



**ด่วนที่สุด**

**บันทึกข้อความ**

กรมส่งเสริมการเกษตร
เลขรับ ๐๔๕๖
เสนอ กษ. ๖
วันที่ ๒๒ มี.ค. ๖๘

ส่วนราชการ สำนักงานปลัดกระทรวงเกษตรและสหกรณ์ สำนักงานการเกษตรต่างประเทศ โทร. ๐-๒๒๘๑๘๖๙๐ ภายใน ๑๕๘  
ที่ กษ ๐๒๐๔/ว ๙๕๖ วันที่ ๒๒ มกราคม ๒๕๖๘

เรื่อง สถานเอกอัครราชทูตอาร์เจนตินา ประจำประเทศไทย ขอความอนุเคราะห์ประชาสัมพันธ์ การศึกษาดูงาน  
“The Agronomic Technical Tour”

เรียน อธิบดีกรมส่งเสริมการเกษตร

ด้วยสถานเอกอัครราชทูตอาร์เจนตินา ประจำประเทศไทย ได้มีหนังสือที่ A.L. 4/2025 ลงวันที่ ๑๔ มกราคม ๒๕๖๘ ขอความอนุเคราะห์กระทรวงเกษตรและสหกรณ์ประชาสัมพันธ์การศึกษาดูงาน “The Agronomic Technical Tour” ระหว่างวันที่ ๑๐ - ๑๕ มีนาคม ๒๕๖๘ ณ กรุงบัวโนสไอเรส และรัฐซานตาเฟ สาธารณรัฐอาร์เจนตินา ซึ่งจัดโดย Argentine No-Till Farmers Association: AAPRESID มีวัตถุประสงค์ให้ผู้เข้าร่วมศึกษาดูงานได้ทราบแนวทางปฏิบัติทางการเกษตรแบบยั่งยืนของอาร์เจนตินา แลกเปลี่ยนเทคนิคด้านการเกษตร โดยเฉพาะแนวทางการทำเกษตรแบบไม่ไถพรวนดิน (No-till farming) ซึ่งเป็นเทคนิคที่ใช้ในพื้นที่เกษตรกรรมของอาร์เจนตินาถึงร้อยละ ๙๐ ของประเทศ การเรียนรู้วัฏกรรมการผลิต การมีส่วนร่วมกับเกษตรกรและผู้เชี่ยวชาญในท้องถิ่น รวมถึงการเข้าร่วมงานแสดงสินค้าอุตสาหกรรมเกษตร “Expoagro 2025” ระหว่างวันที่ ๑๒ - ๑๓ มีนาคม ๒๕๖๘ ณ กรุงบัวโนสไอเรส สาธารณรัฐอาร์เจนตินา ทั้งนี้ ผู้ที่สนใจสามารถสอบถามรายละเอียดเพิ่มเติมได้จากผู้ประสานงาน Ms. Maién Saluzzio หรือ Mr. Federico Ulrich ผ่านทางไปรษณีย์อิเล็กทรอนิกส์ internacional@aapresid.org.ar รายละเอียดตาม QR Code แนบท้ายหนังสือฉบับนี้

กระทรวงเกษตรและสหกรณ์ขอให้หน่วยงานของท่านพิจารณาประชาสัมพันธ์ให้ผู้ที่เกี่ยวข้องเข้าร่วมศึกษาดูงานดังกล่าว โดยเบิกค่าใช้จ่ายจากต้นสังกัด

จึงเรียนมาเพื่อโปรดทราบและพิจารณา

(นายถาวร ทนใจ)

รองปลัดกระทรวงเกษตรและสหกรณ์

ปฏิบัติราชการแทนปลัดกระทรวงเกษตรและสหกรณ์



<https://s.moac.go.th/ZLqBA6>

ก่อนส่งงาน
เลขรับ 584
วันที่ 22 มี.ค. 68
เวลา 17.45 น.

กลุ่มวิเทศสัมพันธ์
เลขรับ 86
วันที่ 22 มี.ค. 68
เวลา 16.25 น.

