

AgTech 国际农业展

INTERNATIONAL EXPO 2024



**AGRICULTURE
EDUCATION INNOVATES
THE FUTURE OF FARMING**

农业教育 创新未来



**17-19
MAY 2024**

IDCC, Shah Alam 10am - 6pm

ORGANISER 主办单位 **AG Exhibition Sdn Bhd**

ENDORSED BY 受认证



SUPPORTED BY
支持单位

MEDIA 主要媒体

农牧世界
Agroworld • Dunia Pertanian

STRATEGIC PARTNER
战略合作伙伴



FIAM
Fertiliser Industry Association of Malaysia

ABOUT US 关于展会

AgTech International Expo will be held again at the Ideal Convention Center (IDCC), Shah Alam in Selangor from May 17 to 19, 2024.

As a pioneer in agriculture editorial magazine in Malaysia named "Agroworld". With a history of more than 30 years, since its inception in 1992, "Agroworld" has maintained close relationships with domestic and foreign manufacturers, agricultural agents, agricultural experts and growers.

From May 5th to 7st, 2023, the "2nd AgTech International Expo" was held and received a warm response.

In response to the conditions of the general environment, the theme of this year's exhibition will focus on improving the quality of crops through intelligent production and management, thereby maximizing returns.

Whether it is "Agroworld" or "AgTech International Expo", both provide a broad exchange platform, a platform for government sector, business and farmers to interact and grow together, and go to the forefront of Malaysian agriculture together!

AgTech国际农业展 (AgTech International Expo) 将于2024年5月17日至19日在雪兰莪IDCC会展中心再度引爆。

作为本地具有30逾年历史的《农牧世界》，从1992创刊至今，《农牧世界》一直与国内外厂家、各地农用代理商、农业专家和种植人维持密切关系。

于2023年5月5日至7日主办“第2届AgTech国际农业展”并获得热烈回响。

因应大环境的条件使然，今年展会主题的焦点将集注在透过智慧型的生产及管理，增进作物的质量，进而将回酬最大化。

无论是《农牧世界》，又或是“农牧世界国际农业展”都提供了广阔交流平台，让政、商以及农友互动、共同成长的平台，一起走向大马农业最前线！



WHY JOIN US? 为何加入我们?

Malaysia's largest and multi-faceted communication platform

Last year's "AgTech International Expo 2023" was deeply supported and trusted by local and foreign guests and readers, and became an educational, technical and highly interactive platform.

Government and Association Support

"AgTech International Expo 2022" has been supported by 3 of the largest local organizations: The Federation of Malaysia Fruit Farmers Association (FMFFA), Malaysia Aquaculture Development Association (MADA), Persekutuan Persatuan-Persatuan Pekebun-Pekebun Sayur-Sayuran Malaysia (PPSM) and several government departments and new with their continuous support for 2024.

The exhibition that gathers the most farmers

Supported by Malaysia's best-selling agricultural magazine "Agroworld", "AgTech International Expo 2023" has called for nearly 12,000 farmers to come to the exhibition. It was a huge success.

Efficient brand strategy

The crowd of nearly 12,000 farmers has made the "AgTech International Expo 2023" the best platform for exhibitors to directly and closely promote the company's brands and products with farmers and distributors, and to increase exposure.

大马最大、多方位交流平台

于去年“2023 AgTech国际农业展”深受本地及国外来宾及读者支持与信赖，并成为具有教育性、技术性以及高互动性的平台。

政府与公会支持

“2022农牧世界国际农业展”获得3所本地最具规模的的组织：马来西亚果农总会（FMFFA）、马来西亚水产商公会（MADA）、马来西亚菜农总会（PPSM）以及数个政府部门支持，直到2024年也持续支持。

集结最多农友的展会

获得大马最畅销农业杂志《农牧世界》作为后盾，“2023 AgTech国际农业展”就号召近12,000名农友莅临展会。

高效的品牌策略

近12,000名的农友蜂拥的人潮让“2023 AgTech国际农业展”让参展商直接、更近距离与农友及经销商等推广公司品牌及产品等，成为提高曝光率的最佳平台。



WHAT YOU CAN DO? 你能做什么？

Brand Awareness
Promote new products
Education & Provide Solutions
Direct Conversation With Dealers And Farmers

公司品牌
推广新产品
教育和提供解决方案
直接与经销商、农友对话

EXHIBITOR CATEGORIES 参展商类别

Fertilizers & 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
Agriculture related services

肥料及营养
植物保护
种子和秧苗
生物科学及技术
灌溉系统
智能农场经营
农场建设
农用五金及设备
拖拉机及农用机械
饲料、营养及养殖保健品
养殖系统及水质管理
农业相关服务



VISITOR CATEGORIES

来宾类别

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

代理商和经销商
农业投资者
农业企业家
农业发展机构
农用工具五金代理
政府部门和机构
进出口商和贸易商
行业主管和负责人
园艺师和种植者
园丘园主
农业专家
农友、农场经理
种苗培育员
技术专员和技术提供者
批发商和零售商
农业相关行业

