

# FSHOW 2025 POST SHOW REPORT

---



FSHOW



AgTech

2025.3.17-19

National Exhibition & Convention Center (Shanghai), China



# FSHOW

## Link the Global Fertilizer Trade

FSHOW, as a sub-exhibition of China International Agrochemical & Crop Protection Exhibition (CAC), is held concurrently with China International Crop Protection Exhibition (CropProtection), China International Agrochemical & Crop Protection Equipment Exhibition (CACE), and China International AgTech Exhibition (AgTech).

### Key Numbers of CAC2025

**160,000 m<sup>2</sup>** Exhibition Space

**2,236** Exhibitors

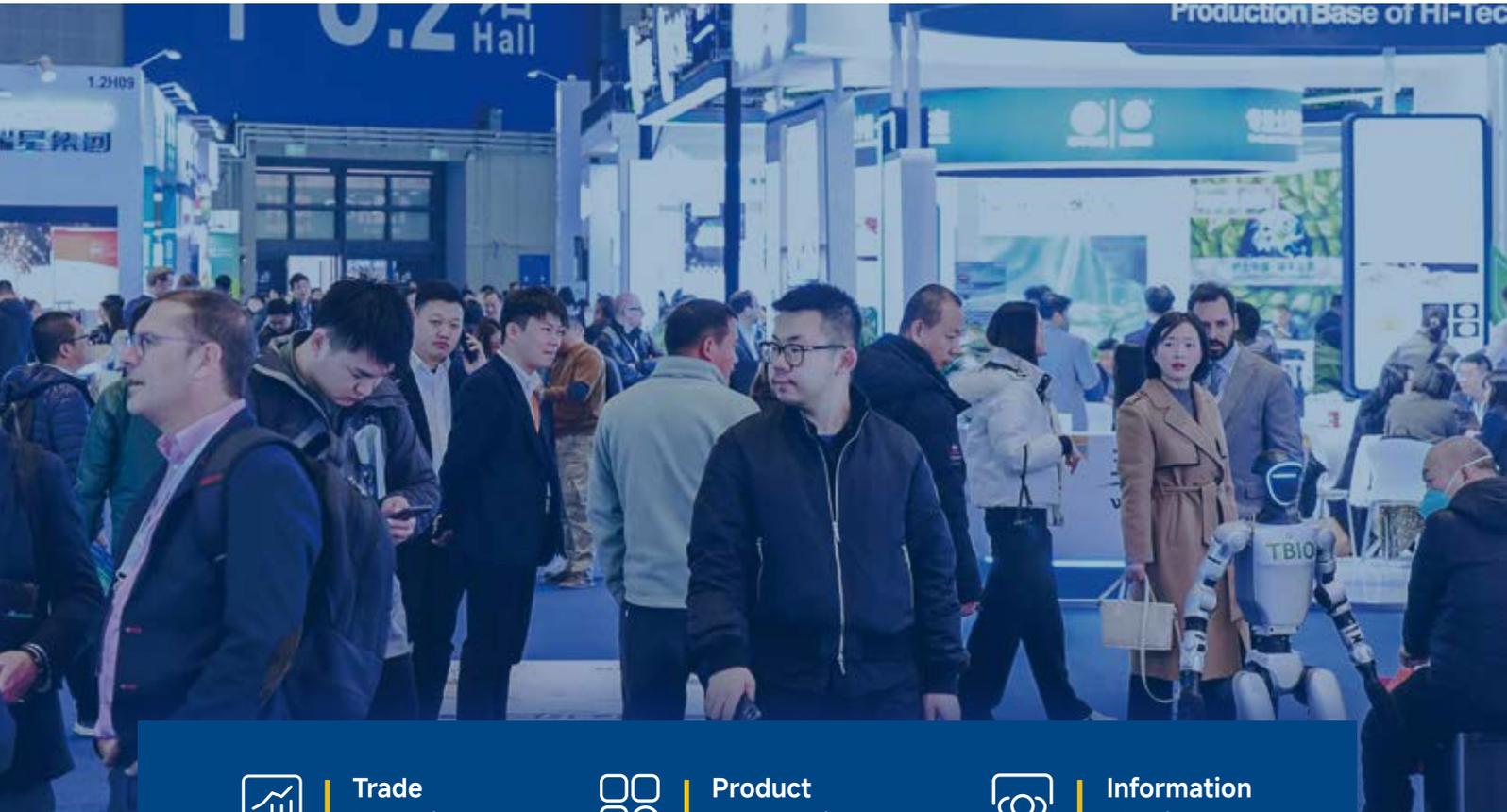
**50,177** Industry Professionals

**133** Countries & Regions

**107,145** Attendance

**21.80 %** Percentage of Overseas Visits





Trade Matching



Product Showcasing



Information Sharing

With 16 years of dedicated industry expertise, FSHOW has established a full-spectrum trade platform bridging supply-chain demands and global markets, now recognized as the premier platform for fertilizer enterprises worldwide to accelerate market penetration and enhance brand competitiveness.



### Key Numbers of FSHOW 2025

**686**

Exhibitors

**50,000** m<sup>2</sup>

Exhibition Space

**84**

Overseas Exhibitors

**24**

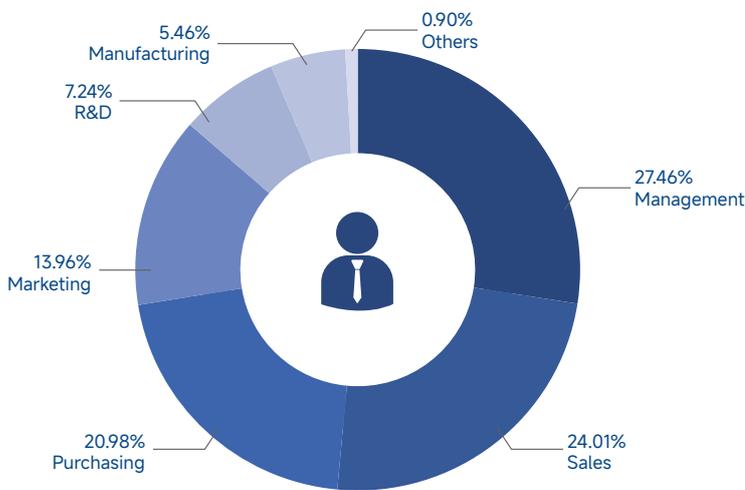
Exhibiting Countries & Regions

# Visitors: Facts & Figures

(\* Together with concurrent events)



## Visitor Composition



## Target Products

- NPK and Compound Fertilizer **25.09%**
- Specialty Fertilizer **23.09%**
- Secondary Macronutrient & Micronutrient **14.70%**
- Biostimulants **14.69%**
- Organic and Microbial Fertilizers **16.14%**
- Fertilizer Additives & Synergists **14.29%**
- Registration, Testing, Logistics and Other Related Services for Fertilizer Industry **9.74%**



