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AGRITECHNICA ASIA & HORTI ASIA 2024 to unveil in Bangkok, Thailand on 22-24 May

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With two weeks to go before kick-off, AGRITECHNICA ASIA & HORTI ASIA, Asiaâ??s leading trade fairs for crop production and smart farming, will be showcasing solutions from more than 300 exhibitors from 28 countries. Organized by the DLG (German Agricultural Society), VNU Asia Pacific, and officially co-hosted by the Ministry of Agriculture and Cooperatives of Thailand, the event takes place at the Bangkok International Trade & Exhibition Centre (BITEC), Thailand, 22-24 May, 2024, offering visiting farming professionals access to this major hub of machinery and horticultural innovation in Asia.

Attendees, which include large-scale farmers, cooperatives and dealers in the region, will be able to explore suitable equipment and solutions from the world's leading agricultural manufacturers including AGCO with Massey Ferguson as well as Case New Holland, Changfa, CLAAS, Fliegl, John Deere, Mahindra & Mahindra, and Netafim. These industry leaders offer technology solutions that address challenges in the Asian region, from increasing crop yields to optimizing water and resource management.

As the global agricultural sector addresses pressing challenges such as climate change, food scarcity, and environmental sustainability, the technical farm solutions presented at AGRITECHNICA ASIA & HORTI ASIA will become increasingly important.

This year, AGRITECHNICA ASIA & HORTI ASIA will not only present innovations that enhance farm productivity but also promote sustainable practices and smart farming technologies that contribute to environmental conservation and improved food systems. The two parallel events will serve as a platform for industry leaders from across the globe to exchange knowledge and views that will contribute to developing the region further.

Katharina Staske, Managing Director of DLG Asia Pacific, highlighted the scale and diversity of this year's trade fair: â??We will be presenting leading manufacturers from all sectors along the value chain of crop production. For example, soil cultivation experts like Lemken from Germany, Shaktiman from India, and KW Metal Work from Thailand will be present.â??

â??Visitors from 62 countries have already registered, which makes the 4th edition of AGRITECHNICA ASIA an international hub in Asia for the agricultural community to explore themes of sustainability and innovation under this year's guiding theme, â??Co-Creation and Sustainable Networksâ??" she added.

The conference program explores pressing issues in-depth including the avoidance of air pollution from burning residues, pathways to achieving carbon neutrality and the adoption of smart farming solutions. Key discussions will be led by professional organizations like the Thailand Society of Sugar Cane Technologists, the International Rice Research Institute, the Thai Society of Agricultural Engineering and the Asian Association for Agricultural Engineering.

Mrs Panadda Kongma, Vice President of Business for VNU Asia Pacific, expressed excitement about the upcoming event: "The 8th edition of Horti Asia 2024 is poised to transform the horticulture significantly. Together with Agritechnica Asia featuring over 300 companies from 28 countries, including top industry leaders like Netafim and Klasmaan-Deilmann, alongside esteemed partners such as Dummen Orange and Agaris, this event is our most dynamic yet. We are proud to collaborate with respected entities like the Netherlands Embassy and the Horticultural Science Society of Thailand, enhancing our global knowledge exchange."

Agritechnica Asia has been supported by the Thai Ministry of Agriculture and Cooperatives since its inception.

Dr. Vanida Khumnirdpetch, Director of the Bureau of Foreign Agricultural Affairs at the Office of the Permanent Secretary, Ministry of Agriculture and Cooperatives, emphasized Thailandâ??s strategic response to global agricultural challenges: "Given the pressing global challenges we face â?? climate change, sustainability, and food security â?? it is crucial for Thailand to tailor its strategies accordingly," she explained. "Innovative ideas and collaboration are essential for addressing these issues, which is what you'll find at AGRITECHNICA ASIA & HORTI ASIA, perfectly aligning with this yearâ??s theme of 'Co-creation and Sustainable Networks'."

International cooperation is an important part of food security in the region:

"Addressing sustainable food security challenges in the face of climate change is paramount for those of us in the agricultural sector," said Dr. Gijs Theunissen, Agricultural Counsellor at the Embassy of the Netherlands in Thailand. "At Horti Asia 2024, the Embassy of the Netherlands, together with our Thai partners, will host the Thai-Dutch Session focused on 'Innovative & Sustainable Horticulture: A Thai-Dutch Inspiration in Global Context On May 22' Our aim is to foster an exchange of innovative agricultural practices and horticultural knowledge to contribute to sustainable food security."

The Thai and German Ministries of Agriculture will be highlighted at the trade fair.

â??We are excited to invite providers of modern sustainable technologies to join us at our session on May 24, 2024, to create impactful solutions together. Our objective is to enhance the sustainability of agricultural production and contribute to the transformation of the Thai agricultural sector.â?? explained Karsten Ziebell, Team Leader of the German-Thai Cooperation Project on Innovation Networks (GETHAC), which is implemented by DLG and AFC.

Agritechnica Asia and Horti Asia highlights at a glance:

Innovation Showcases: Product launches and innovations from 300 exhibitors, including global leaders like Netafim, Klasmaan-Deilmann, Dummen Orange, John Deere, Mahindra & Mahindra, AGCO, CNH, and CLAAS.
Business Matching: Special focus on facilitating business between manufacturers and importers, with targeted sessions on market entry in the Philippines or Thailand.

Knowledge Transfer: Collaborations with the Ministry of Agriculture and Cooperatives to provide more than 1,000 Thai farmers with insights from global agricultural experts through guided tours of the fair.

By registering in advance attendees enter for free, saving 30 USD, and can reserve conference seats and receive a welcome kits.

For more information and to register, please visit: AGRITECHNICA ASIA at www.agritechnica-asia.com
HORTI ASIA at www.horti-asia.com