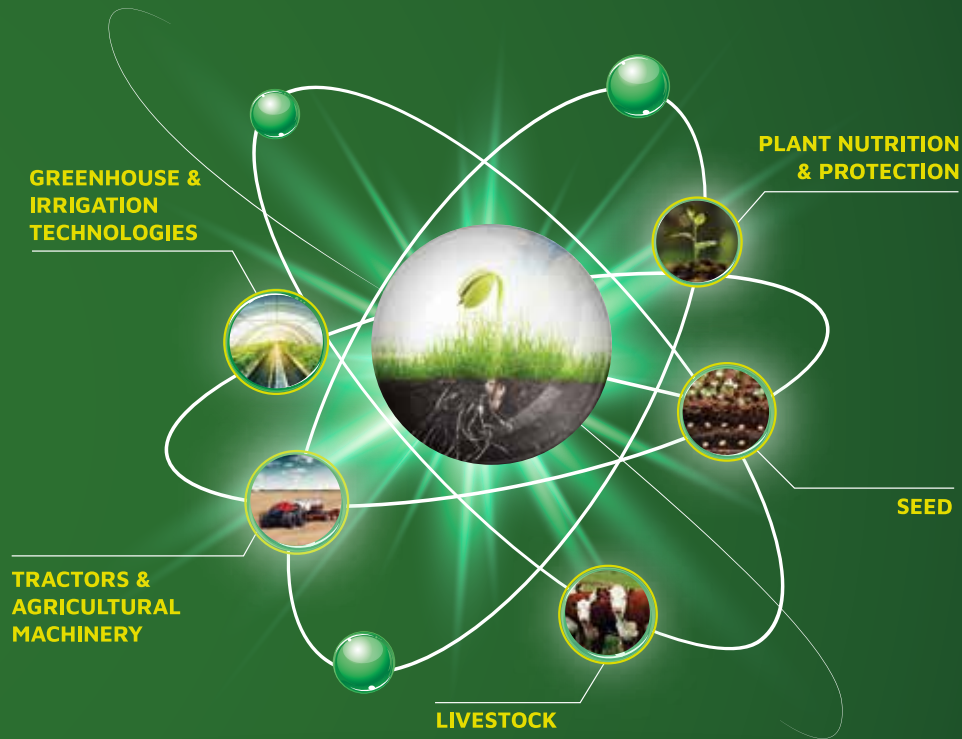


# Growtech

19<sup>th</sup> INTERNATIONAL GREENHOUSE, AGRICULTURAL TECHNOLOGY AND LIVESTOCK EQUIPMENT FAIR



**27-30 NOVEMBER 2019**  
**ANTALYA EXPO CENTER / TURKEY**

[www.growtech.com.tr](http://www.growtech.com.tr)

# Growtech

**27-30 NOVEMBER 2019**  
ANTALYA EXPO CENTER



## WORLD'S BIGGEST EXHIBITION IN GREENHOUSE INDUSTRY



**130+**  
COUNTRIES  
**90.000+**  
VISITORS



**30+**  
COUNTRIES  
**850+**  
EXHIBITORS



**50.000** sqm  
EXHIBITION  
AREA



“

**I'm pleased to say there is a great attendance from CIS Countries, Russia, Azerbaijan, Turkmenistan, North Africa countries and more.**

Nurfan Akcan, Deputy General Manager  
Varnet Glasshouse Systems  
Growtech Exhibitor

”

“

**Growtech has been a great platform to meet with tens and hundreds of exhibitors from all around the world**

Ramazan Gökçe, Area Sales Manager  
Syngenta Seeds  
Growtech Exhibitor

”



## GROW YOUR BUSINESS IN TURKEY

Take the opportunity to get your share in Turkey where there's a high volume of agricultural production and extensive level of greenhouses that needs to be renovated and invested.



