



30TH INTERNATIONAL AGRICULTURAL
TECHNOLOGY FAIR IN ACTION

The future of
agro
from **a** to **z**



2025

**APRIL 28
TO MAY 2
8 A.M - 6 P.M**

RIBEIRÃO PRETO • SP • BRAZIL

AGRISHOW.COM.BR

POST SHOW REPORT 2025



The **30th edition of Agrishow** was historic! Held from April 28 to May 2 in Ribeirão Preto (SP-BRAZIL), the fair celebrated three decades of leadership in agribusiness with a remarkable edition focused on innovation, connections, and business opportunities.

More than **197,000 visitors** attended the event, which featured over **800 national and international brands** across a **520,000 m² exhibition area**, reaffirming its position as the largest and most complete agribusiness showcase in Latin America.

A major highlight was the record-breaking **R\$14.6 billion in business intentions** solely in the agricultural machinery and equipment segment — a 7% increase compared to the previous edition.

Agrishow 2025 has established itself as a strategic hub for business, knowledge, and experiences, bringing together professionals from all regions of Brazil and abroad to explore the most modern and efficient solutions for the field.



SPONSORS 2025



AGRISHOW 2025 IN NUMBERS



+ 197,000 agribusiness professionals



27% female presence at the fair



+ 60 visiting countries and attendees from all regions of Brazil



+ 800 exhibiting national and international brands



+ R\$14.6 billion in business initiated during



+ 8,000 media stories published nationally and internationally



22 supporting entities, unions, and cooperatives



23 media partners



16 digital ambassadors

VISITOR PROFILE

DEMOGRAPHIC DATA

Agrishow 2025 welcomed visitors from all Brazilian states and over 60 countries.

71%

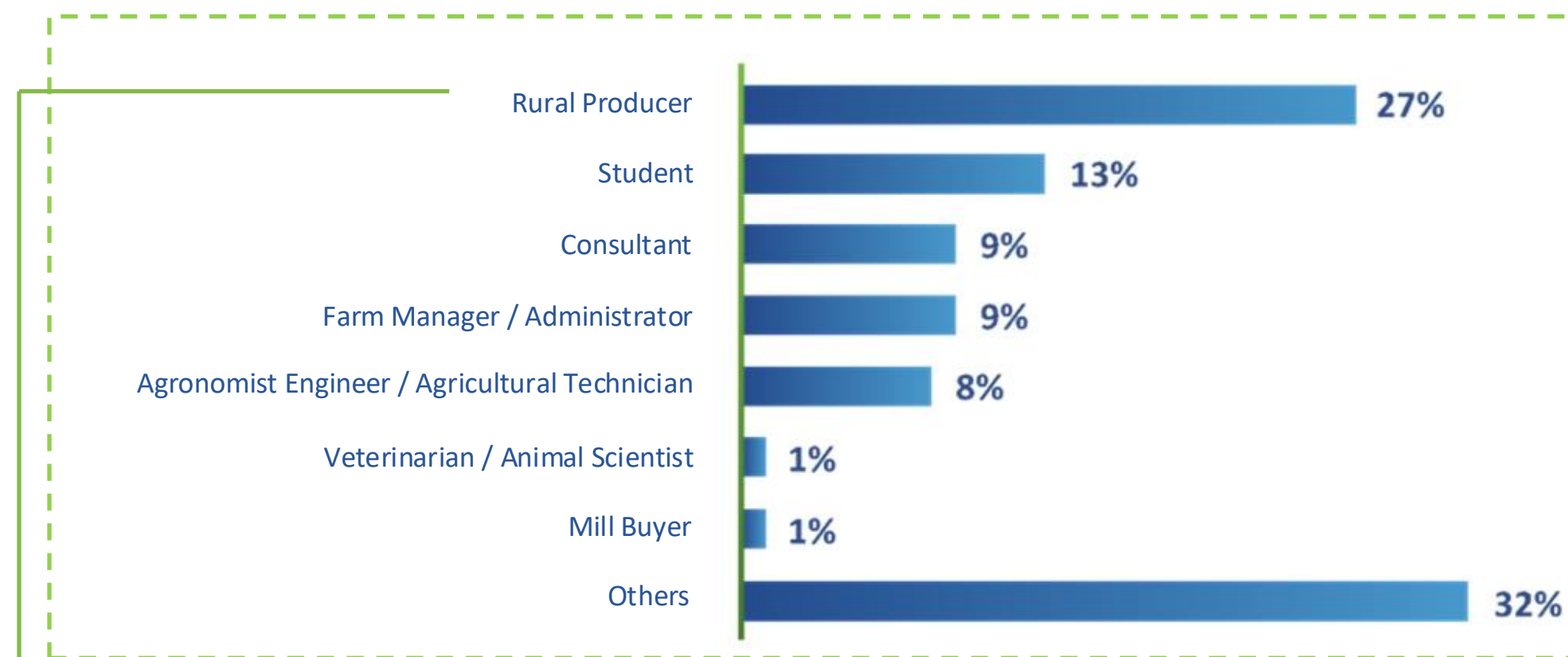
Visitors play a decisive and influential role in the purchase of products, equipment and services.

