



## AGRITECHNICA ASIA and HORTI ASIA 2024: Pioneering Sustainable Agriculture

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The opening day of AGRITECHNICA ASIA and HORTI ASIA 2024, organized by the German Agricultural Society, DLG International, VNU Asia Pacific, and officially co-hosted by the Ministry of Agriculture and Cooperatives of Thailand, is here, bringing an urgent call to address the crisis facing the agriculture industry and the world at large. Climate change, pollution from agricultural burning, and food shortages are no longer distant threats but pressing realities affecting millions.



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### A Platform for Solutions

AGRITECHNICA ASIA and HORTI ASIA serve as critical platforms, gathering experts, technology, and innovation to tackle these profound challenges. This event is not just about showcasing advancements in agriculture or being business platforms for international manufacturers from all over the world and farm professionals from Asia; it's about fostering a collaborative effort to drive sustainable practices and solutions. Addressing these issues requires the concerted effort of global citizens, working hand in hand to create a better, sustainable future for both business and the environment.

### What to Discover at AGRITECHNICA ASIA and HORTI ASIA 2024

From May 22-24, 2024, at BITEC, Bangkok - Thailand, open daily from 10:00 to 18:00, attendees can expect:

- **Innovation Showcases**

Discover product launches and innovations from more than 353 exhibitors, including global leaders like Netafim, Klasmann-Deilmann, Dummen Orange, John Deere, Mahindra & Mahindra, AGCO, CNH - New Holland, and CLAAS. These companies

will present cutting-edge technologies designed to enhance productivity and sustainability in agriculture.

- **Business Matching**

A special focus on facilitating business between manufacturers and importers. Targeted sessions will help international manufacturers and technology providers to navigate market entry in countries like the Philippines and Thailand, fostering new opportunities and collaborations.

- **Knowledge Transfer**

In collaboration with the Ministry of Agriculture and Cooperatives, AGRITECHNICA ASIA and HORTI ASIA will provide more than 1,000 Thai farmers with insights from global agricultural experts through guided tours of the fair. This initiative aims to share valuable knowledge and innovative practices to enhance local farming techniques.

### Key Quotes from Our Leaders

- **Prof. Dr. Med. Vet. Katharina Riehn, Vice President and Chairwoman, DLG – German Agricultural Society**, stated, 'Collaboration is key to finding solutions, which is why our theme for this event is 'Co-creation and sustainable networks.' This edition is breaking records: the exhibition space has doubled since our last edition, featuring innovations from over 353 companies and organizations. By bringing together experts and innovators, we aim to address the pressing challenges of climate change and food security while increasing efficiency in farming practices.'
- **Ms. Panadda Kongma, Vice President of VNU Asia Pacific**, emphasized, 'AGRITECHNICA ASIA and HORTI ASIA 2024 are advancing sustainable agriculture in Asia, showcasing over 353 global brands from 28 countries and hosting more than 50 conference sessions. Our aim is to position Bangkok as a hub for Agri/Horti business in Asia. The agricultural market in Asia is experiencing robust growth, particularly in the greenhouse segment, which is projected to grow at a compound annual growth rate (CAGR) of 14.12% from 2022 to 2027.'
- **Mr. Artthakorn Sirilatthayakorn, Deputy Minister of Agriculture and Cooperatives, Thailand** remarked, 'Thailand is proud to host this significant event. It is through collaborative efforts that we can shape the future of agriculture, ensuring it meets the demands of today while preserving resources for tomorrow. Our focus on smart technologies and mechanization is key to tackling the challenges posed by climate change and food security. We are committed to supporting initiatives that promote sustainable farming practices and innovations.'
- **Mr. Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention & Exhibition Bureau (TCEB)** added, 'AGRITECHNICA ASIA & HORTI ASIA 2024 is providing us with windows of opportunity. Bringing together the latest in agricultural and horticultural innovation and technology from Thailand and around Asia. It serves as an important platform for knowledge exchange, technological know-how, networking to co-create and expand business connections. They attract international and local experts who are eager to share best practices and forge partnerships that will drive future growth.'

### Highlight Conference Sessions:

During the 3 show days, AGRITECHNICA ASIA & HORTI ASIA present the conference and seminar for the audiences. Over 50+ knowledge session will be conducted by industry experts in the specific subject, these are the highlights that you should not missed, such as:

- **Technologies for Smallholder Sustainable Farming**

Convened by GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH and Mekong Institute.

- **Reduction of Air Pollution Through Avoidance of Burning in Agriculture**

Convened by Friends of Thai Agriculture (FTA), this session features moderators Dr. Gijs Theunissen, Agricultural Counsellor of the Embassy of the Netherlands in Thailand, and Ana Carolina Miranda Lamy, Agricultural Counsellor of the Embassy of Brazil in Thailand.

- **International Rice Research Institute (IRRI) Panel Discussion**

Convened by IRRI, this session features distinguished speakers including Dr. Katie Nelson, Scientist II - Climate Change. The focus will be on "Regulations and Standards for Carbon Market Development" and "Aligning Monitoring, Reporting, and

Verification with Climate Finance."

At AGRITECHNICA ASIA and HORTI ASIA, we provide a dynamic platform for discovering the latest agricultural innovations and technologies. With over 353 global exhibitors from 28 countries, this event offers unparalleled business opportunities. Engage directly with leading manufacturers and industry experts, explore potential collaborations, and discover new market trends. This is a unique chance to connect with key players in the industry, gain valuable insights, and drive your business forward in the thriving Asian agricultural market.