Total No. of Visitors in 2023 : **12,000**
参展者总人数：



NON-STOP

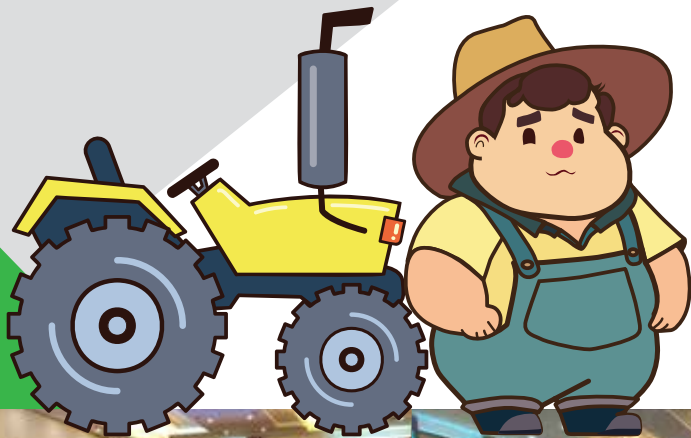
90 Seminars 农业讲座会

Due to the overwhelming response of the Non-Stop 90 Seminars in 2023, from 17th to 19th May 2024, we will once again challenge new difficulties and hold **Non-Stop 90 Seminars** for 3 days continuously. Topic will cover innovative ways, latest technology in agriculture and improve agricultural productivity.

2023年5月5日至7日90场农业讲座，场场爆满，座无虚席，农友站着也要与各领域专家近距离交流分享，并创下马来西亚纪录！

2024年5月17日至19日，我们再次挑战新难度，3天不间断**90场农业讲座会**，除了普及最新技术及提高参展商曝光机会以及与各业者、农友近距离交流！

**Nuturing Minds
Cultivating Tomorrow**



3 IN 1 EXPO 展会三合一

Besides **AgTech International Expo**, **Seed Asia Expo** and **Aquasia Expo** will be running together at the same time.

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.

除了**AgTech国际农业展** (AgTech International Expo), **Seed Asia Expo** (亚洲种子博览会) 及 **Aquasia Expo** (亚洲水产养殖博览会) 将会同时进行。

Seed Asia Expo是一场专注于种业的国际展览会。它汇聚了从事种子生产、育种和技术的专业人士、研究人员和企业。该博览会是展示种子技术、基因研究和农业创新最新进展的平台。参与者包括种子公司、生物技术公司、农业研究人员、政策制定者和农民。

Aquasia Expo是一场专注于水产养殖和渔业的国际展览会。它为从事水产养殖、渔业和相关行业的专业人士提供了一个全面的平台，交流知识、展示产品并探讨业务机会。该博览会涵盖了可持续水产养殖实践、水产健康、渔业管理和海鲜加工等广泛主题。

通过同时举办这些博览会，参与者可以从更广泛的知识网络机会中受益，促进农业和水产业的合作和创新。这一综合性的活动很可能吸引对农业技术、种子技术和水产业交叉点感兴趣的多元化观众。

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亚洲种子博览会

seed asia
expo



亚洲水产养殖博览会

AQUASIA
expo



LOCATION 展会地点

IDCC Convention Hall Shah Alam is located at 7 floor, Jalan Pahat L 15/L, Section 15, 40200 Shah Alam, Selangor. A structurally designed and built Commercial Centre spread over a podium of 500 meters in length for eight-storey building, comprising a five floors of parking bays for 2500 cars, a huge Convention Centre Hall at the 7th floor; and next to the convention hall a block of 15 storey 198-room 3 star hotel (Pegasus Hotel), IDCC Convention Centre Hall is the largest Convention Centre in Shah Alam Selangor, a hall with no partitions, measures 126,000 sq. ft.

莎阿南 IDCC 会展中心位于 7 楼, Jalan Pahat L 15/L, Section 15, 40200 Shah Alam, Selangor。一座结构化设计建成的商业中心, 分布在一个长500米的裙楼上, 为八层建筑, 包括五层可容纳2500辆汽车的停车场, 七楼是一个巨大的会展中心大厅; 展厅隔壁是一座15层楼高、拥有198间客房的三星级酒店 (Pegasus Hotel), IDCC会展中心厅是莎阿南雪兰莪州最大的会展中心, 一个没有间隔的大厅, 面积达126,000平方尺。

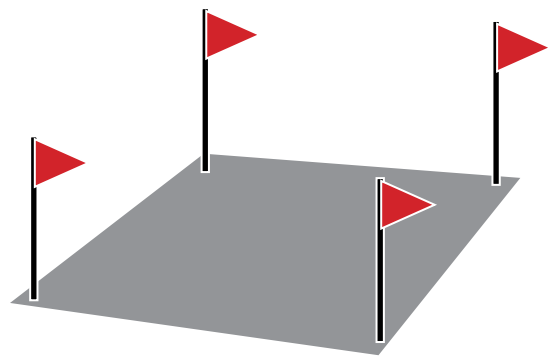


SHELL SCHEME (min 9 sq.m)



- 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