



Press Release: AGRITECHNICA ASIA & HORTI ASIA 2024 - Transforming the Future of Agriculture

Bangkok, Thailand – April 26, 2024 – As the global agricultural sector addresses pressing challenges such as climate change, food scarcity, and environmental sustainability, the pursuit of innovative solutions becomes increasingly important. Responding to these issues, AGRITECHNICA ASIA & HORTI ASIA are set to showcase groundbreaking technologies and solutions that aim to enhance farming practices and food security. This year's events promise to drive forward the conversation on sustainable agriculture with cutting-edge approaches and innovations.

From May 22-24, 2024, at the Bangkok International Trade & Exhibition Centre (BITEC), Thailand, AGRITECHNICA ASIA & HORTI ASIA, organized by the German Agricultural Society, DLG International, VNU Asia Pacific, and officially co-hosted by the Ministry of Agriculture and Cooperatives of Thailand, will feature an impressive lineup of over 300 exhibitors from 28 countries. This diverse and global participation underscores the event's status as a major hub of machinery and horticultural innovation in Asia.

Attendees will have the opportunity to explore the latest advancements from the world's leading agricultural manufacturers including AGCO with Massey Ferguson, Case New Holland, Changfa, CLAAS, Fliegl, John Deere, Mahindra & Mahindra, and Netafim. These industry giants are at the forefront of developing agricultural machinery and technology solutions that address critical challenges in the sector, from increasing crop yields to optimizing water and resource management.

This year, AGRITECHNICA ASIA & HORTI ASIA will not only highlight innovations that enhance farm productivity but also emphasize sustainable practices and smart farming technologies that contribute to environmental conservation and improved food systems. The events will serve as a platform for stakeholders from across the globe to engage, share knowledge, and foster collaborations that will shape the future of agriculture.

Katharina Staske, Managing Director of DLG Asia Pacific, highlighted the unprecedented scale and diversity of this year's expo. 'We have 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,' she stated.

Mrs. Staske added, 'Visitors from 62 countries have already registered, making the 4th edition of AGRITECHNICA ASIA a global hub for the agricultural community to explore themes of sustainability and innovation under this year's guiding theme, "Co-Creation and Sustainable Networks."

The conference program promises to delve into pressing issues such as 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 notable organizations, including 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

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 and agritech landscape significantly. 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."

Ms. Kongma added, 'Our conference, themed "Innovative & Sustainable Horticulture: A Thai-Dutch Inspiration in a Global Context," will provide deep insights into evolving industry trends. By emphasizing the integration of smart technology and precision farming, we aim to boost efficiency and sustainability with advanced technologies such as disease forecasting and production tracking.'

Dr. Vanida Khumnirdpetch, Director of the Bureau of Foreign Agricultural Affairs at the Office of the Permanent Secretary, Ministry of Agriculture and Cooperatives, emphasized Thailand's strategic response to global agricultural challenges: "Given the pressing global challenges we face—climate change, sustainability, and food security—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 year's theme of 'Co-creation and Sustainable Networks.'"

Dr. Gijs Theunissen, Agricultural Counsellor at the Embassy of the Netherlands in Thailand, highlighted the importance of international cooperation: "Addressing sustainable food security challenges in the face of climate change is paramount for those of us in the agricultural sector," he stated. "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.' Our aim is to foster an exchange of innovative agricultural practices and horticultural knowledge to contribute to sustainable food security."

Dr. Theunissen also extended an invitation to the event: "We warmly invite everyone interested in these critical issues to join us on May 22nd to engage and discuss with experts from Thailand and the Netherlands."

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

Mrs. Wilaiwan Tawichsri, Secretary-General of the Thai Coconut Oil Conservation and Development Association stated "In collaboration with Kasetsart University, Kamphaeng Saen Campus, the Horticultural Research Institute, Department of Agriculture, the Thai Horticultural Society, the International Coconut Community, and VNU Exhibitions Asia Pacific, we are proud to host the 3rd International Coconut Conference. This year's theme, 'Smart Coconut Production Technology and Market Opportunities', will bring together experts from six countries, including



India, Philippines, Vietnam, Malaysia, Indonesia, and Thailand. The conference will span two days, featuring in-depth lectures and field visits to a fragrant coconut garden in Pathum Thani and a cosmetic factory utilizing coconut oil. We are supported by eight private companies and the public sector. I warmly invite all interested parties to join us for a productive exchange of ideas and to gain valuable insights into the advancements in coconut production.”

Event Highlights Include:

- **Innovation Showcases:** Expect 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 1000 Thai farmers with insights from global agricultural experts through guided tours of the fair.

AGRITECHNICA ASIA & HORTI ASIA not only serve as platforms for showcasing global agricultural and horticulture innovations but also as forums for discussing sustainable solutions to the challenges facing today’s agricultural industry. With a comprehensive approach that combines business, innovation, and knowledge transfer, these events are pivotal in shaping a sustainable future for global agriculture.

Register now to join the largest gathering of agriculture and horticulture professionals in the region and be part of shaping the future of agriculture. Pre-register now to get more onsite benefits and is free of charge; onsite registration will be an entry fee ticket (value 30 USD for 3 days), reserve hot seat in your interested conference and welcome kits onsite.

For more information and to register, please visit:

AGRITECHNICA ASIA at www.agritechnica-asia.com

HORTI ASIA at www.horti-asia.com

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