## > Visitor Testimonials



Jean Pierre  
CEO of Dr. Agro S.a.

I'm from Ecuador. This is my fourth CAC attendance. It's an amazing exhibition with massive scale. You can find various suppliers from China, Korea, and Europe. As an Ecuadorian company seeking agricultural technology, this is absolutely the best platform to explore innovations.



### Visiting Target



### Nature of Business



An audience  
from Brazil

I'm from Brazil. This is my first time attending, but my company has participated in CAC for five years. We are Brazil's largest distributor of raw materials, specializing in water-soluble fertilizers—including technical grade MAP, potassium nitrate, magnesium nitrate, calcium nitrate, and various sulfates. Currently, 80% of our procurement comes from China, so we are here to meet our existing suppliers and find new ones. The market between Brazil and China is significant, and this year we expect even stronger collaboration. The exhibition is impressive in scale and offers excellent business opportunities. Face-to-face meetings are vital for us, as we typically conduct transactions online. In-person negotiations are far more effective. I will certainly return next year.



Francois Devillers  
CEO of Molecule Trade

I'm from France. This is my first time attending, but I have been buying fertilizer from China for six years. I work as a trading agent for importers in Europe, Latin America, and the Middle East. I came here to source fertilizer—primarily granular fertilizer, granular organic fertilizer, though I also explore soluble fertilizer options. The exhibition is very interesting. There are many suppliers, it's highly valuable. I will definitely return next year.



