

PRESS RELEASE

## **Bangkok to Host AGRICONNECT Conference & Exhibition 2023 for a Sustainable Agricultural Future**

Bangkok, Thailand - The AGRICONNECT Conference & Exhibition 2023, organized by the German Agricultural Society (DLG) and VNU Asia Pacific with the Ministry of Agriculture and Cooperatives as official co-host, is set to address the challenges facing Southeast Asia's agriculture industry. With a projected 40% increase in food demand due to the world's population reaching 9 billion by 2050, the region faces challenges such as labor shortages, intense competition for resources, and environmental degradation. The conference and exhibition will take place on May 24, 2023, at True Digital Park in Bangkok, Thailand. The event will convene over 300 participants from various sectors to discuss sustainable agriculture practices and farm visit options on May 25, 2023. Please note that this is a paid event and registration is required to attend.

The theme of this transformative event is "Eco-efficiency: Solutions for Environmental Farming Business." Eco-efficiency combines cross-cutting topics to integrate sustainable farming practices that benefit the environment, the economy, and society. This involves adopting sustainable practices, leveraging enabling technologies, and embracing circular economy principles to minimize adverse environmental impacts while maximizing profits. Key strategies include crop rotation, integrated nutrient and pest management, precision agriculture, renewable energy, and crop residue management. Overall, eco-efficient agriculture is the key to achieving a profitable and sustainable farming business.

The AGRICONNECT Conference & Exhibition 2023 is powered by AGRITECHNICA ASIA and HORTI ASIA, Southeast Asia's leading exhibitions in agriculture. The event will feature more than 30 speakers from nine countries and innovative sponsors. In addition, keynote speakers and representatives from international organizations, such as the United Nations Food and Agriculture Organization (UN-FAO) and the International Rice Research Institute (IRRI), will share their best practices and solutions in more than 15 sessions.

According to the event organizer, addressing global climate challenges, rising population, and food supply shortages is crucial. The conference aims to gain insights into increasing crop yield with a forward-looking mindset about the environment.

**On May 24, 2023**, the exhibitors will showcase their latest agriculture-related services and products. In addition, the AGRICONNECT Conference & Exhibition 2023 offers a diverse range of sessions and speakers covering various topics relevant to sustainable agriculture. Some of the highlights include:

**Environmental Protection:** This session features Mr. Narapat Kaeothong, Assistant to the Minister of Agriculture and Cooperatives, who will provide an overview of the ministry's initiatives

on environmental protection. Mr. Takayuki Hagiwara, Regional Programme Leader of the Food and Agriculture Organization (FAO), will also discuss the graduation process from farmer to entrepreneur.

**Innovations in Smart Farming:** This session aims to examine how technology can play a pivotal role in securing a prosperous future for Southeast Asia. We are honored to have Mr. Matthew McDonald, APAC Precision Technology Product Manager at CNH Industrial, who will share his insights on this topic. In addition, we are privileged to have Mr. Stewart Andrews, CEO of BioSci (Thailand), Ltd., who will expound on his experiences in implementing actionable data insights and intelligent farming. Furthermore, we look forward to hearing about sustainable food security and digital Twin from Mr. Tobias Fausch, CIO of BayWa AG. This is followed by the session organized by the German-Thai Cooperation Project for Clusterfarms, the Department of Agricultural Extension and the Thai Society of Agricultural Engineering who will discuss their views on the achievements, challenges and opportunities of adopting Smart Farming technologies in Thailand.

**Carbon market regulations** will be discussed by Dr. Björn Ole Sander, Country Representative of Vietnam for the International Rice Research Institute, in a regional exchange on carbon market regulations for the agricultural sector. The discussion will feature examples from Southeast Asia.

Additionally, an industry expert panel discussion on **vertical farming** will take place, featuring Ms. Christine Zimmermann-Loessl, Chairwoman and Co-Founder of the Association for Vertical Farming, Mr. Ralph Becker, CEO/Founder of Urban Greens Hydroponics Systems, Inc., and Mr. Sansin Sriphiomrak, CEO of Distar Fresh. They will discuss characteristics of successful business models in vertical farming.

Participants will also have the opportunity to participate in interactive sessions and roundtable discussions. The Federal Ministry of Food and Agriculture, Germany (BMEL) will offer an in-depth exploration of the challenges related to sustainable production in Southeast Asian agriculture, providing valuable insights into opportunities for German agribusiness companies. Similarly, the Sino-Thai Agricultural Young Farmers Exchange Conference will conduct an interactive workshop on "Future Farmer: Strategies for Success in Sustainable and entrepreneurial agriculture by Young Chinese and Thai Farmers," featuring the perspectives of young farmers from China and Thailand.

**On May 25, 2023**, experiential learning will continue with a choice of farm visits. Participants can visit the Choncharoen Farm in Kanchanaburi, run by Chia Tai x True Digital Solutions. They can witness how enabling technologies, such as irrigation systems, weather stations, drones, and robotics, are integrated into sustainable farming practices. Alternatively, participants can visit DiStar Fresh Farm, Thailand's largest indoor vertical farming facility. Participants can see how soilless growing using Perlite and Vermiculite provides protection from pests and pathogens while maintaining optimal water usage and an ideal environment for crops. All this is accomplished while controlling LEDs, AC, nutrients, and CO2 levels for an ideal balance of light, atmosphere, and nutrients.

Overall, the AGRICONNECT Conference & Exhibition 2023 is an important event that brings together experts, stakeholders, and industry leaders in the agriculture sector to discuss and showcase sustainable agriculture practices, innovative technologies, and best practices for achieving eco-efficient farming. The event promises to provide valuable insights, networking opportunities, and new business collaborations for participants from various sectors, including agribusiness, the food industry, and agriculture.

The event has been facilitated with the generous support of esteemed industry experts, professional leaders, partners, and sponsors, including BayWa AG, BioSci, and CNH Industrial. We encourage everyone interested in the future of sustainable agriculture to attend this transformative event **on May 24-25, 2023**, at True Digital Park in Bangkok, Thailand. Don't miss this opportunity to be a part of the global movement towards eco-efficient farming and contribute to a sustainable agriculture future.

To register for the AGRICONNECT Conference & Exhibition 2023 or obtain more information about ticket prices and registration details, visit [www.agritechnica.com/agriconnect/](http://www.agritechnica.com/agriconnect/) or contact:

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