

AgTech 国际农业科技展 INTERNATIONAL EXPO 2025

**BE A PART OF TOMORROW'S
AGRICULTURE BREAKTHROUGHS**

**21 - 23
MAY 2025**

Setia City Convention Centre

10 AM - 6 PM

Organiser

AG Exhibition Sdn Bhd
(1476971-M)

Media

农牧世界

Agroworld • Dunia Pertanian

Supported by



FIAM
Fertilizer Industry Association of Malaysia

About us



Founded in 1992, **Agroworld** has established itself as a pioneering agriculture editorial magazine in Malaysia, with over 30 years of dedicated service to the agricultural sector. Throughout its history, **Agroworld** has maintained strong relationships with domestic and international manufacturers, agricultural agents, experts, and growers, becoming a trusted source of information and innovation in the industry.

Recognizing the growing industrial demand from farmers and businesses to showcase new products and technologies, **Agroworld** expanded its mission by launching the **AgTech International Expo**. This event was conceived as a direct response to the needs of the agricultural community, providing a dedicated platform where government sectors, businesses, and farmers could converge to explore the latest advancements and innovations.

The most recent **3rd AgTech International Expo**, held from May 17th to 19th, 2024, received a warm and enthusiastic response, further cementing the expo's status as a pivotal event in the agricultural calendar.

Both **Agroworld** and **AgTech International Expo** remain committed to providing a broad and inclusive platform for interaction, growth, and advancement, ensuring that Malaysian agriculture continues to thrive in the years to come.

Why Exhibit With Us

The Exhibition That Gathers The Most Farmers

We are proud to announce that our expo attracts the largest number of visitors from farm and plantation owners, dealers and business owners in Malaysia. Through our long history of media publishing, we have successfully created the largest agricultural community in Malaysia. With 60,000 readers of our magazines –**Agroworld** (Chinese) and **Agrimag** (Malay)— as well as our Facebook followers, many will be among our visitors. This provides exhibitors with a great opportunity to directly and closely promote their brands and products to farmers and distributors.



农牧世界 Agroworld
Magazine · 104K followers ·
农牧世界 有意补购者欢迎来电问:



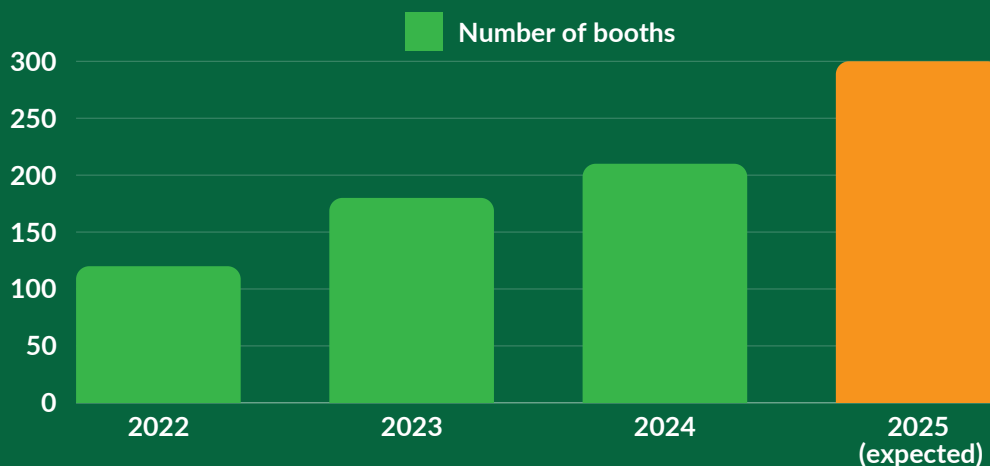
AgTech 国际农业展
Local business · 23K followers



Majalah Agrimag
34K likes · 41K followers

High Exhibitor Return Rate And Continuous Growth

50% of our booths confirmed to return to our expo in 2025 right after the expo 2024 ended and 80-90% of the booths are returning continuously. This proves that our expo can bring an outstanding benefit and result to our exhibitors. Not only the returning exhibitors, we are coming back bigger and better with growing number of booths and newly implemented offers.



Trusted By Government And Association

Our exhibition has been highly trusted and supported by 3 of the largest local organisations and endorsement by several government departments.



Malaysia As A Growing Market For Smart Agriculture

Malaysia's fertile land and favorable climate contribute to the production of key commodities, including paddy fields, palm oil, and high-quality durian. The robust infrastructure and export capabilities further strengthen Malaysia's position in these markets. However, about 70% of the crop supply in Malaysia is imported, creating uncertainty and vulnerability in food security. The Malaysian government prioritizes agriculture to ensure a stable and sufficient food supply by implementing supportive policies and initiatives.

The government also actively supports the digitalization of farming practices and related businesses. By integrating digital tools, it aims to streamline operations, improve crop management, and boost overall productivity for long-term sustainability.



