

Growtech

24-27 NOVEMBER 2021

ANFAŞ EXPO CENTER, ANTALYA, TURKEY



**Meet,
Grow,
Win!**





THE WORLD'S MOST IMPORTANT EXHIBITION IN GREENHOUSE INDUSTRY

In its 20th year, Growtech brings together international industry leaders at Antalya Anfaş Expo Center between 24-27 November 2021!

The strongest and largest fair of the Turkish agricultural sector, which has the second largest greenhouse industry in Europe and the fourth largest in the world, Growtech provides national and international industry leaders the opportunity to find the latest products, technologies and developments.





“

We loved the fair experience, it is truly an international organization. There is a large audience and many people from different countries take place here.

Rob Boes, Bakker Brothers,
Sales Manager
Growtech Exhibitor

”

EXPAND YOUR TRADING VOLUME!

AGRICULTURAL PRODUCTION



1,827 agricultural products are exported from TURKEY to 193 different countries. Turkey ranks 1st in Europe and 7th in the world in agricultural production. With a plant production area of 24 thousand hectares, 117 million tons of agricultural production made.

GREENHOUSE



94% of our total greenhouse assets are in Antalya, Mersin, Muğla, İzmir cities. Turkey ranks 2nd in Europe and 4th in the world in greenhouse cultivation. There is a greenhouse area of 790 thousand decares in Turkey.

SEED



Turkey ranks 11th in the world in seed production. Seed exports of 168.2 million dollars were realized to 87 countries.

FERTILIZER



0.6 million tons of fertilizer exports and 5.3 million tons of imports were realized.



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Growtech has proven itself. It is a bridge from Europe to Asia between exhibitors and visitors. The fair had been very productive.

Tansel Bükülen, Royal Brinkman,
General Manager
Growtech Exhibitor

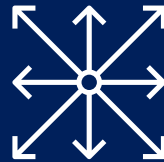
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6 REASONS TO EXHIBIT



Expand your business network into a wider international area

Visitors came to Growtech from 112 different countries in Growtech 2019.



Speak directly with the decision makers

86% of visitors in Growtech 2019 were decision makers.



Gain Insight of the industrial developments in Turkey and in the World

32 countries represented via exhibitors with their latest products.



Stand out from your competitors

Showcase your latest products & services in an international area and stand out from your competitors with your presence.



Enhance your brand recognition & meet with engaged audience

International visitor number had increased 50%, and the total visitor number had increased 25% in 2019.



Take part in the industry's largest fair

Widen and strengthen your business network.



“

Our current contacts, partners from the Middle East, North Africa and Europe come here so we meet with them here again. We take them to our offices and tour our greenhouses. It's very good for us, therefore we will exhibit again.

Ziya Yıldız, Yüksel Tohum
Business Development Manager
Growtech Exhibitor

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EXHIBITOR PRODUCT GROUPS



Greenhouse Technologies
& Equipment



Irrigation Systems
& Equipment



Seed



Plant Nutrition
& Plant Protection



Agriculture Machinery
& Technologies



Livestock
Equipment



88% of our exhibitors recommend Growtech Exhibition to other sector professionals.





“

This is my first fair experience in Antalya. As of now everything is going fine. I am building a good network here and I am reaching my goals. I will definitely come to the fair in the coming years.

Martin Vadakekuttu,
Ecomix Coco Australia
Growtech Visitor

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WHY YOU SHOULD VISIT?

1

WIDEN YOUR BUSINESS NETWORK

Meet with the local and international industry leaders, 606 companies exhibited their products in 2019.

2

FOLLOW THE LATEST PRODUCTS AND SERVICES IN THE INDUSTRY

More than 600 brands will come together at Growtech with their newest products and technologies.

3

CONDUCT MARKET RESEARCH AND INDUSTRY ANALYSIS

Meet with the exhibitors in 5 main product groups.

4

ATTEND SEMINARS AND GET THE LATEST NEWS IN ONE PLACE

There will be an extensive conference programme with the latest agenda of the sector.

5

SEIZE THE NEW BUSINESS OPPORTUNITIES

Benefit from the new investment opportunities in the fast growing agriculture business.



