

# Growtech

**22-25 NOVEMBER 2023**

ANFAŞ EXPO CENTER / ANTALYA, TÜRKİYE



**Meet,  
Grow,  
Win!**

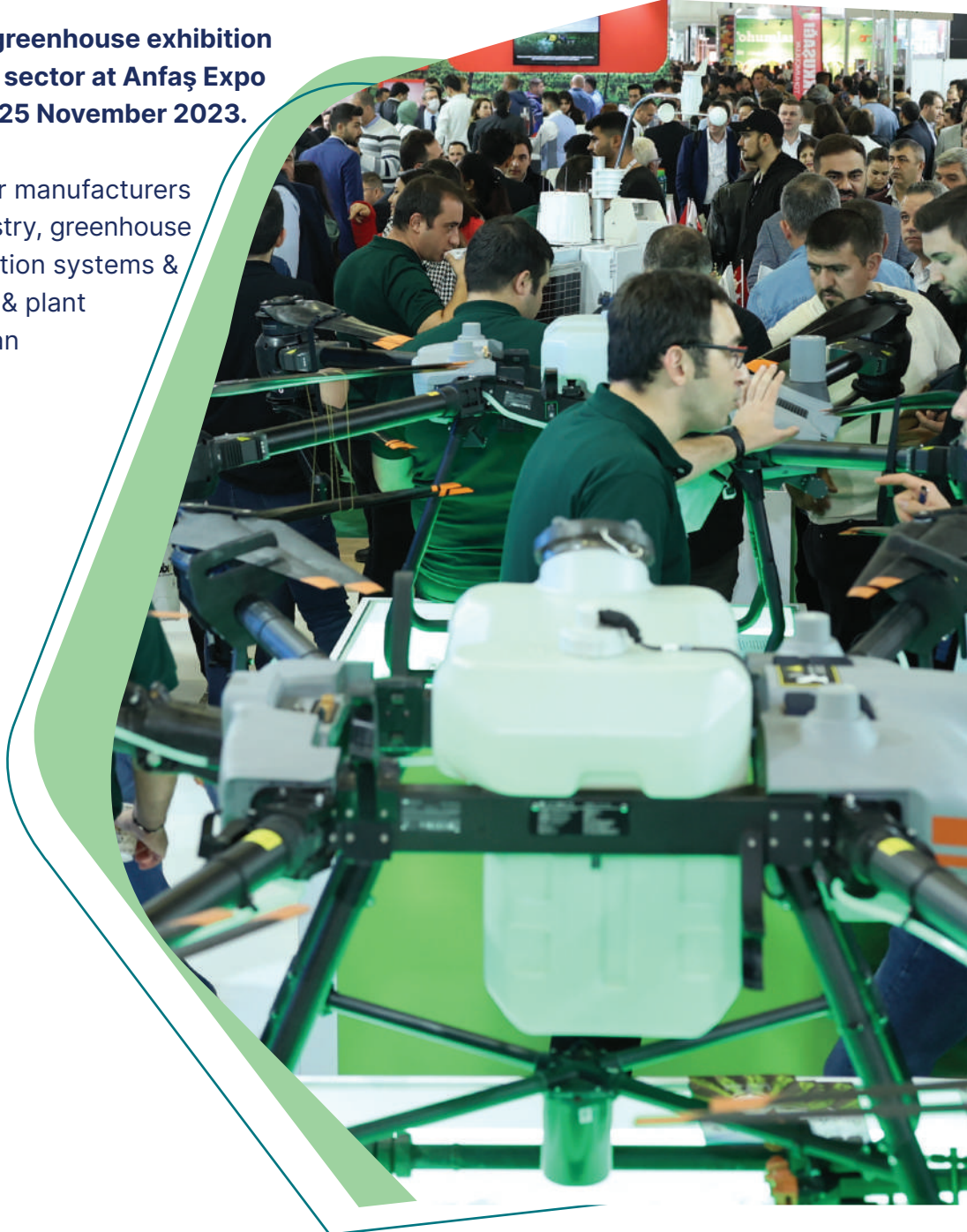
# WHERE THE WORLD OF AGRICULTURE INDUSTRY MEETS

**Growtech, the world's biggest greenhouse exhibition will bring the global agriculture sector at Anfaş Expo Center, Antalya, Türkiye on 22-25 November 2023.**

Growtech gives opportunities for manufacturers and suppliers of agriculture industry, greenhouse technologies & equipment, irrigation systems & equipment, seed, plant nutrition & plant protection to access to more than 120 countries all over the world.

