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IMPROVING FARMERS' INCOME THROUGH TECHNOLOGY



11th



Agritec Africa[™]

International Exhibition & Conference on Agriculture Technology

www.agritecafrica.com/sa

11 12 13 MARCH 2026

GALLAGHER CONVENTION CENTRE, JOHANNESBURG, SOUTH AFRICA



HIGHLIGHTS OF **AGRITEC** **AFRICA**

The 11th Agritec Africa, taking place from 11–13 March 2026 at the Gallagher Convention Centre in Johannesburg, South Africa, It is a leading international exhibition focused on agricultural technology, innovation, and agribusiness development.

Serving as a strategic platform for industry professionals, farmers, investors, and policymakers, the event aims to drive growth in Africa's agricultural sector by showcasing sustainable practices and cutting-edge technologies.

Over the past decade, Agritec Africa has introduced over **2,000+** exhibitors to East African markets, generated **\$50 million+** in business, educated **15,000+** farmers and students, and promoted innovation in precision farming, agro-processing, and sustainable agriculture.

Through B2B matchmaking, live demonstrations, and expert-led seminars, it has fostered knowledge exchange, international trade, and investment partnerships, strengthening Africa's position as a growing hub for agribusiness innovation and sustainable development.

GLIMPSES OF OUR PAST EVENTS OF **AGRITEC AFRICA IN KENYA**

TILL DATE WE HAVE SERVED MORE THAN
2000 EXHIBITORS FROM AROUND THE GLOBE



Albania



Argentina



Brazil



China



Egypt



France



Germany



Hungary



India



Iran



Italy



Jordan



Japan



Kenya



Korea



Malaysia



Netherlands



Nigeria



Pakistan



Rwanda



Sri Lanka



South Africa



Senegal



Tanzania



Turkey



U.S.A

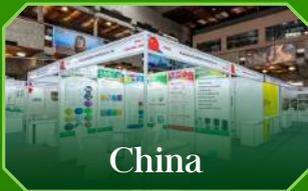


Uganda



Zambia

Country Pavilions



China



Germany



India



Iran



Italy



Netherlands



Turkey

Agriculture in South Africa

South Africa's agriculture sector is a vital component of its economy, contributing to food security, employment, and export earnings. It contributes 10.3% of GDP (2023) in the South African economy.

In South Africa, the average size of commercial farms has been increasing over time. The average commercial farm size was approximately 2,113 hectares, up from about 1,640 hectares. This growth reflects a trend toward larger, more consolidated farming operations within the commercial sector.

Adaptability of mechanization is reflected in year-on-year sales – with a 17% increase in 2022, followed by a decline in 2023 and 2024, before rebounding with a 27% year-on-year rise in early 2025.

South African farmers often integrate both methods (open field cultivation & covered cultivation), selecting the most suitable approach based on crop requirements, resource availability, and market demands.

Fertilizer usage in South Africa reflects a dynamic interplay of agricultural practices, economic conditions, and environmental factors. While there has been a noticeable decline in recent years, the country's fertilizer consumption remains above historical averages. The trend underscores the importance of efficient nutrient management, driven by the need to address soil fertility challenges and rising global input costs. Moving forward, the adoption of sustainable farming practices and precision agriculture will likely play a key role in optimizing fertilizer use, balancing productivity with environmental responsibility.

Major Agriculture Crops in South Africa are Maize, wheat, sugarcane, citrus fruits, grapes, apples, avocados, nuts, and vegetables.

Platform To Meet

- Registration on our website allows you to manage your meetings and at the same time profile yourself in a way that will attract potential business partners, Distributors, Dealers and Importers.
- The service is aimed at senior-level executives and it will include industry-specific Government bodies and corporates that enable you to pre-arrange one-on-one meetings in your desired areas.
- It is an opportunity to arrange pre-schedule the meetings, where, interest registered by visitors will be transferred to relevant companies based upon their offerings. No matter what side of the table you are on, Pre-schedule Meetings let you easily and efficiently share and receive information, orders, trends, product details, market insight, etc.



