

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

www.growtech.vn

growtech@growtech.vn

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.

FACTS & FIGURES IN 2024



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%

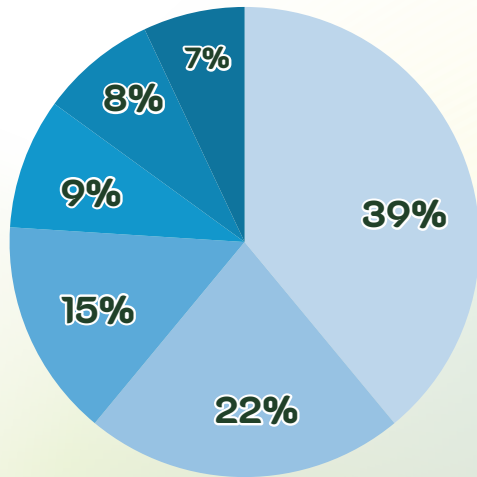


OTHERS
2%

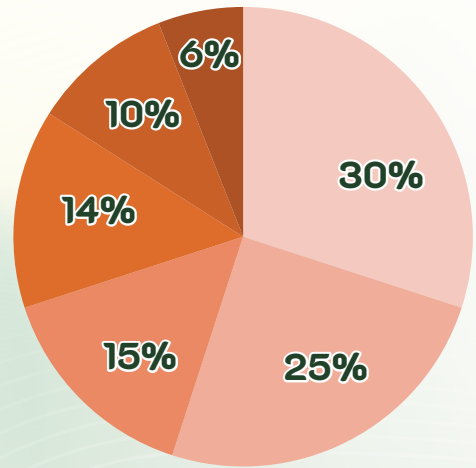


PRESS AND
MEDIA
5%

VISITING PURPOSE



INDUSTRY OF INTEREST



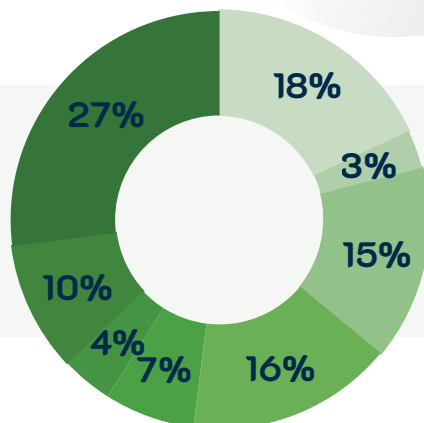
- Purchase new brands
- Secure new customers
- Review on possible participation
- Participation on concurrent event
- Identify industry brand
- Visit current customers

- 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

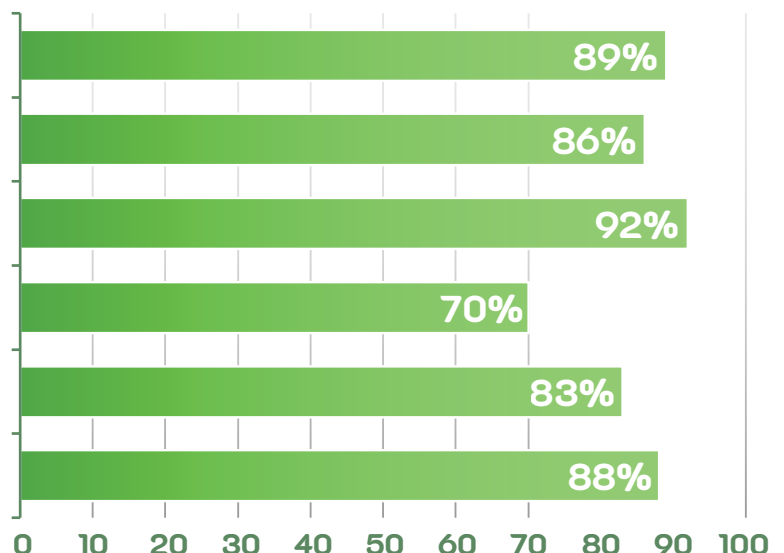
VISITORS WERE SATISFIED WITH NETWORKING OPPORTUNITIES

VISITORS WERE SATISFIED WITH EXHIBITOR QUALITY AND SERVICE FROM THE ORGANIZER

VISITORS ARE NEW CUSTOMERS

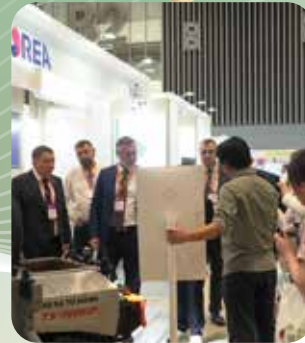
VISITORS WERE SATISFIED WITH THE OVERALL EXHIBITION

VISITORS WOULD BE LIKELY TO RETURN TO GROW TECH VIETNAM 2025



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

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

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

ORGANIZERS

