

# AGRI<sup>®</sup>

## MALAYSIA AGMY

MALAYSIA INTERNATIONAL  
**AGRICULTURE**  
TECHNOLOGY EXHIBITION

马来西亚国际农业科技展

**11 ▶ 13** **SEPT** 2025  
10AM – 6PM

 **MITEC**  
KUALA LUMPUR



# POST SHOW REPORT

## 展后报告

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## AGRI MALAYSIA 2025: THE POWERHOUSE OF ASEAN AGRICULTURE INDUSTRY

### 引领东盟农业的核心动力

Malaysia is spearheading efforts in setting the direction and standards for agriculture, plantation and commodities industry, working hand in hand with regional partners toward shared growth and sustainability. This was clearly demonstrated at Agri Malaysia 2025, held from 11 to 13 September 2025 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

Now in its 8th edition, Agri Malaysia reaffirmed its position as the most influential B2B agriculture technology exhibition in Malaysia and across ASEAN, commanding national and international attention for its scale, quality, and impact. The exhibition hosted 407 participating companies across 619 exhibiting booths, with international representation from Belgium, China, France, Lithuania, Malaysia, Poland, Saudi Arabia, Singapore, South Korea, Taiwan, Turkey, and Vietnam. Agri Malaysia also attracted an impressive 13,726 farmers, growers, planters, and industry professionals representing 40 countries and regions. For the first time, the Ministry of Plantation and Commodities (MPIC) together with the Ministry of Agriculture and Food Security (MAFS) stand side by side in support of Agri Malaysia 2025. This participation underscores our Government's confidence in Agri Malaysia as a key driver in

elevating the nation's agriculture, plantation, and commodities industry paving the way for an even bigger and better event in the years ahead.

马来西亚正迈步引领农业、种植业与大宗商品领域的发展新方向，积极推动标准制定与产业升级。这一愿景在 2025 年 9 月 11 日至 13 日于马来西亚国际贸易展览中心 (MITEC) 举办的 2025 马来西亚国际农业科技展 (Agri Malaysia 2025) 中得到了充分展现。

迈入第八届的马来西亚国际农业科技展 (Agri Malaysia)，再次巩固其作为马来西亚至东盟地区最具影响力的 B2B 农业商贸展览会的地位。凭借其展会规模、品质与影响力，展会持续获得国内外业界的高度关注与认可。本届展会共有 407 家参展企业，设有 619 个展位，国际参展阵容涵盖比利时、中国、法国、立陶宛、马来西亚、波兰、沙特阿拉伯、新加坡、韩国、台湾、土耳其与越南等国家与地区。同时，展会共吸引了来自 40 个国家与地区的 13,726 名农民、种植者、园主及业界专业人士，盛况空前。

值得一提的是，马来西亚种植与原产业部 (MPIC) 携手农业及粮食安全部 (MAFS) 共同支持 2025 马来西亚国际农业科技展 (Agri Malaysia 2025)。此举充分体现了政府对展会的高度信任，认可其作为推动国家农业、种植业与原产业发展的重要地位——为未来更大规模、更具影响力的展会奠定了发展方向。