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It is a really nice fair. There are many national and international exhibitor companies. Sectoral distinctions are very good. We would like to exhibit in the following years.

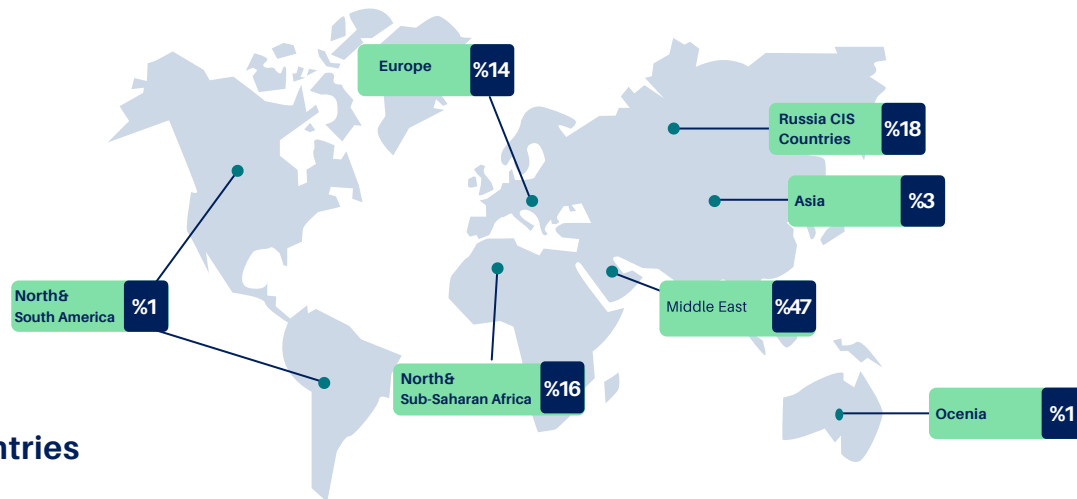
Ramazan Akalın, Aksam Makina
Growtech Visitor

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VISITOR PROFILE

- Farmers, producers and dealers
- Greenhouse & agricultural company owners
- Fruit and vegetable brokers
- Purchasing managers of food producers
- Purchasing and supply managers of food chain stores
- Agricultural organisations, chambers related to agriculture,
- NGOs and their representatives
- Potential buyers and investors in agriculture sector
- Representatives from media
- University lecturers & students
- Livestock Breeder

VISITOR ANALYSIS 2019



TOP 10 Visitor Countries



82% of our visitors stated that they would visit Growtech again in 2021.





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A good investment environment with the quality of visitors. Besides providing a good setting for potential investors, it is also a good place to strengthen current relations.

Stefano Hiwat,
Hortilux International Sales Manager
Growtech Exhibitor

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EVENTS

You can follow all the developments in the industry by participating in the events that will take place during the fair. You can be informed about all national and international innovations related to the industry. Get all the information you need to grow your business in one place.