World's **7<sup>th</sup>** Europe's **1<sup>st</sup>** country in agricultural production

**116 million** tons agricultural production



**1536** agricultural product exports to **186** countries

**237k decares** of plant production area



### GREENHOUSE

**2<sup>nd</sup>** biggest greenhouse industry in Europe and **4<sup>th</sup>** in the world

**691.707 daa** Total greenhouse area in Turkey

**268.340 daa** Total greenhouse area in Antalya



### SEED

Exports has reached **\$151,6 million** to **80** countries as of 2018



### FERTILIZER

**0,5 million** tons Fertilizer export

**5,5 million** tons Fertilizer import



“

Growtech offers the latest technologies, innovations of agriculture sector and opportunities of new trade and partnerships.

Mücahit Çakmakçı, Member of the Board Demeter Sera  
Growtech Exhibitor

”

## WHY EXHIBIT?

**1**

EXPAND YOUR BUSINESS NETWORK  
INTO A WIDER INTERNATIONAL AREA

Visitors came to Growtech from 120 different countries in 2018.

**2**

SPEAK DIRECTLY WITH THE  
DECISION MAKERS

86% of visitors in 2018 were decision makers.

**3**

GAIN INSIGHT OF THE INDUSTRIAL  
DEVELOPMENTS

26 countries represented via exhibitors with their latest products.

**4**

STAND OUT FROM YOUR  
COMPETITORS

Showcase your latest products & services in an international area.

**5**

ENHANCE YOUR BRAND RECOGNITION &  
MEET WITH AN ENGAGED AUDIENCE

86,780 visitors from 120 countries visited the show in 2018 and many more to come in 2019.

**26**

COUNTRIES

**544**

COMPANIES

**634**

BRANDS

“

I visit Growtech to explore the agriculture sector, the companies that exhibits here and to make more networking for potential partnerships. As a first impression, it's an excellent exhibition. I met a lot of international and Turkish companies that represents themselves very strongly. It's impressive.

Ali Nanay, General Manager  
of a new farm in Middle East Area  
Growtech Visitor

”



## EXHIBITOR PRODUCT GROUPS



GREENHOUSE TECHNOLOGIES & EQUIPMENTS

SEED



PLANT

YOUNG PLANT



IRRIGATION SYSTEMS & EQUIPMENTS

PLANT NUTRITION

PLANT PROTECTION



PROJECT & CONSULTANCY SERVICES

CERTIFICATION



PACKAGING

AGRICULTURAL BANKING & FINANCE

AGRICULTURAL ANALYSIS & RESEARCH



LABORATORIES

AGRICULTURE MACHINERY

AGRICULTURE TECHNOLOGIES



LIVESTOCK



**88% OF OUR  
EXHIBITORS  
RECOMMENDS  
GROWTECH  
EXHIBITION  
TO OTHER SECTOR  
PROFESSIONALS**





**120**  
COUNTRIES



**5.650**  
INTERNATIONAL  
VISITORS



**86.780**  
TOTAL  
VISITORS

\*2018 figures



## WHY VISIT?

**1**

**IMPROVE YOUR  
BUSINESS  
NETWORK**

Meet with the local and international industry leaders. 544 companies exhibited their products in 2018 and many more to exhibit in 2019.

**2**

**SOURCE THE LATEST  
PRODUCTS & SERVICES  
IN THE MARKET**

634 different brands exhibited in Growtech 2018, many more to come in 2019.

**3**

**CONDUCT MARKET  
RESEARCH AND  
INDUSTRY ANALYSIS**

Meet with the exhibitors in 5 main product groups.

**4**

**ATTEND THE 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.

“

**82% OF OUR  
VISITORS STATED  
THAT THEY WOULD  
VISIT GROWTECH  
AGAIN IN 2019**

”

“

I visit Growtech every year. The exhibition is very successful. The organization team informs us about every detail even before when needed. I came here to learn all about the latest products and services. Agriculture sector -The industry, variety of seeds and fertilizers- changes and grows consistently. So you need to follow closely to stay up to date.