Growtech presents a fantastic opportunity for exhibitors to showcase their services and products and technology to a wide audience of international industry experts and professionals.

Growtech brings together the key stakeholders to collaborate and make agriculture a more sustainable industry.



**Growtech**

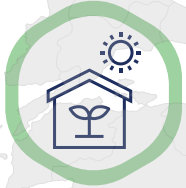
# GROW YOUR BUSINESS IN TÜRKİYE!

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



## AGRICULTURAL PRODUCTION

The export volume of Turkish Agricultural Sector increased by 22,2 percent compared to the 2021. Türkiye ranks 1<sup>st</sup> in Europe and 7<sup>th</sup> in the world in agricultural production.



## GREENHOUSE

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



## SEED

Türkiye ranks 11<sup>th</sup> in the world in seed production. Seed exports of 162.33 million dollars were realized.



## FERTILIZER

0.6 million tons of fertilizer exports and 4 million tons of imports were realized. In 2021, 6.6 million tons of fertilizer was consumed. 50% was produced in Türkiye and 50% was imported.

\*Source: TUIK, TURKTOB, GUID, OECD

Growtech became global. Most of visitor are Middle East and Africa in generally. Growtech is the most famous these regions. We made deals Asia, Africa, Europe also. Visitors from the Middle East and Africa showed interest in our booth the most. In 2023, you can meet customers from all over the world. Growtech offers you this.

**KAMAL JOUDEH - Marketing Manager**  
**BAKKER BROTHERS / The Netherlands**  
**Growtech Exhibitor**

“



# EXHIBITOR OVERVIEW



## FEEDBACKS OF EXHIBITORS



## TOP 5 REASON TO EXHIBITING



We have branches mostly in South Korea and in Niğde. Growtech is the most famous exhibition about the agriculture. It is globally. We are focusing the near from Türkiye area. We have to attend this exhibition. China, Morocco, Canada, Argentina, Uruguay, Middle East and Türkiye came my booth. Growtech gives us very opportunities and potentials. I came from South Korea and I understand people in Turkey better here. I can't understand it from there. This is a face-to-face opportunity. I have made agreements with many countries. I am here second time. Just come!

**CHUNGYEON BAN**

**NUTRA PARK / South Korea**

**Growtech Exhibitor**

“



## EXHIBIT GROWTECH TO GROW YOUR BUSINESS

**Generate new business**

**Launch new products & services**

**Reach out the new potential international markets**

**Network with industry leaders & potential buyers**

**Increase brand exposure**

### EXHIBITOR PRODUCT CATEGORIES



**Greenhouse Technologies  
& Equipment**



**Irrigation Systems  
& Equipment**




**Plant Nutrition &  
Plant Protection**



**Seed**



**Growtech**



Growtech is a meeting platform as we all know. It is a platform where many continents, countries such as Asia, Europe and the Middle East come together. We represent not only our country but also many geographies here. In this sense, there are a lot of foreign visitors. Since we are also interested in the technological greenhouse, we try to support them. The number of foreigners were higher than in previous years. There is intense participation from Iran, Azerbaijan and Uzbekistan. There is an intense visitor profile from Kazakhstan. There are people from Spain and Israel. These are the countries we export to. There are people coming from Africa for the first time. We have seen that we can reach distant geography here. Future fairs will also be important. There is also an increase in modern greenhouse cultivation. And Turkey will be a rising star in the upcoming period. We hope that the belief in the sector will continue and our business will flourish. Thanks to Growtech.

