

FSHOW²⁰²⁷

17th International Fertilizer Show

CAC

CropProtection

FSHOW

CACE

Agilech

2027.3.24-26

SHANGHAI, CHINA

National Exhibition and Convention Center (Shanghai)



Global Hub for
Fertilizer Innovation & Collaboration

EXHIBITION OVERVIEW

17 Years of History

A Premier Global Industry Platform

Massive Scale, Deep Expertise & True Global Reach

Founded in 2010 as a sub-exhibition of China International Agrochemical & Crop Protection Exhibition (CAC), International Fertilizer Show (FSHOW) has grown steadily over 17 years. With consistent year-on-year growth in the number of exhibitors, continuous expansion of exhibition scale, and steady progress in internationalization, it has evolved into a prestigious flagship event for the global fertilizer industry, integrating business matchmaking, industry collaboration, and technical exchange. Featuring premium products and cutting-edge technologies, FSHOW accelerates the commercialization and field application of innovative fertilizers, advancing fertilizer efficiency and sustainable agriculture.



700+

Fertilizer Exhibitors



50,000 m²

Exhibition Space



130+*

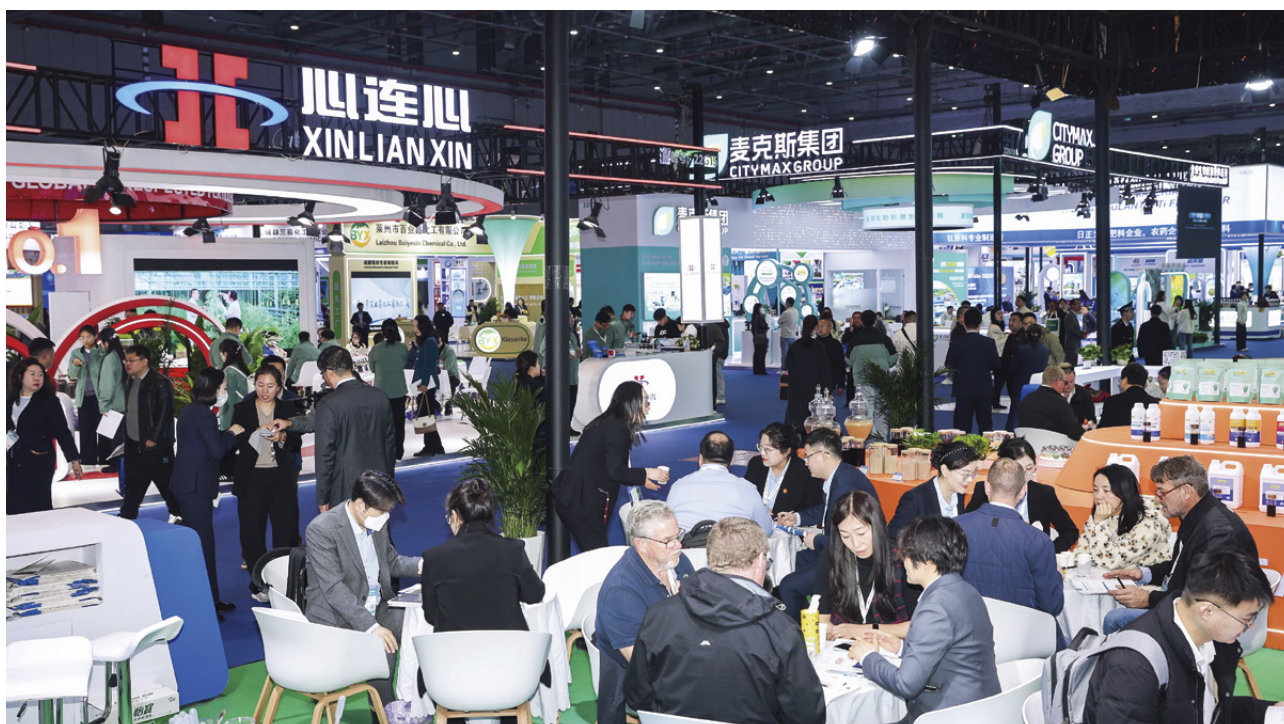
Countries & Regions



50,000+*

Industry Professionals

*Shared Visitor Flow with Concurrent Exhibitions