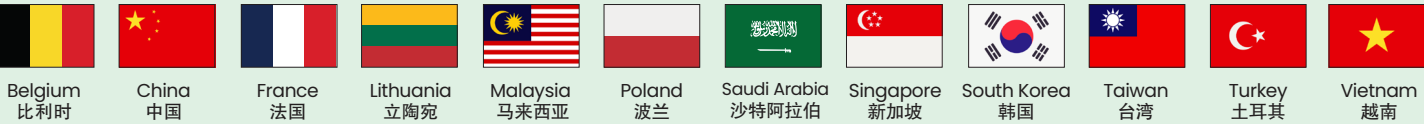
EXHIBITOR ANALYSIS  
参展商分析



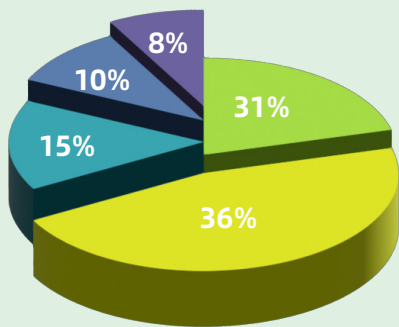
Exhibitor Profile Breakdown  
参展商类别分布

Fertilizer 肥料	33%
Smart Farming 智能耕作	11.7%
Pesticide 农药	11%
Agricultural Machinery 农业机械	10.8%
Irrigation 灌溉	10.4%
Agricultural Hardware 农业五金	8.2%
Seed & Seedling 种子与种苗	4.3%
Farm Construction 农场建设	2.9%
Packaging Technology 包装技术	2.7%
Cold Chain Technology 冷链技术	2%
Sustainable Agriculture 可持续性农业	2%
Agricultural & Related Services 农业相关服务	1%

Exhibiting Countries and Regions  
参展国家与地区

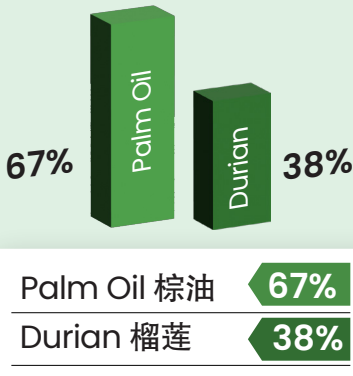






Key Visitor Profile  
主要观众群体

Fruits 水果	36%
Plantation & Commodities 种植及原产业	31%
Lowland Crops 低地作物	15%
Highland Crops 高原作物	10%
Others 其他	8%



Plantation Owner 78% 种植园主

Nature of Business  
主要业务领域

Agribusiness Management 农业经营管理	24%
Manufacturer / Distributor / Exporter / Importer / Trader 制造商/分销商/出口商/进口商/贸易商	13%
Farm Management 农场管理	12%
Agricultural Inputs 农业投入品	8%
Agroforestry 农林业	5%
Agricultural Association 农业协会	5%
Agriculture Machinery Service Provider 农业机械服务提供商	4%
University/Institution 大学 / 学术机构	3%
Research & Development / Engineering 研发 / 工程	3%
Logistics & Transportation 物流与运输	2%
Agricultural Government Officials 农业政府部门	2%
Vertical Farming 垂直农业	2%
Crop Protection 作物保护	2%
Packaging & Labelling 包装与标签	2%
Plant Breeder / Seed & Biotechnology 植物育种/种子与生物技术	1%

Primary Job Function  
主要工作

Business Owner / Director 业主 / 董事	31%
Farm Owner / Plantation Owner 农场 / 种植园业主	22%
Sales & Marketing 销售与市场营销	17%
Procurement / Purchasing 采购 / 购买	12%
Agronomist / Agricultural Officer 农艺师 / 农业官员	6%
Researcher / Academician 研究人员 / 学术界	5%
Government / Authority Representative 政府 / 相关机构代表	2%
Investor 投资者	2%
Student 学生	2%

Remarks : The total response is cumulative and may include multiple answers.  
备注：数据总回应是累积性的，可能包含多个答案。





Main Purpose of Attending  
参观目的

To Look for New Products / Technologies / Services / Solutions 寻找新产品 / 技术 / 服务 / 解决方案	28%
To Look for New/ Existing Suppliers 寻找新的 / 现有供应商	23%
To Obtain Market Information 获取市场信息	23%
To Purchase/ Recommend Purchase of Products / Services 购买 / 推荐购买产品 / 服务	16%
To Attend Onsite Seminar 参加现场研讨会	4%
To Evaluate Show for Future Participation 评估展会以备将来参与	3%
To Establish New Distribution Channels / Agents 建立新的分销渠道 / 代理商	3%



Main Interest on Product, Technologies & Services of:  
主要对以下产品、科技和服务感兴趣:

Fertilizer 肥料	54%
Pesticide 农药	36%
Smart Farming 智能耕作	33%
Seed & Seedling 种子与种苗	28%
Agricultural Machinery 农业机械	27%
Sustainable Agriculture 可持续性农业	24%
Irrigation 灌溉	22%
Agricultural Hardware 农业五金	21%
Farm Construction 农场建设	17%
Packaging Technology 包装技术	16%
Cold Chain Technology 冷链技术	12%
Agricultural & Related Services 农业相关服务	5%