**CENGİZ YAYLALI / Chairman Of The Board**

**TIMFOG / Türkiye  
Growtech Exhibitor**

“

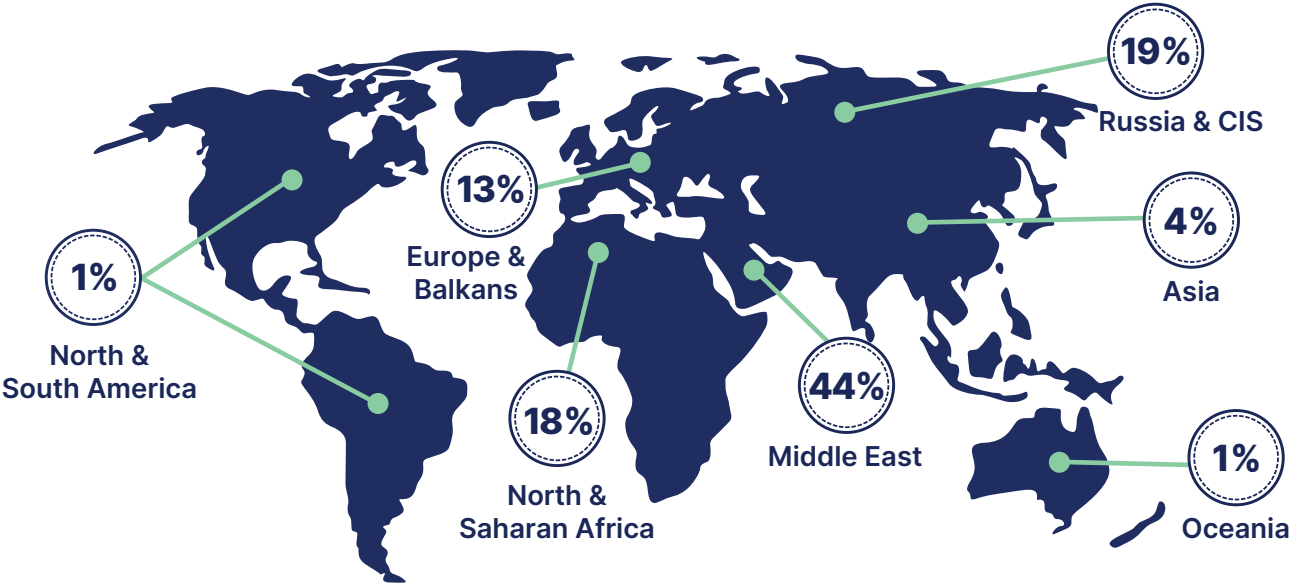
# VISITOR OVERVIEW



## TOP 10 VISITING COUNTRIES



## GEOGRAPHICAL BREAKDOWN OF INTERNATIONAL VISITORS





Honestly, first time I came here. Growtech is fantastic. A lot of people are coming here from specially Middle East, neighbour countries. We have lots of opportunities for meeting with people. We are standing about markets and it has give inside to know about this market what other products and what exactly looking that's how sourcing and that's how a valuable exhibition. My only message is please do come and visit Growtech. It is a fantastic exhibition. As for as marketing and you can see all marketing trends. And also, great place and it has technologic innovation. Probably I will come next year again and I will have a booth. Come and visit my booth.

