

THE INT'L EXHIBITION ON  
MACHINERIES, EQUIPMENT  
& TECHNOLOGY  
FOR AGRICULTURE

**POST  
SHOW  
REPORT  
2024**

**13-15 November**

SECC 799 NGUYEN VAN LINH, DIST.7, HCMC,VIETNAM

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ORGANIZERS





# THE INT'L EXHIBITION ON MACHINERIES EQUIPMENT & TECHNOLOGY FOR AGRICULTURE

The exhibits of Vietnam Growtech covers the whole process of agricultural production, including tilling, seeding, seedling, transplanting, fertilizing, plant protecting, harvesting, after-harvest processing, transporting, irrigating, foraging, powering, as well as spare parts and components. Machinery for economical crops including vegetables and orchards, those for hills and mountainous areas, whole-process mechanization solutions and intelligent agricultural machinery, drone are highlighted. It gathers professional buyers for networking, trading, and creating new business contracts.



SATISFACTORY LEVEL OF EXHIBITORS



95%

RECOMMEND THE GROWTECH VIETNAM 2025 TO A FRIEND OR COLLEAGUE

89%

SATISFACTION AT GROWTECH VIETNAM 2024

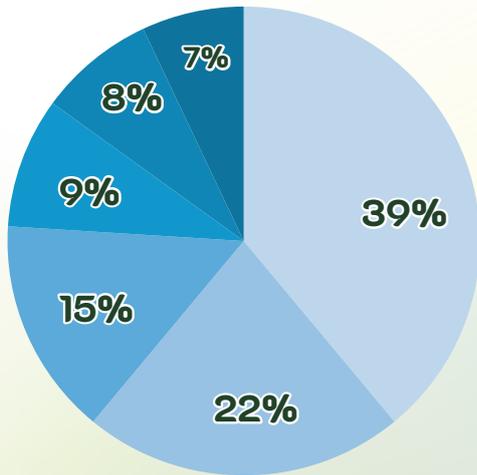
# MAIN EXHIBITOR PROFILES

Drilling and sowing	Engines, motors and components	Drivetrain technology and components	Equipment for district heating	Farmyard supplies and grassland care		
Forest Fruit, vegetables and other special crops	Harvesting	Systems	Harvest conditioning, conveying, preservation and storage	Hydraulics and components		
Drainage	Farm inputs	Fertilizing	Indoor Farming - Vertical Farming and other New Food	Smart Agriculture (IoT, Drone)	Irrigation	Plant protection
Renewable energy	Solid biofuels	Soil working and seed-bed preparation	Vehicle cabs and components, mounting systems	Spare and replacement parts		
Tractors	Tanks	Systems	Vehicle cabs and components, mounting systems			

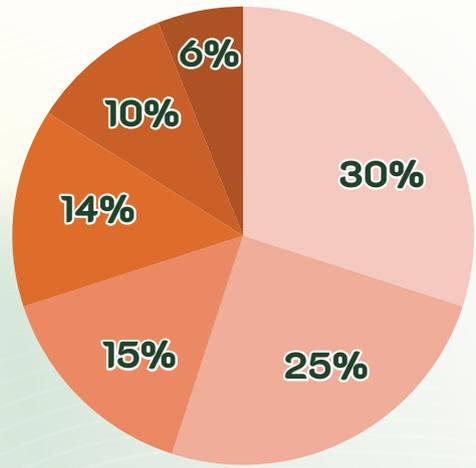
# VISITOR PROFILES

	ASSOCIATIONS/ INSTITUTIONS/ GOVERNMENT 5%		TRADER, IMPORTERS AND EXPORTERS OF FERTILLIZERS 15%		
	ENGINEERS/ TECHNICIANS/ CONSULTANTS 7%		PROFESSORS/ SCIENTISTS/ RESEARCHERS/ AGRONOMISTS 8%		WHOLESALEERS/ DISTRIBUTORS/ DEALERS 9%
	PRODUCERS/ PROCESSORS (AGRO) FOOD INDUSTRY 10%		FARMERS/ FARM CONTRACTORS 11%		PROFESSIONAL GROWERS OF FRUITS AND VEGETABLES 11%
	TRANSPORTS/ LOGISTICS 3%		OTHERS 2%		PRESS AND MEDIA 5%

## VISITING PURPOSE



## INDUSTRY OF INTEREST



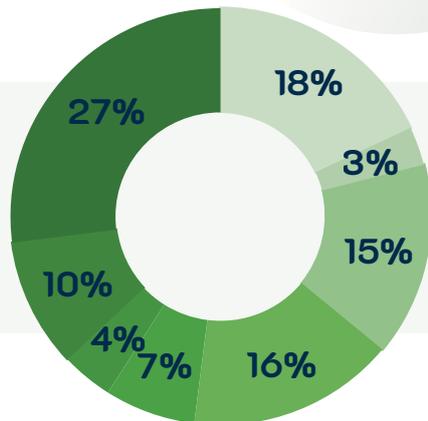
- Purchase new brands
- Secure new customers
- Review on possible participation
- Participation on concurrent event
- Identify industry brand
- Visit current customers

