

FSHOW 2025 POST SHOW REPORT



FSHOW



Aglech

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).

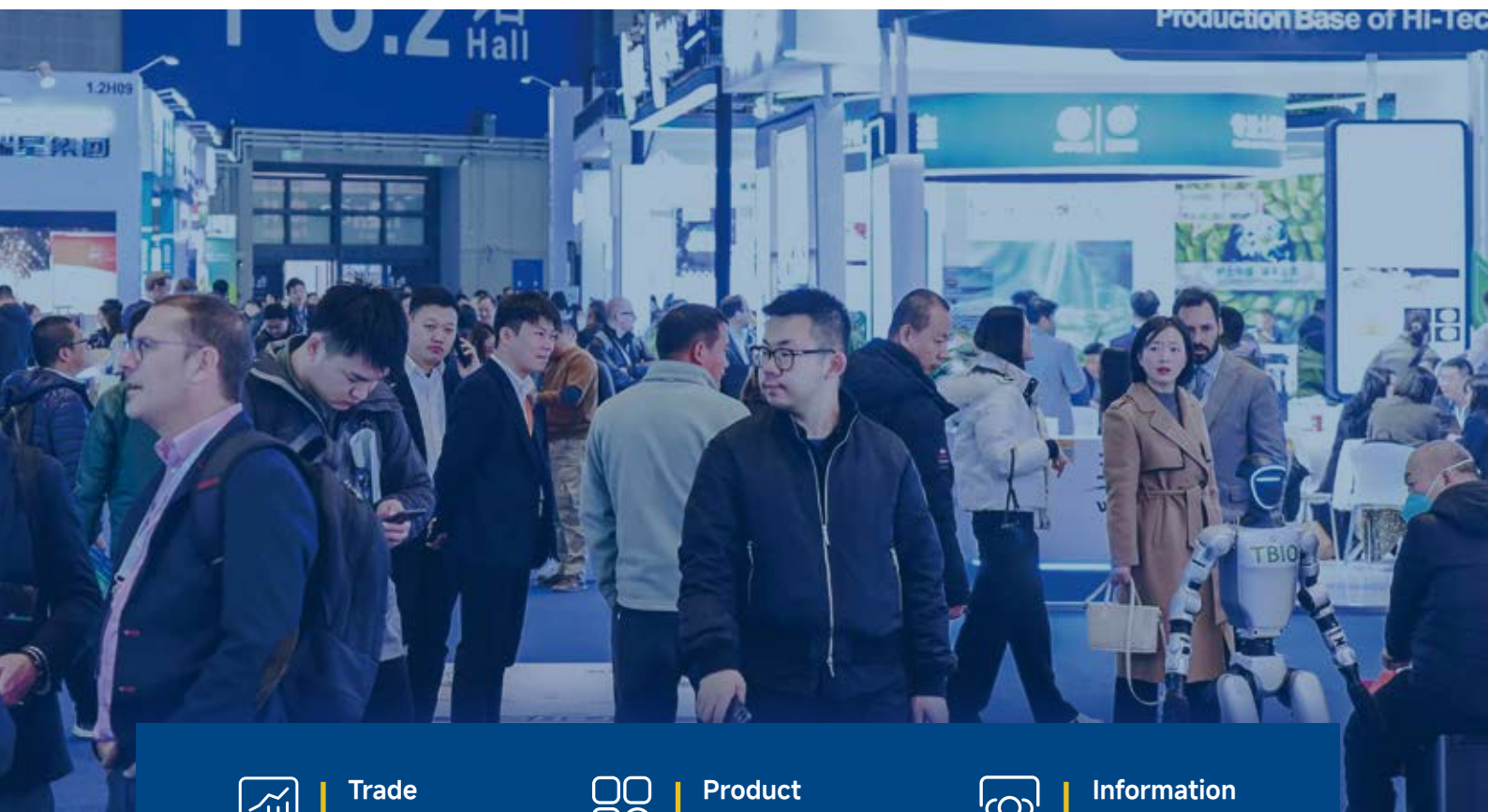
Key Numbers of CAC2025

160,000 m² **2,236**
Exhibition Space Exhibitors

50,177 **133**
Industry Professionals Countries & Regions

107,145 **21.80 %**
Attendance 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 m²

