

# AGRI TECHNICA<sup>®</sup> ASIA



**PEOPLE. TECHNOLOGY. INNOVATIONS.**  
The trade fair for crop production & smart farming!

**REVIEW AGRITECHNICA ASIA  
25-27 MAY 2022  
BITEC | BANGKOK | THAILAND**

## **BIG CROWDS. BIG SUCCESS**

About 8,500 participants converged at the AGRITECHNICA ASIA 2022 for three days, where the audiences could exchange and update on technical innovations.

Visitors eagerly walked the trade fair to gain inspiration and to meet with more 250 trusted international brands and local companies to discuss their projects. Here is a re-cap of the exciting marketplace these visitors experienced.

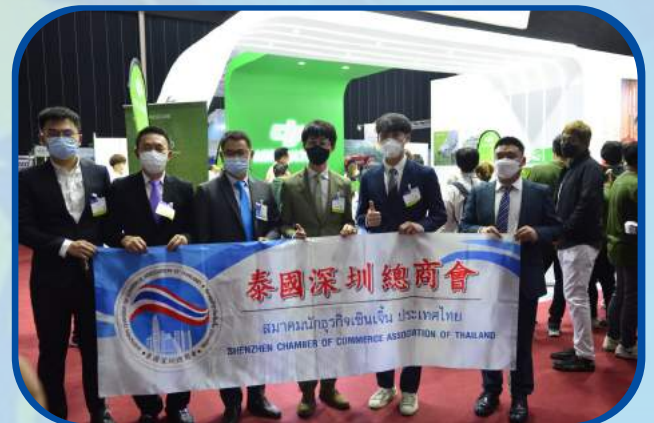
**8,326**

**trade participants**



**59**

**Countries**



**250**

**Brands**



**7,207**

**Seminar attendees listened to 218 speakers  
From 12 countries in 98 accompanying hybrid**



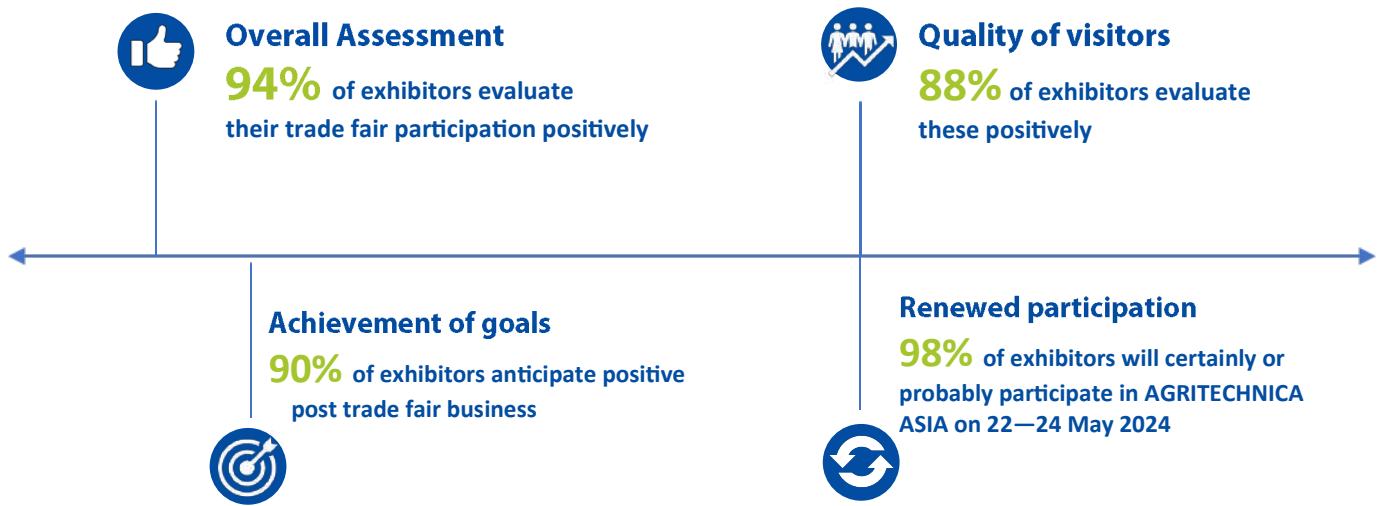
**Over 60% of the exhibition space of 2022  
has already been rebooked for next edition in 2024**

