

PRESS RELEASE

FOR IMMEDIATE RELEASE

Date of Release: 11 March 2025

FOR MORE INFORMATION

Seung-ho Choi, Foreign Press Spokesperson

TEL: +82-44-201-1120

E-mail: csh9731@korea.kr

Korean Agricultural Inputs and Machinery Find Opportunities to Enter Vietnam, Thailand, and China through International Trade Fairs

Sejong, 11 March 2025 — The Ministry of Agriculture, Food and Rural Affairs (MAFRA) will open Korean booths in the Socialist Republic of Vietnam and the Kingdom of Thailand on 12 March as well as in the People's Republic of China on 17 March to help Korean companies to promote their agricultural fertilizers, veterinary medical products, etc. to overseas buyers. Since 2024, for the purpose of helping Korean companies enter overseas markets and find opportunities to increase their exports, the MAFRA has been providing support for them to participate in international expositions.

The MAFRA will also invite overseas buyers highly likely to make a purchase

deal with Korean companies to business meetings in such international expositions. This way, the MAFRA will provide full support for Korean companies to ensure that their participation in international expositions will lead to export agreements.

In AGRITECHNICA ASIA 2025, an agricultural trade fair to be held in Ho Chi Minh City in Vietnam from 12 to 14 March, 18 Korean companies will present their agricultural solutions tailored to the needs of Southeast Asia. Such agricultural solutions include eco-friendly fertilizers, materials for facilities, agricultural equipment and machinery, etc.

In VIV Asia 2025, Asia's biggest livestock industry trade fair to be held in Bangkok in Thailand from 12 to 14 March, 21 Korean producers for veterinary medical products (e.g. chemicals, vaccines, medical devices, etc.) will promote their products. Importantly, VIV Asia, a host of the international trade fair, has selected the Republic of Korea as the nation of the year, and thus will promote Korean products through diverse channels such as a seminar. VIV Asia will also provide Korean companies with opportunities to network with buyers by holding an event of the Korea Day.

In the CAC 2025 exhibition, the world's largest agrochemical and crop protection exhibition to be held in Shanghai in China from 17 to 19 March, the MAFRA will open Korean booths for eco-friendly fertilizers to help Korean companies enter Chinese and Asian markets.