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FOR MORE INFORMATION

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MAFRA and KOTRA Launch 2026 K-Smart Farm Roadshow to Drive Export Growth in Asia

Sejong, 15 September 2026 — The Ministry of Agriculture, Food and Rural Affairs (MAFRA) and the Korea Trade-Investment Promotion Agency (KOTRA) are holding the ‘2026 K-Smart Farm Roadshow,’ starting in Ho Chi Minh City, Viet Nam, from 14 to 15 September; followed by Jakarta, Indonesia, on 17 September; and Qingdao and Wuhan, China, from 20 to 22 September.

The MAFRA and KOTRA hold the roadshow annually to provide opportunities for Korean smart farm companies to engage with buyers from promising overseas markets.

This year’s roadshow brings together Korean companies from a range of fields, including smart farm equipment, environmental control solutions, and crop growth management solutions. Participating companies are showcasing their products and holding buyer-exporter meetings with local buyers. In addition,

they will visit smart agriculture facilities in China to gain a better understanding of local agricultural conditions and market demand. The MAFRA and KOTRA plan to provide ongoing, close support to ensure that export consultations lead to actual contracts.