

Coming up: Asia-Pacific Trading Summit at AGRITECHNICA ASIA

On 26 May in Bangkok, Thailand; Market opportunities, technology needs and networking – target group: farm equipment manufacturers, importers and dealers – country focus: Thailand, Vietnam, Indonesia, Philippines and Malaysia – International partners: VDMA Agricultural Machinery



Thai

For the first time face-to-face, the Asia Pacific Trading Summit will be equipping agricultural machinery manufacturers and dealers with targeted regional knowledge and networking, during the AGRITECHNICA ASIA trade fair on 26 May at 14:30 hrs at the BITEC exhibition center in Bangkok, Thailand.

The event is co-organized by the German Federal Ministry for Food and Agriculture (BMEL). The aim of the Asia-Pacific Trading Summit is to facilitate connections and cooperations among agricultural machinery manufacturers and dealers and traders in the region.

Focusing on Thailand, Vietnam, Indonesia, Philippines and Malaysia, the summit offers an update on current regional requirements in the areas of technology, quality, after-sales services and networking with experts and trading partners.

Experts from agricultural machinery manufacturer associations, including the VDMA Agricultural Machinery and Thai Society of Agricultural Engineering, from selected Southeast Asian countries will present country reports, presenting key data like financing of machine equipment, subsidies, machinery sales figures, customs duties and import regulations. An overview of the local agricultural machinery industry along with opportunities for foreign manufacturers will be supplied.

Exploring how international manufactures can successfully develop cooperation models and projects in the South East Asian region, the panel discussion concludes with a targeted networking session for manufacturers, importers and distributors with the aim of identifying new business partners.

Cooperation partners of the event are: VDMA Agricultural Machinery (Germany), Thai Society of Agricultural Engineering (Thailand), Agricultural Machinery Manufacturers Industry Club of the Federation of Thai Industries (Thailand), Agro Processing and Market Development Authority, Ministry of Agriculture and Rural Development (Vietnam),

Agricultural Machinery Manufacturers and Distributors' Association (Philippines), and Association of Indonesian Agricultural Machinery (Indonesia).

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. Partner country is Vietnam.

Pre-register now at www.online-register.org/atahorti.php

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, takes place at the BITEC, Bangkok.

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