Ministry of Agriculture, Food and Rural Affairs

PRESS RELEASE

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Korean Agricultural Equipment Makers and Suppliers Eye European and Middle Eastern Markets at Antalya Trade Fair

Twenty Korean companies get tailored export marketing support, including buyer consultations and promotional activities.

Sejong, 23 November 2026 — The Ministry of Agriculture, Food and Rural Affairs (MAFRA) will operate a Korean Pavilion hosting 20 companies at Growtech Antalya 2026 in the Republic of Türkiye on 24-27 November. The Ministry aims to help these exhibitors expand their overseas sales channels and strengthen their presence in Europe and the Middle East.

The 20 participating companies comprise four agricultural machinery manufacturers (Helper Robotech, SeneS Technology, Kukjae Environmental Technology, and Sungho SI Corp.); four agricultural facility materials suppliers (Dae Yang Co., ECC,

Rhino Jerim Metal Co., and Gyo Rin Inc.); six fertiliser producers (Bioliv, DOF, CheonjiBio, Aminolab, Nutra-Park, and Odus); five eco-friendly agricultural input suppliers (Unitekbio, MR Innovation, Nambo, Share Green Co., and N&B Agro); and one pesticide manufacturer (Haneol Science).

Growtech Antalya is a major international exhibition specialising in greenhouse horticulture and agricultural technology. The fair attracts businesses from around the world involved in greenhouses, agricultural machinery, fertilisers, seeds, and related industries. This year, more than 725 companies from 36 countries and approximately 40,000 buyers and industry professionals are expected to attend.

The MAFRA invited Turkish industry experts ahead of the exhibition to brief Korean participants on market conditions, emerging trends, forecasts, and business opportunities. The Ministry will also distribute a directory to local buyers containing the addresses, product descriptions, and contact details of participating Korean companies to support their export marketing efforts. An online promotional pavilion (agroex.or.kr) will allow prospective buyers to explore products and schedule business consultations.

The Ministry continues to pursue follow-up discussions and negotiations with prospective buyers using international networks established through Korean pavilions at overseas trade fairs, as well as trade missions, and export consultation events. These efforts are increasingly translating into actual export sales.

Company A, a Korean exporter of agricultural facility materials, signed a memorandum of understanding (MOU) with Turkish buyer E at Growtech Antalya last year. The two companies subsequently conducted local field trials of greenhouse film for tomato cultivation in February, and the successful results led to an initial

contract worth approximately USD 10,000. This represents a model of phased market entry, progressing from trade fair consultations to onsite testing and ultimately an export contract. Company A will return to the exhibition to pursue further export opportunities through follow-up consultations and visits to local farms.

Company B, another exporter of agricultural facility materials, established a business relationship with Turkish buyer C at Growtech Antalya last year. The company subsequently completed two export shipments in April and July, totaling approximately USD 96,000. The initial contact thus developed into repeat export business. At the upcoming exhibition, Company B plans to discuss increasing orders from existing buyers while seeking new customers to make further inroads in Turkey.

The MAFRA has organised Korean Pavilions at eight agricultural trade fairs across six countries this year: China, Vietnam, Australia, Japan, Italy, and now Turkey. These efforts aim to boost exports of agricultural equipment and supplies and strengthen their global competitiveness. The Ministry also organised four rounds of one-on-one export consultations between overseas buyers and Korean companies. These activities resulted in 107 MOUs worth a combined USD 17.3 million and 35 contracts signed on-site totaling USD 10.21 million.

Lee Si-hye, Director General for the Agri-Industry Innovation Policy Bureau at the MAFRA, stated: “We expect this exhibition to showcase the quality of Korean agricultural equipment and supplies to international buyers and generate tangible business results. The government will continue to strengthen the agricultural industry’s export base and actively support Korean companies in becoming more competitive globally.”

Overview of the Korean Pavilion at Growtech Antalya 2026

1. Exhibition Details

- **Name:** Growtech Antalya 2026
- **Dates:** November 24 (Tuesday)–27 (Friday) November 2026 (four days; held annually)
- **Venue:** Antalya Expo Center, Antalya, Republic of Türkiye
- **Exhibits:** Greenhouse structures and films, heating and irrigation systems, fertilisers and pesticides, seeds and seedlings, smart farming solutions, livestock equipment, and related products and technologies, displayed across seven exhibition halls
- **Scale:** At least 725 exhibitors from 36 countries and approximately 40,000 trade visitors expected

2. Korean Pavilion Setup and Management

- **Objective:** To facilitate Korean companies' entry into overseas markets through participation in and support for Korean pavilions at international trade fairs

- **Participating companies:** 20 Korean agricultural equipment and supplies companies*

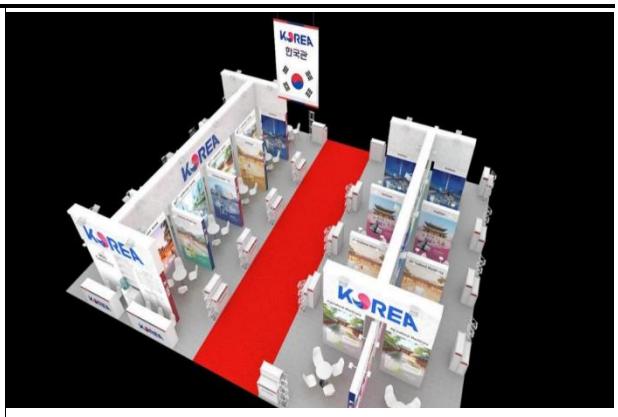
  * **Breakdown**: Six fertiliser producers, five eco-friendly agricultural input suppliers, four agricultural machinery manufacturers, four agricultural facility materials suppliers, and one pesticide manufacturer.

- **Activities**: Product promotion and buyer consultations for 20 participating companies; MOU and contract signings; showcasing of Korean product quality at the joint promotional booth; and prospective buyer outreach.

3. Exhibition Hall Layout and Bird’s-eye View of Korean Pavilion



Growtech Antalya Exhibition Hall Layout



Bird’s-eye View of Korean Pavilion