

KOREA AGRI EXPO 2024

September 5th (Thu) — September 8th (Sun)
aT Center, Yangjae-dong, Seoul

농촌, 공간은 다시 이야기하다



Discover the transformations in rural spaces and the vision for agriculture and rural areas as living, working, and resting places at the Korea Agri EXPO 2024!

Explore four thematic exhibition halls

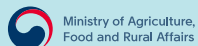
AGRICULTURE AND LIFE

CHALLENGES AND FUTURE OF AGRICULTURE

VIBRANT FARMING VILLAGES

COLORFUL AGRICULTURE

Hosted by



Organized by



Korea Agency of Education, Promotion and Information Service in Food, Agriculture, Forestry and Fisheries



THE INAUGURAL POPULAR CONTENT AWARDS

Vote for the most popular content at the Korea Agri Expo!

- Voting Criteria #1: Satisfaction with the booth's exhibition and experience programs
- Voting Criteria #2: Distinctive Features of the Exhibition and Hands-on Experience Programs
- Voting Criteria #3: Excellence in booth design and presentation

Participate in the popular booth voting to receive a small souvenir.

* Souvenirs are limited and may run out early.



* Scan the QR code for more details.

FARMING VILLAGE SPECIALIZATION ZONE

Experience **Korea's future farming villages** featuring rejuvenated living, working, and resting spaces to enhance rural growth potential

| Vibrant Plaza |

Multifunctional Exhibition Hall Illustrating the Diverse Stories of Farming Villages

| Photo Zone |

A photo zone where you can enjoy beautiful agricultural landscapes and agricultural heritage zones.

| 7 Specialized Zones |

Exhibition of Farming Village Specialization Zones Based on Seven Characteristics, Introduction to Farming Village Planning Policies and Associated Institutions and Technologies



FARMING VILLAGE LIFE HALL

Experience **Vibrant Farming Villages** Rejuvenated by Long-Over Retreats, Roving Medical Buses, Workations, and Other Transformed Farming Village Features

| Living Spaces |

Introduction to New Housing Styles in Changing Farming Villages

| Farming Village Lifestyle Services |

Introduction to roving medical bus policies and medical services.

| New Workplaces in Farming Villages |

Introduction to Farming Village Workations and Personalized Workation Program Recommendations to Suit Individual Preferences

YOUTH ENTREPRENEURSHIP HALL

Learn about **case studies of young farmers taking the lead in the future of agriculture** and explore growth opportunities through **networking with more experienced peers, companies, and experts.**

| Youth Farmer Policy Introduction |

Information on the Youth Farmer Cultivation Project and the Youth Farmer Platform 'Road to Success,' and policy consultations.

| Youth Entrepreneurship Case Studies |

Introduction to youth entrepreneurship case studies that enhance regional vitality with local value.



AGRICULTURAL PRODUCTS OF THE YEAR HALL (K-BEAN FESTIVAL)

Find out more about a wide range of products made from **'K-beans,' the selected agricultural product of the year.**

| Pride in Our Beans |

Learn about the importance of beans as a strategic crop through tasting sessions and related experiences covering bean ingredients to varieties, as well as the history and evolution of beans.

| Bean Experience Programs |

Bean Bean Playground (Ball Pit), Bean World Science Hall, Bean Product Tasting, and More: Hands-on programs that allow you to enjoy the endless charms of beans

K-FOOD HALL

Savor the **rising fame and global acclaim of K-Food.**

| K-Food Exhibition |

Exhibition and tasting of popular export foods such as K-Snacks, K-Liquor, and K-Kimchi expanding globally.

| K-Liquor Standing Bar |

Exhibition and tasting of K-Liquor from distinctive local breweries and microbreweries.



AGRICULTURAL INDUSTRY INNOVATION HALL

A Space to Engage with Agricultural Innovations Highlighted as Promising Industries and Their Visions of the Future

| Agricultural Industry Innovation Technologies |

Introduction to AI-based solutions, green bio, food tech, and award-winning technologies from companies at home and abroad.

| Exhibition of Advanced Agricultural Innovations |

Agricultural Machinery Virtual Reality (VR) Experience and Smart Farm Exhibits.