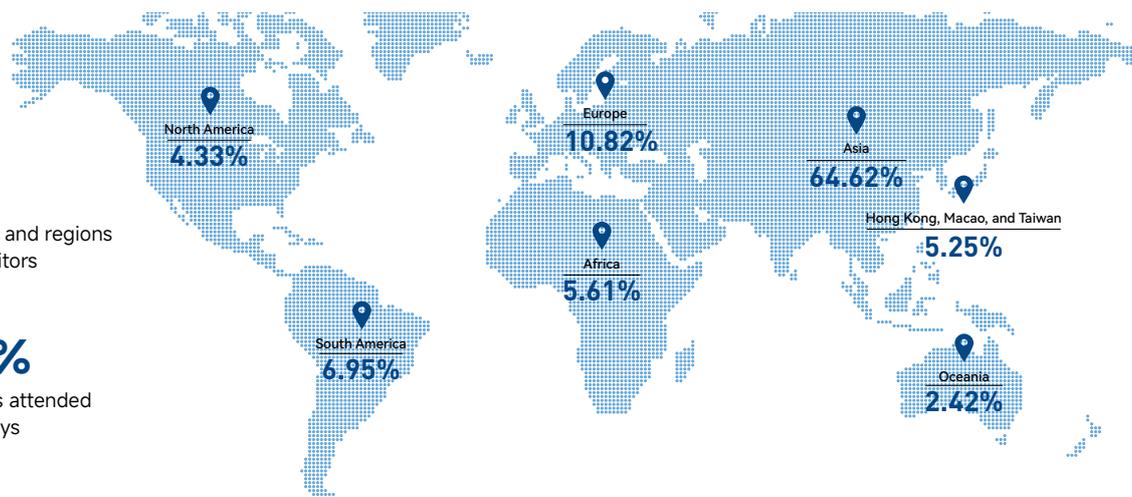
### Visitor Distribution from Overseas Countries and Hong Kong, Macao and Taiwan

**↑132**

overseas countries and regions represented by visitors

**↑75.02%**

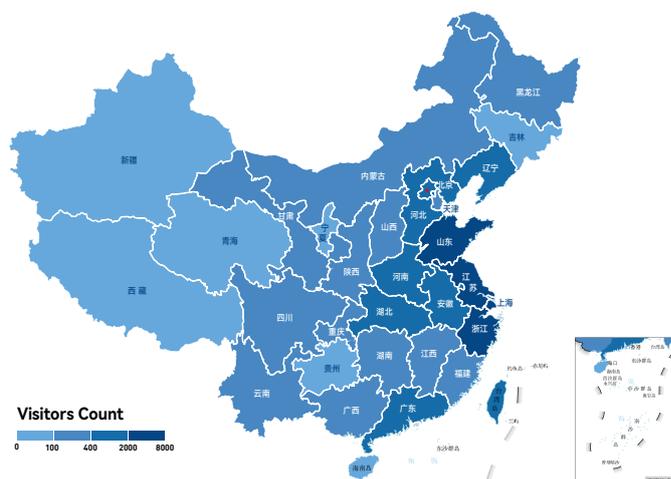
of overseas visitors attended for two or more days



### Top 20 Visiting Countries



### Domestic Visitor Breakdown



### TOP 10

Shanghai	27.68%
Jiangsu	18.09%
Shandong	13.88%
Zhejiang	9.57%
Henan	3.56%
Anhui	3.32%
Beijing	3.05%
Hebei	2.88%
Guangdong	2.74%
Hubei	1.93%

