

# AGRITECHNICA ASIA & HORTI ASIA event in Thailand awaits 300 international exhibitors

In-person trade fair 25-27 May 2022 in Bangkok – Easier entry into Thailand for international travelers – Seven country pavilions - Exhibitors from 26 countries signed up – New pavilions: Smart farming; Vertical farming and Cannabis cultivation – Thai Ministry of Agriculture and Cooperatives (MOAC) as co-host – Digital events planned



With three months to go before the in-person trade fair AGRITECHNICA ASIA & HORTI ASIA, 25-27 May 2022 at the BITEC exhibition grounds in Bangkok, registered exhibitors from 26 countries have greeted the news last month that quarantine for vaccinated travelers to Thailand is no longer needed. Supported by the official co-host, the Thai Ministry of Agriculture and Cooperatives, and with 300

exhibitors expected, the trade fair's theme is sustainable production.

“More and more countries in Southeast Asia are opening their borders to quarantine-free travel. Seeing these developments, we are looking forward to a high international turnout of exhibitors with so much to offer Southeast Asian farmers,” said Ms. Katharina Staske, Managing Director of DLG's office in Thailand.

“Smart farming as sustainability solutions, vertical farming and even cannabis production are just some of the many highlights that farmers can discover in Bangkok in 2022. The Industry Ministry is planning to make Thailand a hub of cannabis businesses to produce new products in the medical sector and support tourism. So I think it is the perfect time to bring this topic to our exhibitions,” said Ms Panadda Kongma, Director Agribusines & Operations of VNU Asia Pacific.

## **New: Smart farming and seven international pavilions**

An important part of Thailand's sustainable production, precision and smart farming technologies and applications including many from startups will be explored at the new Thailand Smart Farming Pavilion jointly organized with the Ministry of Agriculture and Cooperatives.

Smart farming in Thailand and solutions like drone and satellite technology, automation and robotics and working weed robots have already attracted attention at the Regional Summit held in Thailand late last year. The topic of smart farming will be explored further at the Smart Farming Pavilion which will present solutions aimed at all farm sizes.

Seven country pavilions for China, Finland, Germany, India, Japan, the Netherlands and South Korea, each located within the trade fair, will showcase equipment, technical solutions and inputs from global companies to Asia' farmers in the regions.

## **New: Vertical farming and cannabis production**

Located in the horticultural exhibition area 'HORTI ASIA', the new pavilion “Vertical Farming” co-organized by the Association for Vertical Farming (AVF) focuses on the production of plant-based food in urban spaces while the Cannabis Pavilion set up by Thailand Cannabis Industry Association (TCIA) aims to further knowledge in cannabis production, an area increasingly attractive to Thai farmers since its legalization in 2021.

## **Comprehensive Conference Program and Guided Exhibition Tours**

The exhibition will be accompanied by about 30 professional sessions on all three exhibition days, exploring topics like “Thailand Cane and Sugar Industries after Covid-19”; “Towards carbon reduced (or neutral) rice production and processing”; and “Development of Smart Industrial Agriculture Technology in Thailand”. A selection of discussion events will also be held online.

Together with the Department of Agricultural Extension of the Ministry of Agriculture and Cooperatives, guided tours through the exhibition will be offered to invited farmer groups and interested visitors. Tours address topics relevant for the farmers of the region such as efficient water management or post-harvest solutions.

### **Hosted Buyer Program**

AGRITECHNICA ASIA and HORTI ASIA's exclusive hosted buyers program will attract more than 350 leading buyers and decision makers from Asia-Pacific countries including Cambodia, China, India, Indonesia, Japan, Laos, Malaysia, Mongolia, Myanmar, Pakistan, the Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam. These invited buyers, attend with the objective of identifying the most suitable technology solutions for their region. Mr. Sebastian Smija, Sales Manager Asia Pacific of Fliegl Agrartechnik GmbH welcomes this program and underlines the internationality of AGRITECHNICA ASIA: “I come to this exhibition because Bangkok is an important hub for the whole ASEAN market. Not only to meet partners from Thailand, but also customers from Vietnam, Cambodia, the Philippines, Indonesia, and Malaysia. That is why AGRITECHNICA ASIA is the international exhibition that is important for us.”

### **HORTI ASIA and Systems & Components**

AGRITECHNICA ASIA is held in conjunction with HORTI ASIA, the region's largest trade exhibition for smart horticulture in Asia, and the special exhibition Systems & Components Asia focusing on components manufacturers that supply solutions to manufacturers and spare parts to farmers.

AGRITECHNICA ASIA presents agricultural engineering solutions, inputs and smart solutions that support the development of agriculture in the Asian markets. Mechanization through modern machinery will increase significantly in the next decade, spurred on by worsening labor shortages, increased competition and pressure to reduce production costs

AGRITECHNICA ASIA & HORTI ASIA is organized by DLG International GmbH and VNU Asia Pacific. The Thai Ministry of Agriculture and Cooperatives is the official co-host-

The exhibition is supported by a range of domestic and international specialist organizations: e.g. International Rice Research Institute; Thailand Society of Sugarcane Technologists; Horticultural Science Society Thailand; Thai Society of Agricultural Engineering; and the National Science and Technology Development Agency

AGRITECHNICA ASIA & HORTI ASIA, 25-27 May 2022 at the BITEC, Bangkok.  
Pre-register now at <https://www.online-register.org/atahorti.php>

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