## TOP 10 EXHIBITOR COUNTRIES



Thailand India Germany Italy China Finland Australia Japan South Korea Spain

## EXHIBITOR SATISFACTION



## COUNTRY PAVILION

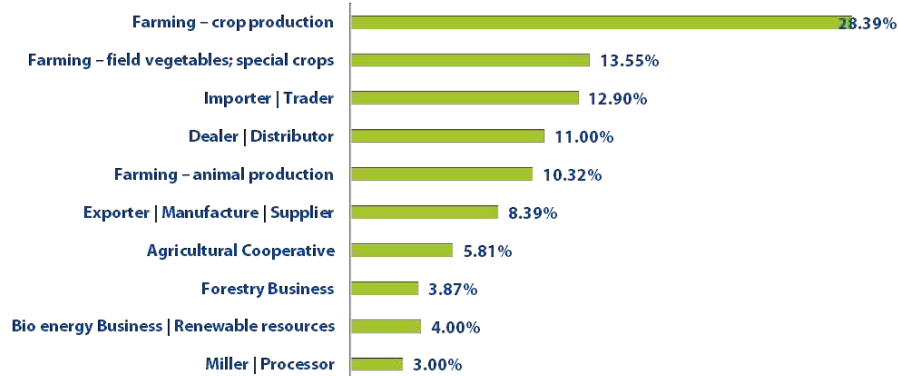


## TOP 10 VISITOR COUNTRIES

1. Thailand
2. India
3. Malaysia
4. Vietnam
5. China
6. Cambodia
7. Singapore
8. Netherland
9. Italy
10. Indonesia



## Top 10 Visitor's business



### Top 10 crops of interest

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

### Top 10 Products and services Visitors are interested in

1. Tractor
2. Soil Preparation
3. Drilling/Sowing
4. Plant Protection/Spray Machines
5. Fertilizing
6. Irrigation
7. Harvesting
8. Transport
9. Storages
10. Renewable energy

**48%**  
Senior  
Management  
Co-owner

Director Board  
member

**35%**  
Division  
Manager

**17%**  
Team  
Leader

**86%** of visitors are involved in  
the purchasing and procurement decision

**82%** of visitors intend to visit the  
next AGRITECHNICA ASIA in May 2024.



## VOICING YOUR OPINIONS



### CLAAS Regional Center South East Asia Ltd.

**"AGRITECHNICA ASIA 2022 brings together the international audiences. We are able to meet people from across different sectors not just only from Thailand but also from other Asian countries, for example Korea and the Philippines. This gives us the opportunity to network and interact with large audiences. This is something that we are very happy about."**

Mr. Anil Menon | Managing Director | CLAAS Regional Center South East Asia Ltd.



### Maschio Gaspardo

**"AGRITECHNICA ASIA has a good location in Bangkok, the very center of Asia Pacific. We have many partners that come from Thailand, Vietnam, Sri Lanka, Japan, Korea and many other countries."**

Mr. Alessio Riulini Chief Sales Officer - Maschio Gaspardo Group | Managing Director - Maschio Gaspardo China & India



### DJI Agriculture ( Thailand)

**"The exhibition this year is very impressive because it is the first international exhibition after the long period of COVID and today we have a lot of audiences here. Of course, DJI will attend AGRITECHNICA ASIA 2024."**

Mr. Donnie Jia, Sales manager | DJI Agriculture (Thailand)



### Cambodia Business Association

**"This is a very great opportunity and interesting event with all the innovative technologies. We are here together with members from 18 Cambodian companies and we found many technologies that we can supply."**

Mr. Sean Sophea | Cambodia Business Association



**WE THANK ALL EXHIBITORS AND VISITORS AND LOOK FORWARD TO WELCOMING YOU IN BANGKOK AGAIN FROM 22 - 24 MAY 2024**

**SUPPORTER**



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International

**DLG International GmbH**  
 Eschborner Landstr. 122  
 60489 Frankfurt/Main, Germany  
 Tel. +49 69 24788-0  
 www.DLG-International.org



**VNU Exhibitions Asia Pacific Co., Ltd.**  
 88 The PARQ, 4<sup>th</sup> FL, Ratchadaphisek Rd., Khlong Toei,  
 Khlong Toei, Bangkok 10110, Thailand  
 Tel. +662 111 6611  
 www.vnuasiapacific.com