PURCHASE DECISION



VISITOR PROFILE

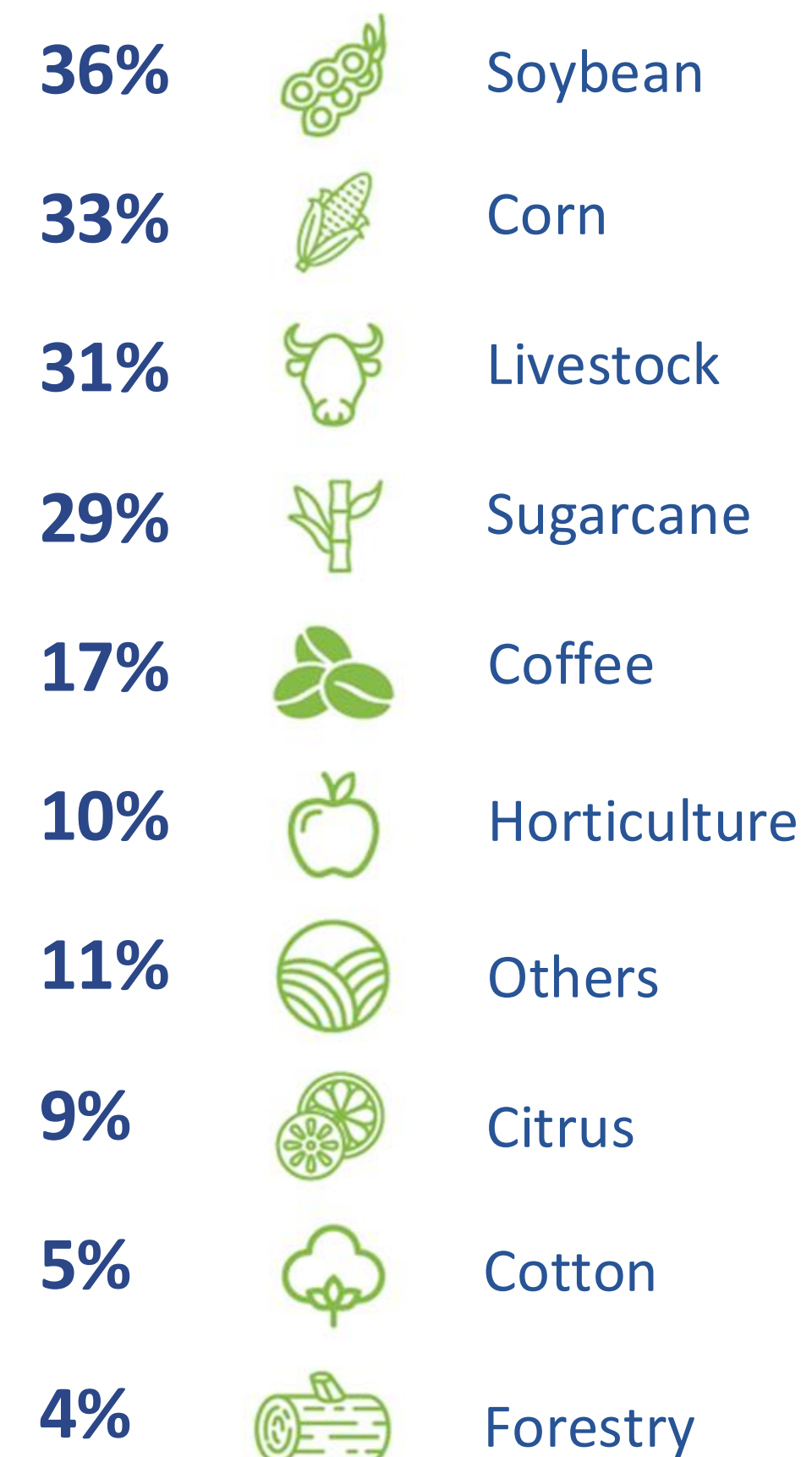
QUALIFICATION



Role of the
rural producers
present at the event:



MAIN CROPS PRESENT



VISITOR PROFILE

INTERESTS



Agricultural Machinery and Implements

28%

Precision Agriculture

27%

Family Farming

16%

Livestock

12%

Transportation / Vehicles

12%

Irrigation

11%

Tools

10%

Soil Amendments, Fertilizers, and Pesticides

9%

Solar / Renewable Energy

9%

Storage (Silos and Warehouses)

8%

Construction Machinery

8%

Seeds

8%

Auto Parts and Tires

7%

Pumps, Valves and Engines

7%

Safety Equipment

6%

Others

6%

TESTIMONIALS

VISITORS

"Agribusiness is huge in Brazil. I believe that just being here you can realize the technology available, the professionalism, and the scale."

Ben Valks | Amsterdam - Netherlands

"The size of the machinery here is probably unmatched anywhere else in the world."

Pedro Ojuel | San José - Costa Rica

"Agrishow is a spectacle. Anyone who works in the field has to be here. It's a must."

Giovani Sachet | Caxias do Sul, RS - Brazil

"Agrishow is the most important fair in the Americas, where there is a lot of innovation. We come here to gain knowledge, learn, and do business at the fair."

Angelo Silveira | Petrolina, PE - Brazil

"It's where people from Brazil and all over the world come looking for new equipment and launches for agriculture and livestock."

Alfredo Acácio | Tangará da Serra, MT - Brazil

"The Agrishow fair is extremely important for all producers in general who are somehow connected to agribusiness because it brings innovations at both national and international levels. The fair diversifies the livestock sector, agriculture, and all the branches that make up Brazilian agribusiness. I come every year because there is always something new."

Sérgio Torres | Caicó, RN - Brazil

TESTIMONIALS

EXHIBITORS

"HORSCH's participation in Agrishow 2025 was extremely important. More than generating business and strengthening the brand, it was a valuable opportunity to be close to our customers, listen to their concerns, understand their challenges, and capture their aspirations for the future. This direct contact reinforces our commitment to developing solutions that truly make a difference in the field. We also took advantage of the event to strengthen ties with our dealers and strategic partners. Agrishow's audience is highly qualified and technical. We welcomed demanding producers who are connected to innovation and focused on results. This raises the level of conversations and creates an environment conducive to presenting our technologies in depth, generating consistent commercial connections aligned with our purpose. Agrishow 2025 was the ideal setting to showcase our latest innovations to the market."

Maik Penner, Latin America Marketing Manager at HORSCH

2025 ATTRACTIONS



Agrishow Labs established itself as the premier meeting point between innovation and agribusiness. In a dynamic and interactive environment, 72 startups showcased disruptive solutions directly to the audience, fostering valuable connections, business opportunities, and extensive networking.

The space also offered over **15 hours of free content, with 45 speakers** sharing insights and trends that are shaping the future of agribusiness.



Master Sponsorship +



Master Sponsorship



Gold Sponsorship



Partner Innovation Hubs



Content Curation



Promotion and Organization



ATRAÇÕES 2025



AGRISHOW *pra elas*

AGRISHOW PRA ELAS – WOMEN'S LEADERSHIP IN AGRIBUSINESS

Women have been gaining more and more space in agribusiness — whether managing farms, working directly in the field, or leading transformations in the sector. Agrishow Pra Elas is a space dedicated to valuing and promoting women's contributions to the agricultural world.

The environment hosted inspiring conversations with women who are making a difference in the field and offered a special program with over **10 hours of free content and 13 speakers** — leading female figures in Brazilian agribusiness.

Master Sponsorship



Premium Sponsorship



2025 ATTRACTIONS

PAVILHÃO DOS PRODUTORES ARTESANAIS

O Pavilhão do Produtor Artesanal reúne produtores de todo o estado de São Paulo.