- Aquaculture, Agricultural Products
- Seeds and Soil Nutrition, Fertilizers, Pesticides
- Framing & Grading Equipment, Tools and Machinery
- Technology Products Post-Harvest Service
- Animal Husbandry
- Post-Harvest Processing, Preservation & Storage

## B2B BUYER AND VISITOR GEOGRAPHICAL BREAKDOWN

39% International  
61% Vietnam

## B2B BUYERS NATURE OF BUSINESS



- Agricultural Cooperatives
- Fisher-Aquaculture
- Traders, Distributors, Importers
- Farmer-Crop Production
- Farmer-Livestock Production-Animal Husbandry
- Producers / Processors Food Industry
- Processor Agricultural Product
- Distributors & Importers Farming & Gardening Equipment, Tools and Machinery

## VISITORS' SATISFACTION

VISITORS ACHIEVED FINDING NEW SUPPLIERS

89%

VISITORS WERE SATISFIED WITH NETWORKING OPPORTUNITIES

86%

VISITORS WERE SATISFIED WITH EXHIBITOR QUALITY AND SERVICE FROM THE ORGANIZER

92%

VISITORS ARE NEW CUSTOMERS

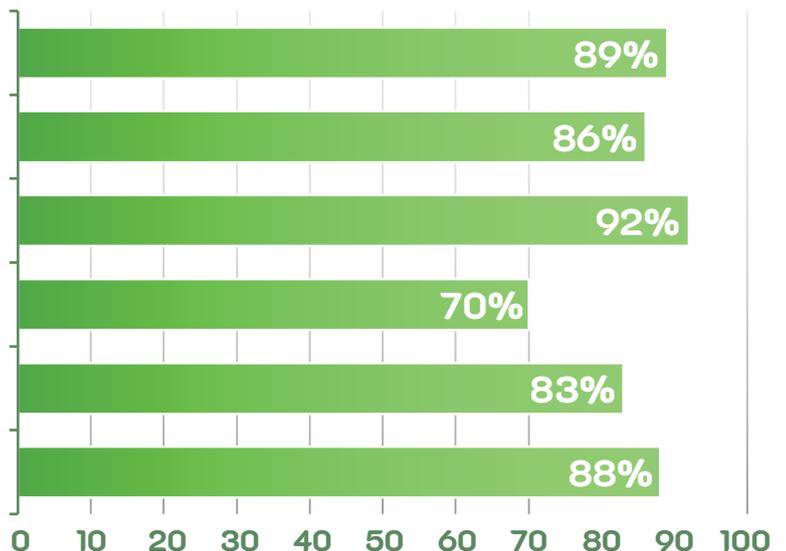
70%

VISITORS WERE SATISFIED WITH THE OVERALL EXHIBITION

83%

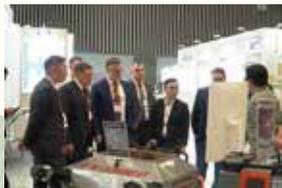
VISITORS WOULD BE LIKELY TO RETURN TO GROW TECH VIETNAM 2025

88%



# VISITORS

## FROM MANY PROVINCES & NEIGHBORING COUNTRY



# MARKETING ACTIVITIES

### COMMUNICATION & PROMOTION CAMPAIGN:

The event was covered by the media, with about 70 media (including print and online advertising) before, during and after the event. OFFLINE, NEWS AND ADVERTISING BEFORE, DURING AND AFTER EXHIBITION

### MEDIA CHANNELS:

All of the exhibition's official media pages

### ARTICLES, REPORTS ON ONLINE NEWSPAPER:

150 local news & 22 International news

### ADVERTISEMENT VIDEO, CLIP ON TV:

15 video/clip

### ADS ON WEBSITE, FANPAGE, CAMPAIGN:

Over 12,000 interaction

### EMAIL CAMPAIGN:

Send 40 Exhibitor Promotion to 15,000+ data and send 45 Visitor Promotion to 160,000+ data

### GROUP DELEGATION PROGRAM:

80 group delegations

### STREET BANNERS:

With more than 1,000 banners on 11 high-traffic street

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***SEE YOU NEXT YEAR!***

**IN HO CHI MINH CITY**

**Date: 08-10 October 2025**

**Venue: Saigon Exhibition & Convention Center | SECC**

**IN HA NOI**

**Date: 10-12 December 2025**

**Venue: Hanoi International Exhibition Center | ICE**

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