by Rosgan**. Many of the auctions were also broadcast on television and streamed online.



Another company that recorded impressive results was **Colombo y Magliano**, which sold **38,145 head of cattle** from 15 provinces, most of them with certified quality — a milestone for the company.

Reflecting on the intense days of business at Expoagro, Juan Pedro Colombo, director and auctioneer of the firm, thanked the strong participation of the public and stated that what happened during the exhibition reflects the “enthusiasm and expectations” currently driving the livestock sector.

“We are seeing more predictability and greater freedom to produce and trade in Argentina and worldwide. These are all positive signals,” Colombo said, congratulating producers and thanking Exponenciar for their joint efforts.

### Where Agriculture Meets to Debate and Learn

The megashow also featured a full agenda of meetings, conferences, and training sessions, which took place simultaneously across different areas of the exhibition grounds.

The **Mario Bragachini Technodrome** hosted daily machinery shows; the **Carne Argentina Auditorium** offered full cycles of technical talks; the **Press Auditorium** was the stage for important announcements; the **CREA Agribusiness Auditorium** and the **John Deere AgTech Auditorium** welcomed leading figures from politics and production; and the **ArgenINTA Amphitheater** hosted masterclasses by renowned specialists.



This year’s edition also included standout initiatives, such as the **first Contractors Summit – Piersanti Edition**, which brought together more than **230** representatives

from the sector and became the first official gathering of contractors responsible for 80% of agricultural operations nationwide.

Similarly, more than 800 university students from across the country shared ideas, developed projects, and learned about the future of agriculture during the **National Youth Conference**. Meanwhile, the **Rural Women Network** strengthened connections and set long-term goals through its own dedicated meetings.



The **2026 agenda** also featured its traditional training events, including the **Economic Forum**, where renowned specialists spoke over three days; **Punto Clima**, the annual panel analyzing climate outlooks for agriculture; and **Eureka!**, the event dedicated to the latest technological innovations.