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Yanmar pushes farm modernization agenda with Thailand solution center

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Yanmar Co., Ltd. has opened its Yanmar Solution Experience Center in Bang Nam Priao, marking a strategic push deeper into Southeast Asiaâ??s agricultural transformation agenda. The facility is positioned as a hands-on demonstration and training hub aimed at accelerating productivity gains, mechanization, and sustainable farming practices across Thailandâ??s rice sector.

The center, developed in proximity to the Chia Tai Agricultural Center, is designed to function as a full-cycle agricultural showcase â?? spanning seed selection, field preparation, crop management, harvesting, and post-harvest optimization. It integrates machinery demonstrations with applied training modules, farm advisory services, and technology transfer programs targeting farmers, students, public agencies, and private stakeholders.

â??This initiative reflects our long-term commitment to working alongside Thai farmers to build resilient and sustainable agricultural systems,â?• said Masatoshi Suyama, President of Yanmar S.P. Co., Ltd. â??We are combining advanced machinery, practical training, and ecosystem partnerships to improve productivity while reducing environmental pressure.â?

The project is the result of a tripartite collaboration between Yanmar S.P. Co., Ltd., Chia Tai Company Limited and XAG Co., Ltd., blending capabilities across agricultural machinery, seed and crop solutions, and drone-based precision farming technologies. The integrated model is intended to address structural challenges in Thai agriculture, including labor shortages, rising input costs, and the need for higher operational efficiency.

The initiative aligns with the broader Yanmar Green Challenge 2050 framework, the companyâ??s decarbonization roadmap targeting reduced emissions across its industrial and agricultural operations. The center emphasizes precision agriculture, optimized resource utilization, and lower-carbon farming practices, positioning itself as both a training ground and a testbed for scalable sustainability solutions.

By embedding digital tools, mechanization, and agronomic expertise into a single operational environment, Yanmar is signaling a shift from equipment supplier to end-to-end agricultural solutions provider in emerging markets.

Yanmar Co., Ltd. is expected to use the Thailand center as a regional reference model for similar deployments across Asia, as demand grows for productivity-driven and climate-resilient farming systems.