Exhibition Space

84

Overseas Exhibitors

24

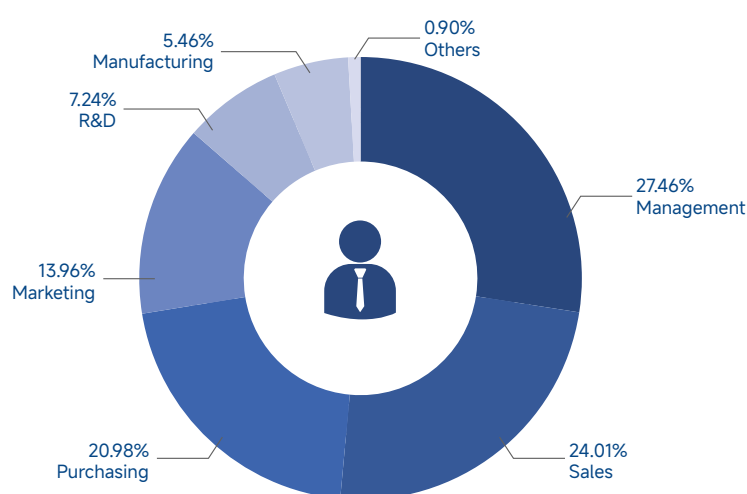
Exhibiting Countries & Regions

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

Searching for Suppliers	46.44%
Purchasing Products	43.88%
Collecting Market & Industry Information	25.18%
For Product Information	25.12%
Seeking Distributors	19.77%
Collecting Overseas Products	14.91%
Inspecting Exhibition	9.95%
Attending Conference	7.47%
Others	1.15%

Nature of Business

Manufacturer	55.78%
Trading Company	40.46%
Distributor	17.54%
End-User	5.84%
Lab	4.95%
Chamber of Commerce	4.08%
Scientific Research Institutions	4.07%
Consulting Company	3.96%
Others	3.12%



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.



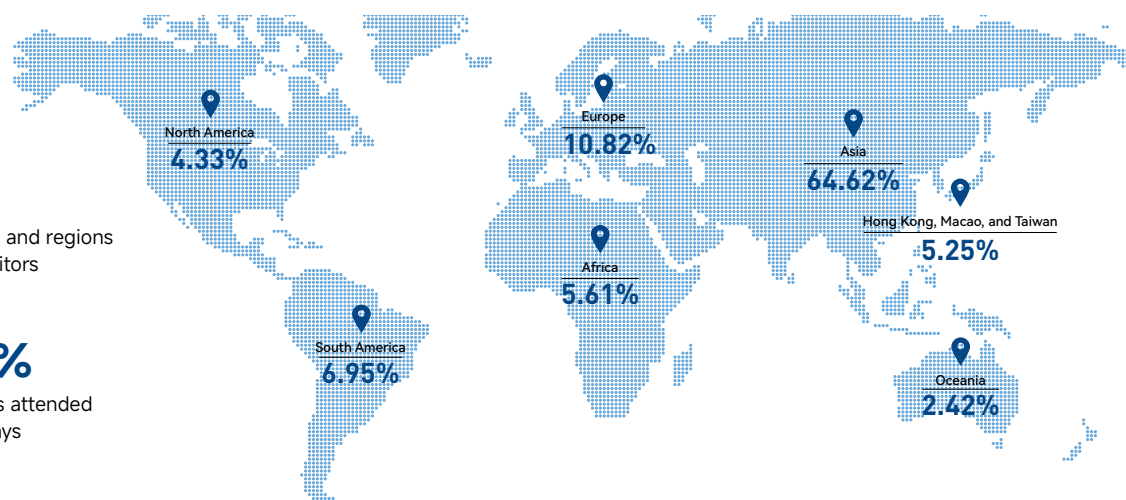
Visitor Distribution from Overseas Countries and Hong Kong, Macao and Taiwan

