31ST INTERNATIONAL AGRICULTURAL TECHNOLOGY FAIR IN ACTION

AGRISHOW
INTERNATIONAL TRADE FAIR OF AGRICULTURAL TECHNOLOGY IN ACTION
2026 | BRAZIL

THE STRENGTH OF OUR ROOTS

APRIL 27 TO MAY 1
2026
8A.M - 6P.M
RIBEIRÃO PRETO
SP • BRAZIL



POST SHOW REPORT

abag
ABIMAQ
ANDA
FAESP
SRB Sociedade Rural Brasileira FUNDADA EM 1919
informa markets

AGRISHOW.COM.BR

THE STRENGTH OF OUR ROOTS

Agrishow 2026 has consolidated itself as the main engine of agribusiness in Latin America. Held in Ribeirão Preto (SP), the fair reaffirmed its regional leadership, boosting the agricultural sector through strategic connections, knowledge and a significant volume of commercial transactions.

The event has positioned itself as the definitive meeting point and as the continent's main launchpad. In a monumental structure, leading brands presented high-performance solutions and the most advanced technology for producers of all sizes.

The economic strength was evident in the excellent volume of business intentions generated, especially in the machinery and precision agriculture segments, surpassing previous indicators.

Far beyond sales, Agrishow 2026 has established itself as an innovation hub. The event brought together professionals from different parts of the world, connecting the tradition of the rural producer to the sustainable future of the sector.









SPONSORS 2026



BNDES

BANCO DO BRASIL

GOVERNO DO BRASIL
DO LADO DO POVO BRASILEIRO



bradesco

CREDICITRUS HÁ MAIS DE 40 ANOS COM VOCÊ

CRESOL

Safra

Santander

SistemaOcesp

SistemaOCB
CNCOOP | OCB | SESCOOP

SICOOB

Sicredi

SOLINFTEC

Information Classification:
General

NUMBERS AGRISHOW 2026

+ 197k Agribusiness professionals

+800 national and international brands on display

18 supporting entities, trade unions and cooperatives

29% female presence at the event

+R$ 11.4 billion in business generated at the event

16 media partners

+50 visiting countries and from all regions of Brazil

+ 12 thousand articles published in Brazil and abroad

15 Digital Ambassadors

Information Classification:
General

VISITOR PROFILE

Demographics

Agrishow 2026 received visitors from all states of Brazil and +50 countries.

PURCHASE DECISION

79%

of visitors has a decisive and influential role in the purchase of products, equipment and services.





