

Press release

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## **Newly developed seed and seedling revealed at Asia Agri-Tech Expo 2019**

“Taiwan Seed Varieties” will return Asia Agri-Tech Expo & Forum 2019 and showcase the newly developed seeds and seedlings. With the theme ‘innovative, eco-friendly and sustainable,’ the displayed products feature heat-, disease-, moisture-, and drought-resistant and tolerant. The trade show is slated at Taipei Nangang Exhibition Center, Hall 1 from 31<sup>st</sup> October to 2<sup>nd</sup> November.

Supported by Agriculture and Food Agency, Council of Agriculture (COA) and Taiwan Orchid Breeders Society in the three consecutive editions, Asia Agri-Tech Expo 2019 aims to promote seed breeders and accelerate the seed business in the Asia-Pacific region that provides sustainable solutions for environment, food crises and food safety.

The Asia and Pacific Seed Association (APSA), a leading seed industry non-profit organisation and World Vegetable Center (WVC), a non-governmental international agricultural research institute with high authoritativeness collectively cooperate with the trade show organiser again this year and will deliver presentations onsite of the show.

The WVC will unveil its up-to-date achievement in “Taiwan Seed Varieties,” while APSA will share the latest seed trends and Asia-Pacific market information. It is not only a meaningful milestone for the show, but also a beneficial connection to agricultural stakeholders, remarked Sabine Liu, General Manager of the show organiser.

The showcasing vegetable and fruit seeds at Agri-Tech Expo 2019 include broccoli, cauliflower, cucumber, pumpkin, green bean, watermelon, tomato, melon, papaya, among others. Furthermore, flower seedlings will cover the categories of turf, herb, bedding plants and more.

Both online and offline matchmaking programme for seed business will be launched in the show. The Buyer Incentive Programme has been announced on the event website. Asia Agri-Tech Expo & Forum 2019 is expected to recruit more than 350 exhibitors and attract approximately 22,000 visitors. For more information, please visit [www.agritechtaiwan.com](http://www.agritechtaiwan.com) or contact Ms. Sophia Lu (TEL: +886-2-2738-3898).

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## Photos & Caption



'Taiwan Seed Varieties' showcases seeds and seedlings featuring heat-, disease-, moisture-, and drought- resistant and tolerant.



Asia Agri-Tech Expo & Forum 2019 will launch both online and offline matchmaking programme for seed business.



Asia Agri-Tech Expo & Forum offers floricultural key players a professional platform to strengthen the domestic exportation.

## About Informa Markets

UBM Asia Ltd. combined with Informa PLC in June 2018 to become the largest B2B Events organiser in the world. Asia Agri-Tech Expo & Forum is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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