Participating Countries & Regions  
参与国家与地区

 Australia 澳洲	 Belgium 比利时	 Brazil 巴西	 Brunei 汶莱	 Canada 加拿大	 Cambodia 柬埔寨	 China 中国	 Egypt 埃及	 France 法国	 Hong Kong 香港
 Hungary 匈牙利	 India 印度	 Indonesia 印尼	 Italy 意大利	 Japan 日本	 Kuwait 科威特	 Laos 老挝	 Libya 利比亚	 Malaysia 马来西亚	 Maldives 马尔代夫
 Netherlands 荷兰	 New Zealand 新西兰	 Nigeria 尼日利亚	 Pakistan 巴基斯坦	 Philippines 菲律宾	 Portugal 葡萄牙	 Russia 俄罗斯	 Saudi Arabia 沙特阿拉伯	 Singapore 新加坡	 South Korea 韩国
 Spain 西班牙	 Sri Lanka 斯里兰卡	 Switzerland 瑞士	 Taiwan 台湾	 Thailand 泰国	 Turkey 土耳其	 United Arab Emirates 阿联酋	 United Kingdom 英国	 United States 美国	 Vietnam 越南

Remarks : The total response is cumulative and may include multiple answers.  
备注: 数据总回应是累积性的, 可能包含多个答案.



## A DEFINING OPENING: MARKING A NEW CHAPTER FOR AGRI MALAYSIA

### 崭新启程：开启马来西亚国际农业科技展(Agri Malaysia)新篇章

The grand opening of Agri Malaysia 2025 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur, was a milestone moment for Malaysia's agriculture, plantation, and commodities sectors. This year's edition not only celebrated the exhibition's expansion to a world-class venue but reaffirmed its position as the nation's leading plantation solutions platform, bridging innovation, sustainability, and technology under one roof.

The ceremony was officiated by YB Datuk Chan Foong Hin, Deputy Minister of Plantation and Commodities, whose address captivated attendees with a forward-looking vision for Malaysia's agriculture, plantation and commodities industry transformation.

This year's ceremony was elevated by the attendance of esteemed guests YBrs Dr Sharifah Adlina binti Syed Abdullah, Deputy Secretary-General (Strategic Planning and Management), Ministry of Plantation and Commodities; Mr Koh Lai Ann, President of the Federation of Malaysia Fruit Farmers Association (FMFFA); Mr Lim Ser Kwee, President of the Federation of Vegetable Farmers Associations of Malaysia (PPSM); Mr Wang Tianyu, Chairman of the International Union of Agricultural Conventions and Exhibitions (IUAE); and Mr Lin Jui-Feng, Chairman of the Taiwan Agricultural Machinery Manufacturers Association.

"This exhibition is not only the largest of its kind in Malaysia but also one of the largest in Southeast Asia. I am truly happy to see how this event grows. From its earlier venue to today's professional and bigger stage, this

transformation reflects Agri Malaysia's commitment to bring this exhibition to a higher standard. I am also excited and pleased to see so many Malaysian brands standing proudly alongside international names."

2025马来西亚国际农业科技展 (Agri Malaysia 2025) 于马来西亚国际贸易展览中心 (MITEC) 隆重登场, 象征着马来西亚农业、种植业及大宗商品领域迈入全新里程碑。本届展会不仅开启了迈向世界级舞台的新篇章, 也进一步巩固其作为全国领先的种植业解决方案平台地位, 将创新、可持续发展与科技力量汇聚于同一舞台。

开幕仪式由马来西亚种植与原产业部副部长YB拿督陈泓缜主持。他在致辞中以前瞻性的视野, 阐述了马来西亚农业、种植业及大宗商品产业转型的愿景, 令现场嘉宾深受启发。

此外, 开幕仪式也因多位尊贵嘉宾的出席而倍添光彩, 包括种植与原产业部副秘书长 (战略规划与管理) YBrs沙丽法·阿德莉娜博士, 马来西亚果农总会 (FMFFA) 会长许来安先生, 马来西亚菜农总会 (PPSM) 会长林仕伟先生, 国际农业会展联盟 (IUAE) 主席王天玉先生, 以及台湾农机工业同业公会理事长林瑞峰先生。