↑ **132**

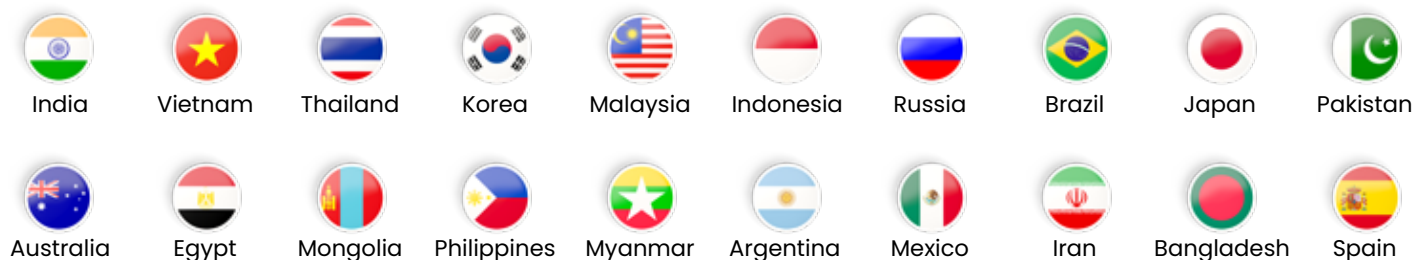
overseas countries and regions represented by visitors

↑ **75.02%**

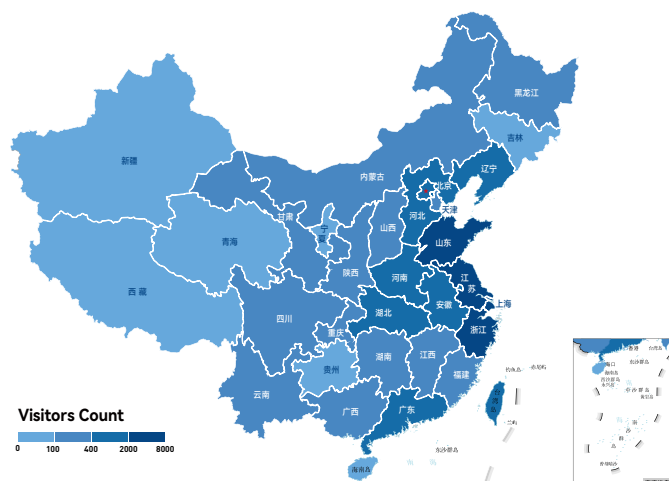
of overseas visitors attended for two or more days