**ASHISH SHARMA**  
**BUSINESSMAN / India**  
**Growtech Visitor**

“

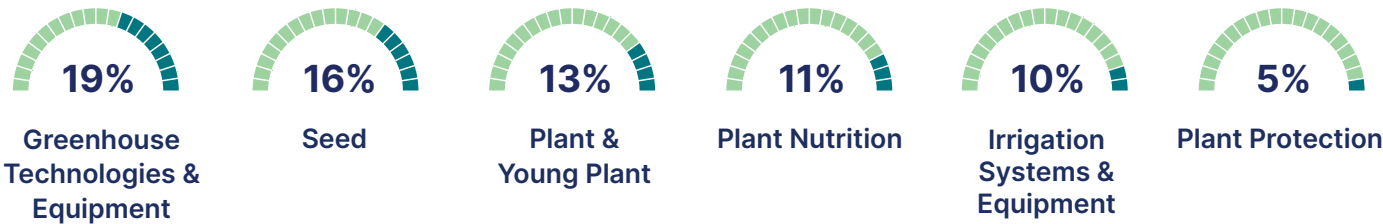
## FEEDBACKS OF VISITORS



## WHO WILL YOU MEET?



## TOP 6 AREA OF INTEREST



Damla  
Sulamaya  
Geçin

Blueberry  
Tarımında  
Yerlilikçi  
Çözümler

CAKON  
GREENHOUSE PROJECTS

AGRI-TECH

I came from Pakistan. We are representative about my father's agriculture company. We focus on pepper and cucumber. We can develop our products for coming here. I think that Growtech is useful and make better new technology and it is a good quality. You can feel agriculture here.

**GHAZALEH ZIDAN**

**FAMILY BUSINESS OWNER**

**Growtech Visitor**

“

# EVENTS AT GROWTECH

Growtech 2023 will feature high-level strategic conferences, content arenas and award programs focusing on the latest technologies and products to provide a platform for knowledge sharing and support relationship building and solutions to some of the most pressing challenges about agriculture.



## ATSO GROWTECH AGRICULTURE INNOVATION AWARDS



## PLANT BREEDING PROJECT MARKET (BIPP)



## GROWTECH AGRICULTURE TALKS



## HOSTED BUYER PROGRAM



# HOW IS GROWTECH SUSTAINABLE?

Growtech contributes to sustainable development by supporting innovative activities that increase the added value of agricultural production. Adopting the understanding of social responsibility, Growtech runs as an environmentally responsible event.

## Inspiring Sustainable Development

Growtech supports innovative activities that increase the added value of agricultural production. Growtech organizes and hosts ATSO Growtech Agriculture Innovation Awards to encourage innovative professionals and companies that carry out R&D activities.

