

## **Already 50 percent of exhibition space booked at the new AGRITECHNICA ASIA show**

Bangkok/Frankfurt – 6 SEPTEMBER 2016

**Less than 12 weeks after AGRITECHNICA ASIA was launched, half of its exhibition space has already been allocated to exhibitors. With more than seven months to go until the show opening, 10 leading international exhibitors from six countries have committed themselves to jointly develop the Asian agriculture exhibition taking place in Bangkok 15 - 17 March 2017.**

The first edition of the world's leading agricultural machinery and equipment in Asia show will focus on agriculture machinery for top produced crops in Asia such as rice, sugar cane, cassava, maize, root crops, palm oil and wheat. The goal of AGRITECHNICA ASIA is to showcase more than 221 exhibitors from Asia and Europe, and welcome 8,000 trade visitors on 7,550 sq.m. of floor space who are dedicated to finding solutions for the region. Quality buyers, top investors and farmers across Asia will be invited to visit the exhibition featuring hosted buyer programs which is set to attract leading suppliers, farm owners, agriculturalists and agronomists, investors, distributors, dealers, decision makers and top executives from high profile companies to visit AGRITECHNICA ASIA in March 2017. The trade fair is prepared to support all of the attendees with an opportunity to have complimentary room nights stay in Bangkok during the show and being a part of global business networking for agribusiness in ASEAN. In addition to the conference program, technology professionals in agriculture and international experts will lead master classes to share knowledge and know-how for farmers.

Mr. Axel Wildner, Counsellor for Food and Agriculture, Embassy of the Federal Republic of Germany Bangkok said "Combining Western technology with Asian demand for agricultural solutions makes AGRITECHNICA ASIA the industry platform for the future and agriculture and Asia will go hand in hand. AGRITECHNICA ASIA will play a vital role in bringing governments, suppliers, and farmers together."

"We are pleased that in such a short time, we have already filled half of the exhibition space planned for AGRITECHNICA ASIA. In our experience of launching new exhibitions, this result so soon reflects the great confidence exhibitors have in this new show. Feedback about AGRITECHNICA ASIA from numerous agricultural machinery companies so far has been overwhelming. Those who already know AGRITECHNICA are convinced AGRITECHNICA ASIA will be a successful event," says Mr. Akachai Ponsomboon, Project Manager AGRITECHNICA ASIA, VNU Exhibitions Asia Pacific.

Leading companies, including AGCO Holdings (Singapore) Pte Ltd, a leader in tractor, agricultural machinery and equipment; LOVOL, a leader of heavy equipment and construction machinery; Maschio Gaspard, a leader in the production of agricultural implements for tillage, seeding/planting, crop care, landscaping and hay making; PÖTTINGER, a leader of grassland management, soil preparation and seed drill technology; Fliegl Agrartechnik who is number one in Europe for transport, biogas and forest technology; and CLAAS, a market leader in combine harvesters and world's leading manufacturers of agricultural engineering equipment, will participate in AGRITECHNICA ASIA 2017. As Asia has always been an important market in the agriculture industry, further top companies from China, India, Japan, South Korea, Taiwan, Denmark and Spain will also be a part of AGRITECHNICA ASIA.

Josef Fliegl, President Fliegl Agrartechnik GmbH said "Being a Launch Partner of AGRITECHNICA ASIA offers my company a perfect platform to present its products to customers and partners from the key countries of the important Asian markets."

The first AGRITECHNICA ASIA will be held parallel with Horti ASIA 2017, which is the local trade exhibition include the latest technologies and innovations from pre-planting process, cultivation, maintenance, and harvest to post-harvest management. It becomes the most valuable trade periods for Horticulture and Agriculture industries all in one marketplace during 15-17 March 2017 at BITEC Bangkok, Thailand.

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