๑๖๖๖๖๖๖๖

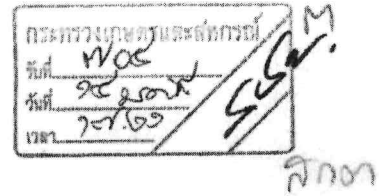
เลขาธิการ กองค้ำชีพจร DOAE

นอริชิต

22 มี.ค. 68



*Embassy  
of the  
Argentine Republic*



A.L.4/2025

The Embassy of the Argentine Republic presents its compliments to the Ministry of Agriculture and Cooperatives — Bureau of Foreign Agricultural Affairs — and has the honour to refer to AAPRESID (Asociación Argentina de Productores en Siembra Directa — Argentine No-Till Farmers Association), which is a non-governmental organization of producers, advisors, researchers and agricultural professionals that promotes the sustainable production of food, fibers and energy, notably by the implementation of the no-till farming.

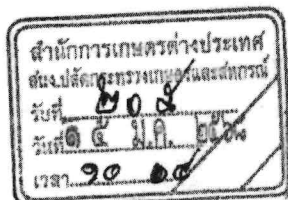
No-till farming is a technique that allows the land to be cultivated without the need for tillage, preventing the negative effects of the systematic use of tillage such as erosion, loss of fertility, dwindling crop yields, and flooding. The seed of the crop is placed in a small furrow in the soil and, outside this furrow, the soil remains in its natural state, covered and protected by residues from previous crops. Argentina is the global leader in no-till farming adoption, as this technique is applied in 90% of the agriculture area in our country, far above the world average adoption of no-till farming of just 15% of the cultivated lands.

In this connection, the Embassy of the Argentine Republic has further the honour to inform that during March 10-15, 2025, an Agronomic Technical Tour will be organized by APPRESID aiming to showcase Argentina's agriculture from a sustainable perspective.

/.../



Ministry of Agriculture and Cooperatives  
Bureau of Foreign Agricultural Affairs  
BANGKOK





/.../

The Agronomic Technical Tour will allow participants to:

- Explore advanced production models, recognized for innovation, soil care and sustainability
- Participate in technical exchanges with farmers and local experts, learning about Argentine agriculture through field visits in the main productive regions.
- Discover the pulse of the industry by making contact with the main agricultural companies and institutions.
- Visit Expoagro, one of the most important agricultural events in the country.

Expoagro is the most important open-air agro-industrial exhibition in Latin America and it is held every year in March, in San Nicolas, Buenos Aires. Visitors can explore the latest technology in agricultural machinery, supplies, livestock, and services, and they are also invited to tour planting plots with standing crops, and participate in international business rounds.

A presentation of the Agronomic Technical Tour 2025 detailing its full program, activities, inclusions and conditions can be found as annex to the present note, along with Expoagro 2025 brochure.

Therefore, the Embassy of the Argentine Republic will appreciate it if the Bureau could disseminate this information among potentially interested stakeholders and inform the former should agency members or related stakeholders would like to join the Agronomic Technical Tour.

Registration is open until 20 January 2025. More information can also be requested via e-mail: [internacional@aapresid.org.ar](mailto:internacional@aapresid.org.ar) — contact persons: Ms. Maién Saluzzio or Mr. Federico Ulrich.

The Embassy of the Argentine Republic avails itself of this opportunity to renew to the Ministry of Agriculture and Cooperatives — Bureau of Foreign Agricultural Affairs the assurances of its highest consideration.

Bangkok, 14 January 2025



TARIFF SCHEDULE | SEP24

# THIS IS THE WAY TO FACE THE CHALLENGE

BOOK NOW TO GET  
THE BEST SPOT IN THE  
NATIONAL CAPITAL  
OF AGRIBUSINESS



MARCH 11 TO 14, 2025

PREDIO FERIAL Y AUTÓDROMO DE SAN NICOLÁS  
RN9, KM 225 / SAN NICOLÁS / BUENOS AIRES / ARGENTINA







# PLAN



**PLAN SUBJECT TO CHANGE**

**76 KM  
A ROSARIO**

**SAN NICOLÁS**



**225 KM**  
**A BUENOS AIRES**



# INVEST IN THE RIGHT PLACE

We offer a variety of spaces for you to choose the one that best suits your needs. Each location is an opportunity to stand out and connect.