O espaço valoriza e promove a comercialização de produtos artesanais como queijos, charcutaria, mel e azeites, oferecendo aos visitantes uma verdadeira experiência de sabores regionais.



2025 ATTRACTIONS

ARENA DE SOLUÇÕES AGRO

New technologies and innovations for rural producers, including management and production monitoring software, pH meters, and many other solutions for field professionals.



2025 ATTRACTIONS

ROTA DO CAFÉ

The Coffee Route was a special initiative within the Agrishow app, focused on the coffee sector. The action highlighted exhibitors offering solutions tailored to coffee producers.

Through the interactive map available in the app, visitors could easily locate the participating booths along the route.



2025 ATTRACTIONS



An exclusive space for our digital ambassadors to welcome Agrishow visitors for conversations and experience sharing.



MEDIA AND PROMOTION



Retargeting
and media

facebook Ads

+15 million
impressions



+260 thousand
followers



WhatsApp
broadcasts



+40 email marketing
campaigns



+120 media
placements in 40
cities



+687 media
placements in 50
cities



Online banners on
various industry
portals



Ads in magazines and
online platforms



Press relations: **1,600**
journalists present and **8,000**
news articles published



16 digital influencers



Partnerships with major
agribusiness associations

AGRISHOW DIGITAL

A channel with exclusive, original content focused on agribusiness. Here, you can follow trends and new technologies throughout the year for industry professionals.

ACCESS NOW:

digital.agrishow.com.br



OUR SOCIAL MEDIA

**Data updated in May 2025*



168.819 FOLLOWERS



260.311 FOLLOWERS



24.374 FOLLOWERS



8.972 SUBSCRIBERS



10.203 FOLLOWERS



FEATURED BRANDS

DURING THE FAIR

+1.060.000

views showcasing the products and innovations of 120 exhibitors.



AGRISHOW 2025 - Destaque

Agrishow Feira 8,97 mil inscritos Inscrito



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COMMITMENT TO SUSTAINABILITY

Agrishow reinforces its commitment to sustainability, bringing the agribusiness community together around solutions that balance production, environmental stewardship, and social development. The fair serves as a platform to promote more conscious practices and a more resilient sector.

PILLARS OF SUSTAINABILITY

Inspiring Sustainability:

Incorporation of sustainable practices into the brand, aligned with the United Nations Sustainable Development Goals.

PRACTICAL ACTIONS

1. **Meal Donation:** Partnership with Matchfood and Talk Produções to distribute meals to local institutions.
2. **Artisan Pavilion:** Space dedicated to artisanal products from across the state of São Paulo.
3. **Agrishow Pra Elas:** Initiative that values and promotes women's participation in agribusiness, featuring lectures and networking opportunities.
4. **Solar Energy:** Installation of photovoltaic panels in restrooms, providing clean and renewable energy.
5. **Energy Patrol:** Team responsible for monitoring and guiding the conscious use of energy during the event.
6. **Agrishow Labs:** A fully dedicated area within the Technology and Innovation Arena, connecting various agribusiness startups and their solutions directly with visitors — a perfect space for business and networking.
7. **Recycling Initiative:** Over 50 tons of recyclable waste were collected during the event and sent for recycling in partnership with Cooperagir. This initiative also supports income generation for families in the Ribeirão Preto region.
8. **Wood Waste:** More than 200 tons of wood waste from booths and event structures are directed toward energy generation, landscaping, and other projects, avoiding environmental disposal.
9. **Credential Plastic Collection:** Agrishow promotes the collection of credential plastics, encouraging recycling and waste reduction.
10. **And much more!**

VISITOR SURVEY

95% say they will come back in 2026

89% say that Agrishow is the top event in the sector

Visitors' perception of the exhibitors:

Quantity: **92%**

Quality: **93%**

Variety: **91%**

These data confirm that AGRISHOW is the
THE LARGEST AND BEST AGRIBUSINESS FAIR IN BRAZIL!



31TH INTERNATIONAL AGRICULTURAL
TECHNOLOGY FAIR IN ACTION



THE STRENGTH OF OUR ROOTS



SEE YOU IN 2026!

APRIL 27 **2026**
TO MAY 1 **8A.M - 6P.M**
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