# Exhibitors: Facts & Figures

**686**  
Exhibitors

**7.19%**  
Year-on-Year Increase

**24**  
Exhibiting Countries & Regions



## Exhibitor's Business Overview



### Nature of Exhibits

**25.91%**  
Mainly finished products

**35.52%**  
Mainly raw materials

**38.57%**  
Both raw materials and finished products



### Business Scope

**16.02%**  
Only engaged in domestic business

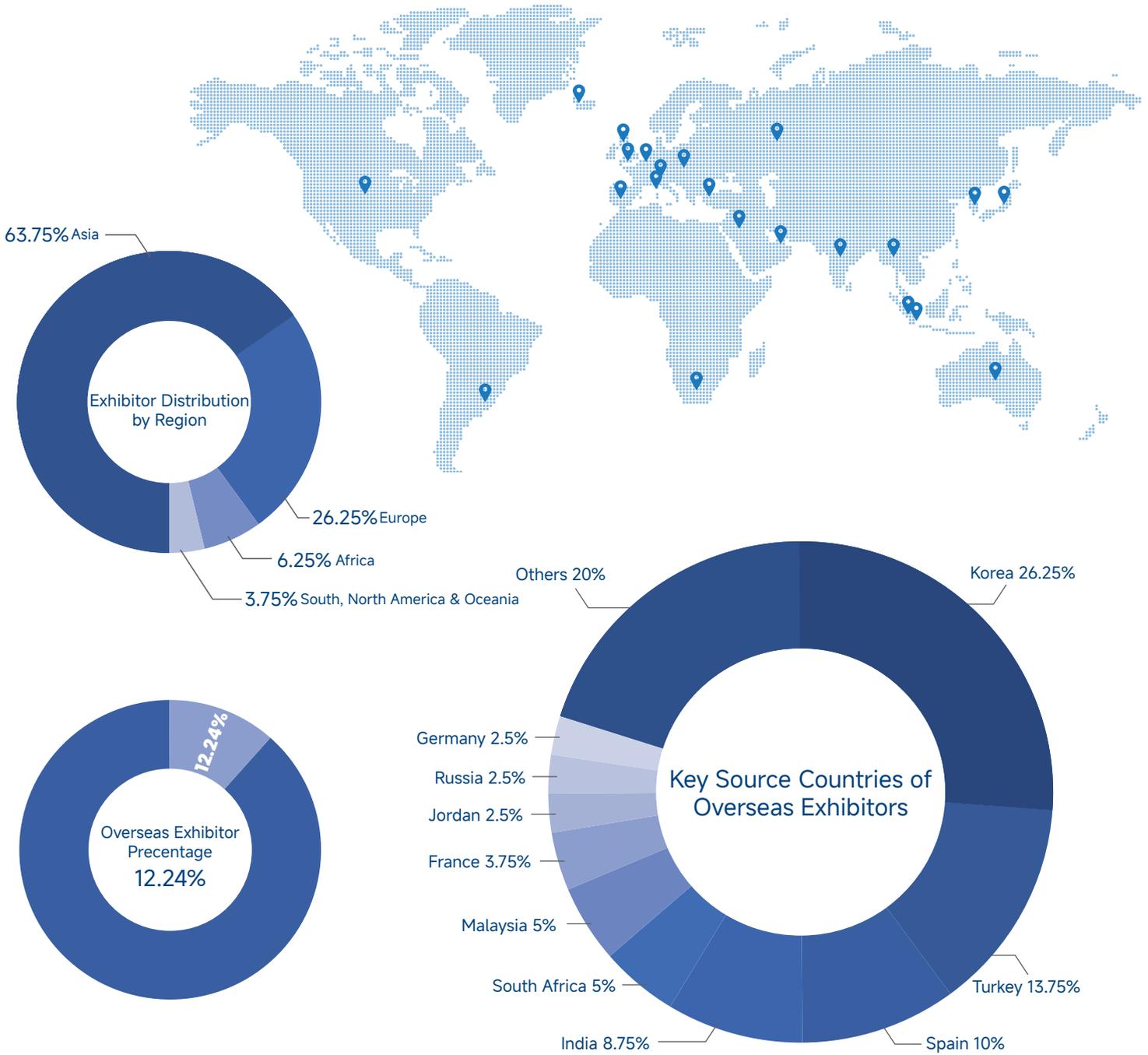
**12.91%**  
Only engaged in international business

**71.07%**  
In both foreign trade and domestic market

## Exhibitors Composition

<b>170</b> Secondary Macronutrients & Micronutrients	<b>98</b> Compound Fertilizer	<b>93</b> Amino Acid Fertilizer	<b>84</b> Humic Acid Fertilizer	<b>83</b> Fertilizer Additive and Synergist
<b>139</b> Water-Soluble Fertilizer	<b>96</b> Organic Fertilizer & Microbial Fertilizer	<b>87</b> Nitrogen Fertilizer	<b>77</b> Phosphate Fertilizer	<b>59</b> Seaweed Fertilizer
			<b>60</b> Potash Fertilizer	<b>35</b> Slow/Controlled Release Fertilizer
				<b>40</b> Soil Amendments
				<b>18</b> Fertilizer Registration, Testing, Logistics Services etc.