The contract becomes effective once your company submits a signed Admission Application, and provided the conditions specified therein are complied with.

All companies willing to exhibit at the Expo will be able to choose their location at the plan according to availability at the time of confirming their participation.

Outdoor lots are entitled to participate in the 2025 Agroshock offers.

All contracts will be confirmed by complying with the payment conditions involved and by sending the Admission Application to [ventas@exponenciar.com.ar](mailto:ventas@exponenciar.com.ar)  **+54 9 11 5844-2945**

## OUTDOOR LOTS

M²	Type	Fees	
75	Internal	USD	6,000
150	Internal	USD	10,000
300	Internal	USD	15,750
300	Corner	USD	16,500
600	Internal	USD	27,000
600	Corner	USD	28,000
900	Internal	USD	41,000
900	Corner	USD	42,000
1200	Corner	USD	54,000
1200	Apple	USD	55,500
2400	Apple	USD	110,500

## COVERED STANDS

Two (2) latest generation tents, with air conditioning, general lighting and perimeter security. The stand is delivered with partition panels, carpeted floor, lighting spots, a power outlet and border.

M²	Type	Fees
6	3x2	USD 2,250
12	6x2	USD 3,750
24	12x2	USD 6,500

- Hiring and payment method: by bank transfer or personal checks, as agreed upon in the admission request.
  - VAT (21 %) and other taxes are not included.
  - Liability insurance is included.
  - Commercial data published in the Exhibitors Guide (print and digital editions)\*.
- \*Valid only until 10 February 2025. Pieces/materials must be delivered by the specified deadline.**
- FEES SUBJECT TO CHANGE.**





# CULTIVATING OPPORTUNITIES

## SEEDING LOTS (PLOT)

M2	Type	Fees	
1200	Space only	USD	55,250
1200	Turnkey	USD	75,000
2400	Space only	USD	110,500
2400	Turnkey	USD	129,250

**OCTOBER SOWING PLOT (LIMITED NUMBER):** Lot suitable for sowing and exhibiting standing crop, sowing from October.

*Request information on bonuses associated with crop types.*

**DECEMBER SOWING PLOT:** Lot suitable for sowing and exhibiting.

*Request information on benefits for sowing after 20 December.*

## Turnkey during the 4 days of the exhibition includes:

- Electricity service available during the crop growing season.
- A 10 x 12 m tent installed by Expoagro with air conditioning equipment, carpeted floor, ceiling, blackout lateral panels, and basic lighting.
- Wi Fi service.
- Eighty (80) basic lunches in the exhibition food court.
- A water dispenser with four 20-liter water containers.
- Two portable toilets.
- Tent cleaning service.
- Personalized Help Desk service.

- Hiring and payment method: by bank transfer or personal checks, as agreed upon in the admission request.
  - VAT (21%) and other taxes are not included.
  - Liability insurance is included.
  - Commercial data published in the Exhibitors guide (print and digital editions)\*.
- \*Valid only until 10 February 2025. Pieces/materials must be delivered by the specified deadline.*

**FEES SUBJECT TO CHANGE.**

**2024 exhibitors keep the lot in reserve during this period.**  
The location for participants that were not part of the 2024 edition will be defined according to availability as from 1 September .

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RENTAL OF ELECTRIC VEHICLES

TOUR THE EXPO  
WITH THE HIGHEST COMFORT

Optimize your time and maximize your comfort in the National Capital of Agribusiness through the rental of electric vehicles.

Our Suggested Supplier offers exclusive customer service and permanent technical support, and can be found at their lot in the Expo.

- ✓ DIRECT CONTRACTING WITH EXPOAGRO.
- ✓ VARIETY OF MODELS.
- ✓ PERMANENT TECHNICAL SUPPORT WITHIN THE PREMISES.
- ✓ YOU CAN GET YOUR CUSTOMIZED VEHICLE. ASK FOR INFO!