"这场展会不仅是马来西亚规模最大的农业展之一, 同时也是东南亚地区数一数二的大型展览。

我由衷地感到高兴, 见证了这个活动的成长——从初的举办场地, 到如今更专业、更宏大的舞台, 这样的转变充分体现了马来西亚国际农业科技展 (Agri Malaysia) 致力于将展览提升至更高水准的决心。我也感到非常欣喜和自豪, 看到这么多马来西亚品牌能与国际知名品牌并肩展示, 实在令人鼓舞。"



## AGRITALK 农业讲座会

# AGRITALK

The AGRITALK series concluded on a high note after three days of insightful and engaging sessions that enriched participants with knowledge across multiple agricultural disciplines, from Smart Agriculture, Palm Oil, and Durian Farming to Crop Protection, Pest Management, and more. Featuring over 60 sessions led by esteemed speakers and industry experts from Vietnam, Thailand, Malaysia, and local agricultural influencers, the program served as a dynamic knowledge-sharing hub for farmers, researchers, and agribusiness professionals alike.

为期三天的农业讲座会系列的研讨会和讲座圆满落幕，在一连串充实而精彩的交流中，为观众带来了涵盖多项农业领域的深度知识与实用见解。主题内容横跨智能农业、棕榈油、榴莲种植、作物防护、虫害管理等多个专题。本次系列共举办超过60场主题分享，由来自越南、泰国、马来西亚的知名讲者及行业专家，以及本地农业领域的意见领袖共同主持，成为农民、研究人员与农业企业专业人士之间充满活力的知识交流平台。



## AGRIDEMO 农业演示

# AGRIDEMO

The AGRIDEMO showcase presented captivating live demonstrations of advanced agricultural machinery and equipment. Designed for plantation owners, growers, and farmers, featuring leading companies that offered visitors a firsthand look at innovative machinery and technologies that drive productivity, efficiency, and reliability across Malaysia's agriculture and plantation sectors.

农业演示以多场精彩的现场演示，充分展示了先进的农业机械与设备。该专区特别为种植园主、种植者及农民而设，汇聚了多家行业领先企业。参观者能够近距离体验创新机械与前沿科技的精彩演示，深入了解这些技术如何助力马来西亚农业与种植业提升生产力、优化作业效率，并增强整体可靠性。





## AGRISMART 智能农业专区

## AGRISMART

The Smart Farming Zone (AgriSmart) continued to attract strong interest at Agri Malaysia 2025, solidifying its role as a vital hub for agricultural digital transformation. This dynamic feature allowed planters, growers, and farmers to explore groundbreaking advancements in IoT (Internet of Things), Big Data Analytics (BDA), Artificial Intelligence (AI), and DroneTech. Participating companies demonstrated how digital innovation is reshaping Malaysia's agriculture landscape.

此届智能农业专区持续受到热烈关注，进一步巩固了其作为推动农业数字化转型的重要枢纽地位。这一充满活力的专区，让种植园业主、种植者与农民深入了解最新农业科技与设备，展示内容涵盖物联网（IoT）、大数据分析（BDA）、人工智能（AI）以及无人机技术（DroneTech）等前沿领域。参展企业通过实际展示，向参观者诠释了数位创新如何重塑马来西亚农业的面貌，推动产业迈向更高效、更智能的发展方向。



## AGRIGREEN 绿色农创专区

## AGRIGREEN

Sustainability took center stage at AgriGreen, a dedicated showcase highlighting eco-friendly and future-ready agricultural solutions. Visitors discovered innovations that promote environmental stewardship, including electric vehicles (EV) for farm operations and green energy applications designed to advance sustainable, climate-smart agriculture, aligning seamlessly with Malaysia's green economy aspirations.