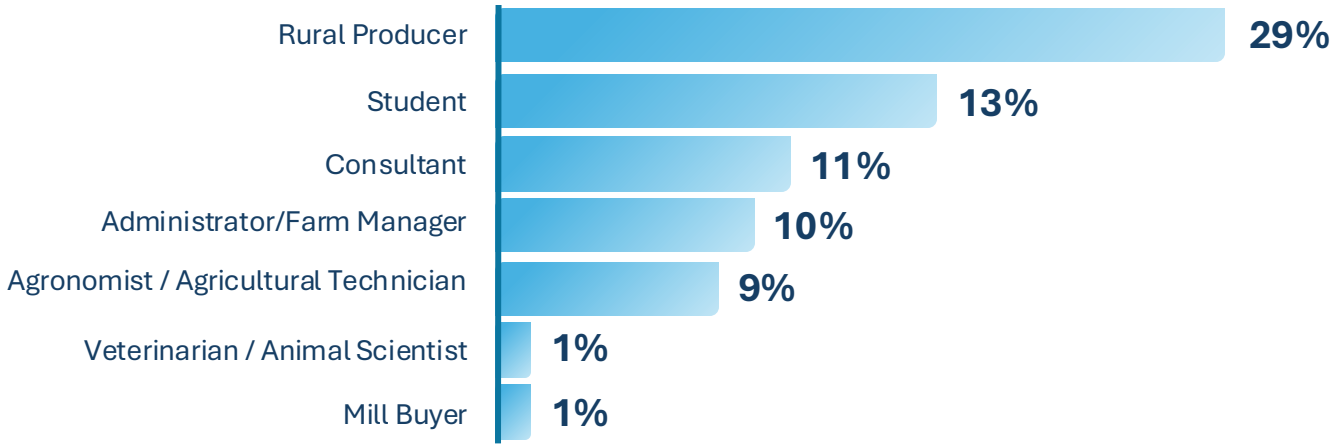








VISITOR PROFILE
Interests



PERFORMANCE OF THE RURAL PRODUCERS PRESENT AT THE EVENT:



MAIN CROPS PRESENT

SOYBEANS	32%
MILHO	31%
LIVESTOCK	31%
SUGARCANE	27%
COFFE	18%
FRUIT & VEGETABLES	12%
OTHERS	12%
CITRUS	9%
FORESTRY	8%
COTTON	5%
PEANUT	1%

Information Classification:
General

VISITOR PROFILE
Interests



AGRICULTURAL MACHINERY AND IMPLEMENTS — 30%



PRECISION AGRICULTURE — 28%



FAMILY FARMING — 20%



DRONES AND AGRICULTURAL ROBOTICS
(AERIAL MONITORING, SPRAYING, CROP MAPPING) — 19%



AGTECHS/DIGITAL TECHNOLOGY
(MANAGEMENT SOFTWARE, IOT, RURAL CONNECTIVITY, TRACEABILITY) — 17%



IRRIGATION — 15%



SOIL CONDITIONERS, FERTILIZERS AND CROP PROTECTION — 14%



EQUIPMENT & TOOLS — 14%



LIVESTOCK — 14%



YELLOW LINE MACHINERY – AGRIBUSINESS SUPPORT — 13%



SOLAR/RENEWABLE ENERGY — 12%



TRANSPORT / VEHICLES — 12%



AUTO PARTS AND TIRES — 11%



WAREHOUSING (SILOS AND WAREHOUSES) — 11%



FINANCIAL SERVICES/AGRIFINANCE
(RURAL CREDIT, CONSORTIUMS, INSURANCE, FINTECHS) — 11%



BIOLOGICAL INPUTS AND BIOTECHNOLOGY
(BIOFERTILIZERS, BIOPESTICIDES, INOCULANTS, APPLIED MICROBIOLOGY) — 11%



PUMPS, VALVES AND MOTORS — 10%



SEEDS — 10%



SAFETY EQUIPMENT / PPE — 9%



OTHERS — 8%



SUSTAINABILITY AND ESG
(LOW CARBON AGRICULTURE, CERTIFICATIONS, ENVIRONMENTAL TRACEABILITY) — 8%

Information Classification:
General

TESTIMONIALS VISITORS

Maycon Douglas
Itapira, MG

"We were looking for improvements in agriculture, and Agrishow is one of those opportunities. It is the key to keep up with the launches and the technologies developed, which helps us a lot in the field. We are very pleased with this purchase."

Eduardo Alves
Palmares do Sul, RS

"The fair met all expectations. We closed a lot of deals and it was very good this year. The expectation for next year is even better. We will definitely be here again."

Paulo Henrique Borges Fernandes
Patrocínio, MG

"Agrishow is very important for Brazilian agribusiness, as it allows us to follow all technologies (...). It is a very interesting event, with a lot of networking and exchange of information. Agribusiness is strongly impacted by the fair, which today is the largest in Latin America."

TESTIMONIALS EXHIBITORS

Diego Moura FertiSystem Exhibitor

"For us, at FertiSystem, Agrishow is where we receive a different audience than other fairs, because here we receive visitors from outside Brazil. Many people come from Latin America and the United States, which are very important markets and in which the company is making this expansion move. "

Ronaldo Mazoni Okubo Exhibitor

"We are very happy this year. We had a goal and we managed to achieve it. We received many qualified visits. We realize that the public comes to know our products, and we are presenting interesting solutions. When we receive qualified visits, from people who are really the decision-makers of the companies, they come with specific demands and needs. We were able to meet the needs of each producer and company, and even other exhibitors present at the fair. It was worth it, and we hope to be here again next year."

