POST SHOW REPORT
AGRITECHNICA ASIA 2018
22-24 AUGUST 2018, BITEC, BANGKOK

Supported by

Co-hosted by

Organized by
EXHIBITORS

Nearly 300 exhibitors from 29 countries presented their machinery and technology at AGRITECHNICA ASIA and Horti ASIA 2018.

DEVELOPMENT OF EXHIBITOR NUMBER

2017

2018

+ 25%

TOP 10 EXHIBITOR COUNTRIES

1. China
2. Germany
3. Thailand
4. Japan
5. India
6. Italy
7. South Korea
8. Finland
9. Turkey
10. Austria

COMPREHENSIVE CONFERENCE PROGRAM

with 138 speakers from 52 organizations and 20 countries

HOW EXHIBITORS ASSESSED AGRITECHNICA ASIA

- Hosted Buyer Program satisfaction: 91%
- Overall assessment: 89%
- Quality of visitors: 82%
- Intention to participate next time: 88%
- Recommendation to colleagues: 87%
- Achievement of goals: 78%

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10,677 trade professionals from 69 countries attended the show during three days, 33% of these were international visitors.

**TOP 10 VISITOR COUNTRIES**

- Thailand 67%
- India 13%
- China 10%
- Malaysia 9%
- Vietnam 8%
- Japan 8%
- Myanmar 7%
- Philippines 7%
- Indonesia 6%
- Rep. of Korea 5%
- Nepal 4%
- Other 33% from abroad

**VISITORS’ MAIN BUSINESS**

- Farmer (crop and animal production) 20%
- Trade / Farmer Organization 14%
- Dealer / Distributor 13%
- Breeder 13%
- Agricultural Government Agency 10%
- Miller / Processor 10%
- Importer / Trader 5%
- Research & Development / Engineering 4%
- Retail Business 4%
- Exporter / Manufacturer 2%
- Others 4%

**PRODUCTS / SERVICES VISITORS ARE INTERESTED IN**

- Plant Protection & Spraying Machine 11%
- Precision Farming: Agriculture 4.0 11%
- Harvesting 11%
- Fertilising 10%
- Soil Preparation 10%
- Irrigation 10%
- Tractor 9%
- Drilling & Sowing 7%
- Systems & Components 7%
- Storage 5%
- Renewable Energy 4%
- Transport 4%

**TOP 10 CROPS OF INTEREST**

1. Rice
2. Fruits / Vegetables
3. Sugarcane
4. Maize / Corn
5. Cassava
6. Napier Grass / Forage
7. Wheat
8. Potato
9. Oil Palm
10. Rubber

**JOB FUNCTION**

- Senior Management 41%
- Sales & Marketing 21%
- Farm, Mill, Plant, Project Manager 11%
- Research & Development / Engineering 11%
- Purchasing Department 5%
- Others 11%

**AGRITECHNICA ASIA FACTS**

- 98% of hosted top buyers intend to visit AGRITECHNICA ASIA 2020
- 86% of the visitors would recommend AGRITECHNICA ASIA to their industry colleagues
- 86% of visitors intend to visit AGRITECHNICA ASIA 2020 (May 7-9, Bangkok)
- 85% of visitors are directly involved in purchasing and procurement decisions
STATEMENTS OF HOSTED BUYERS AND EXHIBITORS

“AGRITECHNICA ASIA is a really great exhibition for people’s business and for what people are doing related to agriculture. It is a very good opportunity for us to extend our knowledge about the most recent agricultural technology and facilities, such as precision agriculture and digital technology. It is a very good networking place for us to see the latest agricultural technology from the top companies that exhibit here. This is the best exhibition where people from many countries come and meet.”

Dr. Myo Aung Kyaw, Vice President, Myanmar Rice Federation

“We are looking for the new technology from worldwide countries. After attending this exhibition, I felt impressed because we met many leading exhibitors which bring the latest technology to showcase here. Now, Mitr Phol Sugar has a new project named ‘Mitr Phol Modern Farm’ and we are looking for the proper agricultural machinery, tractors and implements to buy and use at our farm.”

Mr. Krit Sanpa-Asa, Manager – Sugarcane Technology and Management Department, Mitr Phol Sugar Corp.

“I come to this exhibition because Bangkok is an important hub for the whole ASEAN market. Not only to meet partners from Thailand, but also customers from Vietnam, Cambodia, the Philippines, Indonesia, and Malaysia. That is why AGRITECHNICA ASIA is the international exhibition that is important for us.”

Sebastian Smija, Sales Manager Asia Pacific, Fliegl Agrartechnik GmbH

“This is the second time we’ve attended AGRITECHNICA ASIA. The event provides us with a unique opportunity to bring our distributors and partners together here in Thailand where we take the opportunity to run a series of meetings and conferences. We see this event as a growing opportunity for us.”

James Haarhof, Director of Parts in the Asia Pacific & African Region, AGCO Corporation

“The Asian market has great potential. We are having great results and we are here to grow. AGRITECHNICA ASIA gives us a big opportunity to meet new customers.”

Alessio Riulini, Director, Maschio Gaspardo

WE THANK ALL EXHIBITORS AND VISITORS AND LOOK FORWARD TO WELCOMING YOU IN BANGKOK IN 2020 – FROM THE 14TH TO 16TH OF OCTOBER