Key Source Countries of Overseas Exhibitors

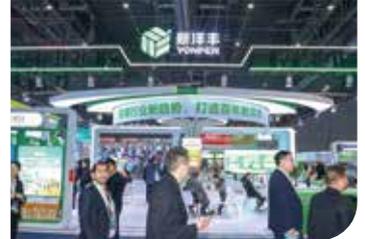
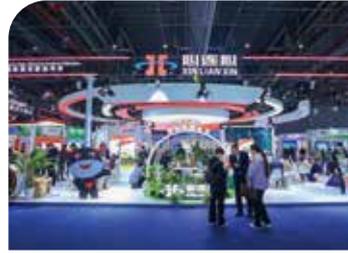


## > Exhibitor Testimonials



**Riccardo Vanelli**  
Chief Commercial Officer of ROVENSA NEXT

CAC is not only an exhibition in China, but also an international event, where we observed dynamic innovations across industries. Leveraging this platform, we introduced cutting-edge bio-solutions, forged strategic partnerships, and expanded global market reach.



**Zheng Nan**  
General Manager of International Trading Company, Xinxilianxin Chemical Group

CAC has solidified its position as a premier global exhibition with expanding international reach. Overseas clients increasingly prioritize meetings at this platform. Beyond maintaining existing partnerships, we leverage CAC to engage industry counterparts in substantive dialogues tracking emerging technological paradigms and sector evolution - creating synergistic value chain effects. Concurrently, the exhibition also serves as a key opportunity to acquire new customers, with more international attendees creating expanded marketing opportunities.



**Zhai Wugong**  
General Manager of Zhangjiagang Huachang Import and Export Trade Co., LTD.

We first participated in the FSHOW exhibition about a dozen years ago and have been doing so ever since. Many customers regard Shanghai FSHOW as a gathering of the fertilizer industry. Customers from various countries can basically gather here through this opportunity. Market feedback consistently positions FSHOW as the go-to platform for sourcing premium fertilizers and reputable suppliers in China. This is the most direct impression that the exhibition has left on me over the years.



**Shan Junwei**  
Chairman of Qingdao Seawin Biotech Group Co., Ltd.

We have been participating in CAC exhibition continuously for more than 20 years. At that time, Seawin Biotech was still a very small start-up company, and the proportion of fertilizer companies at CAC exhibitions was also very small. For more than 20 years, more and more new fertilizer companies have entered the international stage through this platform. It can be said that the CAC exhibition has led the rapid development of China's agricultural chemical industry and improved its internationalization level.

# Conferences & Activities



**5** Thematic Forums



**46** Guest Reports



**1,100** Total Delegates

## 15<sup>th</sup> China International Fertilizer Development and Trade Conference



## FSHOW Fertilizer Additives & Synergists Forum



## FSHOW Specialty Fertilizers Development & Application Forum



## FSHOW Biostimulants Innovation & Development Forum



## FSHOW Overseas Fertilizer Brand Matchmaking



# Digital Achievements

## Online Impressions



**4,425k+**  
Total Ad Impressions and Views

**51k+**  
Clicks

## Official Self-Media



WeChat



Channels



Facebook



LinkedIn

**239** Number of Posts

**42** Number of Posts

**42k+** Followers

**12k+** Followers

**339k+** Views

**75k+** Views

**2,037k+** Views

**208k+** Views

**25k+** Share Count

**3,090+** Share Count

**60k+** Interaction Count

**2,099+** Interaction Count

## Media Partners

### MEDIA COVERAGE

**100+** Media Exposure

**300k+** Pageviews

**35+** Interviews



# FSHOW<sup>2026</sup>

SEE YOU NEXT YEAR

## 2026.3.17-19

NECC (SHANGHAI), CHINA



Official WeChat



CAC Guide



Album of 2025

### CONTACT US

中国国际贸易促进委员会化工行业分会  
CCPIT Sub-Council of Chemical Industry

👤 Julie Zheng

☎ +86-10-84255960

✉ zhengyingying@ccpitchem.org.cn

### FOLLOW US



[www.fshow.org](http://www.fshow.org)