WUW EXHIBIT

WHY EXHIBIT



High-Precision Business Matchmaking



Authoritative Industry & Trend Insights

Strategic Global Market Collaboration



High-Impact Brand Amplification

Complete End-to-End Value Chain Integration

Technical Exchange & Cooperation



FACTS & FIGURES

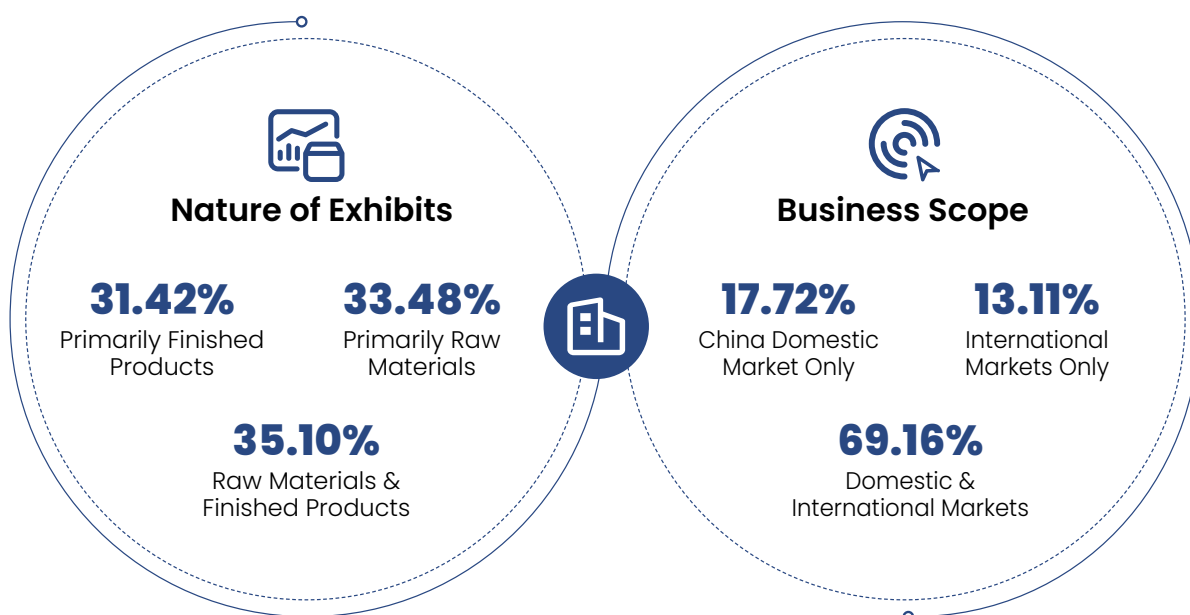
715 Exhibitors Across a **50,000** sqm Exhibition Area

94 Overseas Brands from **24** Countries and Regions (**13.15%** of Total Exhibitors)

54,382 Industry Professionals from **130** Countries and Regions

114,301 Total Visits with **22.29%** Overseas Participation

Exhibitor's Business Overview



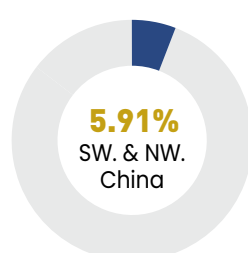
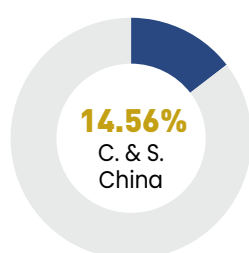
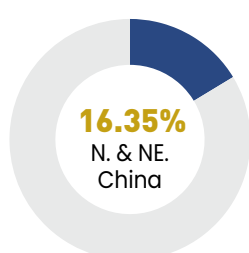
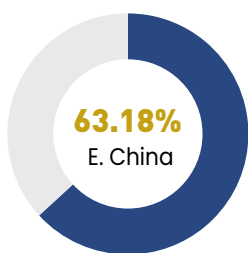
International Exhibitor Source Countries

South Korea	Japan	Germany	Greece
India	Malaysia	United Arab Emirates	Indonesia
Türkiye	Thailand	Brazil	Jordan
Spain	Italy	Canada	Lithuania
France	Singapore	Croatia	Russia
Netherlands	United States	Egypt	South Africa

Top 20 Visiting Countries

 India	 Russia	 Myanmar	 United States
 South Korea	 Brazil	 Philippines	 Mexico
 Thailand	 Indonesia	 Spain	 Bangladesh
 Malaysia	 Japan	 Pakistan	 Sri Lanka
 Vietnam	 Australia	 Kazakhstan	 Argentina

