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Agri-expo Korea 2025 Presents Visions for Agriculture: Agriculture towards an Industry for Innovation and a Balanced National Growth

Sejong, 25 September 2025 — From 25 to 28 September, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) of the Republic of Korea will hold Agri-expo Korea 2025, the largest agricultural exposition, at aT Centre in Seoul. With the year 2025 marking the 7th anniversary of the agricultural exposition, the MAFRA has been holding the event every year since 2019 to expand the public's awareness of diverse values and growth potential of agriculture and rural areas. The agricultural exposition presents visions for agriculture, such as (a) agriculture taking a leading role in making innovation as a national strategic industry, as well as (b) rural areas taking a leading role in a balanced national growth.

Under the theme of “Growth and Happiness Created by Innovation in Agriculture and Rural Areas,” Agri-expo Korea 2025 will showcase four themes-based pavilions. The four themes are (a) agricultural innovation, (b) agriculture and life, (c) diverse charms of agriculture, and (d) rural communities full of vitality. The four pavilions carry significance of the following:

“Agriculture and rural areas function beyond supply of food. Agriculture and rural areas create new growth engines of the nation through cutting-edge technologies and innovation, and thus create spaces where all the people can live in happiness.”

The pavilion of agricultural innovation—which consists of diverse booths for Korean agriculture innovation, R&D, the insect industry, and the pet industry—sheds light on agriculture as a high-growth industry. Specifically, the pavilion explores the growth potential of agriculture, agriculture’s contribution to the growth of the national industry, and the current status of preparations towards the agriculture of the future. The booth for Korean agriculture innovation will exhibit examples of agricultural innovation, such as an agriculture satellite, an eco-friendlier hydrogen tractor, an air farm where crops are grown through a farming system of converting moisture in the air into water in real time, an AI-based sorting robot for fruits and vegetables, and a cooking robot.

The pavilion of agriculture and life—which consists of booths for agricultural crops of the year, food security, history and culture of agriculture, and agricultural and livestock products—explains agriculture’s functions and roles and their influence on people, as well as agriculture’s history and culture.

The pavilion of diverse charms of agriculture consists of booths for Korean

foods, urban agriculture, the rural convergence industry, and floriculture. The booth for Korean foods will exhibit and sell traditional Korean alcoholic beverages, diverse brands of ramyeon, precooked frozen kimbap, and Korean sauces. The booth for Korean “sool”—which means traditional Korean alcoholic drinks—introduces a variety of traditional Korean alcoholic drinks produced in different regions across the nation and the processes of making Korean “sool.” A lounge of Korean “sool” run by a young sommelier provides a programme for tasting traditional Korean alcoholic drinks, as well as a class for learning about pairing of foods and such drinks.

The pavilion for rural communities full of vitality introduces the government’s policies for turning rural areas into a sustainable space full of vitality and making agriculture sustainable in response to declining rural areas. As part of such policies, the pavilion will present a programme for workcation (a compound word of work and vacation), which means a new working style that people work remotely at a vacation spot while enjoying a tour or relaxing after work. The booth for a K-gastronomic belt at the pavilion will exhibit kimchi, ginseng, and related information. The booth will also provide opportunities for tasting kimchi and ginseng. In addition, the pavilion will showcase agricultural produce grown by young farmers. At a talk session to be held from 25 to 27 September, young entrepreneurs who have succeeded in their business in agriculture-related fields will share their experiences with people.