

## DLG strengthens its presence in ASIA (05.05.2021)



# Thai

With the foundation of DLG Thai, DLG International is expanding its business in one of the most important markets in Southeast Asia

Thailand plays a central role for DLG in the emerging and changing markets of Southeast Asia. Since 2017, DLG has been organising the AGRITECHNICA ASIA and HORTI ASIA trade fairs in Bangkok together with VNU Asia Pacific. Since then, other successful formats such as the open-air event 'AGRITECHNICA ASIA Live' and 'Agrifuture Conference and Exhibition' have been established in Southeast Asia. The foundation of DLG Thai is an important cornerstone in the further development of these events and will help to implement international programmes such as the German-Thai cluster farm project in Thailand.

Katharina Staske, managing director of DLG Thai: "The foundation of DLG Thai is the next step in the strategic plan for DLG's internationalisation. DLG Thai's headquarters in Bangkok mean that we are even closer to the market and can respond faster to changing conditions, evolve our events accordingly and launch new projects. Thanks to its location at the heart of Southeast Asia, Bangkok is the ideal starting point. We can see great potential for the agricultural sector in the region and would like to use our specialist knowledge and tailored concepts to contribute to more sustainable farming and therefore a rapid upswing."

## **Events in Southeast Asia in 2021/2022**

With an innovative mix of special events, live agricultural machinery demonstrations and new digital products, DLG will be offering an extended programme of events adapted to the current situation together with its partner VNU Asia Pacific.

The AGRITECHNICA ASIA & HORTI ASIA digital talks will be taking place each month up to the next physical event in Thailand, the first 'AGRITECHNICA ASIA & HORTI ASIA Regional Summit' at the end of 2021. Experts from Southeast Asia will be discussing the latest issues within the region in virtual round tables.

AGRITECHNICA ASIA Live will mark the start in 2022. The open-air event will be taking place in Can Tho City, the first time it will have been held in Vietnam. Besides live agricultural machinery demonstrations, the event will be characterised by an extensive technical programme. The co-organisers are DLG's long-term partner, the International Rice Research Institute, and the Vietnamese Ministry of Agriculture.

As the leading trade fairs for the Asia-Pacific region, AGRITECHNICA ASIA and HORTI ASIA are set to take place in Bangkok in May 2022 with a variety of international exhibitors, a top-class technical programme and visitors from over 65 countries.

## **German-Thai cooperation project**

Besides these trade fairs and conferences, DLG is also part of the German-Thai cooperation project for promoting the sustainable development of cluster farms in Thailand. The project is aimed at strengthening what are called 'cluster farms' in selected districts in terms of high-performance, efficient and entrepreneurial agriculture that uses resources sparingly. The project is being initiated and supported by the German Federal Ministry of Food and Agriculture (BMEL) and the Thai Ministry of Agriculture and Cooperatives (MOAC). Agriculture and Finance Consultants GmbH is one of the project partners.