Exhibitor Category

Fertilisers & Nutrition

Crop Protection

Seeds & seedlings

Bio-science & Technology

Irrigation system

Smart farming

Farm building

Agricultural tools & Equipment

Tractors & Agricultural Machinery

Feed, Nutrition & Breeding Health Products

Aquaculture system & Water quality management

Horticulture

Agriculture related services



Visitor Profile

Agents & Distributors
Agri-Business Investors
Agriculture Entrepreneurs
Development Agencies
Distributors of Agriculture Hardware & Tools
Government Bodies & Agencies
Importers, Exporters & Traders
Industry Executives & Corporate Heads
Nurserymen & Growers
Plantation Owners
Professionals & Specialists in Agriculture Industry
Progressive Farmers, Farm Managers
Seed Breeders
Technologist & Technology Providers
Wholesalers & Retailers
Other Industries in Associated with Agriculture

Total No. of Visitors in 2024 : **13,000**

(both local & International)



Seminars

3 Days Non Stop Seminars

Our Non-Stop 90 seminars invite professionals from various fields to cover innovative methods, the latest technology in agriculture, and ways to improve agricultural productivity. Due to the overwhelming response in previous years, we will be holding Non-Stop 90 Seminars continuously for 3 days.

Nuturing Minds
Cultivating Tomorrow



3 IN 1 EXPO

In addition to **AgTech International Expo**, **Seed Asia Expo** and **Aquasia Expo** will also be running simultaneously.

Seed Asia Expo is an international exhibition focused on the seed industry. It brings together professionals, researchers, and businesses involved in seed production, breeding, and technology. The expo serves as a platform for showcasing the latest advancements in seed technology, genetic research, and agricultural innovation. Participants include seed companies, biotechnology firms, agricultural researchers, policymakers, and farmers.

Aquasia Expo is an international exhibition dedicated to the aquaculture and fisheries industry. It provides a comprehensive platform for professionals involved in aquaculture, fish farming, and related industries to exchange knowledge, showcase products, and explore business opportunities. The expo covers a wide range of topics, including sustainable aquaculture practices, aquatic health, fisheries management, and seafood processing.

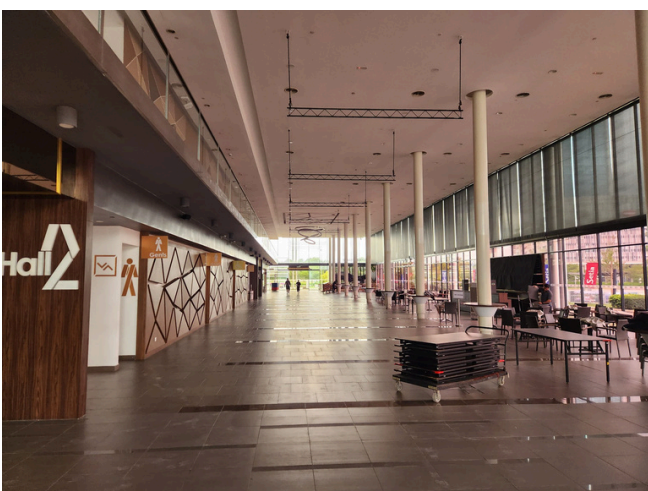
By hosting these expos together, attendees can benefit from a broader spectrum of knowledge and networking opportunities, fostering collaboration and innovation across the agricultural and aquaculture industries. This consolidated event is likely to attract a diverse audience interested in the intersection of agtech, seed technology, and aquaculture.



Location

Setia City Convention Centre is strategically located in the suburb of Setia Alam, away from the hustle and bustle of the city yet close to comprehensive facilities such as a shopping mall and accommodation.

The hall is 5,772 sqm in size and was designed to be flexible, functional and facilitate free-flowing traffic to cater to any MICE events.



Seamless and Effective Preparation

Get Advice For a Booth Design

Feel free to reach out to us to know how to set up the booth more effectively in order to get more leads.

Track the Visitor Records

Scan the QR code to easily access visitor information and stay connected with them after the expo to build lasting relationships.

Have a Meeting at the Meeting Lounge

There is a meeting lounge to have a discussion with your prospective clients

Marketing Support

- Expo Booklet
- Facebook post
- Email newsletter
- Website listing
- Individual page listing on the website
- Opportunity on Agtech ecommerce (T&C applied)
- Advertisement package (chargeable)
- Networking opportunities



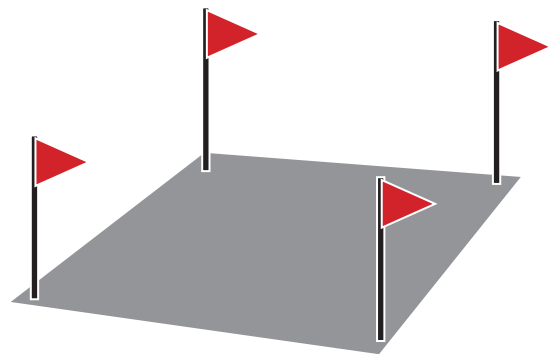
Booth Package

SHELL SCHEME (min 9 sq.m)



- 1 No. 13 Amp / 230 V - Power Point
- Needle Punch Carpet Flooring
- Aluminium System
- White Laminated Plywood Panel
- 2 Nos. Fluorescent Tubes
- 2 Nos. Upright Chairs
- 1 No. Information Counter
- Fascia Board with Company's Name & Booth Number
- Waste Paper Basket

RAW SPACE (min 18 sq.m)



- Raw space is without any fittings and the exhibitor will be responsible their own design, construction and furnishings

E-Commerce Service

Looking for a channel
to reach out to more farmers?

Join Our Platform!

COMING
SOON

Your Neighbourhood
Farmer

<http://neighbourhoodfarmer.my>



- Soil, Fertilizers & Composts
- Seeds
- Sprayers & Irrigation
- Gardening tools & Support Systems
- Pots & Planters
- Garden Decorations
- Green House

Contact us for more info!

<https://agtechexpo.my/en>

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INTERNATIONAL EXPO 2025



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