Nevin Özer, Agricultural Engineer  
Growtech Visitor

”



## VISITOR PROFILE



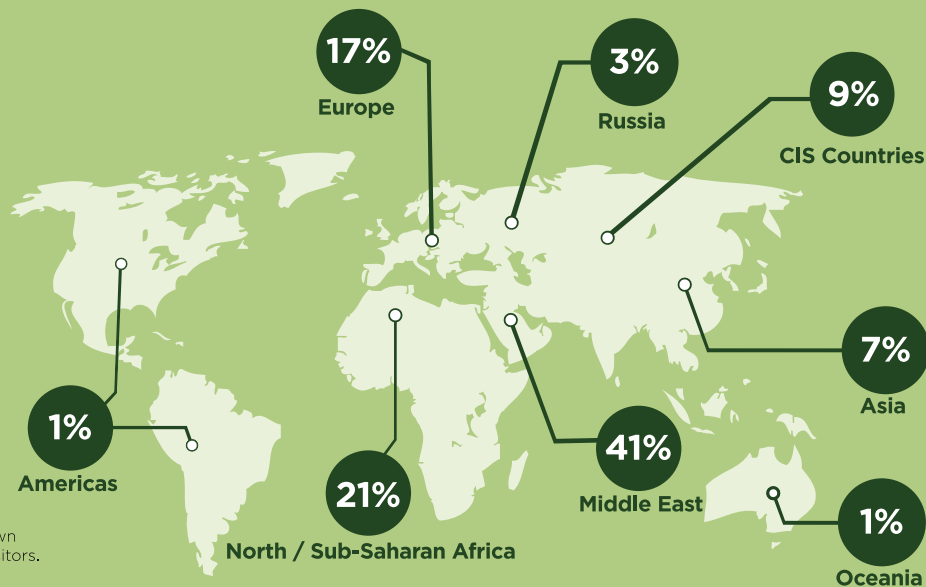
- Farmers, producers and dealers
- Greenhouse & agricultural company owners
- Fruit and vegetable brokers
- Purchasing managers of food producers
- Purchasing and supply managers of food chain stores



- Agricultural organisations, chambers related to agriculture, NGOs and their representatives
- Potential buyers and investors in agriculture sector
- Representatives from media
- University lecturers & students
- Livestock Breeders



## GEOGRAPHIC BREAKDOWN OF THE VISITORS



\*Geographic breakdown of the international visitors.