TYPE VEHICLE	PRICE IN USD
2 PASSENGERS	USD 3,700
2 PASSENGERS C/ BOX	USD 3,900
4 PASSENGERS	USD 4,400
6 PASSENGERS	USD 5,400

- VAT (21 %) and other taxes are not included.
- Payment conditions: 50% upon signing the contract and the remaining 50% by December 30, 2024.
- Limited stock. Request information about delivery conditions and contracting options.

FEES SUBJECT TO CHANGE.

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BOOK NOW  
TO GET YOUR  
VEHICLE





## LIVESTOCK LOTS

# POWERED BY OUR LIVESTOCK



THE MAIN BREEDS CHOOSE  
US FOR THEIR TECHNICAL SESSIONS.



IN EACH EXHIBITION, THE MAIN CONSIGNMENT HOUSES AUCTION  
MORE THAN 80,000 HEADS OF CATTLE.



DEMONSTRATIONS BY HIGH QUALITY BREEDERS.



SPECIALIZED TECHNICAL TALKS BY THE MOST IMPORTANT  
LIVESTOCK EXPERTS.



TELEVISED CATTLE AUCTIONS.

### Book your lot

Lot 16M2

USD 2,000

Lot 32M2

USD 3,250

• VAT (21 %) and other taxes are not included.

FEES SUBJECT TO CHANGE

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## COVERED STANDS UPGRADE

# PACKS TO MAKE YOUR PARTICIPATION STAND OUT

Maximize your visibility and reach in Expoagro 2025



### Basic Pack

- 1) Logo on the tent outer poster, where the general plan is displayed, identifying its location.
- 2) Installation of two (2) flagpoles in the covered stand tent sector. The Exhibitor must provide the flags. The Organization will be responsible for the installation and placement of the flags.
- 3) Twenty-five (25) additional invitations.

**Price: USD 650 (\*)**

### Plus Pack

- 1) Logo on the tent outer poster, where the general plan is displayed, identifying its location.
- 2) Include your logo on the totem indicating the covered stand tent.
- 3) Installation of three (3) flagpoles in the covered stand tent sector. The Exhibitor must provide the flags. The Organization will be responsible for the installation and placement of the flags.
- 4) Fifty (50) additional invitations.
- 5) A promotional piece sent to our base of +50 K Expoagro contacts. To this end, the client must send a jpg file matching the required characteristics by the specified deadline.

**Price: USD 1,250 (\*)**



**PLEASE NOTE: Limited Stock / Contracting Deadline:** 14 February 2025  
VAT (21 %) and other taxes are not included.

**FEES SUBJECT TO CHANGE**

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## INSTALLATION OF FLAGPOLES

# YOUR BRAND TAKEN TO NEW HEIGHTS

- Installation, placement of the flag and removal of the flagpole.
- The Exhibitor must provide the flags.
- Placement inside their lot and to be defined together with the Organizer.
- Minimum of ten (10) flagpoles to be installed.
- Trained staff and state-of-the-art equipment.
- Only for exhibition days.
- Installation Date: 21 February 2025.
- Limited stock.

• VAT (21 %) and other taxes are not included.

**FEES SUBJECT TO CHANGE**

**Contracting Deadline: 7 February 2025 or while stock lasts.**

\* Hot rolled tube, 2.85 mm thick,  
48.3 mm in diameter and 6400 mm long.

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Fee per every  
ten (10) flagpoles

**USD 750**

**Payment Conditions: 100%**  
within 30 days  
upon submitting  
the application.





## COMMUNICATION PACKS

# ELEVATE YOUR PROFILE



Make your brand stand out with our communication packs designed to maximize your visibility.

EXCLUSIVE FOR EXHIBITORS

### BASIC PACK

### PLUS PACK

Social media posts with Expoagro template

	3	7
2	 + 	4  +  +  + 
1	 o 	3  o  +  +  <small>story story</small>

Pack of Graphic Pieces



Press release



Logo in the list of exhibitors of the official print and digital catalog



Logo + Link to your website + Commercial contact on our website



Your press release is sent in Expoagro Newsletter

The newsletter is sent to a base of more than 90,000 contacts. The press release included with Expoagro Newsletter must be previously confirmed by the client.



Price:

USD 1,000\*

USD 2,250\*

• VAT (21 %) and other taxes are not included.