## Running an Environmentally Responsible Event

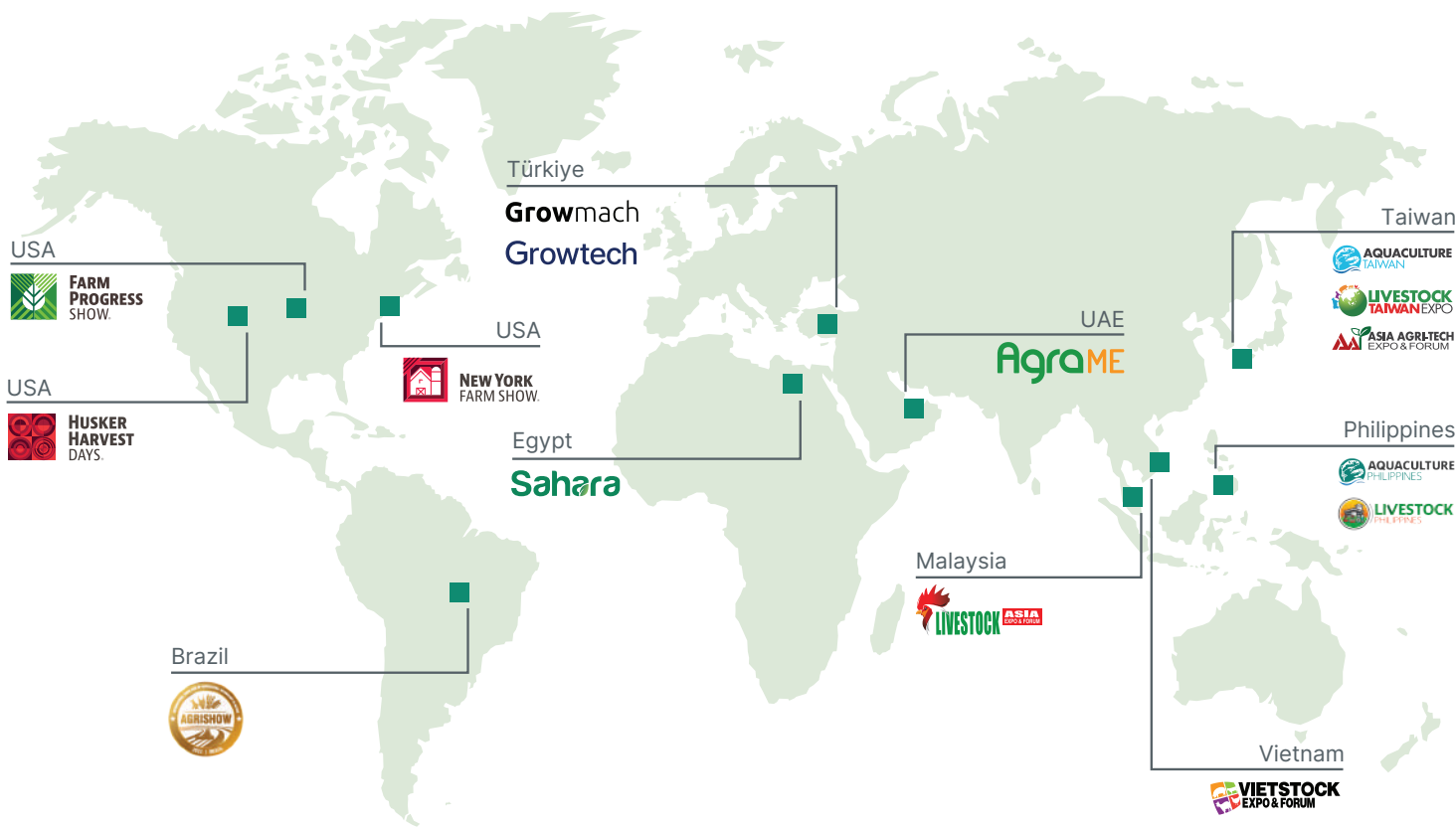
Growtech is taking measures to become more environmentally conscious every year, by reducing its carbon footprint and implementing more sustainable ways of exhibiting, such as using LED lights, printing less, recycling the badges and the carpet.

## Running A Socially Responsible Event

Growtech supports the students of the Faculty of Agriculture by welcoming them to the event, thus enabling them to get to know the agricultural sector and the companies within, and to learn about internship and job opportunities available at the Growtech @Campus event.



# GLOBAL AGRICULTURE PORTFOLIO



ORGANISED BY



### GET INVOLVED AND BOOK YOUR STAND



**Serra KAYA**  
**Sales Manager**

+90 530 416 60 04  
serra.kaya@informa.com



**Taylan GÖKMEN**  
**Sales Executive**

+90 530 549 37 59  
taylan.gokmen@informa.com

### INTERNATIONAL AGENTS

**AFRICA**  
**VIJANA AGENCY**

E-mail: info@vijanaagency.com  
P: +256 394 869 348

**CHINA**  
**INFORMA MARKETS (GUANGZHOU)**

E-mail: jennie.zhan@informa.com  
P: +86 20 8666 0158

**EGYPT**  
**INFORMA MARKETS EGYPT**

E-mail: hanaa.youssef@informa.com  
P: +20 2 2322 6969

**GERMANY**  
**MESSE ESSEN GmbH**

E-mail: leo-martin.stiel@messe-essen.de  
P: +49 201 7244-727

**ITALY**  
**FAMA & CO.S.R.L**

E-mail: tampieri@famaeco.com  
P: +39 054522489

**SPAIN**  
**AGRAGEX**

E-mail: irantzu@agragex.es  
P: +34 94 470 65 05

**TAIWAN CHINA**  
**INFORMA MARKETS ASIA**

E-mail: info.sales.tw@informa.com  
P: +886 2 2738 3898

**THE NETHERLANDS**  
**THE NETHERLANDS EXPORT COMBINATION**

E-mail: sabrina@nec.nl  
P: +31 33 433 01 31



**Scan QR**  
**code to apply**  
**for a stand**

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

    /growtecheurasia

Member of



Supported By



Organisation



**informa**markets