**TOP 10**



IRAN



IRAQ



ALGERIA



AZERBAIJAN



MOROCCO



JORDAN



EGYPT



LEBANON



TUNISIA



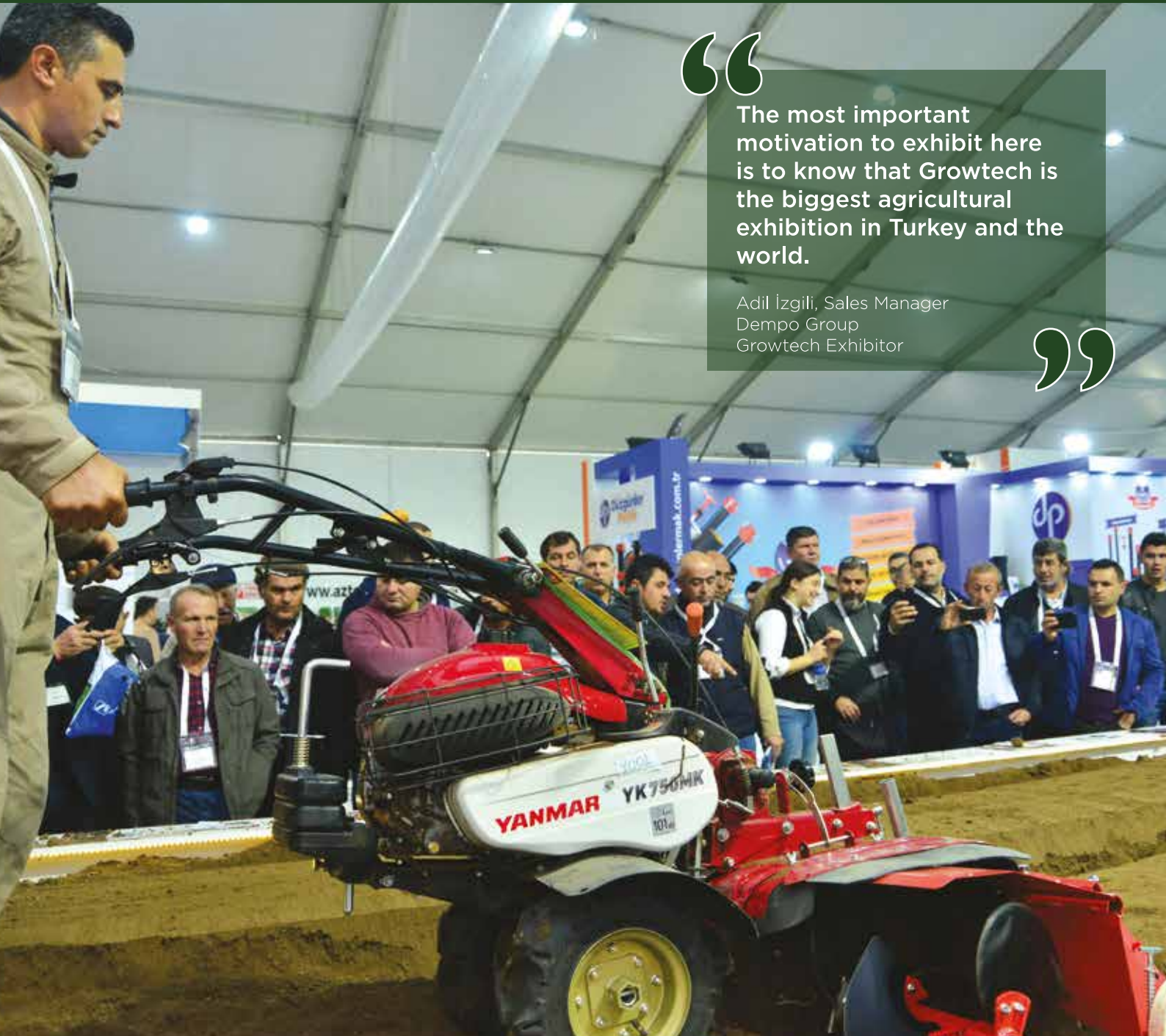
LIBYA

“

The most important motivation to exhibit here is to know that Growtech is the biggest agricultural exhibition in Turkey and the world.

Adil İzgili, Sales Manager  
Dempo Group  
Growtech Exhibitor

”



## EVENTS

### ATSO GROWTECH AGRICULTURE INNOVATION AWARDS

Agriculture awards ceremony has taken place for the 11<sup>th</sup> time with the cooperation of Antalya Chamber of Commerce within the scope of Growtech 2018. In 2019 with the cooperation of ATSO (Antalya Chamber of Commerce) and Growtech the private sector, public institutions and the innovative products and services that contributes to the agricultural production and creates awareness in the agriculture sector will be granted to the **“ATSO GROWTECH AGRICULTURE INNOVATION AWARDS”**.

#### CATEGORIES

- Greenhouses & Irrigation Technologies
- Plant Nutrition & Protection
- Agricultural Machinery & Technologies
- Seed
- Agricultural Information Communication Technologies

### AGRICULTURE TALKS

With the attendance of the companies, institutions and leaders which contributes to Turkey's production and agricultural sector, **“3<sup>rd</sup> Agriculture Talks”** will take a closer look on agricultural sector.

### B2B MATCHMAKING

This complimentary service allows attendees to arrange meetings with the exhibitors during the show.

### HOSTED BUYER PROGRAM

In collaboration with the “Ministry of Trade” and “West Mediterranean Exporters' Union”, senior executives of international companies will meet with the local agriculture companies during the show.

“

Growtech is the most pioneering  
exhibition of the greenhouse industry.  
We're satisfied to be exhibiting here.

Adnan Akçay, Plant Nutrition Sales & Marketing Manager  
Agrobest Grup  
Growtech Exhibitor

”