以可持续发展为核心理念的绿色农创专区成为了本届展会的焦点，全面展示了融合环保理念与先进技术的农业解决方案。参观者在此探索了多项推动环境保护与资源循环利用的创新成果，包括用于农务操作的电动车（EV）及多种绿色能源应用，助力智能、气候友善型农业的发展方向，契合马来西亚绿色经济的愿景。



## AGRICONNECT 农业交流专区

## AGRICONNECT

AgriConnect was a vibrant and meaningful celebration of the collective efforts that contributed to the resounding success of Agri Malaysia. The networking event served as an important platform that brought together exhibitors, industry leaders, and VIP trade visitors from across the agriculture, plantation, and commodities sectors.

农业交流专区汇聚了来自农业、种植业及大宗商品领域的参展商与贵宾买家，共同交流与分享行业见解，充分展现了各方携手推动2025马来西亚国际农业科技展(Agri Malaysia 2025)圆满成功凝聚力量与合作精神。





## VISIT AND WIN

## 幸运抽奖活动

Adding excitement to the professional atmosphere, the Visit & Win campaign received overwhelming support from visitors throughout the exhibition. More than just a lucky draw, it symbolized Agri Malaysia's commitment to giving back to the community, rewarding loyal attendees and fostering stronger connections among farmers, growers, and industry players. The highlight came when winners received prizes, leaving behind unforgettable moments that reflected the true community spirit of Agri Malaysia.

幸运抽奖活动在展期内掀起热潮，赢得了参观者的热烈响应与踊跃参与，为展会的专业氛围注入一抹欢乐与惊喜。这项活动不仅是一场幸运抽奖，更象征着马来西亚国际农业科技展（Agri Malaysia）对农业社群的回馈与感谢，旨在奖励忠实观众、加强



农民、种植者与业界之间的联系。活动高潮出现在幸运得主喜获奖品时，现场气氛热烈欢腾，留下了无数难忘瞬间，充分展现出马来西亚国际农业科技展（Agri Malaysia）所凝聚的温暖与社区精神。

INNOVATION DEBUTS AT AGRI MALAYSIA 2025  
创新首发亮相

## COLD CHAIN SOLUTIONS

## 冷链解决方案

Agri Malaysia 2025 marked the exclusive debut of next-generation Cold Chain Technology, redefining freshness and sustainability in Malaysia's agriculture and food sectors. This breakthrough innovation helps extend the shelf life of durians, fruits, and vegetables by 1 to 3 times, while tackling long-standing challenges in food preservation and pesticide residue removal. Designed for food processing, cold chain logistics, and supermarket distribution, this technology represents a major leap forward in maintaining product quality from farm to consumer, a game-changing advancement unveiled only at Agri Malaysia.

2025马来西亚国际农业科技展（Agri Malaysia 2025）见证了新一代冷链技术的独家首发，为马来西亚农业与食品领域重新定义了



新鲜与可持续的标准。这项突破性的创新技术可将榴莲、水果与蔬菜的保鲜期延长1至3倍，并有效解决长期困扰业界的食品保鲜与农药残留去除问题。该技术广泛适用于食品加工、冷链物流及超市配送环节，实现从农场到消费者的全程高效保鲜，标志着食品品质管理迈入全新阶段——这项引领行业革新的技术，首次亮相于马来西亚国际农业科技展。

## MICROALGAE TECHNOLOGY

## 微藻技术

Another revolutionary highlight at Agri Malaysia 2025 was the introduction of Microalgae Technology, an innovation set to transform modern farming. This eco-friendly and sustainable solution enables lower production costs, higher yields and quality, and stronger crop resilience, offering farmers a smarter, greener path toward long-term agricultural sustainability.

另一项在2025马来西亚国际农业科技展（Agri Malaysia 2025）备受瞩目的创新亮点，是具有革命性意义的微藻技术。这项兼具环保与可持续特性的创新方案，不仅能有效降低生产成本、提升产量



与作物品质，还能增强作物的抗逆性，为农民提供兼具智能与环保理念的种植方案，助力农业迈向长期稳健与可持续的未来。



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**马来西亚国际农业科技展**

**10►12 SEPTEMBER 2026**

**MITEC KUALA LUMPUR, MALAYSIA**

**CULTIVATING TOMORROW'S  
AGRICULTURE**

