Organized By

Radeecal communications

Agritec Africa

INTERNATIONAL EXHIBITION & CONFERENCE ON AGRICULTURAL TECHNOLOGY

02 03 04 MARCH 2027

VENUE: JOHANNESBURG EXPO CENTRE, JOHANNESBURG, SOUTH AFRICA



IMPROVING
FARMERS' INCOME
THROUGH TECHNOLOGY

www.agritecafrica.com/sa

ABOUT AGRITEC AFRICA

The 2nd Edition of Agritec Africa in South Africa, taking place from 02-04 March 2027 at Johannesburg Expo Centre, Johannesburg, South Africa, 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.



HISTORICAL HIGHLIGHTS & IMPACT

Over the past decade, Agritec Africa has achieved significant milestones in empowering African agricultural markets:

- Introduced over **2,000+ Exhibitor**s to East African markets.
- Generated more than **$50 million+** in business trade and transactions.
- Educated over **15,000+ farmers** and agricultural students.
- Promoted groundbreaking innovation in precision farming, agro-processing, and sustainable agriculture.
- Fostered knowledge exchange, international trade, and investment partnerships through structured B2B matchmaking, live demonstrations, and expert-led seminars, strengthening Africa's position as a growing hub for agribusiness innovation.

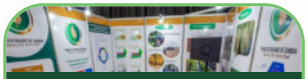
GLOBAL FOOTPRINT & EXHIBITORS FROM

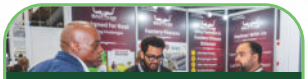
To date, Agritec Africa has served more than **2,000+ Exhibitors** from around the globe.
Exhibitors have participated from countries including:

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

EXHIBITORS PARTICIPATED FROM


CHINA


ZAMBIA

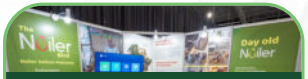

INDIA


IRAN



CZECH REPUBLIC


SOUTH AFRICA



NIGERIA

AGRICULTURE SECTOR INSIGHTS: SOUTH AFRICA

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

Key Trends & Market Dynamics

Consolidation of Commercial Farms: The average commercial farm size has steadily increased from approximately 1,640 hectares to 2,113 hectares. This growth reflects a clear trend toward larger, more consolidated farming operations within the commercial sector.

Mechanization & Adaptability: The adoption of modern machinery is reflected in highly dynamic year-on-year equipment sales. Following a 17% increase in 2022, sales declined briefly in 2023 and 2024 before rebounding with a robust 27% year-on-year rise in early 2025.

Cultivation Methods: South African farmers frequently integrate both open-field and covered cultivation, dynamically selecting the most suitable approach based on specific crop requirements, resource availability, and immediate market demands.

Fertilizer & Nutrient Management: While fertilizer consumption has declined in recent years due to rising global input costs, usage remains above historical averages. Moving forward, the adoption of sustainable farming practices and precision agriculture will play a key role in optimizing nutrient management, balancing productivity with environmental responsibility.

Major Agriculture Crops: Maize, wheat, sugarcane, citrus fruits, grapes, apples, avocados, nuts, and vegetables.

PLATFORM TO MEET

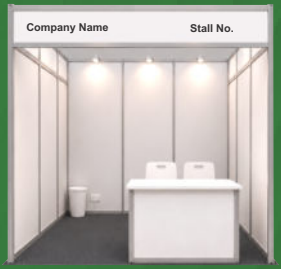
- Registration on our official website allows you to manage your schedule and profile your company in ways that dynamically attract potential business partners, distributors, dealers, and importers.
- **Targeted Audience:** The service is specifically aimed at senior-level executives, industry-specific government bodies, and major corporations.
- **Pre-Arranged Scheduling:** Pre-schedule one-on-one meetings in your desired areas of interest. Opportunities registered by visitors are automatically transferred to relevant exhibiting companies based on their offerings.
- **Efficiency:** No matter what side of the table you are on, Pre-scheduled Meetings let you easily and efficiently share and receive information, orders, trends, product details, and market insights.



STALL PARTICIPATION CHARGES

STANDARD STAND CONSTRUCTION

- 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





RAW SPACE

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

IMPORTANT BOOKING INFORMATION & TERMS:

- Application Fees: **USD 200 Per Company**
- Booking Advance: 50% booking amount is mandatory and is non-refundable.
- Virtual Exhibition registration charges are to be made upon booking confirmation.
- Exclusions: Air Travel, Accommodation, and local transportation are NOT included in the above costs.
- Taxes: Applicable taxes will be levied according to prevailing Government norms.

CONFERENCE & FARMER EDUCATION SEMINARS

The central theme, 'Improving Farmers' Income Through Technology,' highlights the essential role of technology in driving agricultural productivity and profitability. The conference explores various facets including:

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



EXHIBITOR 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

VISITOR 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 financial capital of South Africa, providing access to key investors, agribusiness leaders, and policymakers. With a well-developed agricultural technology industry and excellent connectivity to regional and international markets, it is the perfect meeting point for African and global stakeholders. The South African government actively promotes agricultural innovation, food security, and sustainable farming practices, hosting leading corporations, renowned research institutions, and key trade organisations.



Concurrent Events

IPLEX Africa
International Poultry & Livestock Exhibition

GRAINTECH Africa
INTERNATIONAL EXHIBITION & CONFERENCE

For More Information Contact: Radeecal Communications

Radeecal communications

Address: 402, 4th Floor, "Optionz" Complex, Opp. IDFC Bank, Between Girish Coldrink and Xaviers Corner, Off C.G Road, Navrangpura, Ahmedabad- 380009, Gujarat, INDIA.
M: +91 90160 88525 | E: mktg@radeecal.in | W: www.agritecafrica.com/sa

exposure marketing

Exposure Marketing (SA Exhibition Management Partner)
Address: 46 Waterford Office Park, Waterford Drive, Fourways, 2191
Mobile: +27 72 251 0911 | Email: agritecsa@exposuremarketing.co.za