



# Media Service

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## **Agritechnica exhibition expands reach in growing Asian markets**

**Agritechnica Asia expands into Vietnam – Organizer DLG to meet high market demand for agricultural machinery knowledge in Asia with tailored country-specific Agritechnica formats – HortEx exhibition for horti- and floriculture to be held in parallel – DLG’s “Agritechnica Asia” event in Bangkok continues as hub for Asia**

**(DLG). The German Agricultural Society (DLG) is strengthening its exhibition offering in Asia to meet greater demand and new requirements of agricultural professionals in the region for know-how in plant cultivation, technology and new production processes. Currently held biennially in Thailand, Agritechnica Asia, the leading trade fair for crop production and smart farming in Asia, will take place annually from 2025, alternating between the locations of Vietnam and Thailand, odd years in Vietnam and even years in Thailand. Agritechnica Asia in Vietnam will debut in Ho Chi Minh City 12-14 March 2025.**

Providing this exhibition in Vietnam is typical of DLG’s local approach around the world and will enable farming professionals to access not only solutions tailored for the region and but also farm knowledge, DLG’s objective since 1885. DLG Asia Pacific, a DLG subsidiary, is organizer of the new format of Agritechnica Asia, which will offer cross-agriculture synergies, including horticulture and floriculture.

“Agritechnica Asia”, a spin-off of Agritechnica, the world's leading agricultural machinery exhibition held biennially in Hanover, Germany, serves growth regions in Asia. After this years’ edition in Bangkok in May, Agritechnica Asia 2025 will take place 12-14 March in Ho Chi Minh City, Vietnam, marking its premiere in the country. In 2026, the trade fair will be

held in Bangkok, Thailand once again. With its rapidly growing economy and government plans for developing agricultural mechanization, Vietnam offers significant potential for agricultural machinery manufacturers while Thailand continues to serve as the central hub in Asia, bringing together the region's agricultural community.

“Since setting up the DLG Asia Pacific subsidiary here in Thailand three years ago, our aim has been to meet the needs of farm professionals, however different and wherever they are. We have identified enormous potential in the agricultural sector in this region and are implementing our plans to contribute to sustainable development in local agriculture through our know-how and flexible, tailored concepts,” says Jens Kremer, Managing Director of DLG International.

As part of the new schedule, Agritechnica Asia will be held in parallel with HortEx for the first time, the leading exhibition in South East Asia for professional horticulture and floriculture. Synergies between the two exhibitions include machinery and crop cultivation, offering visitors an efficient overview of available technologies. HortEx is organized by Minh Vi Exhibition and Advertisement Services Co., Ltd. (VEAS) and Nova Exhibitions BV, an exhibition specialist from the Netherlands, a country home to the industry’s know-how. IPM Essen, the world's leading horticultural exhibition held in Essen, Germany, is supporting HortEx with its extensive network. HortEx will adapt its schedule to include Thailand in the future.

“We are pleased to be working with such strong partners so that we can meet the broad needs of farmers in one single venue. The DLG will apply its extensive exhibition expertise, in particular the organization of the 2800-company strong Agritechnica and an even wider network of customers and partners at DLG trade fairs in over 20 countries. By joining forces with the HortEx organizers, we are confident that the new exhibition platform will meet the needs of companies already in the region and those with plans to expand their business into the South East Asian market,” says Katharina Staske, Managing Director, DLG Asia Pacific.

The DLG Asia Pacific team of experts will exclusively manage the Agritechnica Asia exhibition with support from business partners, regional agricultural organizations, governments and political decision-makers.

The fourth and upcoming edition of Agritechnica Asia, which is expected to attract around 15,000 agricultural professionals, will be held 22-24 May 2024 at the BITEC exhibition center in Bangkok, Thailand. The edition will be jointly organized by DLG and VNU Exhibition Asia

Pacific and will be co-located with Horti Asia. Around 300 exhibitors and companies have already signed up for Agritechnica Asia 2024, including leading players in the agricultural machinery and solutions industry such as AGCO, CNH Industrial, John Deere and India's Mahindra Group.

"It is a very exciting time for agricultural machinery in Asia, and we look forward to increasing relationships with distributors and farmers from across the region. Agritechnica Asia 2024 is a key part of our strategy to showcase our new tractors and increase our presence in South East Asian Agriculture," says Mr. David Alvarez, Far East Business Manager, AGCO Corporation.

"We would like to thank our partner VNU Exhibition Asia Pacific, with whom we have jointly developed this successful platform over the past seven years," said Kremer.

Located in Bangkok and operating in Thailand and neighboring countries, DLG's subsidiary was set up in 2020 in response to local demand, notably from agricultural ministries, for DLG's core competencies in professional agricultural knowledge platforms. Applying DLG's professional agricultural experience, DLG Asia Pacific organizes agricultural conferences and exhibitions in the region such as the Agrifuture Conference, an event that rotates between countries and explores trends in farming, and the International Rice Congress and Trade Fair recently held in the Philippines. Upcoming events include the Agri-Food Tech Expo Asia, a trade show presenting the entire offer within the framework of the so-called Controlled Environment Agriculture (CEA) together with 'New Food Production'- solutions like invitro food and generating of alternative proteins, to be held in Singapore, 19-21 November 2024, as well as the new FutureAg Expo 2024 "Powered by Agritechnica" exhibition, in Melbourne, Australia, 17-19 April 2024.

### ***Further Information***

Information on Agritechnica Asia can be found on: [www.agritechnica-asia.com](http://www.agritechnica-asia.com).

Information on DLG Asia Pacific: [www.dlg-asiapacific.com](http://www.dlg-asiapacific.com). For information concerning DLG events in the Asia Pacific region, please contact Katharina Staske, phone +49 (69) 247 88 282, e-mail [k.staske@dlg.org](mailto:k.staske@dlg.org).

**About DLG:**

With more than 31,000 members, DLG is a politically independent and a non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. Through its subsidiary, DLG International, DLG operates subsidiaries in nine countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

**About DLG Asia Pacific**

The DLG subsidiary DLG Asia Pacific, based in Bangkok and active in Thailand and Asia Pacific, was established in 2020 in response to local demand, particularly from ministries of agriculture, for DLG's core competencies in professional agricultural knowledge platforms. DLG Asia Pacific works closely with DLG's subsidiary in China, DLG AgroTechService, leveraging the expertise of both subsidiaries and further expanding networks in Asia to promote the regional agri-food industry and jointly develop new formats.