

MAFRA and KOTRA launch 2026 K-Smart Farm Roadshow to expand Korean agtech exports across Asia

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The 2026 programme will showcase Korean smart-farming equipment, environmental controls and crop-management technologies across three key Asian markets



South Korea's Ministry of Agriculture, Food and Rural Affairs (MAFRA) and the Korea Trade-Investment Promotion Agency (KOTRA) have launched the 2026 K-Smart Farm Roadshow, taking Korean agricultural technology companies to Vietnam, Indonesia and China as Seoul looks to deepen commercial links in Asia's expanding smart-farming markets.

The roadshow began in Ho Chi Minh City on September 14 and 15, followed by Jakarta on September 17 and Qingdao and Wuhan in China from September 20 to 22. The annual programme is designed to connect Korean smart-farm companies with overseas buyers and create opportunities for technology exports and business partnerships.

This year's delegation includes companies working across smart-farm equipment, environmental control systems and crop-growth management technologies. Participating companies are demonstrating their solutions to prospective buyers while holding business meetings aimed at identifying commercial opportunities in each market.

The programme also goes beyond buyer meetings. In China, participating companies will visit smart-agriculture facilities to gain first-hand insight into local farming conditions, technology adoption and market requirements. The visits are intended to help Korean companies align their technologies more closely with the operational needs of overseas markets.

For MAFRA and KOTRA, the focus is on converting overseas market engagement into commercial outcomes. The agencies said they will provide continued support to participating companies after the roadshow, including close follow-up on export consultations and efforts to translate business discussions into actual contracts.

The geographic spread of this year's roadshow reflects the diversity of Asia's smart-farming opportunity, spanning Southeast Asian markets such as Vietnam and Indonesia and major Chinese agricultural centres. By combining buyer engagement,

technology demonstrations and on-ground market intelligence, the programme aims to give Korean companies a more direct route into regional agricultural technology markets.

The 2026 roadshow also underscores a broader shift in agricultural technology trade, with smart-farming solutions increasingly moving from demonstration projects towards commercial deployment. For Korean companies, the challenge is not simply to showcase technology overseas, but to adapt equipment, environmental controls and crop-management systems to the production economics and farming conditions of individual markets.