**ATSO GROWTECH
AGRICULTURE
INNOVATION
AWARDS**



**GROWTECH
AGRICULTURE
TALKS**



**HOSTED
BUYER
PROGRAM**



**PLANT BREEDING
PROJECT
MARKET**



**PANEL
& SEMINAR**



**B2B
MATCHMAKING**

MEDIA COVERAGE

Press Coverage in 2019



288

PRINT PRESS NEWS



15

TELEVISION NEWS



1066

DIGITAL NEWS

Social Media in 2019



24.000 + followers
22.643.425 reach
25.986.344 impression
53.388 interaction



5.300 + followers
146 share
76.653 interaction
54.638 like
176 story share



1500 + followers
154 tweet
250 like
427 interaction
38 share



113 share
13.429 impression

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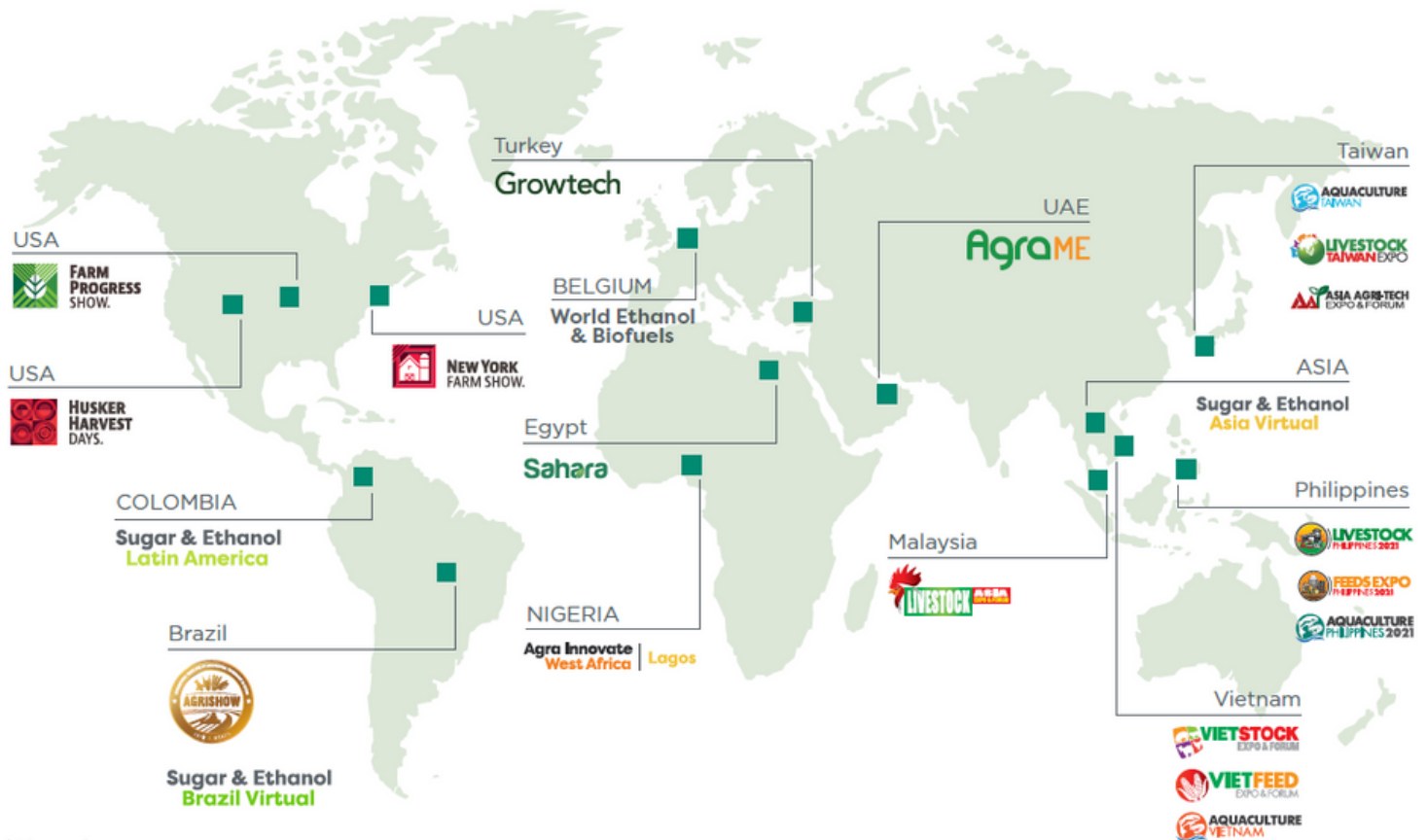
The fair is like a dream. There is much more than what is sought. There is everything from A to Z about agriculture. Such organizations are very important in terms of both agriculture and the development of our farmers. I visit every year, and I will continue to visit.

Mustafa Akinci
Agricultural Engineer (MSc)

Growtech Visitor

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OUR AGRICULTURAL SHOWS WORLDWIDE



MEET THE SALES TEAM



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Show Information

Growtech 20th International Greenhouse, Agricultural
Technology and Livestock Fair



24-27 NOVEMBER 2021

10:00 -19:00



ANFAŞ EXPO CENTER

ANTALYA, TURKEY



/growtecheurasia

www.growtech.com.tr

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Organization



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