## MEDIA COVERAGE

### PRESS COVERAGE IN 2018

**258**

Print Press  
News

**32**

Television  
News

**766**

Digital  
News

### SOCIAL MEDIA IN 2018



20.000+ Followers

**1.039.204**

reach

**1.444.657**

impression



3.500+ Followers

**187**

share

**61.620**

interaction

**14.974**

like

**115**

story share



1500+ Followers

**72**

post

**129**

like

**242**

interaction

**32**

share



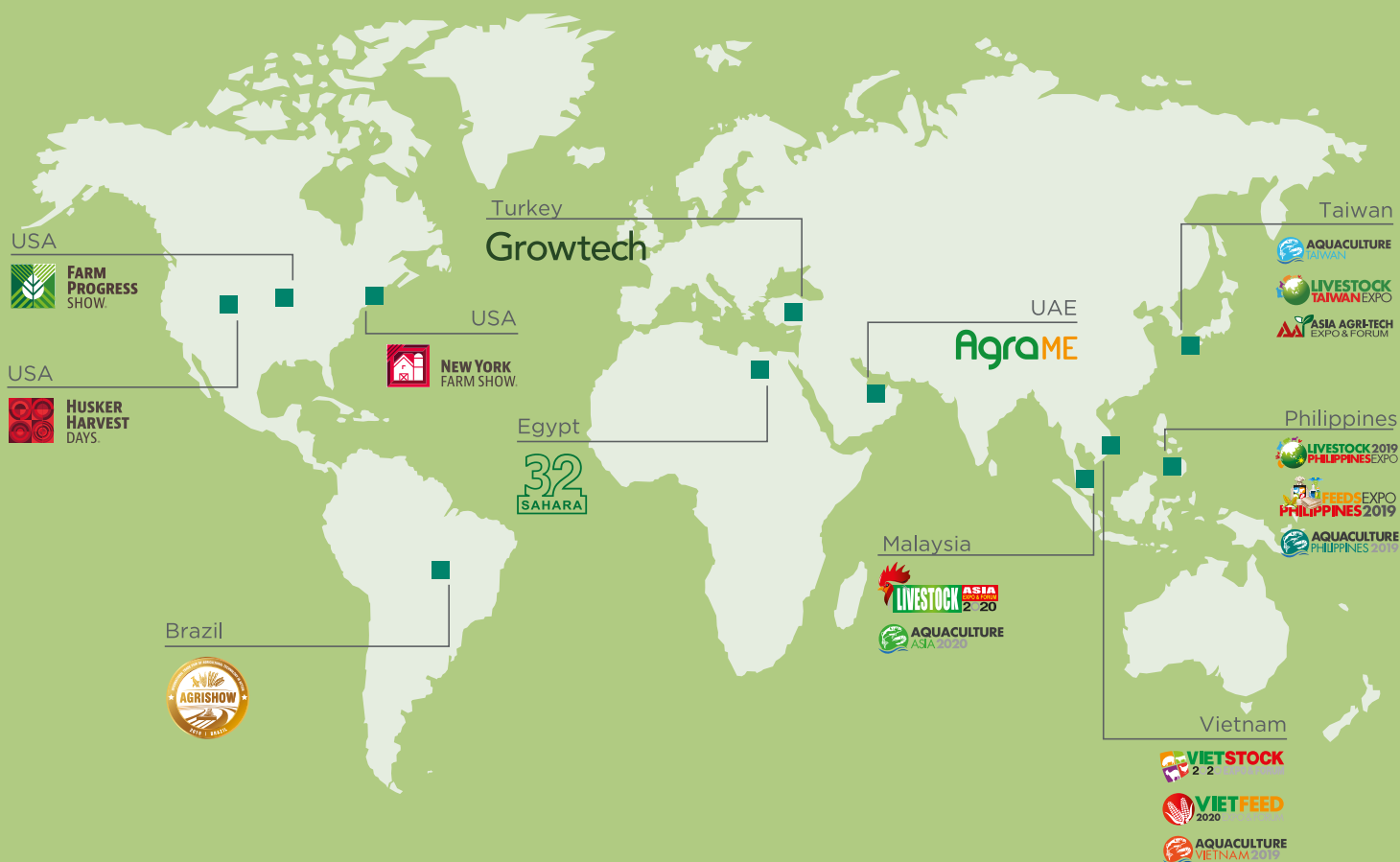
Total 39 post

**5.875**

impression

view

## OUR AGRICULTURAL SHOWS WORLDWIDE





## Show Information

19<sup>th</sup> International Greenhouse, Agricultural Technology and Livestock Equipment Fair



27-30 November 2019



10:00 - 19:00



Antalya Expo Center / Turkey



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