Audience Proportion Across Major Domestic Regions



Nature of Business

55.44% 
Manufacturer

39.61% 
Trading Company

15.30% 
Distributors

5.45% 
End-User

5.35% 
Lab

5.03% 
Chamber of Commerce

4.37% 
Consulting Company

4.13% 
Scientific Research Institutions

3.15% 
Others

Visiting Target

51.35% 
Purchasing Products

41.09% 
Sourcing New
Manufacturing Partners

36.83% 
Consolidating Existing
Supplier Networks

33.98% 
Collecting Market &
Industry Information

25.66% 
Forging Technical &
R&D Alliances

12.28% 
Inspecting Exhibition
for Future Participation

10.23% 
Attending
Conference

1.12% 
Others

PREFERRED BY 700+ FERTILIZER MAKERS

Compound Fertilizer & N-P-K



Specialty Fertilizer



Secondary Macronutrients & Micronutrients



Humic Acid



Seaweed Extract



Amino Acid



Microbial & Organic Fertilizer



Fertilizer Additive and Synergist



Registration, Logistics, Testing and Other Services



International Companies



*Full exhibitor list available at www.fshow.org

MORE VALUE BEYOND THE SHOW

Concurrent Activities

Report Focus

Fertilizer Development & Global Trade

Biostimulants Innovation & Development

Specialty Fertilizers Development & Application

Fertilizer Additives & Synergists

Overseas Fertilizer Brand Matchmaking

1000+ Delegates

40+ Speakers

5 Core Themes

Social Media Data

Official Social Media Follower Count **100K+**



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Annual Exposure Volume **4M+**

10+ Industry Media Partners, **100+** Editorial Features and Media Exposures

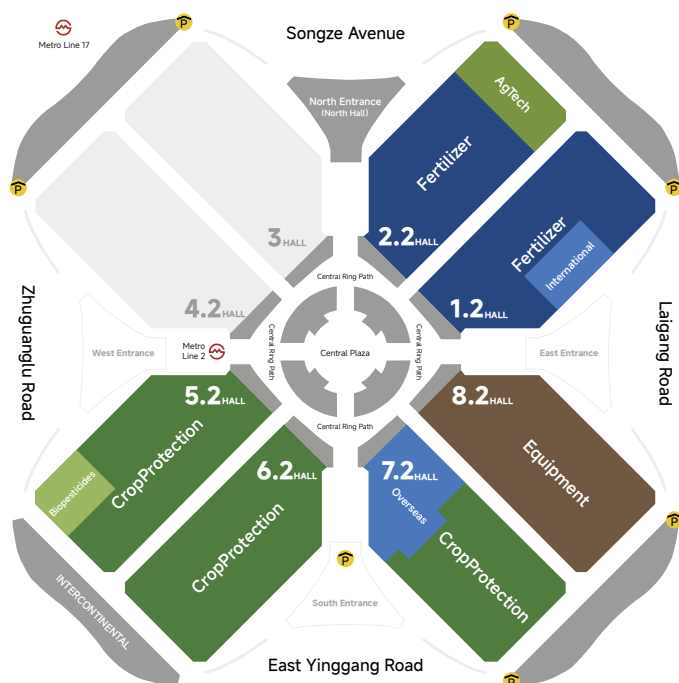
1M+ Pageviews

FSHOW 2027

2027.3.24-26

National Exhibition and Convention Center (NECC), Shanghai

Exhibition Layout



CAC

27th China International Agrochemical & Crop Protection Exhibition

CropProtection

Hall 5.2, 6.2, 7.2

- Pesticide & Intermediate
- Pesticide Adjuvant and Formula
- Laboratory & Consulting
- Biopesticide
- Biocontrol Technology
- Logistics Service
- International Crop Protection Pavilion

FSHOW

Hall 1.2, 2.2

- Specialty Fertilizer
- Compound Fertilizer & N-P-K
- Biostimulant
- Fertilizer Additive and Synergist
- International Fertilizer Pavilion

CACE

Hall 8.2

- Packaging Equipment
- Packaging & Material
- Label Printing
- Manufacturing Equipment
- Crop Protection Equipment
- Environmental Technology
- Small Agricultural Machinery

AgTech

Hall 2.2

- Irrigation
- Greenhouse
- Seed
- Smart Farming
- Smart Agricultural Machinery

Booth Price

Hall 1.2, International Pavilion

Raw Space (Minimum Rental Area: 24 m ²)	Standard Booth (10% Surcharge for Corner Booth)
US\$ 260/m ²	US\$ 2600/9m ²

Contact us

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