

Agri Malaysia, Malaysia's largest B2B agriculture technology exhibition, brought ASEAN to the forefront

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Agri Malaysia 2025, Malaysia's largest B2B agriculture technology exhibition, concluded its eighth edition with resounding success, solidifying its reputation as a premier platform for agricultural innovation and collaboration.

Held from Sept 11 to 13 at the Malaysia International Trade and Exhibition Centre (Mitec) in Kuala Lumpur, the event drew over 13,000 agriculture professionals from 18 countries, showcasing the latest advancements in agriculture, plantation commodities, and horticulture industries.

Under the theme "Futuristic Innovates Agriculture," the exhibition featured 450 exhibitors across 650 booths, representing more than 900 local and international brands. For the first time, Agri Malaysia received official support and participation from the Agriculture and Food Security Ministry (MAFS), the Plantation and Commodities Ministry, and their respective agencies, highlighting the government's commitment to advancing the agricultural sector.

The event also strengthened its international presence with dedicated country pavilions from South Korea, China, Taiwan, and India, emphasizing its role as a global catalyst for agricultural exchange.

Among the highlights were the **AgriTalk** seminars, which hosted over 60 free sessions led by experts from Vietnam, Thailand, and Taiwan. Topics ranged from off-season durian farming and the potential of the coconut market to palm oil innovations and Malaysia Good Agriculture Practices (myGAP), myPesticide, GeoTanih, GeoTanaman certifications.

The **AgriDemo zone** offered live demonstrations of cutting-edge agricultural machinery and equipment, while the **AgriClinic** provided on-site consultations and analysis services for leaf, soil, and water, guided by agronomists and technical experts. The **AgriSmart** Smart Farming Zone showcased digital technologies such as the Internet of Things (IoT), Big Data Analytics (BDA), artificial intelligence (AI), and DroneTech, reflecting the growing role of technology in modern agriculture.

Planters also benefited from direct engagement with the **Malaysian Palm Oil Board (MPOB)**, which offered guidance on license applications and the registration process for Malaysian Sustainable Palm Oil (MSPO) certification.

This year's exhibition focused on four key industry segments: **palm oil, durian, fruits and vegetables, and highland and lowland agriculture**, providing attendees with targeted insights into Malaysia's agricultural priorities. Farmers, growers, and planters left the event equipped with practical techniques to improve yield and reduce costs, as well as valuable guidance on compliance, certifications, and government support.

Networking sessions further facilitated strategic partnerships among farmers, growers, planters, and industry stakeholders. The face-to-face interactions with industry leaders, government agencies, and international experts offered immediate insights and opportunities for collaboration.

Agri Malaysia 2025 not only delivered on its promise of innovation but also reinforced its position as a vital platform for driving the future of agriculture in Malaysia and beyond.