Rafael Gradin Imdepa Exhibitor

"The impact of Agrishow for Imdepa is quite large, not only because of the business that takes place here at the fair. Resellers from all over Brazil come to visit our booth, so we close a lot of deals here. And, without a doubt, it is very important to strengthen the Imdepa brand, in addition to giving visibility to our products and partners."

ATTRACTIONS 2026

AGRISHOW Labs



Driving digital transformation in the field, Agrishow Labs brought a schedule with more than 20 hours of free and unpublished content. In all, more than 50 experts took the stage to discuss the macro trends and insights that are redesigning the reality of the sector in Latin America.

The space also served as the ideal platform for generating business and strategic partnerships, bringing together more than 70 startups that demonstrated their disruptive technologies to the market. In a dynamic atmosphere focused on interactivity, the innovation ecosystem connected directly with producers in search of high-performance solutions and qualified networking.

MASTER SPONSOR

timber AGRICULTURE

INNOVATION HUB PARTNER

Sebrae for Startups

SUPERA

pwc

ATTRACTIONS 2026

AGRISHOW FOR WOMEN – FEMALE LEADERSHIP IN FOCUS

Agrishow Pra Elas stands out as the definitive stage for female leadership in the sector, evidencing the strength of women who lead property governance, command technical operations and dictate the new directions of the market.

The initiative offered an exclusive program with 13 hours of free content, bringing together more than 20 important national experts for debates and exchanges of experiences that inspire the evolution of the sector.



MASTER SPONSOR

PREMIUM SPONSOR

ATTRACTIONS 2026

ARTISANAL PRODUCTS PAVILION

The **PAVILION OF HANDICRAFTS** highlights the excellence of family farming and small agro-industries, bringing together more than 90 producers. The space provides a complete experience, with tasting and sale of products such as cheeses, coffees, floral honeys, premium olive oils, sweets, sausages and much more.

In addition to valuing the regional identity and rural tradition of São Paulo, the pavilion connects producers and consumers, boosts business and promotes formalization initiatives, technical assistance and access to credit. The space already moves millions in business and, with each edition, an increase in the flow of visitors and commercialization is expected.



ATTRACTIONS 2026

AGRO SOLUTIONS ARENA

The future of agricultural efficiency was on display with the latest releases in digital tools and automation. The public had direct access to intelligent monitoring systems, strategic management software, high-precision drones, and advanced soil and crop analysis devices. Tailor-made solutions were presented to increase productivity, optimize costs and transform decision-making in the day-to-day of rural activity.



ATTRACTIONS 2026

LOUNGE dos EMBAIXADORES

An environment for meetings, conversations and interactions with our team of ambassadors, digital influencers who truly live agribusiness and share their routines and knowledge with our audience. The space unites and provides relaxed and rich exchanges that resonate within the fair and also through social media





