AgroSpectrum ASIA
Envisaging Future | Updating Present

Agritechnica exhibition expands reach in growing Asian markets; Debut in Vietnam(12-14 March 2025)

02 February 2024 | News

Agritechnica Asia expands into Vietnam â?? Organizer DLG to meet high market demand for agricultural machinery knowledge in Asia with tailored country-specific Agritechnica format; HortEx exhibition for horti- and floriculture to be held in parallel â?? DLGâ??s â??Agritechnica Asiaâ?• event in Bangkok continues as hub for Asia



Agritechnica Asia expands into Vietnam â?? Organizer DLG to meet high market demand for agricultural machinery knowledge in Asia with tailored country-specific Agritechnica format; HortEx exhibition for horti- and floriculture to be held in parallel â?? DLGâ??s â??Agritechnica Asiaâ?• event in Bangkok continues as hub for Asia

The German Agricultural Society (DLG) is strengthening its exhibition offering in Asia to meet greater demand and new requirements of agricultural professionals in the region for know-how in plant cultivation, technology and new production processes. Currently held biennially in Thailand, Agritechnica Asia, the leading trade fair for crop production and smart farming in Asia, will take place annually from 2025, alternating between the locations of Vietnam and Thailand, odds years in Vietnam and even years in Thailand. Agritechnica Asia in Vietnam will debut in Ho Chin Minh City 12-14 March 2025.

The exhibition in Vietnam will enable farming professionals to access not only solutions tailored for the region and but also farm knowledge, DLGâ??s objective since 1885. DLG Asia Pacific, a DLG subsidiary, is organizer of the new format of Agritechnica Asia, which will offer cross-agriculture synergies, including horticulture and floriculture.

â??Agritechnica Asiaâ?•, a spin-off of Agritechnica, the world's leading agricultural machinery exhibition held biennially in Hanover, Germany, serves growth regions in Asia. Following the 2024 event in Bangkok in May, the 2025 edition will be held in Ho Chi Minh City, Vietnam, from 12-14 March. In 2026, the trade fair will be held in Bangkok, Thailand once again. With its rapidly growing economy and government plans for developing agricultural mechanization, Vietnam offers significant potential for agricultural machinery manufacturers while Thailand continues to serve as the central hub in Asia, bringing together the region's agricultural community.

â??Since setting up the DLG Asia Pacific subsidiary here in Thailand three years ago, our aim has been to meet the needs of farm professionals, however different and wherever they are. We have identified enormous potential in the agricultural sector in this region and are implementing our plans to contribute to sustainable development in local agriculture through our know-how and flexible, tailored concepts," says Jens Kremer, Managing Director of DLG International.

As part of the new schedule, Agritechnica Asia will be held in parallel with HortEx for the first time, the leading exhibition in South East Asia for professional horticulture and floriculture. Synergies between the two exhibitions include machinery and crop cultivation, 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, an exhibition specialist from the Netherlands, a country home to the industryâ??s know-how. IPM Essen, the world's leading horticultural exhibition held in Essen, Germany, is supporting HortEx with its extensive network. HortEx is expected to adapt its schedule to include Thailand in the future.

â??We are pleased to be working with such strong partners so that we can meet the broad needs of farmers in one single venue. The DLG will apply its extensive exhibition expertise, in particular the organization of the 2800-company strong Agritechnica and an even wider network of customers and partners at DLG trade fairs in over 20 countries. By joining forces with the HortEx organizers, we are confident that the new exhibition platform will meet the needs of companies already in the region and those with plans to expand their business into the South East Asian market,â? says Katharina Staske, Managing Director, DLG Asia Pacific.

The DLG Asia Pacific team of experts will exclusively manage the Agritechnica Asia exhibition with support from business partners, regional agricultural organizations, governments and political decision-makers.

The fourth and upcoming edition of Agritechnica Asia, which is expected to attract around 15,000 agricultural professionals, will be held 22-24 May, 2024 at the BITEC exhibition center in Bangkok, Thailand. The edition will be jointly organized by DLG and VNU Exhibition Asia Pacific and will be co-located with Horti Asia. Around 300 exhibitors and companies have already signed up for Agritechnica Asia 2024, including leading players in the agricultural machinery and solutions industry such as AGCO, CNH Industrial, John Deere and India's Mahindra Group.

â??It is a very exciting time for agricultural machinery in Asia, and we look forward to increasing relationships with distributors and farmers from across the region. Agritechnica Asia 2024 is a key part of our strategy to showcase our new tractors and increase our presence in South East Asian Agriculture, says David Alvarez,Far East Business Manager, ACGO Corporation

Located in Bangkok and operating in Thailand and neighboring countries, DLGâ??s subsidiary was set up in 2020 in response to local demand, notably from agricultural ministries, for DLGâ??s core competencies in professional agricultural knowledge platforms. Applying DLGâ??s professional agricultural experience, DLG Asia Pacific organizes agricultural conferences and exhibitions in the region such as the Agrifuture Conference, an event that rotates between countries and explores trends in farming, and the International Rice Congress Trade Fair recently held in the Philippines. Upcoming events include Agri-Food Tech Expo Asia, a trade show presenting the entire offer within the framework of the so-called Controlled Environment Agriculture (CEA) together with â??New Food Productionâ??- solutions like invitro food and generating of alternative proteins, to be held in Singapore, November 2024, as well as the new FutureAg Expo 2024 â??Powered by Agritechnicaâ? exhibition, in Melbourne, Australia, 17-19 April 2024

AgroSpectrum Asia is the media partner to the event.