Stall Participation Charges

STANDARD STAND CONSTRUCTION

Standard Stand construction package includes :

- Side walls, fitted in standard booth system frame
- Fascia board with company name and stand number in standard lettering
- 1 table and 2 chairs
- Electric supply of 5 amp. plug point
- Company delegates entry to the exhibition
- Waste basket
- General cleaning of aisles
- Pavilion security during the exhibition
- Entry to the exhibition catalogue and Website

USD 350 / SQM

RAW SPACE

Raw space package includes :

- Floor space
- Entry to the exhibition catalogue and website
- Company delegates entry to the exhibition
- General cleaning of aisles
- Pavilion security during the exhibition

- 50% is the booking amount which is non refundable.
- Virtual Exhibition registration charges to be made on booking confirmation.
- Air Travel, Accommodation and local transportation are not included in above cost.
- Tax will be applicable according to Government norms.

USD 325 / SQM

Application Fees: USD 200 Per Company

Conference & Farmer Education Seminars

The central theme, "Improving Farmer's Income Through Technology," highlighted the essential role of technology in driving agricultural productivity and profitability. The conference explored various facets of this theme, including:

- **Organic Farming:** Strategies and benefits of organic farming practices.
- **Sustainability:** Sustainable agricultural practices and their long-term impact on productivity and the environment.
- **Commercialization:** Pathways to commercialize agriculture effectively and profitably.
- **Technological Advancements:** Cutting-edge technologies and innovations poised to revolutionize the agricultural sector.

We extend our heartfelt appreciation to all the esteemed speakers and panellists who enriched the conference with their knowledge and expertise. Their contributions fostered meaningful discussions and inspired new ideas for driving progress in the agricultural sector.



Exhibitors Profile

- Agri Ecology
- Agricultural Building Contractors
- Agricultural Machinery & Equipment
- Agriculture Drones
- Agro and Food Processing
- Aquaculture
- Biotechnology
- Fertilizers & Chemicals
- Floriculture
- Fork lift & Handling Equipment
- Greenhouses
- GIS Mapping
- Horticulture
- Irrigation and Water Technologies
- Livestock & Dairy Farming
- Marketing & Export/ Import Services
- Organic Agriculture
- Plant Protection
- Plasticulture
- Post Harvest Treatment
- Poultry
- Precise Agriculture
- R & D
- Renewable Energy
- Rural Development
- Seeds, Nurseries & Plant Propagation Materials
- Small Ruminants
- Software & Hardware
- Veterinary
- Turnkey Projects & Knowledge Transfer

Visitors Profile

- Agents & Distributors
- Bankers
- Educationist & Students
- Farm Contractors
- Farmers
- Govt Authorities
- Importers & Exporters
- Trade industry & Trade Media
- Investors & Entrepreneurs
- Consultants
- Scientists
- Technologists
- Transport & Logistic Experts
- Dealers & Distributors





Why Johannesburg?

- Johannesburg is the ideal host city for the 11th Agritec Africa 2026, offering strategic advantages for industry professionals, businesses, and investors.
- Economic & Agricultural Hub, Johannesburg is the financial capital of South Africa, providing access to key investors, agribusiness leaders, and policymakers.
- South Africa has a well-developed Agriculture technology industry, with Johannesburg serving as a key distribution and trading center.
- Strategic Location & Connectivity, Johannesburg is well-connected to regional and international markets, making it an ideal meeting point for African and global stakeholders.
- Gallagher Convention Centre is one of Africa's top exhibition venues, offering modern facilities for exhibitors and attendees.
- With a growing population and increasing urbanization, there is a rising consumer demand for agricultural machinery, agri-components, and agricultural input segments.
- Johannesburg attracts agribusiness investments, new technologies, and partnerships to drive industry growth.
- The South African government actively promotes agricultural innovation, food security, and sustainable farming practices. The country hosts leading agricultural corporations, renowned research institutions, and key trade organizations.
- Johannesburg's dynamic business environment, excellent infrastructure, and strong market potential make it the perfect destination for Africa's leading Agriculture, technology exhibition.

Concurrent Events

IPLEX Africa
International Poultry & Livestock Exhibition

6th GRAINTECH Africa
INTERNATIONAL EXHIBITION & CONFERENCE

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