MEDIA AND REACH

Google Ads

Retargeting and media
7 million+ impressions

Meta

Retargeting and media
47+ million impressions



+40 campaigns
Email Marketing



+120 insertions
in 40 cities



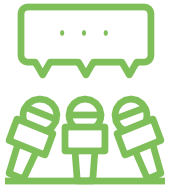
+687 insertions
in 50 cities



Online banners
on several portals
in the sector



Ads in magazines
and portals



Press office
+1,700 journalists present
+12,000 articles published



15 Digital
Influencers



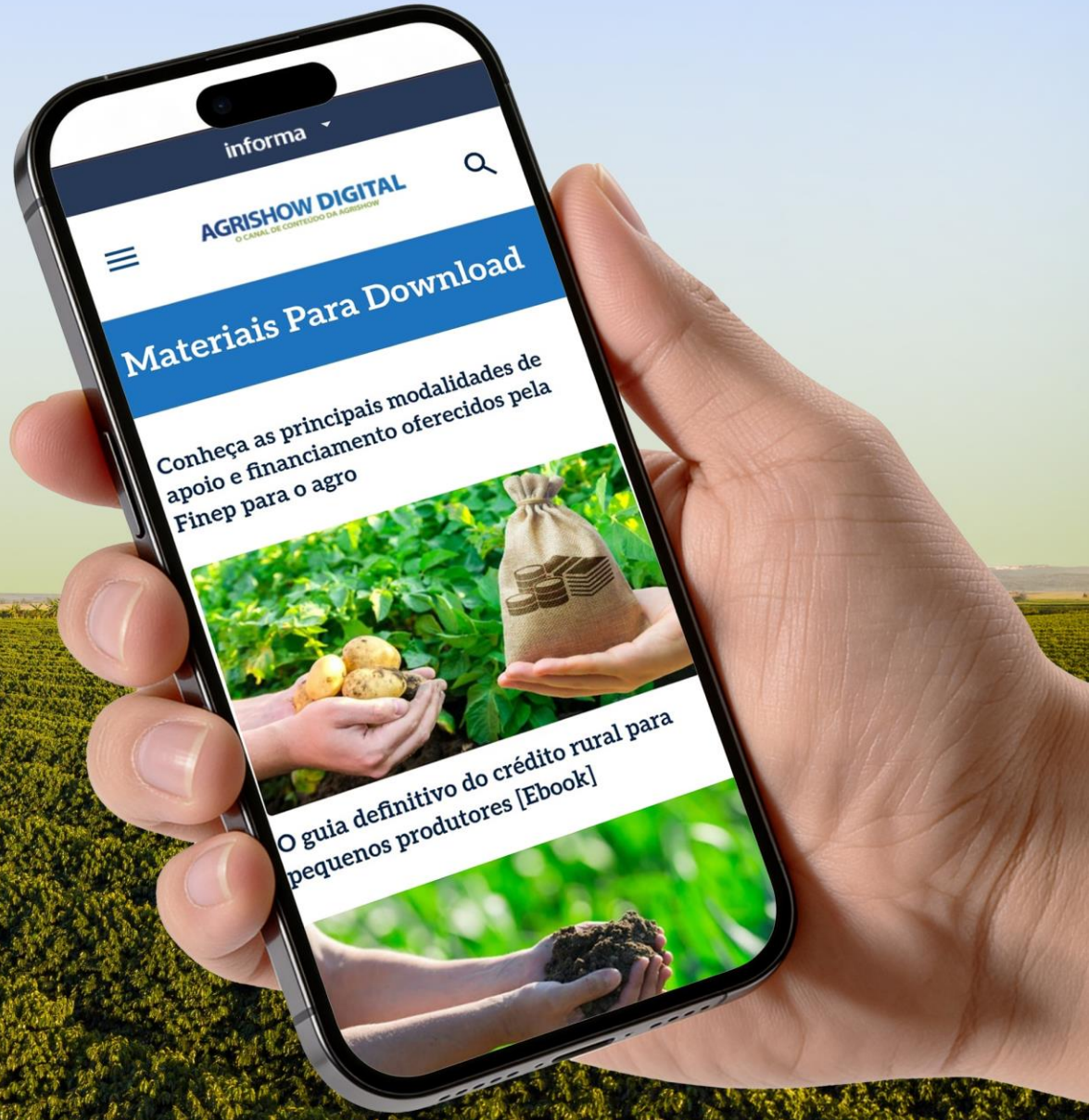
Partnerships with
important agribusiness
associations

Information Classification:
General

AGRISHOW DIGITAL

O CANAL DE CONTEÚDO DA AGRISHOW

Channel with exclusive, unpublished content focused on agribusiness. Here you can see year-round trends and new technologies for industry professionals