FEES SUBJECT TO CHANGE

Deadline for contracting and delivering materials

- Basic Pack: Friday 7 February 2025.
- Plus Pack: Friday 7 February 2025.

Limited stock.

\*Find our Terms and Conditions at [www.expoagro.com.ar](http://www.expoagro.com.ar)

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# YOUR BRAND IN THE GUIDE OF THE NATIONAL CAPITAL OF AGRIBUSINESS

Advertise in the Exhibitors Guide and ensure permanent visibility  
in Expoagro and throughout the year.



## ADVERTISING IN THE EXHIBITORS GUIDE

Front cover bottom	USD 10,000*
Back cover	USD 7,500*
Cover back	USD 6,500*
Page	USD 5,750*
Half page	USD 3,500*
Page bottom	USD 2,250*



- Both print and digital versions are included.
- VAT (21 %) and other taxes are not included.

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# SPACES TO CONNECT BUSINESS WITH TECHNOLOGY

Expoagro fosters the union between technology and ideas,  
and businesses and customers.  
Join us to discover new spaces to learn, grow and  
showcase products and services.



- AGRIBUSINESS CENTER AUDITORIUM
- LIVESTOCK AUDITORIUM
- AUCTION AUDITORIUM
- AGTECH AUDITORIUM
- AMPHITHEATER

## AUDITORIUMS

Capacity:  
100 people.

Services provided:  
Sound system, microphone,  
screen, air conditioning and  
technical support.

Valor: USD 900 (\*)

## AMPHITHEATER

Capacity:  
200 people, outdoors.

Services provided:  
Outdoor screen and  
sound system.

USD 1,750 (\*)

• VAT (21 %) and other taxes are not included.

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# THE BEST SCENARIO FOR AGTECHS

From startups to large companies, everyone finds the AGTECH Pavilion the ideal place to unfold their potential and connect with industry leaders.



CONNECT WITH THE MAIN NATIONAL AND REGIONAL BRANDS.



PRESENT YOUR PROJECTS TO INVESTORS, ENTREPRENEURS, PRODUCERS, REPRESENTATIVES OF LEADING UNIVERSITIES, JOURNALISTS, AND THE GENERAL PUBLIC AT A STAND OR IN THE AUDITORIUM.



GET FIRSTHAND KNOWLEDGE OF THE REAL NEEDS OF AGRICULTURAL AND LIVESTOCK PRODUCERS.



TAKE ADVANTAGE OF THE BIGGEST INTERNATIONAL WINDOW OF THE ARGENTINE AGRICULTURAL AND LIVESTOCK SECTOR.



ACCESS EXCLUSIVE NETWORKING AND COLLABORATION OPPORTUNITIES.



**BOOK YOUR STAND AND JOIN THE BRANDS LEADING THE AGTECH REVOLUTION**

Living 10 USD 2,250

Living 7 USD 2,000

Table with LED USD 1,750

• VAT (21 %) and other taxes are not included.

**FEES SUBJECT TO CHANGE**

**REQUEST INFORMATION TO HAVE YOUR OWN SPACE AT THE AGTECH PAVILION**

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WE SIMPLIFY THE ENTRANCE FOR EXPOAGRO 2025

# YOUR GUESTS WILL DIRECTLY RECEIVE THE QR CODE ON THEIR CELL PHONES.

ExpoBOT, the virtual assistant designed to alert you when your guests enter Expoagro, enhances the connection between exhibitors and visitors through artificial intelligence.

During the 4 days of Expoagro, ExpoBot will send real-time notifications through WhatsApp, offering you the chance to retain your customers and improve their experience at the exhibition.



WELCOME YOUR CUSTOMERS IN A WAY THAT EXCEEDS EXPECTATIONS.



KNOW INSTANTLY WHEN YOUR GUESTS ARRIVE, AND WAIT FOR THEM WITH TIMELY MARKETING STRATEGIES.



OFFER A UNIQUE AND CUSTOMIZED EXPERIENCE.



## EXPOBOT PACK

- Instant notifications when your customers enter the expo.
- Valuable information to customize and follow-up your guests' visits.

**Price: USD 850 (\*)**

• VAT (21 %) and other taxes are not included.

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