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

170

Secondary Macronutrients & Micronutrients

98

Compound Fertilizer

93

Amino Acid Fertilizer

84

Humic Acid Fertilizer

83

Fertilizer Additive and Synergist

77

Phosphate Fertilizer

59

Seaweed Fertilizer

35

Slow/ Controlled Release Fertilizer

139

Water-Soluble Fertilizer

96

Organic Fertilizer & Microbial Fertilizer

87

Nitrogen Fertilizer

60

Potash Fertilizer

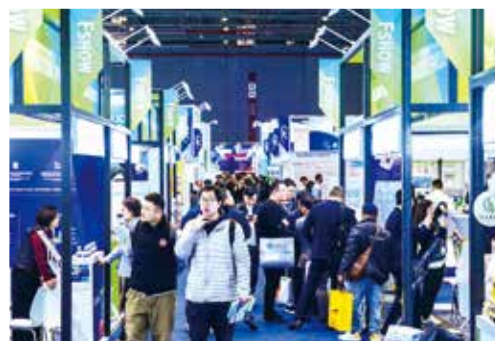
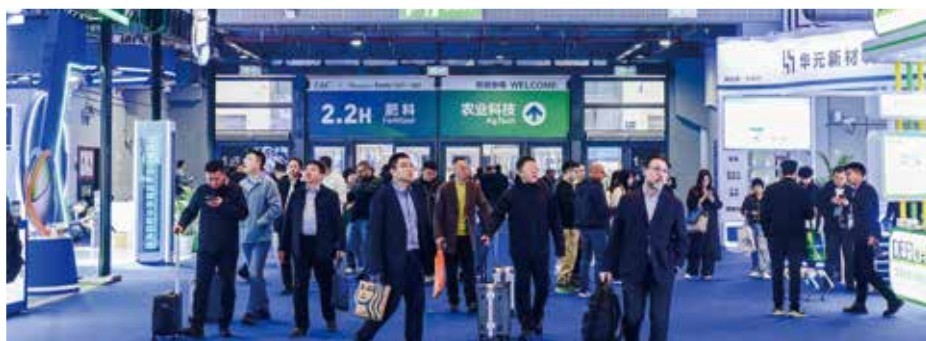
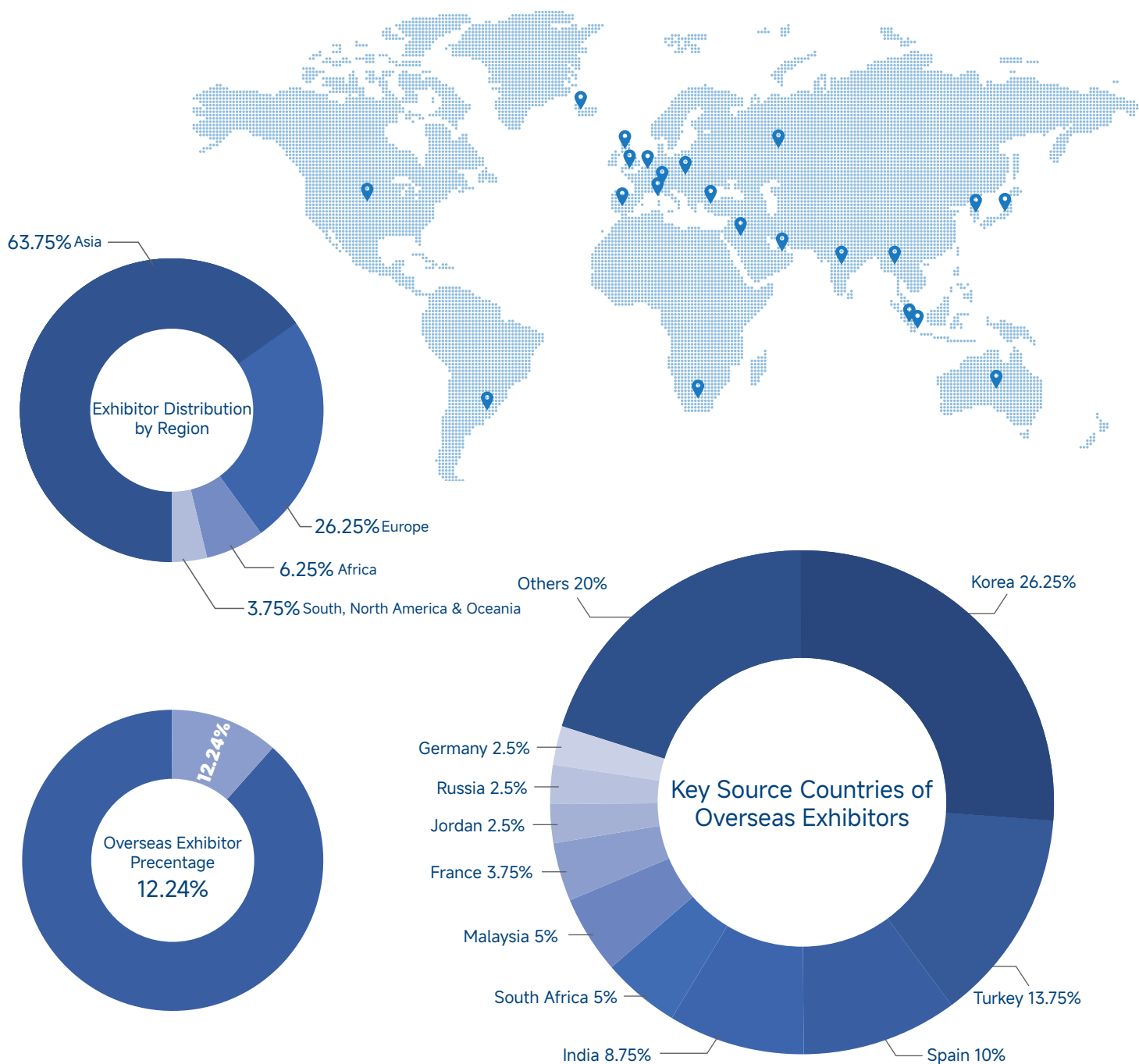
40

Soil Amendments

18

Fertilizer Registration, Testing, Logistics Services etc.

Key Source Countries of Overseas Exhibitors



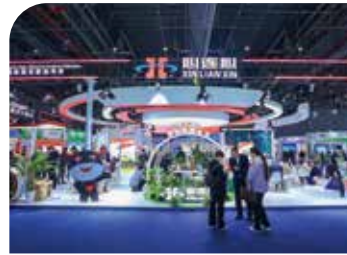
> Exhibitor Testimonials



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

15th 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



FSHOW²⁰²⁶

SEE YOU NEXT YEAR

2026.3.17-19

NECC (SHANGHAI), CHINA



Official WeChat



CAC Guide



Album of 2025

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CCPIT Sub-Council of Chemical Industry

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