

## KOAT to set up Korea Pavilion in Growtech Eurasia 2022

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The Korea Agricultural Technology Promotion Agency (KOAT) will organize and operate the Korea Pavilion at the Agricultural Exhibition (Growtech Eurasia 2022) in Antalya, Turkiye.

Growtech Eurasia 2022 is an international agricultural exhibition that connects Europe, Africa, and the Middle East, where 510 companies from 25 countries participate and 125 countries and 50,000 visitors visit.

KOAT emphasized that it will promote Korean agricultural technology on the Eurasian stage and serve as a driving force for participating companies to emerge in the global market.

With the support of KOAT, the Korea Pavilion will be attended by a total of eight leading agricultural equipment companies in Korea, including 5 agricultural materials companies, 2 smart farms companies, and 1 seed company. It is expected that this participation in the Korean Pavilion and marketing activities will serve as priming water for entering the global market in the agricultural sector.

It is the 4th time since 2015 that KOAT has participated in Growtech Eurasia and has achieved more than \$5 million worth of consultation amount.

"The trade circumstances of domestic exporters are difficult due to rising international oil prices, interest rates, and exchange rates, and the opportunity to meet with overseas buyers is very limited," said Ahn Ho-Geun, president of KOAT.