Access now:
digital.agrishow.com.br

OUR SOCIAL NETWORKS

May 2026*

170,848 followers

294,929 followers

26,515 followers

9,539 followers

20,206 followers



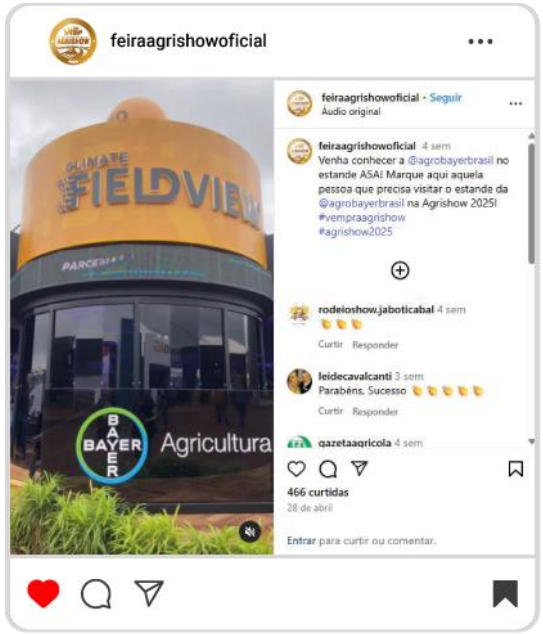
BRANDS IN HIGHLIGHT

DURING THE FAIR

+ 1.260.000 promoting the products and news of **96 exhibitors**.

Views











Information Classification:
General

COMMITMENT TO A SUSTAINABLE AGRIBUSINESS

Agrishow reinforces its commitment to sustainability, uniting agribusiness around solutions that reconcile production, environmental balance and social development. The fair is a platform to promote more conscious practices and a more resilient sector.

SUSTAINABILITY PILLARS

Inspire Sustainability:

Incorporation of sustainable practices in the brand, in line with the UN Sustainable Development Goals (SDGs).



Practical Actions:

1. Donation of Lunchboxes: Partnership with Matchfood and Talk Produções for the distribution of meals to local institutions.
2. Pavilion of Handicrafts: Space dedicated to handicraft products from different regions of Brazil.
3. Agrishow Pra Elas: Initiative that values and encourages female performance in agribusiness, with lectures and networking.
4. Solar Energy: Installation of photovoltaic panels in bathrooms, providing clean and renewable energy.
5. Energy Patrol: Team responsible for supervising and guiding the conscious use of energy during the event.
6. Agrishow Labs: A fully dedicated area within the Technology and Innovation Arena, it connects several agribusiness startups and their solutions directly with the visiting public, in a great space for generating business and networking.
7. Recycling Action: Separating the more than 50 tons of recyclable waste generated during the event from non-recyclable waste, which are reused from the joint action with Cooperagir, and contributing to the generation of income for families in the Ribeirão Preto region.
8. Hiring of People with Disabilities (PWDs) and Seniors (60+): there are several professionals who make up our teams during the performance, for promoting opportunity and income to different profiles.
9. Collection of Credential Plastics: Agrishow promotes the collection of credential plastics, encouraging recycling and waste reduction.

   And much more!

Learn more about Sustainability actions from Agrishow

Information Classification:
General

VISITOR SURVEY



94% VISITORS **WHO PLAN TO RETURN IN 2027**

97% CONSIDER **AGRISHOW THE BEST EVENT OF THE SECTOR**

These data confirm that

AGRISHOW IS THE BIGGEST AND BEST AGRO FAIR IN LATIN AMERICA!

Information Classification:
General

SEE YOU IN 2027!

INTERNATIONAL TRADE FAIR OF AGRICULTURAL TECHNOLOGY IN ACTION
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WHERE
INNOVATION
AND THE **FIELD**
MEET.

agrishow.com.br

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